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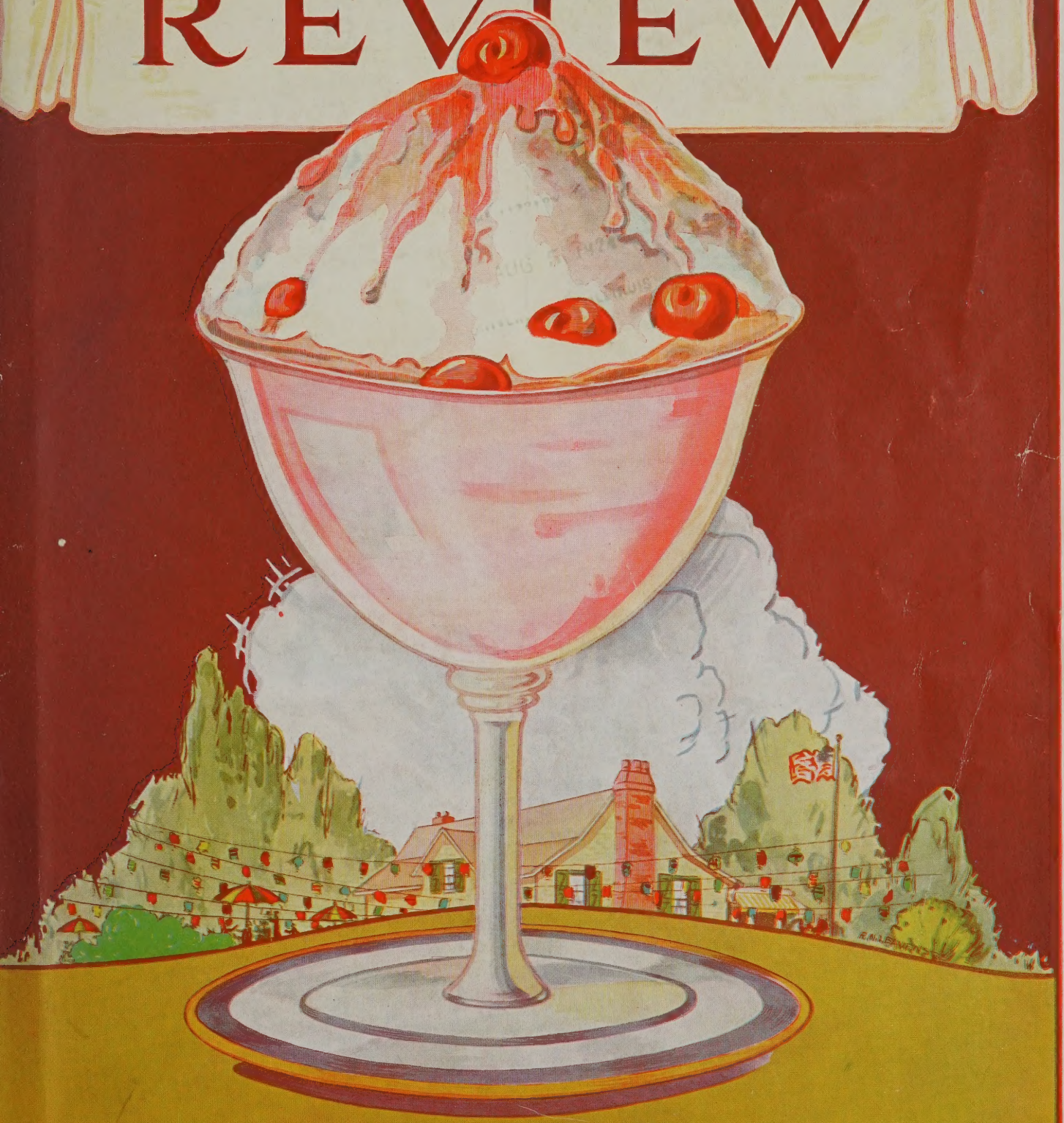
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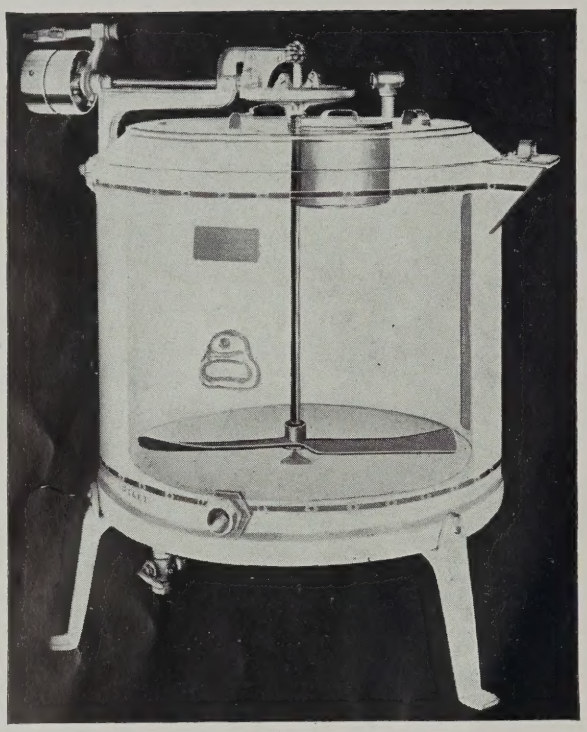
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The ICE CREAM REVIEW



Volume Eight—No. One Milwaukee, Wisconsin—August, 1924 Two Dollars Per Year

WHERE GOOD ICE CREAM STARTS



Cherry Upright Batch Mixers

THE freezing process alone will not give you good Ice Cream. Spend a little time studying your mixing batch. Here is where the foundation for the quality of your product is laid.

The Cherry Upright Batch Mixer enables you to hold the batch at a comparatively uniform temperature, and the positive action of the agitator provides for thorough distribution of the fats in the mixture.

Bulletin No. 2036 describes this equipment—ask for a copy. If you prefer, we will send you Bulletin No. 2031 giving details of Cherry Coil Batch Mixers.

"Spend a Week in Dairyland"
NATIONAL DAIRY EXPOSITION
Milwaukee, Wisconsin
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J. G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa. Peoria, Ill.

Boost for NATIONAL ADVERTISING of ICE CREAM

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AUGUST SPECIALS

Bulk or Brick Ice Cream

August 3rd

Honey Fruit

Use half gallon Blanke-Baer HONEY FRUIT SALAD to 10 gallons finished ice cream.

Who can resist a Fruit Special Ice Cream Containing ripe crushed fancy Hawaiian pineapple, fresh cocoanut, cocoanut milk, Maraschino cherries, pure California honey and other ingredients, all blended together with a pleasing flavor?

Name of Window Streamer

Honey Fruit Ice Cream

FREE if requested with order.

August 10th

Butter Scotch

Use half gallon Blanke-Baer BUTTER SCOTCH SUNDAE to 10 gallons finished ice cream. No sugar required in the mix. Save sugar.

Children as well as grown ups just love the old fashion Butter Scotch flavor. Here is one you'll be asked to repeat often.

Name of Window Streamer

Butter Scotch Ice Cream

FREE if requested with order.

Angust 17th

Orange Pineapple

Use half gallon Blanke-Baer ORANGE PINEAPPLE BITS to 10 gallons finished ice cream.

Who doesn't like oranges? Who doesn't like pineapple? Here's a Blanke-Baer special combination of Hawaiian pineapple and California orange. Most delicious.

Name of Window Streamer

Orange Pineapple Ice Cream

FREE if requested with order.

August 24th

Maple Nut

Use half gallon Blanke-Baer MAPLE NUT SALAD to 10 gallons finished ice cream.

Yum! Yum! Ice cream with the taste of pure maple flavor, thickly sprinkled with No. 1 White Virginia Peanuts, strictly oil free and ground not too fine. Irresistible.

Name of Window Streamer

Maple Nut Ice Cream

FREE if requested with order.

August 31st

Tropical Fruit

Use half gallon Blanke-Baer DIXIE FLYER SALAD to 10 gallons finished ice cream.

Maraschino cherries, Hawaiian pine apple and other luscious fruits. A very popular special. Make this one of your regulars.

Name of Window Streamer

Tropical Fruit

FREE if requested with order.

Be prepared for big August sales—Get your order in early.

Blanke-Baer Extract & Preserving Co.

3224-34 South Kingshighway ST. LOUIS, MO.

Special Fruits and Flavors for Special Ice Creams Our Specialty

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MANY successful business men and leading economists are devoting attention to the merits of business budgeting....In a semi-seasonal industry budgeting permits a spreading of cash disposition from the months of greatest income only, throughout the entire year. It inwardly stabilizes and gives an orderly progression to an individual business. For example, it makes it easier for a business, whether large or small, to be in a position to take cash discounts in its purchases—and the National Association of Credit Men has pointed out to American industry and commerce that no business is fair to itself that does not try to earn the 36% a year to which cash discounts at 2% –10, net 30 days, are equivalent, or the 24% a year which is equivalent to discounts on 2-30-60 items....Sounder economy and greater scope of operation for the ice cream industry in all its branches is the end to which the Association, through co-operation with all ice cream manufacturers, has been long committed. Many ice cream manufacturers and supply houses, both, are experiencing real benefit today from the employment of some system of business budgeting.

The Seal



THE ASSOCIATION OF
ICE CREAM SUPPLY MEN
1328 Broadway New York City



of Safety

The
ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY
THE OLSEN PUBLISHING COMPANY
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CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS. MILWAUKEE, WISCONSIN

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OFFICIAL ORGAN
Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesoita State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Minnesota Gophers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

AUGUST, 1924

THERE is a danger that so much stressing of the food quality of ice cream will make some manufacturers lose sight of the palate appeal. If ice cream men had nothing more than a food argument, many people would say, "Well, why not eat potatoes, which are cheaper?" But potatoes are not so nourishing, they will be reminded. "All right, what's the matter with spinach?"

Fortunately, however, folks don't look at things that way. The public is a little fairer than we think. But it must be remembered that ice cream must be good and appetizing as well as wholesome. People will cultivate a taste for spinach when they don't like it but know they ought to eat it. You never hear of anyone who doesn't like milk cultivating a taste for ice cream simply because it's a good food. They have to be tempted through the palate.

Let's don't forget to make it good as well as wholesome.

MANUFACTURERS throughout the country are awaiting with eagerness announcement of the winning slogan in the contest recently conducted by the slogan committee of the National Association of Ice Cream Manufacturers. This slogan will mean a regular trade-cry for the industry. The slogan campaign already has given the industry considerable national advertising. Thousands of letters were received with suggested slogans. The one that wins will be used in ice cream manufacturers' advertising all over the country. If we once make it as well known as some of the trade slogans now out, such as those of the florists, bread bakers and some of the cigarette manufacturers, we shall have ice cream in the minds of the public much oftener than in the past.

⚜

PLANS are fast formulating for the big convention of the National Association of Ice Cream Manufacturers to be held in New Orleans next November. Few men who have never served in an official capacity realize the amount of work to be done in connection with a big trade convention. One is scarcely out of the way before it is necessary to lay plans for the succeeding one.

Ice cream manufacturers in the Southern states are proud of their opportunity to show their brothers in other sections that no mistake was made when "The Crescent City" was selected for the 1924 convention. They court the obligation that rests upon them as hosts. They welcome the chance to demonstrate the importance and possibilities of their industry.

It is none too early to resolve to attend the New Orleans convention. We asked an Indiana manufacturer last week whether he was planning to attend the National Dairy Exposition. "When does it come?" was his reply. We told him and then he added, "All right, I'll be there, but I am not taking on anything that will conflict with my trip to New Orleans—and Panama."

⚜

A READER wants to know what we have in the boat when the "muskies" insist on jumping into it. That's just the way with some fellows; right away they get suspicious. This man wants us to commit ourselves and then his next move will probably be to inquire our source of supply. It will soon be dairy show time and no doubt he will be here. Then he would insist on our leading him to it.

We don't propose to get mixed up in such a deal. We are intensely loyal to the constitution of this land and we wouldn't use any "bait" that is prohibited. Anyway, we don't know where to get it.

⚜

KEEP in mind that Thursday, October 2, is Ice Cream Day at the National Dairy Exposition, Milwaukee, Wis. Plan to spend as many days as possible at the show, but be sure to be there on Thursday. Then you will meet the other good folks who talk the same language.

THIS industry's connection with the dairy exposition becomes clearer as the ice cream division of the National Dairy Club of Wisconsin proceeds to get busy and prepare for their industry's part in the exposition. This club, as previously explained in The Ice Cream Review, was organized to assist in preparations for the National Dairy Exposition, which will be held in Milwaukee September 27 to October 4.

George D. Mansfield of Milwaukee is at the head of the ice cream division. He is laying his plans carefully for the reception of visiting ice cream manufacturers. He has enlisted the support of manufacturers operating in virtually every part of Wisconsin.

Ice cream manufacturers who attend the exposition will find everything ready for their reception. Wisconsin members of the industry have left nothing for their friends outside the state to bother over. All details will be taken care of within the state, and visitors will have nothing to do but smile and have a good time.

Few of us stop to think that the dairy exposition affords the opportunity to kill two birds with one stone. This year the ice cream manufacturers will see an excellent exhibit of ice cream supplies, equipment and machinery. They will have the chance to note the important strides dairying is making in this country. At the same time the exposition will serve to advertise dairy products.

A large attendance of ice cream manufacturers will mean more advertising for the industry. Wisconsin manufacturers understand the value of the advertising thus afforded. They have made arrangements to put on sale a "dairy show special" brick. This will go before the people of their state on the week-end preceding the opening of the exposition. It will be accompanied by special advertising literature regarding ice cream.

People other than dairymen and dairy manufacturers will attend the exposition. Officials believe there will be a hundred thousand visitors. As a matter of fact, it is likely that there will be twice that number. Many of these visitors will be bankers, merchants, railroad officials, real estate men, chamber of commerce officers and state officials. Many of them will bring their wives and children. The part that ice cream men and the exhibiting of dairy products play in the exposition will result in just so much national advertising for the industry.

Ice cream manufacturers of every state should make up their minds to visit the National Dairy Exposition. There will not be any special meetings to hold you tied down; you can walk around and look and listen to your heart's content. You can even dodge the reception committee of Wisconsin manufacturers if you wish. This visit will not conflict with any of the ice cream conventions to be held in winter. People will be on hand to talk up the national convention at New Orleans in November, the Pacific joint convention at Los Angeles in December and many of the other conventions that loom ahead.

A delightful feature of the exposition is you will not have to stay over several days to wait for something you want to see or hear. Thursday, October 2, will be Ice Cream Day. That is the only day you are expected to be in Milwaukee. It is the only time you stand a chance to see other ice cream men. You can run out and see the cattle in the afternoon, and then look over the exhibits in the hall during the forenoon, hop on a train and beat it for home that night. Simple, isn't it?



IT WILL be interesting to watch developments in connection with budgeting the ice cream industry. There is an article on the subject in this issue. Officials of the National Association of Ice Cream Manufacturers are interested in the matter. They have held conferences on the subject with officials of the International Association of Milk Dealers, who have made much progress in this direction.

The ice cream industry has suffered greatly from loose play in business methods. Millions of dollars have slipped through the industry's fingers in this way.

The fever of anxiety over new accounts and more new accounts has prevented the ice cream manufacturer from keeping up with his costs. A man cannot reason out things in a business-like way when his veins are fairly afire with desire to beat another man to new acccounts.

There must come the time when the manufacture of ice cream will be more of a definite localized proposition than it is now. That will come about through greater consumption per capita. The shipping business has been one of the greatest eye-sores to the industry. It is probable that more than fifty per cent of the shipping business today is on an impractical scale—probably far more than that. This has been the cause of more failures in the industry than anything else with the exception of loose credits, and indeed, this has been a great factor contributing to unwise extension of credit.

Desire for more gallonage leads many ice cream manufacturers to fight locally for all the dealers they can get and with more or less success, then to look around for more worlds to conquer.

Pride over local achievement has led more than one rookie prize-fighter and bush-league baseball player to butt his head against the pillars of distant glory. When an ice cream manufacturer builds up a fairly profitable business in his own vicinity, shipping to nearby points with some success, he finds it the greatest kind of temptation to work up some business a little farther away, and then still farther on, and ofter he gets entirely too far away for the safety of the black-ink columns of his ledger.

We cannot keep up with our business if the territory we try to cover is greater than we are prepared to handle. Many men who think they are making money suddenly wake up to the fact that they have just been a clearing house for the exchange of money, with little of it sticking to their fingers.

We must concentrate in the ice cream industry. The coming of more ice cream factories is cutting down

much of the shipping business. This will be a good thing for everybody. It will mean that ice cream manufacturers will intensify their efforts to sell ice cream in the territory in which they operate.

Then we shall understand how perfectly silly it is to fight for business far away that some other man should have instead of going after the business that is right under our noses!

Farmers have learned that they don't necessarily need more land, but can prosper in proportion to how intensively and intelligently they cultivate the land they are working. Business men will learn the same thing some day, ice cream manufacturers included.

⚜

THE ice cream industry is so young and growing so fast it would be unreasonable to expect that all of the problems incident to the business would be settled up to date. Some day when more of the big problems have been solved we will look back to 1921 and smile when we consider the comparatively crude methods which now prevail. This may sound like a wild prophesy to some, but if it is, then the ice cream industry will have a different history than other industries in which methods have been improved from year to year covering a long period of time.

Some ice cream manufacturers are right now years ahead of their competitors in the race to secure a high consumption of their product. They have solved many of the problems which now hinder most ice cream manufacturers in their efforts to build up tonnage.

One of the chief faults of ice cream, as found on the market, is the lack of uniformity of temperature. When the customer calls for a dish of ice cream he is too often furnished with cream that is too soft or too hard. He is not always furnished with ice cream that is "just right." The degree of hardness of the ice cream at the time the consumer eats it makes a big impression on him. It materially affects the opinion he forms as to the quality of that particular ice cream.

We are not blaming anybody for this condition of affairs. It is simply one of the big problems to be worked out. We know that it is difficult to get ice cream to the consumer at just the right temperature, but we have faith enough in the men in the industry to predict that sometime this problem will have been solved. It is one of the faults of the trade today, but some day it will be corrected. It must be corrected before the consumption of ice cream will have reached the maximum.

⚜

WISCONSIN ice cream manufacturers will feature an ice cream brick to be known as "Dairy Show special" for one week previous to the opening of the National Dairy Exposition. This special will be on sale in every city and hamlet in the state and will materially aid in advertising the big dairy function. A splendid idea.

SOME retail dealers appreciate the possibility of greatly increasing the sale of ice cream in their locality by giving the right kind of service to the home trade. They are not satisfied with the sales over the counter or at the fountain; they encourage housewives to place their orders for ice cream, to be delivered at a certain hour, so that it will be in the right condition for serving at meal time. When the customer wants an order of ice cream delivered at 6:30 p. m., the delivery is made at that time and in good condition. The customer is made to feel that his patronage is appreciated and that he is not asking a favor when he asks the dealer to make the delivery.

Dealers in other food products are meeting this growing tendency on the part of city consumers to order the day's supplies, and they make delivery promptly and in good condition in order to hold and build up trade. They know that if they give the right kind of service the matter of price is a secondary consideration in the minds of their best customers.

With the sanitary containers now on the market the retail dealer of ice cream has opportunities to greatly increase the consumption of ice cream over what it has been in the past. The progressive ice cream manufacturer spreads the idea among his retailers and cooperates with them in every way possible to build up their trade. He backs up the retailer's effort to increase the consumption of ice cream in the home by efficient advertising, and by giving him the benefit of his experience in handling ice cream.

BULLETIN OF EVENTS

National Dairy Exposition—Wisconsin State Fair Grounds and the City Auditorium, Milwaukee, September 27 to October 4. Secretary, W. E. Skinner, 910 South Michigan Ave., Chicago.

Southern Association of Ice Cream Manufacturers—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery Co., Decatur, Ala.

Illinois Association of Ice Cream Manufacturers—Silver Jubilee Convention, Chicago, October 28-29, 1924. Hotel headquarters, Hotel Sherman. Secretary, N. Loewenstein, 155 N. Clark St., Chicago.

National Association of Ice Cream Manufacturers — Twenty-fourth Annual Convention, New Orleans, La., November 17, 18, 19 and 20, 1924. Convention headquarters, Hotel Roosevelt. Secretary, L. Loewenstein, 155 N. Clark St., Chicago.

Louisiana Association of Ice Cream Manufacturers—Annual convention, November 21, 1924. New Orleans, La. Secretary, N. F. Maning, Monroe.

Texas Ice Cream Manufacturers' Association—Annual Convention, Dallas, December 3, 4 and 5, 1924. Secretary, A. J. White, San Antonio.

Georgia Ice Cream Manufacturers' Association—Annual Convention, Augusta, Ga., December 2, 1924. Convention headquarters, Richmond Hotel. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.

Oklahoma Association of Ice Cream Manufacturers—Annual Convention, Tulsa, December 8-9-10. Secretary, W. M. Hawk, Tulsa.

Pacific Slope Dairy Show—Exposition under the auspices of the California Dairy Council with co-operation of dairy councils of the Western states and dairy divisions of the agricultural colleges and departments of the Pacific Coast states, Oakland, Cal., December 10 and 16 inclusive. Secretary-manager, Sam H. Greene, 216 Pine St., San Francisco.

Pacific Ice Cream Manufacturers' Association—Annual convention, Oakland, Cal., December 10, 11 and 12. Secretary, Bert H. Walker, Tacoma, Wash.

California & Southwestern States Ice Cream Manufacturers' Association—Annual convention, Oakland, December 10, 11 and 12. Secretary, Jay Kugler, San Francisco.

Supply Men of the Pacific Coast Ice Cream Manufacturers' Association—Exhibition in connection with joint convention of Pacific Northwest, Pacific Coast and Southwestern States, City Auditorium, Oakland, Cal., December 10, 11 and 12.

Kansas Association of Ice Cream Manufacturers—Annual convention, Topeka, Kansas., December 16, 17 and 18. Convention headquarters, Hotel Kansas. Secretary, B. T. Perkins, Pittsburgh, Kans.

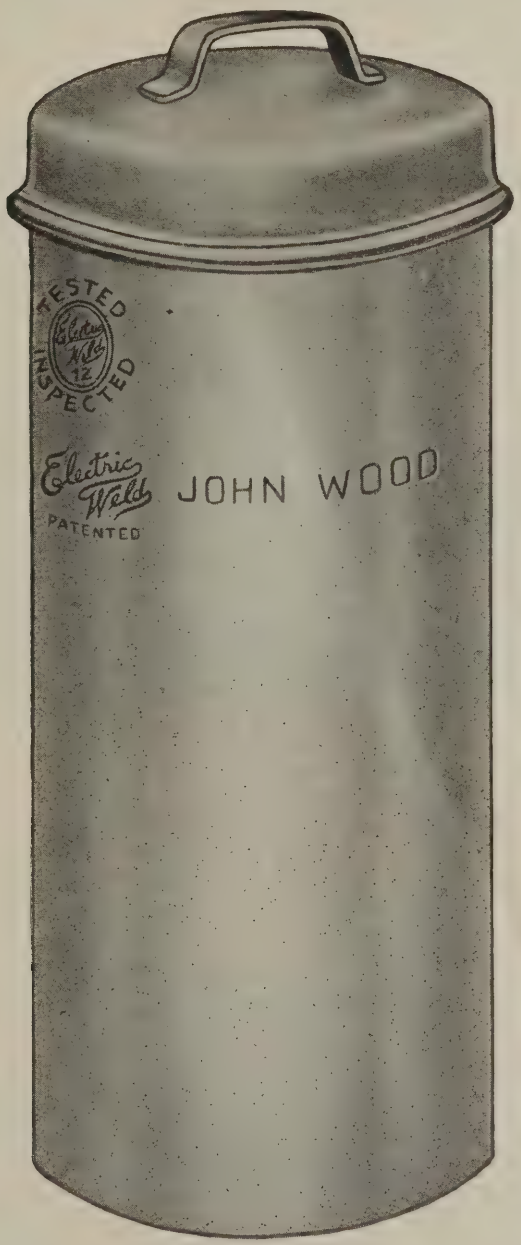
Arkansas Ice Cream Manufacturers' Association—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles Hooberry, Pine Bluff.

North Carolina Ice Cream Manufacturers' Association—Seventh Annual Convention, Charlotte, January 13-14, 1925. Secretary A. E. Dixon, Fayetteville.

Electric Weld

FOR YOUR SAFETY SAKE SPECIFY "THE GENUINE ELECTRIC WELD"

BEWARE OF IMITATIONS



JOBBER AND WAREHOUSE STOCKS IN ALL PARTS OF THE COUNTRY

JOHN WOOD MANUFACTURING CO.

CONSHOHOCKEN, PA.

Mighty Deluge of Ice Cream Slogans

Slogan Committee's Workers Wade Through Sea of Correspondence to Select National Trade-Cry for Ice Cream Manufacturers

THE slogan committee of the National Association of Ice Cream Manufacturers has finished its campaign and now work is on in earnest to select the winning slogan. Herewith is shown a view of the clerical force at work handling the material received in the slogan contest.

The winning slogan will be the one to be adopted by the National Association of Ice Cream Manufacturers and will be used in connection with advertising ice cream by the members of the association.

It will be the ice cream industry's official slogan, just the same as "Say it with Flowers" is the trade cry of the florists.

Late tabulations in the office of Walz-Weinstock, Inc., Washington Building, Buffalo, N. Y., where the slogan contributions are being tabulated, show that the contributions will exceed several hundred thousands in number.

The boxes on the right foreground, shown in the accompanying illustration, contain unopened letters, the packages containing letters which have been opened and the slogans tabulated.



Looking for the Winning Slogan.

THE tabulated slogans are all arranged numerically according to file number, so they can be readily referred to in selecting the winner.

Behind the packages are boxes containing the cards on which are written slogans, these slogans being arranged alphabetically according to state and slogan.

The workers announced early in July that the work of weeding out the slogans would not be known for two or three weeks.

According to the method of handling this work, it will be impossible for the judges to know the name of the winner until after they have judged the slogan itself.

Then the serial number on the card will be referred to the file containing the letter, and the winner's name will be identified.

ICE cream manufacturers throughout the country are waiting with much interest to receive news of the winning slogan. It is felt sure that this will be the greatest stimulant to nation-wide advertising of ice cream of anything that has developed in many years.

Officials of the National Association of Ice Cream Manufacturers have received congratulations from many parts of the country on the success of this movement and much credit is being given to the intensive work of the slogan committee for the remarkable results that have come of their advertising for slogan suggestions.

As previously related in The Ice Cream Review, the winner of the slogan contest will receive quite a bit of prize money, as different state associations hung up a number of prizes of their own to award the winner in addition to the national association's prize if the winner happens to be a resident of the state in which these state and regional associations operate.



NATIONAL DELEGATES ASSURED OF CORDIAL RECEPTION AT NEW ORLEANS.

New Orleans is going to make every effort to see that visitors to the national convention in November will receive every attention possible to give them, according to word from E. B. Geisel, manager of the Anheuser-Busch Ice Cream & Beverage Co., Inc., New Orleans, La. Different committees have outlined features that they believe will be of deep interest to every visitor. Mr. Geisel points out that historic features of his quaint city will be of interest to every visitor.

"New Orleans has taken care of many large conventions, and we feel that in having the ice cream convention held in this city, it will have a tendency to bring the ice cream makers from all over the United States who possibly have or have not had the opportunity of visiting America's Most Interesting City," writes Mr. Geisel.

"In handling other large conventions," continues Mr. Geisel, the city of New Orleans has always been complimented on the hospitality that has been shown the visitors during the convention, and we feel that inasmuch as we are fortunate in having the ice cream makers of America visit our city, it is up to us to do everything in our power to make their visit a pleasant one."

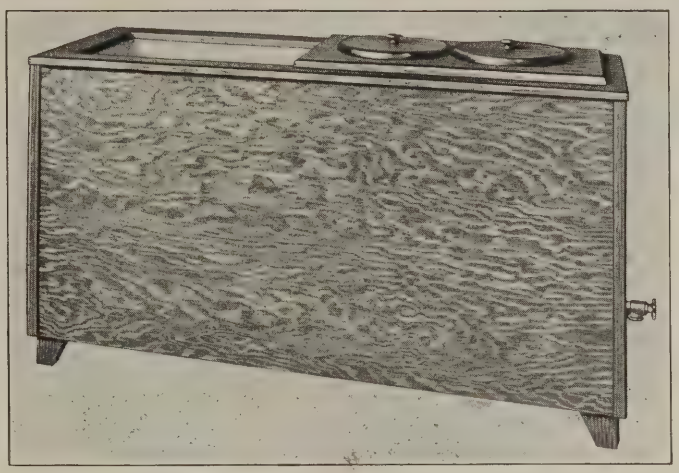


AMERICAN INSTITUTE TO HOLD BIG EXPOSITION OF INVENTIONS.

Manufacturers and handlers of ice cream and confectionery supplies, equipment and machinery, as well as manufacturers of ice cream and confectionery products, will be interested in the Exposition of Inventions, to be held, December 8 to 13, inclusive, 1924, in the famous Engineering Societies' Building, New York City. The American Institute of the City of New York is handling this display through its inventors' section, with behind it an experience of 96 years in fostering and portraying American industrial life.

A feature of the exposition will be exhibits from the leading American industries, showing development of various machines, utilities and processing methods. In all fields the ingenuity of the inventor and the part he has played in the progress of America will be emphasized.

2 DAYS
on one icing during the life of the cabinet.



4 Hole Cabinet Round or Square Covers
Entirely protected by U. S. Patents

BUILT IN SECTIONS
All parts interchangeable.
EXTRA PARTS FROM STOCK



2 Hole Round Cover

Why

You Can Save on ARCTIC CABINETS

?



2 Hole Square Cover

THE special ten-layer wall and nine-layer floor makes it possible for an Arctic Cabinet to go two days on a single icing. All parts are interchangeable for repairs. Individual sections always in stock. Cork insulation asphaltum cement sealed) keeps outside wall same temperature as room—prevents sweating and keeps the dealers' floors dry. Frame extra strong 2 x 4 construction. Stands lots of misuse. All special features that save, yet at a price you'll like.

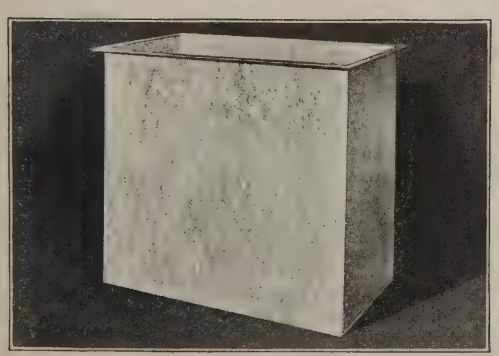
State Style of Covers Wanted

Full Construction Details on Request —Investigate Them.

Arctic Cabinet Company

331 W. 22 Place
Cor. Archer Ave.

CHICAGO
ILLINOIS



Arctic Cabinet Lining



Single Hole Cabinet



Brick Cans and Sleeves

Ice Cream Men Adopt the Budget

**Manufacturers of the Country Outline Views on Cost Records—
Actual System to Replace "Hit-or-Miss" Methods**

By ELDRIDGE HAYNES

THE ice cream man has joined the progressive ranks of men in industry who are planning their future business by past experiences—who are advancing their business profits through budgeting. The ice cream man has come to the point where he can plan with precision and accuracy his future course.

The success of the United States budget program has given impetus to budgeting in general—it has made the business man realize the value of planning and profiting by experience, not blindly striking out.

The Chamber of Commerce of the United States, as well as other organizations, has been generous in giving out budgeting information. It has issued a pamphlet, "Budgeting for Business Control." A similar study has been published by the Boston Chamber of Commerce. Budget committees of the National Dry Goods Association and the National Electric Light Association are developing studies for the department stores and public utility companies.

Individual firms have taken their cue from these organizations. Experiments are being made in every type of business; ideas are being exchanged. The business man is becoming farsighted.

A middle Western ice cream manufacturer, sensing the progressive turn in business management, wrote the Policyholders' Service Bureau of the Metropolitan Life Insurance Co. for any information they might have on budgeting in the ice cream industry.

The bureau immediately set out to gather information. It discovered that the ice cream industry was practically a virgin field for budgeting. However, some of its ice cream policyholders had definitely worked out careful budgeting plans over long periods and were succeeding under them.

1924 PRODUCTION LEADS LAST YEAR'S RECORD IN FIRST QUARTER.

A slight increase is shown in ice cream production of all kinds in the United States for the first quarter of 1924 over the first three months of 1923. Although beginning the first month of the year with production of 1,000,000 gallons, approximately, less than for January, 1923, production gains set in in February and March, and gave the first three months of 1924 a gain of nearly 3,000,000 gallons over the same period of 1923.

Figures recently announced by the department of agriculture show that in January of this year the production of ice cream of all kinds amounted to 5,750,000 gallons against 6,052,000 for January, 1923, with 2,420 plants reporting. Production went up to 7,754,000 pounds in February, 1924, against 5,625,000 gallons in February, 1923; and March showed a production of 9,152,000 gallons, against 8,507,000 for March, 1923.

THE Purity Ice Cream Co., Limited, of St. John, Canada, practically attributed its success and growth in business over four years to careful planning and budgeting. This company started out on the following budget plan:

"Accurate cost figures were kept from the beginning so that now our budget predictions are based on actual performance over this average of years after the careful compilation of statistics.

"..... the careful charting of vital data has been found advantageous. Such sales as ice cream, milk, cream, and butter are charted daily for the month, weekly for the year, and monthly for a five-year period. This has been done by the usual line graph or chart—preference charts for flavors and sizes by bar charts—distribution of sales by locality by means of colored pins on maps—cost of sales and expenses in total and by departments by means of circle charts—procedure charts and numerous others."

A near approach to budgeting was found in the plant of Tait Brothers of Springfield, Mass. This firm operates under a system which endeavors to standardize costs and methods in all of its plants, and provides a procedure to fix responsibility on department heads within definite limits, to expediate the preparation of financial and operation reports, and to distribute the heavy carrying expenses of the winter months on a gallonage basis equitably throughout the year. With the actual practices of this company, and a number of additional suggestions made by the bureau, the report, "A Budget for the Ice Cream Industry," was prepared. *

As soon as news was given out of the existence of this report, several hundred ice cream manufacturers who were interested in budgeting requested it. An attempt was made to see what these interested ice cream men thought of budgeting and what they were actually doing in the field. A vote taken by mail indicated that they unanimously approved of budgeting and that about thirty per cent of the voters had established a budget system. Forty-seven per cent, although not actually operating a budget, were taking steps in that direction. Twenty-three per cent approved of budgeting but had made no definite attempts to use it.

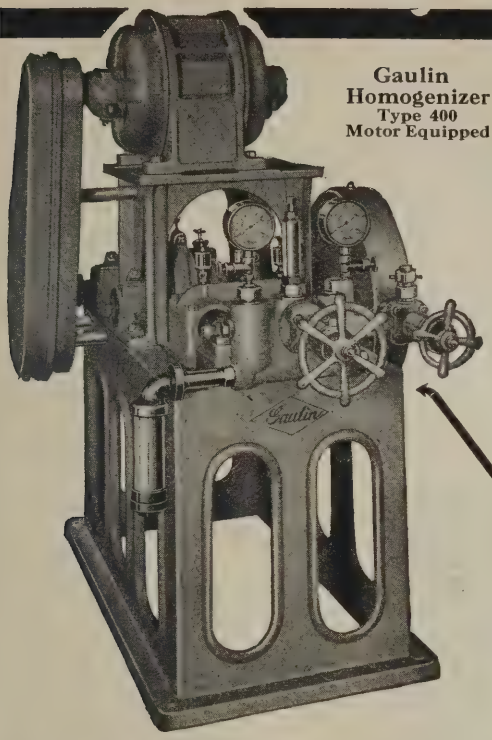
These figures, gathered from the vote, may be considered representative of the industry. They indicate that the ice cream man has entered a new field, investigated it, and found budgeting worth adopting.

THE first step in budgeting involves a forecast of sales. Some ice cream firms use the "rule of thumb" method of establishing sales quotas. That is to say, the quota is set by adding or subtracting an arbitary percentage from the sales of the previous year. Such a method, however, is far from scientific. Some manufacturers are, therefore, giving more careful consideration to the sales budget; a few allow each salesman to set his own quota. These quotas must, of course, be approved by the management. Other firms make a

(Continued on page 66)

* The Policyholders' Service Bureau of the Metropolitan Life Insurance Company, New York, will be glad to send a copy of this report to any manufacturer upon request, without obligation.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Gaulin
Homogenizer
Type 400
Motor Equipped

More Than

100% Gain in Efficiency

with this New

2-Stage Gaulin Valve—

THE Manton-Gaulin Mfg. Company's latest development in homogenizing devices is the Gaulin 2-STAGE VALVE. Unquestionably, this device is far in advance and superior to anything of its kind on the market today. Efficiency, long life and adaptability are built into it and leave nothing to be desired.

ADVANTAGES

of the New 2-Stage Gaulin Valve

- ¶ **Over 100 per cent gain in efficiency.** Comparative tests show 150 per cent greater reduction in size of fat globules with the 2-stage Gaulin than was possible with the single Gaulin Valve.
- ¶ **Permits using a lighter mix and eliminates waste of time and materials caused by handling an extremely heavy and viscous product.**
- ¶ **Viscosity or body of mix absolutely under control.**
- ¶ **Unnecessary to limit degree of homogenization—"The more complete the homogenization the finer the finished product"—*Government Bulletins.***
- ¶ **Its increased efficiency produces a finer ice cream at no increase of power consumption.**
- ¶ **All the foregoing advantages obtained with no increase in price.**

Manufacturer's Guarantee

The manufacturers of the Gaulin Homogenizer positively guarantee that the Gaulin 2-Stage Valve will produce a better emulsion than any other homogenizing device on the market today.

Over 100% Gain in Efficiency—Absolute Control of the Mix

Not only is the homogenizing efficiency increased over 100 per cent with the 2-stage Gaulin, but in addition it is now possible to so effectively control the mix that the degree of homogenization and the body of the mix after homogenizing bear no relation to each other. In other words, the product may be thoroughly homogenized and yet be as light in body as when it left the pasteurizer, or it may, at will, be made so heavy and viscous, that it will not run over the cooler.

Unnecessary to Limit Degree of Homogenization

Thorough and complete homogenization is essential to a smooth, velvety product, but up to the present time the advantages of thorough homogenization have been denied many ice cream manufacturers, due to the fact that too heavy a body resulted if the pressure was increased sufficiently to obtain a thoroughly homogeneous product. With the 2-stage Gaulin it now becomes possible to manufacture a finer grain and better quality ice cream and at the same time tremendously increase operating efficiency.

With all these advantages in addition to the fact that the 2-stage valve *has been proven* over 100 per cent more efficient than the single Gaulin Valve, which for years has been the Standard of Efficiency, it will be readily seen that the Manton-Gaulin Mfg. Co. has developed a valve which is the most conspicuous advance ever recorded in the history of homogenizing. *Ice cream manufacturers can't afford to be without it.*

With the increased economy in manufacture, due to greater production, we are enabled to equip the Gaulin Homogenizer with the 2-stage valve at no increase in price.

We can recommend the Gaulin Homogenizer absolutely as a money-saver and money-maker in your plant—won't you let us tell you more about it?

DEPARTMENT "B"

"The HOUSE with the GOODS and the SERVICE"

GOWING COMPANY — GD TRADE MARK REGISTERED — DIETRICH INCORPORATED

"Everything For the Handling Of Milk and its Products"

Syracuse N.Y.,U.S.A.

Wisconsin Ice Cream Manufacturers Lay Exposition Plans

Ice Cream Manufacturers of Other States Invited by Badgers to be Their Guests at National Dairy Exposition—Reception Committee Appointed—"Dairy Show Special" Brick to Advertise Exposition

ICE cream manufacturers of Wisconsin have lined up behind the National Dairy Exposition and are moving to enlist the support of state officials in virtually every part of the country in working up a large representation from this industry when the different dairy divisions gather in Milwaukee, September 27 to October 4.

This action, which has been "in the air" for the past several weeks, serves to bring out the assurance repeatedly expressed in The Ice Cream Review that the 1924 exposition will hold greater interest for ice cream men than any past dairy exposition.

George D. Mansfield, head of the Mansfield Ice Cream Co., Milwaukee, one of the industry's veteran champions of high standards in trade and trade practices, is the vital spark behind the ice cream manufacturers' part of the program in the exposition. He is chairman of the ice cream division of the National Dairy Club of Wisconsin, the organization recently formed by dairy manufacturers and trade leaders of the Badger state to prepare for the mighty gathering in September.



GEORGE D. MANSFIELD.
Chairman, Ice Cream Division, National Dairy Club of Wisconsin, and one of the sensations of the club's activities.

IT WAS at the July 17 luncheon-conference of the club, which represents every branch of the industry, that Mr. Mansfield fired his broadside. The ice cream men were in charge of the meeting. As chairman of his division, Mr. Mansfield presided. The passing of preliminary matters found the general conference concluded and Mr. Mansfield was in possession of the center of the stage with ice cream manufacturers representing all parts of Wisconsin.

Wisconsin ice cream manufacturers are not mincing words in letting it be known that they want brothers in the industry of every state to join them at Milwaukee in September and enjoy a stay of real pleasure and profit in Dairyland's magic trade carnival.

The secretary of the National Dairy Club of Wisconsin several weeks ago wrote state association secretaries suggesting co-operation in arranging for the attendance of manufacturers from their states. This matter was acted upon at the meeting of the ice cream division on July 17 and was left in the hands of the secretary, who now is working with the officials of other organizations of ice cream manufacturers with this end in view.

FURTHER plans of the ice cream manufacturers of the state call for a "dairy show special" brick to be put on sale the week-end preceding the exposition, the issuing of window streamers advertising the exposition, and a luncheon for Wisconsin ice cream manufacturers at the Auditorium restaurant during the exposition, with visiting manufacturers guests.

The "dairy show special" will contain printed matter advertising the exposition. The special brick will be one pint. The printed matter will be fitted on the top of each brick, under the outside wrapper, and sent into many homes on the eve of the great dairy classic. Newspaper advertising will feature the sale of the "dairy show special," which will be made of New York ice cream, in the center, and vanilla on the ends.

The board of directors of the Wisconsin Association of Ice Cream Manufacturers, virtually every member of which was present, voted against holding the annual convention of the association at the time of the dairy exposition. This decision was reached largely because the association wishes its members to be free to extend courtesies to visiting ice cream manufacturers.

The campaign now is on in earnest to prepare for the ice cream men's part in the exposition. In the June issue of The Ice Cream Review, there was published the schedule of events to prevail during the occasion. Each branch of the industry will be in the limelight on one particular day. Thursday, October 2, will be Ice Cream Day. That will be the occasion for the ice cream manufacturers to occupy the center of the stage. All manufacturers contemplating attending are urged to be in Milwaukee on that particular day, not two or three days earlier nor a day or so later, but on that specific date—October 2. The Wisconsin committee will be on hand to welcome all visiting members of their industry.

AS TIME for the exposition draws nearer, it becomes more certain that the ice cream industry will have a large representation. There will be a large exhibition of ice cream supplies, machinery and equipment, as stated in previous issues of The Ice Cream Review. The largest houses of the industry will display their goods, representing all parts of the country, supplymen of the South, the North, the East and the West, and points in between, will be on hand.

(Continued on page 14)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

We invite You to Try

CUSTARDA

on our

PAY-ONLY-IF-PLEASED-PLAN

Send for a trial gallon. Use it. Test it. Try it for thirty days. We'll send our bill for $9.00, but we do not expect you to pay until you are fully satisfied and perfectly pleased. Only then is the sale complete!

For Frozen Custards of Rare Deliciousness, CUSTARDA is ideal. It is both Flavor and Color in one. Saves Time. Saves Work. Lifts your product *above* competition. CUSTARDA yields an unmatchable Flavor, insuring *repeat* business. Write today to Star Extract Works, Inc., 6 W. Broadway, New York City, for trial gallon. "*Your Protection—34 Years in the Extract Business.*"

Star Specialties
KO-RACAS
CUSTARDA
ORANJOY
(non-alcoholic)
OPORTO
STARTEX

VANILLAS
FLAVORS
AND
COLORS
FOR EVERY
ICE CREAM
NEED

Try It!

SCOTCH BOB *for*

Butter Scotch Ice Cream

A Hit Wherever Introduced!

Nothing Ventured, Nothing Gained!

Anything new is, of course, a chance, but all manufacturers who are running Butter Scotch Ice Cream are more than satisfied with the additional business it creates.

This new, wonderfully Rich and Smooth Ice Cream is made with Scotch Bob, *which is not an extract.* Scotch Bob is real old-fashioned Butter Scotch in handy form for Ice Cream.

Venture a ten-spot on a trial keg of Scotch Bob! Your sales will show a healthy *gain* with this new, popular flavor! Send no money—just return the coupon.

KAY-WHITE PRODUCTS, Inc.

"A Good House to Deal With"

6 West Broadway New York

COUPON

KAY-WHITE PRODUCTS, Inc.
6 West Broadway, New York City.
Gentlemen: Send us at once your ten dollar trial keg of Scotch Bob for making Butter Scotch Ice Cream and let invoice follow.

Attach coupon to your Letterhead, and mail today.

WISCONSIN ICE CREAM MANUFACTURERS LAY EXPOSITION PLANS.

(Continued from page 12)

Officials of the National Association of Ice Cream Manufacturers, are expected to be present, as also representatives of The Association of Ice Cream Supply Men, the Dixie Flyers, the Michigan Dairy Boosters, and virtually all bodies of supply men.

WISCONSIN manufacturers have gone into these advance preparations with their whole hearts in their job. They are determined to do everything possible to show visiting ice cream manufacturers every courtesy. With this thought in mind Mr. Mansfield appointed a general reception committee of the ice cream division to act on Ice Cream Day, Thursday, October 2, at the State Fair Grounds:



A. H. KRAMER,
President, Wisconsin Association of Ice Cream Manufacturers.



S. J. DUFNER,
Former president Wisconsin Association of Ice Cream Manufacturers.



WALTER BENDFELT,
Treasurer, Wisconsin Association of Ice Cream Manufacturers.

Ice Cream Division's Reception Committee at National Dairy Exposition

J. D. Hughes, chairman, Milwaukee.
A. H. Kramer, Madison.
F. E. Caughey, Madison.
Chas. Touton, Janesville.
D. D. Smith, Fond du Lac.
J. R. Fess, La Crosse.
Arthur Mory, Appleton.
Geo. Morey, Stevens Point.
Chas. Carver, Oshkosh.
A. E. Sorge, Reedsburg.
C. E. Wright, Beloit.
Mr. Nelson, Racine.
C. R. Jeffrey, Waukesha.
Walter Bendfelt, Milwaukee.
Geo. Blommer, Milwaukee.
A. R. Ruttan, Milwaukee.
C. C. Mueller, Milwaukee.
Ralph J. Baker, Marshfield.
S. J. Dufner, Eau Claire.
H. S. Russell, Superior.
Mr. Bruner, Monroe.
D. Blaesser, Manitowoc.
Prairie du Chien Creamery Co., Prairie du Chien.
H. A. Hass, Madison.
Edward Barclay, Green Bay.
C. A. Walther, Green Bay.
Mr. Huebner, Shawano.
Mr. Duma, Sheboygan.
O. A. Elliot, Chippewa Falls.
J. A. Kleinheinz, Wausau.
Kiefer Products Co., Wausau.

Test Proves Ice Cream is Health Food

E. B. Geisel Conducts Ice Cream Experiments in New Orleans' Schools Which Result in Increased Weight for Pupils

THE value of ice cream as a health food and its particular importance to the growth and good health of youngsters was strikingly impressed following result of an ice cream nutrition class for undernourished children of New Orleans, recently held through the co-operation of the Anheuser-Busch Ice Cream & Beverage Co., of which E. B. Geisel is secretary-treasurer and manager.

Mr. Geisel, who is one of the southern industry's most prominent members, and is among those actively at work in preparation for the great joint convention to be held at New Orleans in November, has given The Ice Cream Review some information concerning this educational event.

The New Orleans' newspapers refer to Mr. Geisel as the "fairy godfather" of the New Orleans school children. For six weeks he conducted an ice cream test at the Alexander Dimistry School. This test enabled Mr. Geisel to show just how well justified are the ice cream manufacturers' claim to produce America's greatest food dessert. The remarkable gain of these children proved that ice cream was more beneficial to children than milk, according to Mrs. Cecile Holleman, trained nurse of the public school board, and Mrs. W. D. Clayton, who assisted in keeping the record.

"It is usually considered a good record when children gain one-quarter of a pound every two weeks," they explained, "but on the ice cream diet the children have averaged three times that much. Ice cream contains the sweets that children crave, as well as butterfat and plenty of milk. Children who refuse to drink milk need no inducement to take ice cream."

(Continued on page 123)



"They're G-W Equipped"
—another way of saying "They're saving money"

Sales need not be your only source of profit. Dollars saved in handling crushed ice are profit, too.

When we sell G-W Crushed Ice Equipment—we sell economy. The use of this equipment by ice cream plants throughout the country is solely due to its proved ability to crush, elevate or convey ice with utmost efficiency and economy; to its reputation for sturdy construction and trouble-free service.

You must be interested in more profit. Our nearest office below will gladly help you get it.

G-W Products

Crushed Ice Elevators
Salt and Sugar Elevators
Ice Breakers
Ice Carts
Ice Cans
Ice Tools
Can Tongs
Ice Handling Machinery of all types
Coal Handling Machinery, etc.

MAIN OFFICE: 5 HILL ST., HUDSON, N. Y.

New York: 50 Church St. Chicago: 565 W. Washington St.
Boston: 222 State St. Pittsburgh: Peoples Bank Bldg.
Plants: Hudson, N. Y., and Oakmont, Pa.

Gifford-Wood Co.
BUILT STRONGER LAST LONGER
ICE HANDLING MACHINERY AND TOOLS

See Gifford-Wood Co. Advertisement on page 124.

Dairy Refrigeration

The First of a Series of Articles on a Timely Matter of Importance to the Industry. From a Recognized Authority

*By F. B. FULMER**

REFRIGERATION in its broader sense may be defined as the process of transferring heat. The heat is extracted from the material or goods in one place and carried to another place where it is disposed of by dissipation in the atmosphere, or by allowing water to extract the heat from the circulating media used, after which the water passes to some form of a cooling device and is used over again, or is allowed to run away as a waste product.

In the popular conception, refrigeration is a comparative term, as it assumes a condition of cold as measured by the temperature of some substance, like the surrounding atmosphere, but in a stricter sense it is a condition of heat, as the term "cold" is purely a relative one, for cold is really a passive state, while heat is an active form of energy. The study of refrigeration, therefore, resolves itself into a study of heat.

The early history of refrigeration is not clearly defined, but from meager references in ancient literature we are justified in assuming that the process of cooling various articles below atmospheric temperature was given considerable attention. Undoubtedly the first attempts were made to preserve the more common articles of food in their natural state for relatively short periods of time in the warmer climates in natural caves, which maintained a temperature several degrees below that of the temperature of the air outside.

* Written especially for The Ice Cream Review.

NATURAL ice was used at an early period, but we can only conjecture as to the approximate date. One of the earliest authentic references that we have of ice being used in a commercial way is that during the time of Emperor Nero storage houses were constructed for holding ice.

The first application of any form of mechanical refrigeration dates from 1755 when some experimenting was done with various liquids under a partial vacuum, though nothing of real importance was accomplished. In 1834 an English engineer developed an ether compression machine, which in a way was the forerunner of our present compression system. In 1845 Dr. Gorrie, an American, perfected a cold air machine, and in 1850 Carre, a Frenchman, developed an ammonia-absorption machine. In 1855 Professor Twining, an American, perfected the Perkins ether compressor and performed the then marvelous feat of artificially freezing blocks of ice with fish inside.

The commercial storage of natural ice in America is supposed to date from 1805 and in the natural ice belts it developed to large proportions. As the cold storage industry developed in the warmer sections of the country, is was shipped and stored during the ice harvest season, but the great shortage in the crop of natural ice in 1890 caused a serious situation in the then rapidly growing cold storage industry and attention was at once turned to the possibilities of dependable refrigeration as supplied by mechanical processes.

THE demand being present, the basic principles underlying the operation of mechanical refrigeration were applied by many designers, improvements were incorporated in the design, more efficient methods were applied and the process of manufacturing clear and merchantable ice from raw water was introduced and perfected and at the present time there appears to be more mechanically frozen ice manufactured than stored natural ice.

Aside from being more dependable, the mechanical refrigeration appears to have a more sanitary and economical application to many industries, like the ice cream industry, for instance. Many ice cream plants produce 1,000 gallons per day, and it does not require much thought to demonstrate the herculean task of handle the required amount of natural ice to freeze and harden the above amount of ice cream, not to mention the other uneconomical factors associated with the operation.

THE present-day application is very great indeed. There are approximately 150 industries depending more or less upon mechanical refrigeration for the production of some commodity, and the uses of it are constantly increasing.

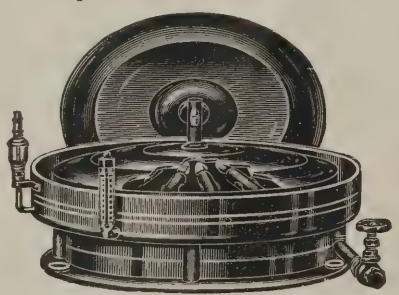
The total number of plants in the United States at present is approximately 25,000, and the total number of factory machines is about 35,000, while the small units that are applied to household refrigerators, and more recently, the mechanically refrigerated ice cream cabinet, will total between 50,000 and 60,000. The estimated value of this refrigerating equipment, exclusive of buildings, is $1,200,000,000.00.



Butyrometer (Test Tube) for Cream

ICE CREAM TEST
BY
"TROY-FUCOMA" METHOD
a new practical, ACCURATE and QUICK method to determine butterfat.

CREAM TESTING
with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND for 2 to 36 Tests

Skimmed--Condensed--Whole Milk

Quick and Accurate results will be obtained with our method.

Other Specialties:
Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.
154 Nassau St. *Specialists in Testing Apparatus* NEW YORK
Write for Illustrated Circulars

SALESMEN'S SUMMER COURSE QUOTA NEARLY FILLED.

The Salesmen's Club of The Association of Ice Cream Supply Men announced early in July that a very few vacancies only still existed in the quota of member salesmen to take the Penn State College short course in dairy products manufacturing and merchandising subjects, to be given August 18 to 29, inclusive, under the joint sponsorship of the club and the college.

Practical ice cream topics will be stressed throughout the course. A maximum of 50 salesmen may be enrolled. The companies represented through the salesmen already enrolled manufacture a wide range of products and travel in widely separate sections of the country. Officers of the Salesmen's Club believe that the bringing together for such practical purposes of this group of salesmen will in itself be beneficial to those enrolled.

The lectures and laboratory work of the course have been worked out on a practical basis by the Penn State academic staff which will be in charge, comprising Messrs. A. A. Borland, head of the dairy department; W. H. Martin, market milk and dairy manufacturing; L. W. Morley, extension specialist in dairy manufacturing; W. D. Swope, testing dairy products; M. H. Knutsen, bacteriology, and I. R. Knapp, butter and cheese.

"There is no better way to combine two weeks of good fellowship with an improvement in your earning power in your chosen vocation," is the way in which the opportunity to enroll in the course has been phrased in recent Salesmen's Club bulletins. "State College is one of the finest places in the country to spend a vacation in the hot, dull month of August."

⚜

SUPPLY MEN PREPARING FOR NEW ORLEANS.

Representatives of a great majority of the member companies of The Association of Ice Cream Supply Men have made, or are now making, hotel reservations in New Orleans for the period of the annual convention of the National Association of Ice Cream Manufacturers, November 17 to 20, inclusive.

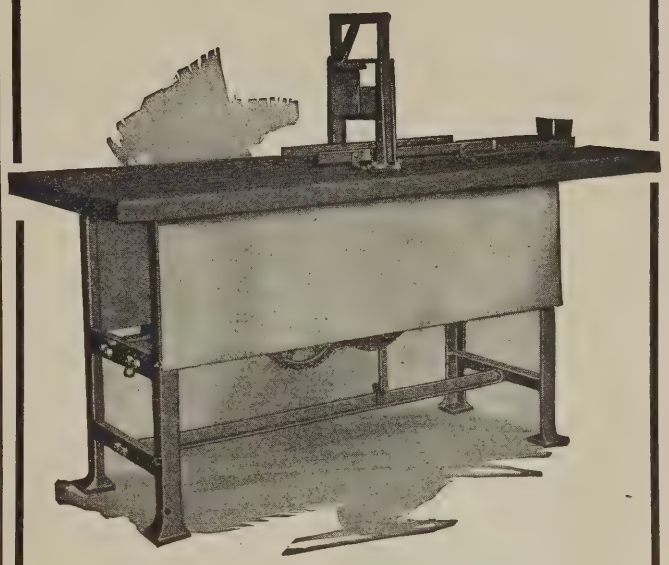
This information is issued by The Association of Ice Cream Supply Men, which is keeping in touch with the hotel situation in the famous southern city. The Hotel St. Charles will be the convention week headquarters of The Association of Ice Cream Supply Men. The Hotels Roosevelt and De Soto are to be for the accommodation exclusively of, respectively, the National Association and the Southern Association of Ice Cream Manufacturers. The Dixie Flyers, the organization of southern supply salesmen, will have headquarters at the Hotel Monteleene.

Other New Orleans hotels are the Bienville, Lafayette, La Louisiana, Chalmette, Planters and the La Salle.

⚜

FROZEN FRUIT MADE AT MIAMI.

"Frozen Fruit" is the name of a new ice cream delicacy that is said to be meeting with much favor in Florida. It is made by a Miami ice cream manufacturer. This product is described as a combination of fruit, mixed thoroughly including the juices, plus about twenty per cent sugar for sweetening and preserving. The mixture is filled into eight quart-brick slabs, and without running through frezers, is placed in the hardening room. Then it is run through a machine commonly used for Eskimo pies, dipped into chocolate and wrapped in a manner similar to Eskimo pie.



The New Era

Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten days' trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.
Columbus, Ohio
Cleveland, Ohio
Cincinnati, Ohio ..... John W. Ladd Co.

Philadelphia, Pa.
Baltimore, Md.
Pittsburgh, Pa.
New York City
Syracuse, N. Y. ..... Cherry-Bassett-Winner Co

Cedar Rapids, Ia.
St. Paul, Minn. ..... J. G. Cherry Co.

Chicago, Ill.
St. Paul, Minn. ..... A. H. Barber-Goodhue Co.

San Francisco, Cal. ..... Geo. W. Prising Co.
Salt Lake City, Utah ..... Cannon Supply Co.
Louisville, Ky. ..... Standard Milk Machinery Co.
Boston, Mass. ..... Wright-Ziegler Co.

The New Era Co.
146 MERRITT STREET
Oshkosh, Wis.

Dixie Flyers Prepare For Elaborate Exhibition

Space Available for 188 Exhibit Booths, Announces President Harry A. Benners, Who Says Space is Melting Fast

THE Dixie Flyers are getting in readiness for the great joint convention at New Orleans in November. President Harry A. Benners has fired the opening gun in advance preparations. He advises that arrangements have been made for the construction of booths and the decorating of the exhibit hall.

As previously announced exclusively in The Ice Cream Review, the Dixie Flyers will not exhibit in connection with the national convention, but will present to the delegates to the Southern Association of Ice Cream Manufacturers' convention one of the most complete exhibitions ever held in the Southern industry. The Southern association will meet November 14 and 15, and the sessions of the National association will open the following Monday, November 18, and continue through November 20.



HARRY A. BENNERS.

It will be possible to take care of approximately 188 exhibits at the convention. Floor plans for the exhibition show 88 booths on the floor, but the president advises that at least 100 more booths can be provided in the balcony.

All meetings of the Southern association, as well as all entertainment features of the Dixie Flyers, will be held in the exhibit hall, thus assuring a continuous attendance of ice cream manufacturers during the convention.

A LARGE number of supply houses already have made application for space and from the present outlook, the president believes that space will melt away fast in the next few weeks.

As stated in The Ice Cream Review last month, many Dixie Flyers will be present at the National Dairy Exposition, to spread the good word about the Southern convention and exhibition and to encourage ice cream manufacturers of states in the North and West to make it a point to attend the national convention.

President Benners has not announced any official committees to represent his association, but many members of the Dixie Flyers will exhibit at the National Dairy Exposition and will not fail to let it be known that the South is facing the most important ice cream event in its history.

MUCH interest is reported from different points in the South. Readers who remember the occasion of the exposition of The Association of Ice Cream Supply Men in connection with the convention of the Southern association in Atlanta in 1921, know just how much interest was created at that time. It was the first time an exhibition had been held in the Southern ice cream industry. In fact, at that time The Association of Ice Cream Supplymen had held only three or four regional exhibitions.

Special arrangements had to be made for the exposition that year, as the Southern association the year before had voted to meet next in Little Rock. Officials of the supply association had to confer with Southern association heads and get the consent of the Little Rock people to change the convention dates and place of meeting in favor of Atlanta, thus making the exposition possible.

There is much disappointment this year over the failure of The Association of Ice Cream Supply Men to stage an exhibit in New Orleans. But as plans unfold for the Dixie Flyers' exhibition, delegates to the Southern convention this year seem to be assured of an interesting and profitable stay while in New Orleans. New Orleans itself is a very interesting city. It is a place Southern ice cream men like to visit. The Southern association has some very important work to take up this year. The very fact, however, that the National Association of Ice Cream Manufacturers will favor their city, holding its 1924 convention there, is alone sufficient to make ice cream manufacturers in all parts of the South eager to be on hand.

Further details of convention preparations will be announced from time to time in The Ice Cream Review, which publishes much exclusive information concerning coming conventions.

The following committee on publicity has been appointed by President Benners and will serve until the next annual meeting of the Dixie Flyers: C. Mortensen, chairman; Ben Brown, Craddock Goins, W. B. Savell, H. P. Olsen, L. A. Gibson, Jas. J. Harvey.



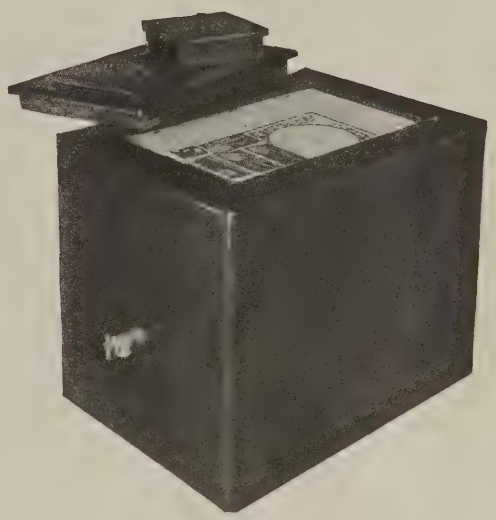
BENJ. C. BROWN.

SOME of the entertainment features to be provided at the convention have been announced in President Benners' tentative entertainment program, drawn up by the officers of the Dixie Flyers and approved by officials of the Southern Association of Ice Cream Manufacturers.

These features provide for a boat ride on the Steamer Capitol; a visit to one of the large sugar plantations near New Orleans where visitors can witness the cutting of sugar cane, grinding cane and making of sugar.

There will be a luncheon on the boat, dancing, etc.

Now is the time to make a practical test



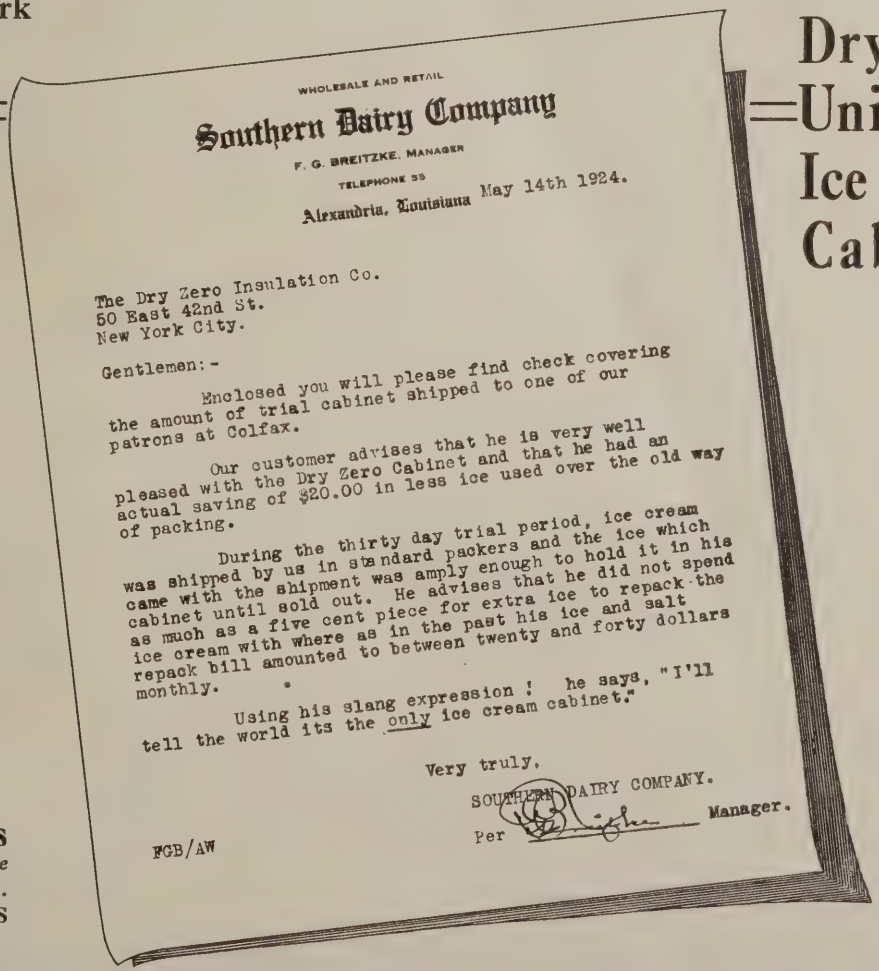
Put a Dry Zero Cabinet along side of what you are now using at some reliable dealer's store.

Check carefully the ice used and note personally the quality of ice cream served. Then draw your own conclusions and ask the dealer's candid opinion. We are satisfied your conclusions will convince you of new economies and greater dealer satisfaction.

You can do all this without cost to yourself. Just write or wire us to send a trial cabinet subject to your approval after a thorough practical test.

Dry Zero Insulation Co.

50 East 42nd Street
New York



WHOLESALE AND RETAIL

Southern Dairy Company

F. G. BREITZKE, MANAGER

TELEPHONE 55

Alexandria, Louisiana May 14th 1924.

The Dry Zero Insulation Co.
50 East 42nd St.
New York City.

Gentlemen:-

Enclosed you will please find check covering the amount of trial cabinet shipped to one of our patrons at Colfax.

Our customer advises that he is very well pleased with the Dry Zero Cabinet and that he had an actual saving of $20.00 in less ice used over the old way of packing.

During the thirty day trial period, ice cream was shipped by us in standard packers and the ice which came with the shipment was amply enough to hold it in his cabinet until sold out. He advises that he did not spend as much as a five cent piece for extra ice to repack the ice cream with where as in the past his ice and salt repack bill amounted to between twenty and forty dollars monthly.

Using his slang expression ! he says, "I'll tell the world its the only ice cream cabinet."

Very truly,

SOUTHERN DAIRY COMPANY.

Per _____ Manager.

FGB/AW

Dry Zero Universal Ice Cream Cabinets

H. A. Benners
Southern Representative
United Fruit Bldg.
NEW ORLEANS

All visiting members of the National Association of Ice Cream Manufacturers are invited to participate in the entertainment of the Dixie Flyers, who have made themselves famous by their lavish entertainments.

Southern conventions every year stand apart from those in any other section of the country. The Southern ice cream manufacturer firmly believes in taking his ladies to his conventions. The social side is a very important feature of every Southern convention.

The ladies and members of the Southern Association of Ice Cream Manufacturers will be tendered an entertainment affair the first evening of the convention, at 8 P. M. Friday, November 14, designated on the tentative program as "A Louisiana Jambalaya." There also will be entertainment for the ladies on the following day, while their husbands are in convention sessions. The boat ride will fall on Sunday, and it is then that the sugar plantations will be visited.

* * *

Southern Exhibition-Convention Notes.

All sessions of the Southern Association of Ice Cream Manufacturers will be held in the exhibit hall.

Exhibit hall will be opened at 9 o'clock Friday morning, November 14, 1924.

All exhibits and supplies to be sent to the Imex warehouse, New Orleans, La., and marked "For Southern Ice Cream Convention," freight or express charges to be prepaid. Storage and drayage to be paid on delivery to exhibit hall.

Exhibits must be in place by Thursday night, November 13.

Exhibitors will close booths during sessions of the Southern Association of Ice Cream Manufacturers.

Only members of the Southern Association of Ice Cream Manufacturers, National Association of Ice Cream Manufacturers, and Dixie Flyers will be admitted to convention and exhibit hall.

Guest badges and tickets will be issued to all members of the National Association of Ice Cream Manufacturers in attendance at the Southern convention, which will admit them to the exhibit and convention hall as well as all entertainments provided by the Dixie Flyers.

Don't fail to attend the big boat ride, as this will be one of the most instructive as well as entertaining trips ever enjoyed at an ice cream convention.

The services of the officers and members of committees are at the command of the ice cream manufacturers and Dixie Flyers, so don't hesitate to write if we can serve you.

H. A. BENNERS,
President Dixie Flyers,
605 United Fruit Building,
New Orleans, La.

PROGRAM OF DIXIE FLYERS.

Friday, Nov. 14, 8 P. M. "A Louisiana Jambalaya." (A little bit of everything.)

Tendered the ladies and members of the Southern Association of Ice Cream Manufacturers.

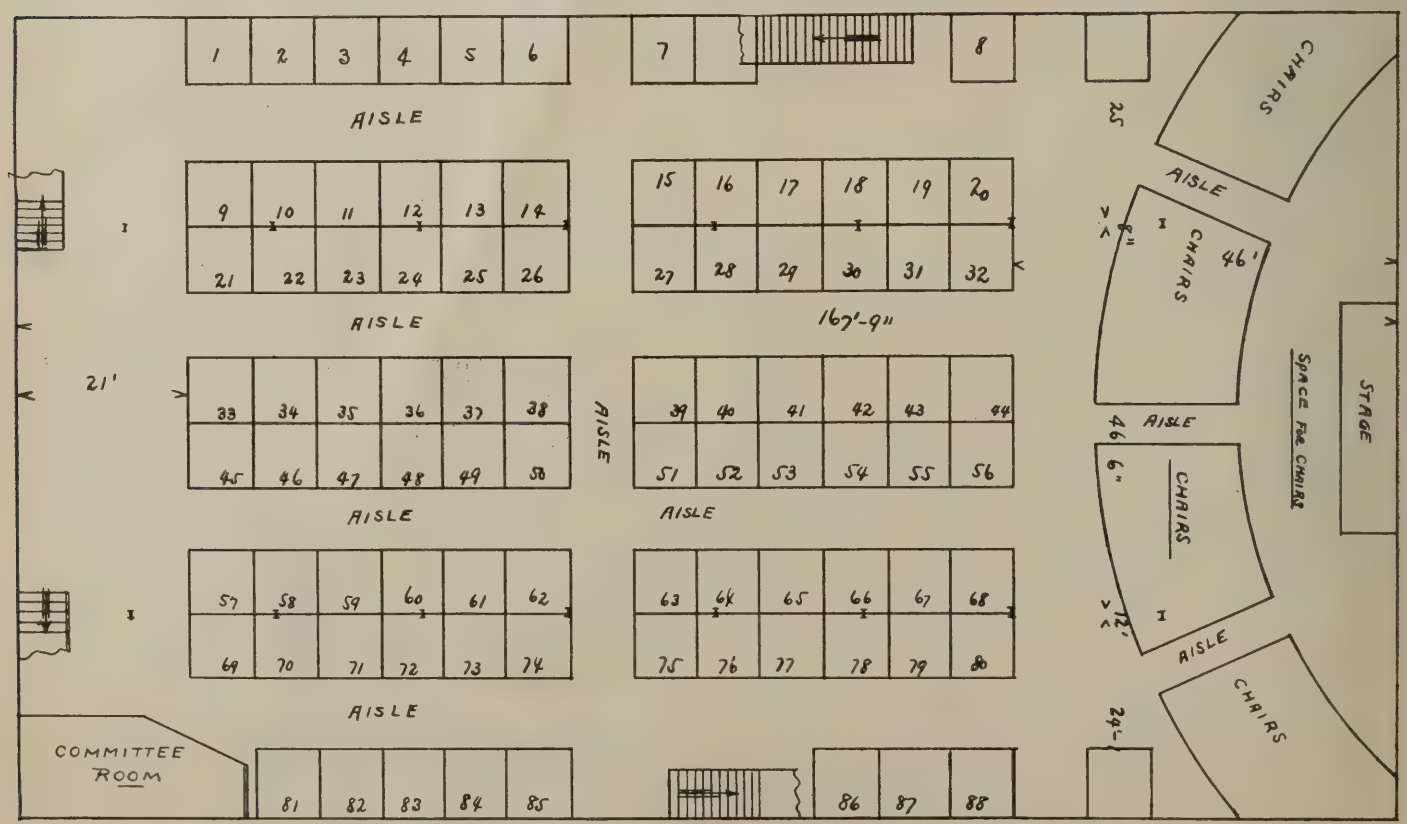
Saturday, Nov. 15. Entertainment for visiting ladies. Details will be announced later.

Sunday, Nov. 16, 9 A. M. All day boat ride on Steamer Capitol. A visit will be made to one of the large sugar plantations near New Orleans where the visitors can witness cutting of sugar cane, grinding cane, and making of sugar.

Luncheon will be served on the boat. Continuous dancing, etc. (Keep your eye on the etc.)

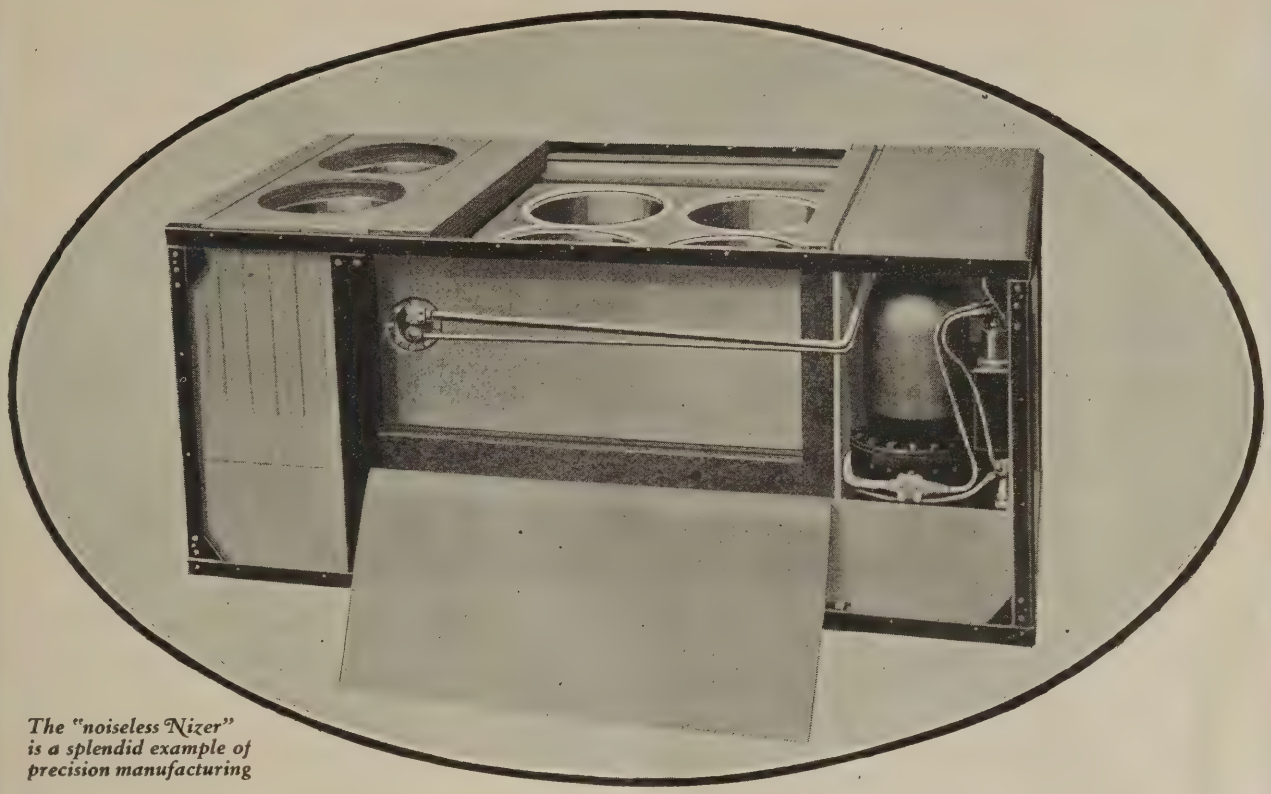
All visiting members of the National Association of Ice Cream Manufacturers are cordially invited to participate in the entertainment of the "Dixie Flyers."

FLOOR PLAN FOR THE DIXIE FLYERS' EXHIBIT.



Booth rates: Ground floor, 8 by 8 ft., $35; Balcony, 8 by 8 ft., $25.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



The "noiseless Nizer" is a splendid example of precision manufacturing

Half the Speed, Half the Hours —Four Times the Life

EXPERIENCE with ice and salt has taught ice cream manufacturers to watch depreciation keenly.

"How long will this equipment last?" is a first question.

Let us answer for Nizer Cabinets by giving the facts which have developed to date.

Thousands of Nizer Cabinets have been in use in all parts of the country for periods up to three years, and so far have shown practically no signs of wear.

After an endurance run in which a Nizer was operated the equivalent of nine years, it was put into use and has already given three additional years of satisfactory service. Yet we hesitate to claim the total life which such a record indicates.

The following facts, however, are more conclusive:

(1) In ordinary compressors, moving parts easily last five years or more. The moving parts of a Nizer turn at but half the ordinary speed.

(2) The refrigerating efficiency of a Nizer has been thoroughly proven to be double what may be called "ordinary" for small unit machines. And thousands of reports confirm this, for they show that Nizers operate only from three to eight hours per day—the first figure being for a 4-hole in mid-winter, the other figure for an 8-hole in mid-summer.

Half the speed—for half the hours—seems to assure the Nizer user of four times the "ordinary" life.

Recent Production Increases Allow Us to Make Prompt Deliveries
Place Your First Order Now—Summer is the Time for Testing

Nizer Corporation

Branch
Marbridge Building
34th and Broadway
New York

Main Offices and Plant
7424 MACKIE STREET
DETROIT

Branch
Sharples Building
Washington Blvd. at Jefferson
Chicago

"Spend a Week in Dairyland." National Dairy Exposition, Nizer Cabinets, Space No. 258

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

This Firm Picks and Educates Its Dealers

Retailers are Compelled to Meet Quality and Quantity Standards by The Steffen Ice & Ice Cream Co., which Employs Service Man to Instill Salesmanship

ONLY dealers properly equipped to handle their ice cream are given this privilege by the Steffen Ice & Ice Cream Co., Wichita, Kan., with branch plant at Oklahoma City, Okla.

Ice cream manufacturers who are continually scrapping for accounts will find something to wonder about in connection with the success of this firm, and its success is something more than a matter of passing interest. It is clearly demonstrated by this firm that a manufacturer who makes the best ice cream that he possibly can and holds to high trade ideals, can make dealers want to do business with him and properly prepare themselves to handle this business in keeping with high standards.

The Ice Cream Review repeatedly has pointed out that the industry's greatest development is coming through quality practices by the dealers as well as by the manufacturers. The best ice cream made cannot make a favorable impression upon the public unless it is properly handled by dealers and properly served. John D. McEwen, secretary of the firm, has written The Ice Cream Review the following outline of his company's activities, which no doubt will be of considerable interest to our readers:

IN WICHITA all cream is delivered in packers with no re-icing at the fountain. The aim of some manufacturers is to sell volume regardless of how, when or where, it is served.

"Wichita has about 150 hamburger stands, in cement block, one-room buildings," explains Mr. McEwen. "In summer these stands are buying from one-half to two gallons of cream each day, or every other day. Unless the manufacturer loans a cabinet, the cream is served from the delivery tub.

"This to our notion is a very poor means of distribution, and, as we do not care to loan equipment to such stands, we have made two rulings. We will not furnish equipment, each dealer must serve our cream from regular cabinets, and order not less than two gallons each day, of any one flavor. By this method we are able to weed out small, undesirable dealers that are leeches to the industry. This is our first step to educate the people in, and around Wichita to the fact that Steffen's dealers are hand-picked.

AS WE are not re-icing, we have a service man who checks all dealers twice a week as to the cleanliness of the fountain, dippers, spoons, floor and cabinets; also noting the condition of the syrups and toppings used.

"Advice is tendered as to the proper means of serving and mixing drinks and making syrups.

"We find that considerable damage to the industry at large has resulted in the improper dispensing of ice cream. We advise the consuming trade to go to a Steffen store first, if that store does not carry the flavor they wish, or keeps the cream in proper shape to come to our factory.

"Each person coming to the factory is asked from what dealer he buys. If it happens to be a competitor's store, he is asked why he does not buy from so and so, our dealer. This enables us to find many a mistake that our dealer has made. A 20 per cent discount is credited to the nearest Steffen dealer or to the Steffen dealer designated.

"As to the volume of our business, last year more ice cream was sold by our Wichita plant than in any previous year during our 38 years of operation. This was not caused by weather conditions as the mean temperature was on the average with other years. We felt that better merchandising and improved product with our years of experience, was responsible for such an increase."

Better Merchandising Through Select Dealers

MANY of us have been going at this thing backward for a long time. We have been spending so much time looking for dealers that we have not had time to help our own dealers sell more ice cream.

The Steffen Ice & Ice Cream Co., Wichita, Kan., has made it a point to see that dealers are properly prepared to handle ice cream. The best ice cream made, as often has been pointed out in The Ice Cream Review, will not be much good to the public if it is handled by sloppy dealers unprepared and unwilling to handle it in the right manner.

But this firm helps its dealers and has a special service man to see that they follow the right methods in serving and selling. Better merchandising enabled the company to sell more ice cream last year than in any previous year in its 38 years in business, this, despite the fact that dealers are selected—picked. There is food for thought here. Digest it.

LARSON HEADS BUREAU OF DAIRYING.

C. W. Larson, chief of the dairy division, bureau of animal industry, U. S. Department of Agriculture, has been named head of the newly created bureau of dairying. For some time it has been generally known that the dairy industry has reached the point where it was necessary for the dairy division to be entirely divorced from the bureau of animal industry.

The appointment of Mr. Larson was expected and meets with deep gratification in the dairy industry. His work as the leader of American dairying development has attracted widespread attention. It has been a very splendid influence he has weilded toward better dairying methods. The industry owes much to Mr. Larson.

BETTER SERVICE—LESS EXPENSE

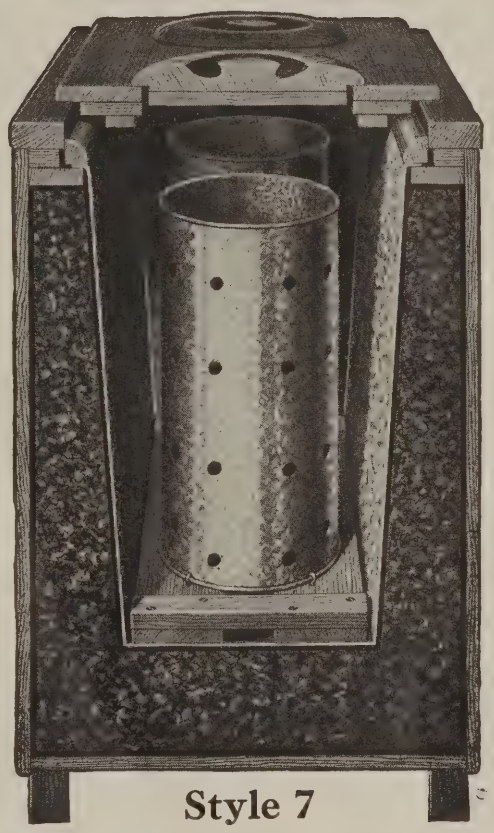
with

The Grand Rapids
ICE CREAM CABINET OF QUALITY

THE palatability of ice cream depends largely on how it is kept. Grand Rapids Ice Cream Cabinets protect the quality of your cream, hence assure perfect service to the consumer.

The excellent insulating quality which is the distinguishing mark of all our cabinets protects you equally against shrinkage—a big item when figured on a yearly basis.

Grand Rapids Ice Cream Cabinets effect big savings in two other important essentials. They reduce ice bills to a minimum. The dependable soundness of their construction insures many years of 100% service.



Style 7

The Most Highly Developed Ice Cream Cabinet Ever Built

SEND NOW for CATALOG AND PRICES

MEMBER

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W. **Grand Rapids, Mich.**

NEW ENGLAND SALES OFFICE AND WAREHOUSE, - MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
SOUTH EASTERN SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD. 1918 Market St., PHILADELPHIA, PA.
CENTRAL SALES OFFICE AND WAREHOUSE, - - CHERRY-BASSETT-WINNER CO., 1139 Penn. Ave., PITTSBURGH, PA.
NEW YORK STATE SALES OFFICE AND WAREHOUSE. CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y. 400 Canal Street, SYRACUSE, N. Y.
NORTH WESTERN SALES OFFICE AND WAREHOUSE, - A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
SALES AGENT FOR TEXAS, OKLAHOMA AND ARKANSAS - C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS

Cost Accounting Conference Held by National Association Officials

President Confers with Milk Dealers on Timely Subject

STEPS toward a cost accounting system in the ice cream industry were considered at a meeting in Chicago on June 25 attended by Vernon F. Hovey, president of the National Association of Ice Cream Manufacturers; Samuel T. Nivling, director-at-large; and Messrs. C. E. Eurich of New York City, and C. B. Harpster of Columbus, O., who conferred with members of the executive and accounting committees of the International Association of Milk Dealers.

The latter organization started intensive work in October, 1922, on a uniform accounting system. About sixty accountants, representing milk dealers all over the United States, participated to some extent in the construction of their system which was offered to members in reasonably complete form at the National Dairy Exposition at Syracuse, last fall. Because of the participation of so many accountants in the building of their uniform accounting system less trouble than might have been anticipated has been encountered in getting the acceptance and installation of this system. About fifty members have started installation of this system up to the present time, with every prospect that this number will be doubled within another year.

For the first time in the history of the milk business, milk dealers are going to find it possible to compare costs. There is every reason why these comparisons should increase efficiency and economies, also giving to the members participating, the satisfaction of knowing how the efficiency of their own operations compare with similar operations, in other plants.

THE International Association of Milk Dealers has about seventy-five members who manufacture ice cream, and they are accordingly very anxious, indeed, that the accounting work to be done by this association shall, if possible, be co-ordinated with the work they have done. Ice cream manufacturers' interests are very closely allied, and it is the thought of ice cream officials that the accountants of the two associations should work very closely together. The meeting in Chicago was held to make this possible.

"The success of the National Association of Ice Cream Manufacturers' efforts toward cost accounting will depend largely upon how well the officers can get the assistance of accountants from a rather large number of representative ice cream concerns in the development of the work," according to President Hovey. The president is very hopeful that this movement will receive progressive and liberal support of the ice cream executives of companies in the association.

CALIFORNIA'S ICE CREAM APPETITE.

California people have a compelling appetite for ice cream, as evidenced by the fact that the per capita consumption of this delicious dairy food in the Golden State is more than 30 per cent greater than in the United States as a whole.

This is one of the interesting facts brought out by a recent survey by California Dairy Council of the use of dairy products in California. This survey, in addition to showing that California people are probably the greatest consumers of ice cream in America, fully verified the belief that California people use more butter than do people of other states.

The average Californian eats 2½ gallons of ice cream a year, whereas the average American consumes only 1.7 gallons a year. Though eighth among the states in population, California is sixth in ice cream manufacture. The great state of Texas, with a million more of population than California, uses less than half the amount of ice cream, the consumption there being less than a gallon per capita. Missouri, with approximately the same population of California, uses half the amount of ice cream.

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."

Derycote
PAINT YOUR PERSONALITY ON YOUR PACKAGES

has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.

MEMBER

THE NATIONAL PAINT & VARNISH COMPANY
8709 Kinsman Rd. Cleveland O., U.S.A.



STOUT
Schroeder Perfection Cabinets
They're Stoutly Built.
They're Well Insulated.
They're Handsome.
Tub and Metal Lined Bulk, Brick and Combination Cabinets in Mahogany Smooth Panel and Golden Oak Ceiling Finish.
Our Stout Cedar Tubs are right, and our prices, too.
Let Us Quote on Your Needs
STOUT MFG. CO., 610 Sycamore St., Milwaukee, Wis.

You can depend upon the flavor!

Golden State Powdered Skim Milk is uniform in quality and flavor—free from burnt particles or sediment—without any objectionable scorched or "cooked" taste.

Combined with Golden State Pure Milk Fat or a high grade of unsalted butter it offers the Ice Cream Manufacturer a cream supply with a flavor closely approximating the flavor of natural sweet cream.

Experience proves that it pays to insist upon *the best.*

Believing that Ice Cream Manufacturers are interested in our methods of insuring a superior, uniform product, we have published a descriptive booklet. Write for it.

GOLDEN STATE SALES CORPORATION
175 Franklin St., New York — 139 N. Clark St., Chicago
1301 Broom St., Dallas — 740 Terminal St., Los Angeles
425 Battery St., San Francisco

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C. E. Buell, Inc., *131 State Street, Boston*
Burgess Distributing Co., *64½ Walton St., Atlanta*
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Ernest W. Carlberg, *1104 Union Ave., Kansas City*
C. B. Shackelford & Son, *Iron Bldg., Omaha*
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Golden State
POWDERED SKIM MILK & PURE MILK FAT



Your "Flavoring Dollar"

SETHNESS COMPANY, this past winter, decided to offer the Ice Cream Trade some Vanillas which would win instant recognition wherever used.

The feature about this determination that interests **you**, Mr. Ice Cream Manufacturer, is that Sethness Company, after the expenditure of a world of time and money is able to offer you more for your "Flavoring Dollar."

An outstanding example of this is to be found in

Cosco

Special "H" Compound

"A Pleasantly Flavored Vanilla Compound of Exceptional Strength"

Our label does not exaggerate the flavoring power of this Extract. One and one-half ounces or **less** will flavor adequately and with a delicious Vanilla character, ten to twelve gallons of any Ice Cream you may make. If you use all fresh Cream one and one-quarter ounces will give you fine results.

Order out a fifteen gallon keg at $5.65 a gallon. It's a sound investment

SETHNESS COMPANY

Manufacturers Since 1880

Extracts, Colors and Fruits

CHICAGO

Cosco *For Forty-four Years the Mark of Quality in Ice Cream Products*

SETHNESS COMPANY
659 Hobbie St., Chicago

Please ship at once:
One fifteen gallon keg Cosco Special H. Compound at $5.65 a gallon.

Name.....

City.....State.....

Street.....

I. C. R. 6

Harold Thomas Gloven

"Tom" Gloven has been promoted. Maybe you never saw him, but this will be of interest to you, for "Tom" had an interest in every reader of this publication. He was our artist, until a few weeks ago. He sketched many of the cartoons and striking front covers that aroused so much comment, and he also outlined some of the attractive ads you have admired. He never sketched a cartoon or laid out an ad without giving earnest thought to the likes and dislikes of our readers. So "Tom" knew you.



H. T. GLOVEN.

He was a native of Milwaukee, having lived in the "Cream City" virtually all of his life. He joined The Olsen Publishing Company about two years ago. A few days ago "Tom" pushed back the palette, laid aside his brush, washed the inkspots from his hands and went home for a rest. Now there are flowers on his desk.

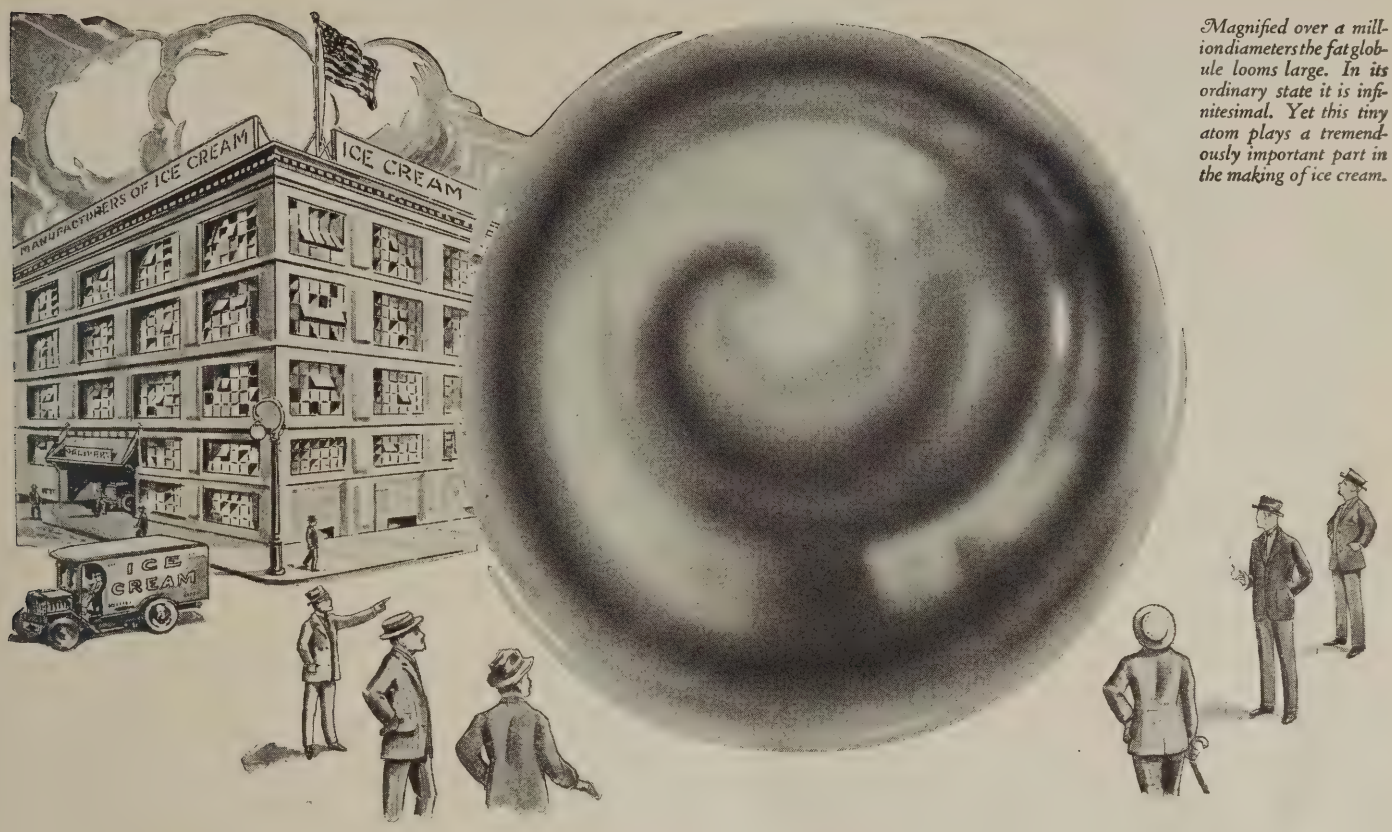
All is still around "Tom's" palette as this is being written. The palette remains as he left it. The brush is waiting for the master touch that it will not feel again. The inkspots are dry and—all is still. Every once in a while someone looks over in the direction of the art department where the head of the staff once was wont to sit hunched over, making a stroke now and then and stopping to eye the result; looking up every once in a while for a friendly word in passing to a companion-in-arms; or maybe to dig down into his pockets for a piece of change for a friend out of luck. "Tom" was that sort of a fellow; he smiled and lent money and shared his smokes and shook hands with troubled friends in just the same way he lived—straight from the heart.

"Tom" was the sort of chap that employers speak of as "—a good boy"—fair and square; with a soul as pure as a drink of milk and a heart as golden as the top of a butter tub—and just as big.

It is no wonder that "Tom" got promoted. He had it coming to him. But we didn't expect it in just this way; at least, not till the day he went home for a rest. Then we knew that he was marked for higher company; for a place in ranks higher than even this discriminating company can give to anyone. Somehow, we think he knew it too, for all the time he smiled and chatted and showed that he was far from unhappy—unafraid.

On July 2, 1924 A. D., we passed by "Tom's" lonely little court in the art department, dropped lingering glances at the brush he left behind, and then realized that he won't ever come back to share his last dime with a friend out of luck or pass out a friendly hand to a chap stuck on a hard job. For at 8 o'clock that morning he embarked upon a long journey, the most wonderful adventure of his career. When anybody comes in to ask for him we can only say, with a far-away look in our eyes and a far-away note in our voice,

"Tom—he's been promoted—gone home to rest."



Magnified over a million diameters the fat globule looms large. In its ordinary state it is infinitesimal. Yet this tiny atom plays a tremendously important part in the making of ice cream.

The Biggest "Little Thing" In Your Business

SO SMALL that it requires a powerful microscope to distinguish it, yet a mighty atom in the success of your business—that's the story of the fat globule.

It plays a vital role in producing quality ice cream, in building your business. For on it depends the proper degree of ripening—the most elusive factor in making ice cream of rich taste.

But you can regulate this tremendously important factor, you can now control it. You can *ripen to just the right degree. The result is ice cream of wonderful richness of taste.* Over 2,000 foremost ice cream manufacturers are using

Gumpert's Ice Cream Improver

Make finer ice cream by overcoming the uncertainty, the slowness and the expense of time ripening. Control the biggest "little thing" in your business by adding Gumpert's Ice Cream Improver to your mix. It softens the solids, thus allowing you to *use your mix at a proper degree of ripening.* Finer, smoother, richer tasting ice cream is the result.

If you are not at present using Gumpert's Ice Cream Improver, we will be delighted to send you a sample.

S. GUMPERT CO., INC.

Bush Terminal Brooklyn, N.Y.

Gumpert's *Ice Cream Improver*

The Ice Cream Industry of the Middle West

Covering the Ice Cream Development of More States Included in the Middle Western Groups a Discussion Begun in the June Issue of The Ice Cream Review

THIS is a continuation of the discussion of the development of the ice cream industry in the Middle West. It was begun in the June issue of The Ice Cream Review, and in the July issue we left off the subject long enough to discuss what our friends in the mountain states are doing.

The manufacture of ice cream has gone forward at a rapid rate in recent years in Wisconsin, Minnesota, Iowa, Illinois, Kansas and other Middle Western states. It is significant that dairying is making more progress in these states than in most sections.

Wisconsin has climbed to high rank in the production of quality ice cream. A good cream supply is one of the principal reasons. Six million gallons of the frozen beverage was made in Wisconsin last year, approximately one-half of which was made in the city of Milwaukee, which has been running a neck-and-neck race with Philadelphia as America's premier ice cream cities.

Illinois is one of the outstanding states in the Union in the production of ice cream, and behind the activities of the industry in that state is the aggressive work of the Illinois Association of Ice Cream Manufacturers, the oldest organization in the industry.

MINNESOTA has gone forward rapidly. For many years Minnesota and Wisconsin have carried away the honors in butter production, though in late years Wisconsin became so busy producing most of the nation's cheese that it slipped out of the running with the Gopher State. Last year Iowa crept ahead of Wisconsin in butter production. Now all three of these great dairying states seem to be just as determined to hang up some records in ice cream production as they have been in producing butter and cheese.

Some of the nation's most progressive ice cream manufacturers are operating in the states of Wisconsin, Minnesota, Iowa, Kansas and Illinois. At this time it is not practicable to mention more than a few of the outstanding ice cream men in these states, but the industry is proud of such men as George D. Mansfield, William F. Luick, Charles P. Touton and Mr. Carver of Wisconsin; W. W. Dunn, Jr., and J. J. Farrell of Minnesota; Z. G. Gassman, T. H. McInnerney, F. W. Holmes, L. W. Roszell, G. R. Courtright, J. T. Cunningham and J. W. Knobbe of Illinois, and W. H. Hammond, W. H. Chappell and B. T. Perkins of Kansas.

THESE are only a few worthy of honorable mention on the ice cream industry's honor roll of quality. The industry owes much to them and their constructive work, as well as to many of their neighbors not mentioned here. It would be interesting some day to work up an article on the personal characters of the men in the ice cream industry who are serving the industry's every good interest. Sometime, maybe, this will be undertaken by The Ice Cream Review, when time and space are at generous disposal.

There is no doubt that this national survey of the ice cream industry's development is providing interesting reading. It has served to bring out that this industry is advancing on all fronts. The manufacture of ice cream no longer is a business confined to one small group of states; it has in very deed become a national industry.

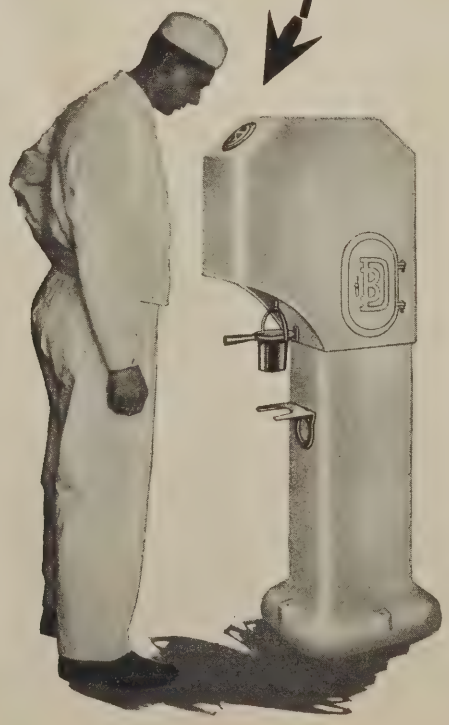
The states of the Middle West have been making steady progress. They now boast of plants among the most up-to-date in the world. Milwaukee, Minneapolis, St. Paul, Kansas City, Omaha, Des Moines, Chicago, Springfield, Dubuque, Racine, Kenosha, Oshkosh, Green Bay, Peoria, and many other cities in the Middle West have up-to-date, high-class ice cream plants, with advanced production and business methods in force.

A Simpler Way To Test Overrun

The smooth, simplified cup with no weights to adjust makes the overrun testing process a faster and more certain operation. The accessibility of the cup hanger is also a great advantage while the reading always shows itself in large illuminated letters through the bullseye indicated by the arrow. The direct front view reading is positive. The adjustment for specific gravity variation is made on the tester itself. Write for descriptive literature and price.

Damrow Brothers Company

FOND DU LAC, *Manufacturers* **WISCONSIN**



SommerS

ICE CREAM

Overrun Tester

Growth of Minnesota Ice Cream Industry

Association Has Played Important Part in Boosting Per Capita Consumption

*By W. W. DUNN, JR.**

MINNESOTA'S per capita consumption, better than one and one-half gallons of ice cream in 1923, approximated the average per capita consumption of the three Pacific Coast states for the same period, although California doubled this consumption. Our per capita nearly doubled that of the Southern tier of states and came within one-half gallon of the average of the states bordering on the Great Lakes, also the New England states.



W. W. DUNN.

Minnesota's natural dairy resources provide her manufacturers with ample fresh products the year around and a surplus enables the exportation of many cars.

The growth of the industry in Minnesota has been consistent with that of other states along with increased population and popularity of the product. We have every reason to feel that our growth will keep pace with that of other states in the future.

Our climatic conditions cause an approximate ratio of gallonage summer to winter of 8 to 1 at present, but this extreme ratio has been reduced from one greater than 12 to 1 of ten years ago, indicating promises of steadier output gradually in the future.

The natural increase in consumption of ice cream during the winter months is being helped along in every way possible by our manufacturers through the medium of advertising.

IN 1923 Minnesota's one hundred ice cream factories supplies its population of 2,500,000 people with 4,000,000 gallons of ice cream, of which gallonage 60 per cent was produced by 10 per cent of its factories. This rather one-sided percentage of output is due to the segregation of population at one point, the Twin Cities, with Duluth in the extreme northern part of the state the only other large center, where the per capita consumption is very low due to unfavorable climatic conditions.

The Minnesota State Association of Ice Cream Manufacturers has a membership of about 60 per cent of the manufacturers. It was formed thirteen years ago in the Twin Cities and holds annual sessions, alternating between St. Paul and Minneapolis.

The organizers of the association were originally members from Minnesota of the "Three "I" Association composing the states of Illinois, Indiana and Iowa. After the Three "I" had expanded itself into the present national association these members organized a Twin City round-table, with A. H. Ives of Minneapolis, president, and J. C. Vander Bie of St. Paul, vice-president, and this organization later encompassed the whole state.

THE association has grown from five members to sixty-two over a period of fifteen years, and during that time has afforded considerable protection to its members in nullifying adverse legislation and fostering that which was favorable, and has been fairly successful in adjusting transportation problems.

* President Minnesota State Association of Ice Cream Manufacturers.

Spend a Week in Dairyland

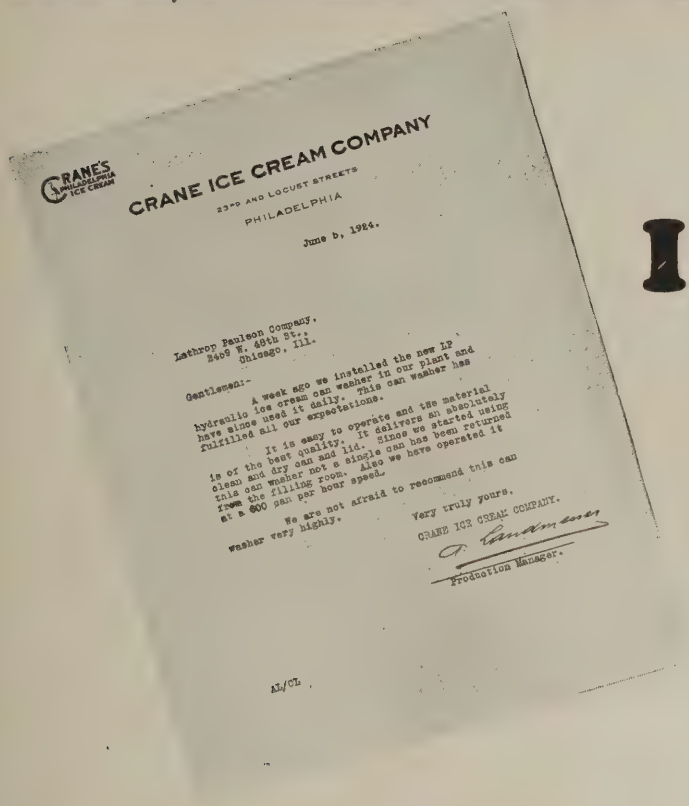
NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27, - OCT. 4, 1924 · WISCONSIN

Monday . Milk Dealers' Day	Thursday . . Ice Cream Day
Tuesday . Creamerymen's Day	Friday . Condensed Milk Day
Wednesday Cheesemakers' Day	Everyday . DAIRYMEN'S DAY

Johnnie went to work on a farm. The first month he worked there a cow died, and they made him eat beef for a month. The second month he worked there, a pig died and they made him eat pork for a month.

A week later, the farmer's wife took sick, and Johnnie grabbed his hat and started for home.

LACALAC



CRANE'S PHILADELPHIA ICE CREAM

CRANE ICE CREAM COMPANY

23rd AND LOCUST STREETS

PHILADELPHIA

June 5, 1924.

Lathrop Paulson Company,
2459 W. 48th St.,
Chicago, Ill.

Gentlemen:-

A week ago we installed the new LP hydraulic ice cream can washer in our plant and have since used it daily. This can washer has fulfilled all our expectations.

It is easy to operate and the material is of the best quality. It delivers an absolutely clean and dry can and lid. Since we started using this can washer not a single can has been returned from the filling room. Also we have operated it at a 600 can per hour speed.

We are not afraid to recommend this can washer very highly.

Very truly yours,

CRANE ICE CREAM COMPANY.

Production Manager.

AS/CL

L.-P.

ICE CREAM

Can Washer

Fast, Efficient and Fool Proof.

Washes All Sizes of Cans and Covers from 5-gal. Down to Smallest. Small Cans May Be Washed Together with Larger Ones Increasing Capacity to 1200 per Hour.

Cans Are Fed in and Delivered at the Same End of Machine.

This machine embodies many of the L. P. features of efficiency, simplicity and durability which characterize L.-P. equipment.

600 Cans and Covers or Brick Pans Per Hour

Absolutely Clean, Sterile and Dry

THIS machine has two speeds—600 and 300 per hour. At the 600 speed it will efficiently wash, sterilize and dry all ordinary city and shipping cans, and at the 300 speed it cleans, sterilizes and dries the dirtiest of cans. Handled at 600 per hour, cans, brick pans and covers come from the machine **absolutely clean, sterile and dry.** Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. The machine will also handle brick tanks up to 12-qt. size.

Each Can Receives 17 Distinct and Intensive Treatments

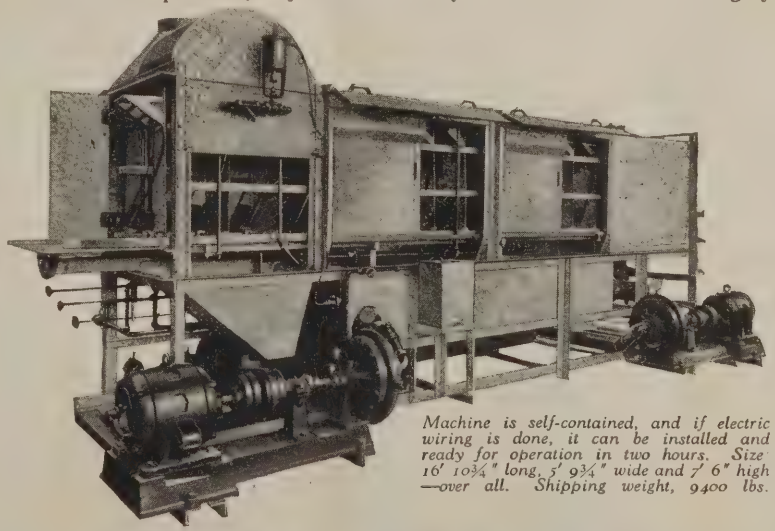
All cans are placed in machine upright. They are first thoroughly rinsed with preliminary tempered water, which thoroughly flushes out the cans, freeing them from refuse. This rinse water is caught in a separate tank and carried away. They are next washed inside and out with six separate intense soda solution treatments under 40 lbs. pressure; they are then entirely freed from soda and thoroughly drained before receiving six clear hot water washes, which are followed by scalding hot unused water rinse. Next comes the steam, inside and out, thoroughly sterilizing the cans, lids, pans and covers. They then pass over two hot air jets (the same as are used on all L.-P. Can Washers) and are delivered absolutely dry and ready for immediate service.

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed.

There are two powerful pumps operated by 10 h.p. and 7½ h.p. motors in separate units. No other power required.

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. patent Soda Regulator.

This machine has passed its experimental stage. It has stood the most rigid tests in actual operation, and is sold on a results-guaranteed basis. Write for full information and names of users.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size 16′ 10¾″ long, 5′ 9¾″ wide and 7′ 6″ high —over all. Shipping weight, 9400 lbs.

THE LATHROP-PAULSON COMPANY

2459 West 48th Street *There Is an L.-P. Representative Near You* **CHICAGO, U. S. A.**

You Can See One of These Machines in Actual Operation at Milwaukee When You Attend the N. D. E.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

INVITING!

When the customer gets a can of ice cream with an

ALLEN
One-Piece Sanitary
CAN LINER

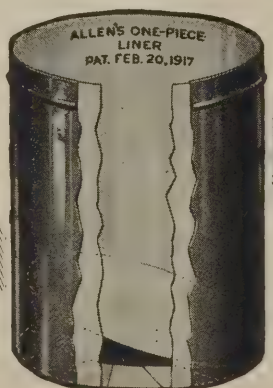
his sense of sanitation is at once satisfied and his appetite for the good, clean product you make scores that appeal for more that raises the per capita consumption of ice cream.

Allen One-Piece Sanitary Can Liners are an ever-present manifestation of the care you take to deliver a perfectly sanitary product.

Use them in all your cans.

The Allen Candy Co.
Manufacturers
PONTIAC, ILLINOIS

Your Jobber Can Supply You



Send for Samples and Prices

SILVER JUBILEE FOR ILLINOIS ASSOCIATION.

Illinois Association of Ice Cream Manufacturers, the oldest state organization of the industry, will celebrate its silver anniversary on October 28-29 with a jubilee convention at the Hotel Sherman, Chicago, according to recent announcement by Secretary Loewenstein.

The secretary announces that officials plan to present a program that will be of exceptional interest, not only to the members of the Illinois association but to the manufacturers of all surrounding states, as well as to the industry-at-large.

One of the high spots of the convention will be a banquet on the evening of the first day. An elaborate entertainment program will be provided, according to the secretary. He invites ice cream manufacturers of the nation to attend the convention.

PACKAGING ICE CREAM SODAS.

A novel ice cream feature introduced last year and said to be proving popular this year is called the "I. C. Soda." This is said to be a principle of manufacturing ice cream sodas to be kept in cold storage on the same principle as ice cream. The manufacture of this product is described as being done with a pint paper container with a one-inch tube of cardboard placed in the center and then filled with ice cream. The balance of the interior of the receptacle is filled with carbonated water, plus flavors, put on cover and place in hardening room at a temperature of about zero or five below for a short period. Then the product is handled similar to brick ice cream, and these sodas are sold at fifteen cents per container. When ready to drink, the idea is to shake up the container which mixes the combination, remove the cover and even after it has been away from the refrigerator for three or four hours, they claim it is a very palatable drink.

ICE CREAM SUPPLYMEN REPRESENTED IN DAIRY FEDERATION.

The Association of Ice Cream Supply Men is represented in the American Dairy Federation by Harold A. Sinclair, Mark H. Fox, and C. A. Gould. The American Dairy Federation, recently organized, comprises about a score of the dairy and dairy manufacturing organizations of the country.

Frank O. Lowden, former governor of Illinois, is president of the association; John D. Miller of New York City, is vice-president; John D. Hollowell of Chicago is treasurer, and A. M. Loomis of Washington, D. C., is secretary.

ANTRIM HONORED AT INDIANAPOLIS.

J. Martin Antrim, vice-president of the R. W. Furnas Ice Cream Co., was elected president of the Indianapolis Board of Trade at the annual election of officers and directors on June 9. Mr. Antrim is a member of the National Association of Ice Cream Manufacturers, is one of the most prominent members of the industry in Indiana and is widely known among ice cream manufacturers of the country.

Spend a Week in Dairyland
NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27, - OCT. 4, 1924 · WISCONSIN

Monday . Milk Dealers' Day	Thursday . . Ice Cream Day
Tuesday . Creamerymen's Day	Friday . Condensed Milk Day
Wednesday Cheesemakers' Day	Everyday . DAIRYMEN'S DAY

ZERO

Refrigerator Body

No. 908

DELIVERED

Another Safe Investment

John J. Grothe Co., Inc.
Zero Building
Woburn, Mass.

Telephone
Woburn 349

CABLE
ZERO

Wisconsin's Ice Cream Development

Badger State Rapidly Becoming One of Nation's Greatest States in Production of Ice Cream, Already Having Forged Among Leaders in Quality. A Review of Early Days

Organization History

THE rise of the ice cream industry in Wisconsin is is one of the romances of the industry's history, a chapter glowing with high enterprise. Wisconsin is known far and wide as the world's greatest dairy state. There was a time when Wisconsin led the world in butter production. Later the Badger state turned its attention so largely to cheese production and the distribution of market milk that the manufacture of butter fell off, Wisconsin thus yielding to Minnesota as the premier butter state. This tendency continued last year and Iowa forged in ahead of Wisconsin in the ranking of the butter states.

But the Badger state retains its rank as the country's greatest dairying state, and in late years it seems that the ice cream manufacturers are determined to give Wisconsin the same place in ice cream production that it once held in the making of butter.

When it is stated that six million gallons of ice cream was manufactured in the state in 1923 the reader is not given the proper idea of how rapidly strides are being made in this industry. It was in 1915, nine years ago, that the call was sent forth for a state organization of ice cream manufacturers. That was before the time of The Ice Cream Review. The call was issued by H. P. Olsen, president of The Olsen Publishing Co. At that time only seven ice cream manufacturers responded to form a temporary organization. This meeting was held at Fond du Lac on February 4, 1915. No one dreamed then of the large, up-to-date ice cream manufactories that since have appeared in many parts of the state. Guy Spiers of Eau Claire was named temporary chairman, and D. D. Smith of Fond du Lac was elected temporary secretary.

The purpose of the association was set forth as follows:

"The object of this association will be to promote the ice cream industry of the state of Wisconsin, and to safeguard the product and protect the interests of the members of the association. That there is much need for such an organization among ice cream makers in the state of Wisconsin was manifested by the support this movement received, everyone present at the meeting offering to lend both their moral and financial support."

THE suggestion for calling the meeting was made by T. J. Gibson of the Gibson Ice Cream Co., La Crosse. It was decided at the meeting to hold another session on March 2 to complete final organization. This meeting was called for Madison, with the Park Hotel as headquarters. In the meanwhile the temporary officers served as a committee on organization. They set about drawing up a system of by-laws. A temporary mem-

RASPBERRY--STRAWBERRY

GENUINE TRUE FRUIT CONCENTRATED

Your cream and ices will impart the genuine flavor of the ripe fruit by using our true fruit concentrates.
The flavor can easily be regulated by yourself to suit your particular requirements.

Successfully used by some of the biggest firms.

5 Gallon Can - - $23.00

IMPORTERS

Commission Sales Co.

Telephone Vanderbilt 8249

110 East 42nd St. New York, N. Y.

Satisfaction Guaranteed

FITTINGS of Waukesha Nickel ARE BETTER

The metal is harder. The finish does not wear off because the nickel metal is solid the full thickness of the fitting. The metal resists the milk acids, and therefore gives longer wear. Does not become "pitted," easier to clean and lessens possibility of contamination.

All reasons why you should specify Waukesha Nickel Fittings.



Made to International Standards. Sold by prominent jobbers and dealers. If your dealer can't supply you, write us.

Send for Price List and Catalog.

Waukesha Specialty Co.

WAUKESHA, WIS.

bership fee of $2 was collected from each delegate to the Fond du Lac meeting.

A permanent organization was formed at this first regular meeting. There was a representative attendance. The association named as its official organ the Butter, Cheese & Egg Journal, at that time the only periodical published by The Olsen Publishing Co. This honor was held until the coming into the field of The Ice Cream Review, when the latter publication was named.

The following description of the organization meeting is taken from the March 10, 1915, issue of the Butter, Cheese & Egg Journal:

"Wisconsin is recognized as the leading dairy state in the Union, and the ice cream industry in this state is no small factor of the dairy industry today. With the rapid progress the ice cream industry is making in general it is a wonder to many why Wisconsin should be among the last states to have an ice cream manufacturers' association. However, judging from the interest taken in the new organization by all in attendance, and especially the progressiveness of the new officers and directors of the association, we venture to say that before the year rolls around some of the older state ice cream organizatioins will have to take off their hats to the Wisconsin 'youngster'."

This was a prediction well made. The time has come when many of the older state organizations have paid their respects to the good work of the Wisconsin association.

THIS initial meeting resulted in the election of permanent officers. Presiding over the meeting was Guy Spiers of Eau Claire, and the report of the meeting in the Butter, Cheese & Egg Journal had the following to say about him:

"The meeting was presided over by the temporary president, Guy Spiers of Eau Claire, who outside of Milwaukee is probably the largest ice cream manufacturer in the state. Mr. Spiers has had large experience in building up his ice cream business, and gave freely of his knowledge to the members."

Then, continuing the report of the meeting:

"The temporary secretary-treasurer, D. D. Smith of Fond du Lac, read the minutes of the meeting held at Fond du Lac, February 3, when the temporary organization was formed. These were approved as read. He also read the articles of incorporation and by-laws, which with a few amendments were adopted."

Officers elected at the organization meeting consisted of Guy Spiers, Eau Claire, president; Charles E. Wright, Beloit, vice-president; D. D. Smith, Fond du Lac, secretary-treasurer, and the following directors: T. J. Gibson, La Crosse; H. A. Hass, Madison; Howard Carver, Oshkosh, and A. O. Sorge, Reedsburg.

Picking up the trend of proceedings from the report in the Butter, Cheese & Egg Journal, we read:

"There was no special program prepared for this meeting, but some time was spent in discussing several subjects of vital interest to the ice cream trade. The return of unclean cans was among the questions taken up, and it was voted to authorize the secretary to have rubber stamps made calling attention to the state law prohibiting the return of unclean cans, each member of the association to be furnished with such stamp at cost.

"The question of express rate also came up. * * * The president appointed the following to act on this committee: Howard Carver, Oshkosh; G. A. Shurtleff, Janesville, and F. C. Mansfield, Johnson Creek."

A committee to wait on the new dairy and food commissioner was made up of H. A. Haas, O. A. Sorge and D. D. Smith.

It will be interesting to look back and see who attended the organization meeting of the association. The registration follows:

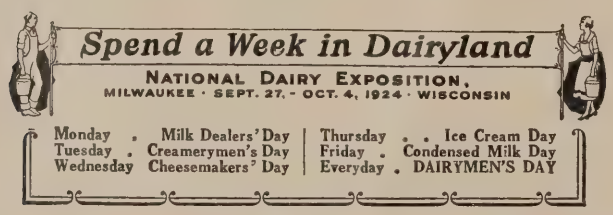
Active Members.

Gibson Bros., La Crosse.
Central Wisconsin Creamery Co., Reedsburg.
Eau Claire Creamery Co., Eau Claire.
Carver Ice Cream Co., Fond du Lac.
Sturtevant, Wright & Wagner Dairy Co., Beloit
Racine Pure Milk Co., Racine.
Clintonville Creamery Co., Clintonville.
Green Bay Ice Cream & Dairy Co., Green Bay.
Fred C. Mansfield Co., Johnson Creek.
Shurtleff Co., Janesville.
Kiefer Produce Co., Wausau.
Sheboygan Dairy Products Co., Sheboygan.
Wisconsin Dairy Produce Co., La Crosse.
J. R. Fess, Richland Center.
G. D. Sirgrist, Richland Center.
Shawano Creamery Co., Shawano.
American Ice Cream Co., Madison.

Associate Members.

Jno Purves, representative Creamery Package Mfg. Co., Chicago, Ill.

(Continued on page 46)



Havacone

The Nation's Standard Ice Cream Cone

Made without grease, coloring or preservatives.
BAKED TO ITS OWN COLOR.

OUR NEAREST PLANT WILL GLADLY SEND SAMPLES. WRITE FOR THEM.

Cone Co. of America

3rd Street and Van Alst Ave.
LONG ISLAND CITY, N.Y.

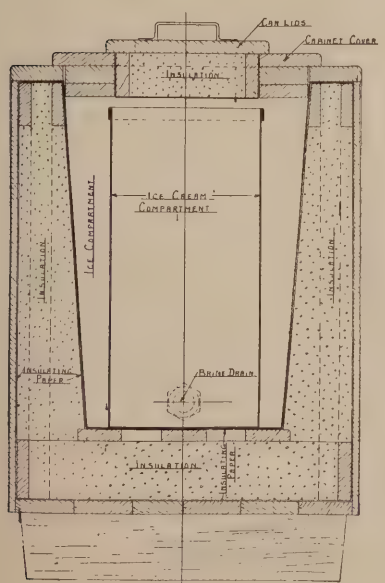
6001 South Western Avenue
CHICAGO, ILLINOIS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Saves Ice and Salt *for Ice Cream Manufacturers*



This diagram shows why A-B Ice Cream Cabinets cut your ice and salt bills to the lowest possible figure. Notice how cream compartments and ice and salt chamber are fully protected against warm outside air. No wonder the A-B Cabinet saves ice and salt!



Every ice cream cabinet has two costs—first cost and operating cost. Sometimes ice cream manufacturers lose sight of this second cost, and, as a result, keep on paying for cheap cabinets in wasted ice and salt—year after year.

A-B Ice Cream Cabinets cost less by the year than any other pack cabinet you can buy. Fifty to one hundred A-B Ice Cream Cabinets will save thousands of dollars' worth of ice and salt for the average ice cream manufacturer every year. A single icing will give 48 hours' service should emergency require. You see why as you examine the A-B Cabinet inside and out.

Square, perfectly dry cream compartments are surrounded on all four sides by the ice and salt chamber, which tapers downward from a broad, easily filled throat at the top to a narrow bottom.

Cold air is kept in and warm air out by a novel insulating material, which tapers from a thick section at the bottom of the ice chamber to a thinner section at the top, as shown by the accompanying diagram. Notice that even the lid is fully insulated, yet it is feathery light. In fact, the whole A-B Cabinet is exceptionally light—10% to 15% lighter than ordinary pack cabinets—hence will place no strain on your floors.

Full details and prices gladly furnished on request. Write

Anheuser-Busch, St. Louis

Also Manufacturers of ABC Refrigerator Motor Truck Bodies and Wagons

A-B Ice Cream Cabinets

STOUT

Schroeder—Perfection Cabinets

for 1924 are now ready. Check over your stock and send us your requirements early.



"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. --- MILWAUKEE, WIS.

"STAY-ON" TUB COVERS

Best In Every Test

SOLD BY ALL DEALERS

Canvas Products Corporation

FOND DU LAC WISCONSIN

Downey-Turnquist Co., Chicago, Ill.
Butter, Cheese & Egg Journal, Milwaukee.
Refrigeration Sales Co., Milwaukee.
M. T. Sherwood.
Hudson Mfg. Co., Chicago.

MANY tubs of ice cream have gone forth since that gathering of earnest and enthusiastic men. The Wisconsin ice cream industry has gone forward with rapid strides. But it is not in the light of what has been in the last few years that observers are optimistic over the outlook for the industry in the Badger state; it is from what is strongly indicated for the near future. If the Wisconsin ice cream industry has not much of a past, it can well be said that it has a very remarkable future. Some of the nation's greatest ice cream plants have been established in Wisconsin cities in the last few years. They are shipping ice cream into many states.

Wisconsin's metropolis, Milwaukee, is one of the ranking ice cream cities of the country, enjoying with Philadelphia the distinction of supplying the greater part of the nation's quality ice cream. Quality is the foundation of the Milwaukee industry, whose several high-grade plants and progressive ice cream manufacturers will be the subject of a special feature to appear in the September issue of The Ice Cream Review in connection with the National Dairy Exposition to be held in the city that has well earned its title of "America's Dairy Capital."

WISCONSIN PLANT BEGINS OPERATING.

The Pleck Ice Cream and Dairy Co., Sturgeon Bay, Wis., recently began the manufacture of ice cream and other dairy products in their new two-story building, which is made of a brownish face brick, modernly arranged and equipped with up-to-date machinery.

All the milk used by this company is pasteurized and it is reported that only milk from tested cows is purchased. Milk will be distributed throughout the city and all of their dairy products will be sold to retailers, except buttermilk which can be bought in paper bottles direct at the factory at any time.

In addition to distributing milk and manufacturing ice cream, this company will manufacture cottage cheese packed in small paper tubs, fancy cheese in cake form, and make butter.

Allen Piron will superintend the manufacture of ice cream, while Joseph Weirich will be in charge of the cheese manufactory. Frank Pleck is general manager and his son, Louis, will be in charge of sales.

The entire layout of the plant is most efficient and is designed in units so that it can be enlarged upon without any radical changes. The business is capitalized at $40,000.00.

WE'RE GLAD THAT'S SETTLED.

An Ontario farmer caught a young woman doing a "Steptember Morn" on his property, and had her haled before the county magistrate.

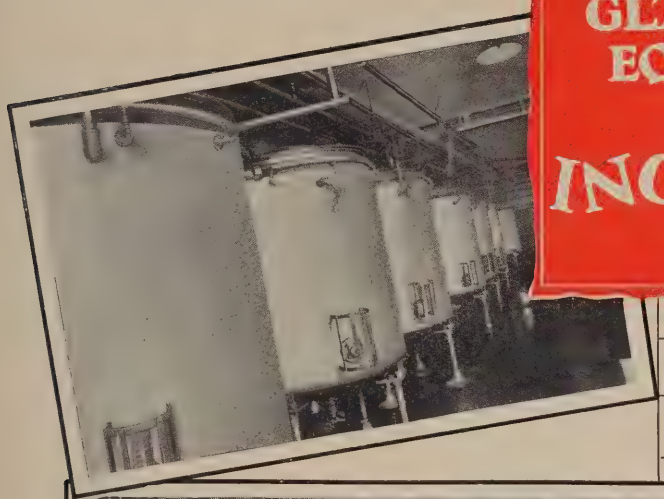
"What's the charge?" asked his honor.

"Taking a bath in the spring, your wushipp," said the constable.

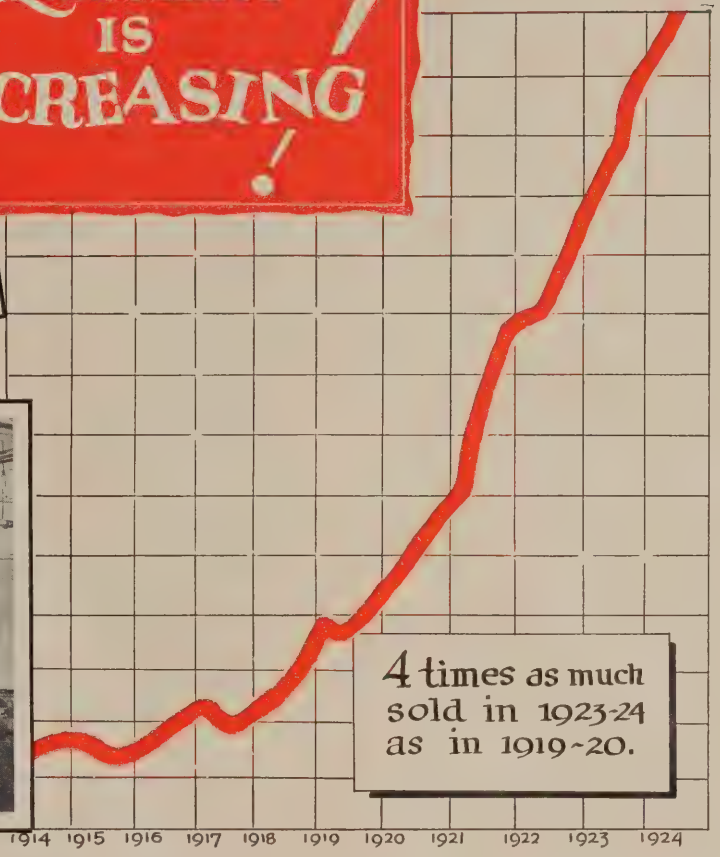
The aged dispenser of justice consulted a dog-eared copy of the statutes and buried himself in its pages for several minutes, then, closing the legal tome and stroking his beard, he said very solemnly:

"The charge is dismissed, and the miss is discharged. I find that she had jest as much right to take a bath in the spring as in the fall."—Boston Transcript.

THE USE OF GLASS LINED EQUIPMENT IS INCREASING!







Referring to above installations, both at Gridley Dairy Co., Milwaukee, Wis.: Top—Pfaudler Glass Lined Buttermilk Tanks (manufactured by Elyria Division). Bottom—Pfaudler Glass Lined Cream Pasteurizers.

In the Milwaukee District, within a radius of 50 miles, are located (among others) the following Pfaudler (or Elyria) installations:—

Gridley Dairy Co., Milwaukee
Luick Ice Cream Co., Milwaukee
Blue Valley Creamery Co., Milwaukee
Eline's, Inc., . . . Milwaukee
Trapp Bros., . . . Milwaukee
Blommer Ice Cream Co., Milwaukee
U. S. Gelatine Co., Carrollville
Cedarburg Dairy, . Cedarburg
Wisconsin Butter & Cheese Co., Elkhorn
Nestle's Food Co., Burlington
Fred Mansfield & Co., Johnson Creek
Waukesha Milk Co., Waukesha
August Westphal, . Hartford
Racine Pure Milk Co., Racine
Horlick's Malted Milk Co., Racine
Carnation Milk Products Co., Sullivan
Indiana Condensed Milk Co., Sullivan
Badger Condensed Milk Co., So. Germantown
Merton Dairy Products, Merton
Rico Milk Products, Lake Beulah

Today the cautious, planning dairyman who knows his costs and watches them, uses Glass Lined Equipment. It is evident from our records that the number of cautious dairymen in this country is growing—else why this unusual increase in the sale of glass lined equipment?

The comparison illustrated by the above graph is based on two typical years, June, 1919, to June, 1920, and June, 1923, to June, 1924. Even in 1920 and 1921, when the slump took the heart out of most machinery enterprises, the sale of Pfaudler Equipment continued.

For considerable of this business, we have to thank the State of Wisconsin in general—and the city of Milwaukee in particular. When you attend the Dairy Exposition this fall, make it a point to visit some of the show installations of Pfaudler Equipment—our customers will be glad to have you.

Sometime between now and the Show, send for literature covering any of our standard units — pasteurizers, storage tanks, truck tanks, weigh tanks, starter tanks, etc.

The PFAUDLER CO., Rochester, N. Y.

Originators and World's Largest Makers of Glass Lined Steel Equipment.

BRANCHES IN MAIN CENTERS

Factories at: Rochester, N. Y. and Elyria, Ohio.

MILWAUKEE

Spend a week at booths 63-64

National Dairy Exposition
Milwaukee Auditorium

Pfaudler

September 27th to
October 4th, 1924

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

Early History in Illinois Ice Cream Industry

A Discussion of Olden Days in the Illinois Industry

*By HON. ROSS A. WOODHULL**

I RECALL how we used to assemble, small in number, but great in enthusiasm, how we contemplated the future, how we tried to prepare for it, how we recognized the need of organization, and I know it is not necessary for me to address myself to the past, because I think you are all quite familiar with many of the problems that confronted the industry, I won't say at its infancy, but I will say at one of the mileposts in its constant and onward progressive march.

The ice cream industry was little thought of and little noticed until by force of its importance in our life it gained recognition, and when it reached the proportions as to gain that recognition, it then received the attention of the legislators and of those charged with the official responsibility of safeguarding the food supply of our people.

The ice cream men, I think, up to that time, were absorbed in their idea of developing their business to a profitable stage. They were not unmindful of the safeguards that they might throw around their produce, but because of the lack of understanding and lack of appreciation of the problems that confronted those in the business, the progressive mind in shaping legislation and in drafting rules and regulatory measures were slightly in advance of the industry. The manufacturers found it difficult to adjust himself to their liking, and so, with no thought or idea of retarding that progressive movement, destroying it or opposing it, the manufacturers found themselves in this position: that out of reason they must have something to do with the shaping of legislation, not with the idea of fighting it, but with the idea of making it of such a nature that the industry could adjust itself to it.

As time went on, little by little, as science developed possibilities, we finally attained a point where we can measure up to all the requirements that are imposed upon us.

But I assure you, gentlemen, those of you who were not in this business twenty, twenty-five years ago, that at the time of the great revelation of possibilities, scientific and otherwise, many men in business, because of limited capital and perhaps limited understanding and limited organization were not in a position to readily and immediately adjust themselves and meet the requirements, and it was the force of necessity of the hour that gave birth to the organization.

YOU know they say we are all indifferent to the things around about us until they vitally affect us, and I think that is quite generally true. I think in the main we are all selfish. I think we are all occupied with our own ambitions and desires, and we don't lend our ear to a general movement until we ourselves become involved.

And when the industry reached that stage in development, then the recognition on the part of all as to the necessity of organization prompted such an organization. It was small, but as I say, those who were in that organization at that time realized very keenly the necessity of the hour.

That little nucleus has grown into this splendid organization, and you assemble here in Chicago for the purpose of exchanging ideas, taking advantage of the increased understanding.

Convention assembles are a splendid thing. Were it not for the combined thought of men in the respective activities we would not be as progressive a city or as progressive a nation as we are now. Many heads are better than one. The wise man can learn from the fool, and the fool sometimes receives an added inspiration from the wise man.

The first indication of knowledge is the realization on the part of the individual as to what little knowledge he possesses, and I say, when we know what we don't know, then we are beginning to learn. And I know it is a realization on the part of the men in the industry. They realized as individuals they could not gain information as readily, or have as practical a nature as they can in association with other men in the business.

Some men have contributed much in thought to the progress of the ice cream industry. Others perhaps not so much. But where the spirit prevails, I am sure that all men, thinking men, do appreciate the significance of organization and of association work.

Now you have assembled, as I have said, for the exchange of ideas. You are all going home richer because of your visit here, I believe.

(Continued on page 50)

The Illinois Association

The Illinois association is the oldest state association in the country. The original Illinois association became, after a very short existence, the Three-I association. This represented the states of Illinois, Indiana and Iowa. Then shortly thereafter that organization was merged and became the nucleus of the National association. Illinois manufacturers then immediately organized a new state association. After the new Illinois association was formed, and the necessity becoming apparent that co-operation between ice cream manufacturers was a benefit not only to the manufacturers themselves but to the consuming public at large, various states began to organize.

"The 25th annual convention, which is the Silver Jubilee Convention of this association, will be held in Chicago, Hotel Sherman, October 28-29.

Hon. Ross A. Woodhull, who is now chairman of the finance committee of the Chicago City Council, was the first president of the association. N. Loewenstein was the first secretary and has been secretary continuously since, with the exception of the years 1910-11-12, at which time other interests necessitated his giving up this position.

Illinois is the third largest state in the Union from the standpoint of ice cream produced, being exceeded only by the states of Pennsylvania and New York in the production of ice cream.

* First president Illinois Association of Ice Cream Manufacturers, now chairman of the finance committee, Chicago city council. An address before past Illinois convention.



The Biggest Nickel's Worth— The Best Seller!

A "Cremo" Cone is more than a mere container for the ice cream. From rim to tip the crisp, golden sweetness is a covering of real cake. The last bite is as good as the first and the customer never forgets it. The more you give for a nickel, the more nickels you make — and who knows it better than the

CONSOLIDATED WAFER COMPANY

2628 Shields Ave. CHICAGO, ILL. | 105 Front St., East TORONTO, CANADA | 515 Kent Ave. BROOKLYN, N. Y.

The Largest Cone Manufacturers in the World.



Rush the Cans!

***Nutting* Trucks Handle Them Quickly!**

Speed up the work. The height of the ice cream season is here. One way to increase production is by more rapid handling of "empties." Keep your cans on wheels with the

Nutting Ice Cream Can Truck

The Convenient Truck. Dirty cans are piled with open end out and slant upward to keep contents from spilling. Washed cans are piled with open ends in and slant down for quick draining. They are counted automatically and always ready to go. Top railing holds all covers.

Note these features. Built of structural steel. Heavily braced and riveted. Entire frame is **galvanized.** Large main wheels; ball-bearing casters. **Flat faces** of wheels and casters save floors.

New low price. Fig. 106 (30x66 in.) Top rail included. F. O. B. Faribault or Chicago. **$52.00**

(less without cover-holding top rail)



Bulletin C-6 describes and illustrates the Nutting Ice Cream Can Truck and other Floor Trucks for the dairy industry. Write for your copy.

NUTTING TRUCK CO.
1207 Division St. FARIBAULT, MINN.

Nutting Floor Truck Specialists Since 1891

EARLY HISTORY IN ILLINOIS ICE CREAM INDUSTRY.

(Continued from page 48)

WHILE I am interested in the ice cream business not actively, I am still just as interested as I was when I was the head of this association. I am just as appreciative of the possibilities, and I believe I have just as keen an understanding of the problems that confront you day by day as when I was actively in the business, so that I want to reassure you of the possibilities of this occasion and other occasions when you come together.

Pres. Roszell: I am going to ask George Thompson, president of the Chicago Association of Ice Cream Manufacturers to acknowledge and respond to the very splendid and cordial address of welcome of Mr. Woodhull.

Mr. Thompson: It is indeed a pleasure for your association to be welcomed here by one of the leading members of our present city administration, a member that was our first president of this organization and a man who helped to organize the ice cream industry when it was a real infant.

We who have been long in the business have watched it grow, have watched its many activities, and have seen it grow from a real infant into a gigantic industry.

Gentlemen, the Ice Cream Manufacturers' Association have kept in touch and have promoted many good things that have been very beneficial to the ice cream industry in this whole country and the state of Illinois.

Among its many activities I have in mind one especially that was promoted by one of our former presidents, aided and abetted by our energetic secretary, to which I want to call attention for just one minute—the sectional district meetings, where we get the different manufacturers in the different localities together, and get them to co-operate. It has not only been beneficial, but profitable to the manufacturers throughout the state, and I understand that nearly every state in the Union has taken up that idea. Their ice cream associations have taken up that idea and have carried it out. That is one of the many benefits that we have derived from the ice cream association.



MILWAUKEE OFFICES OF THE NATIONAL DAIRY ASSOCIATION.

Dairy show time is advancing rapidly and within a few days the annual hegira of the National Dairy Association will be under way.

The offices of the association will be transferred to Milwaukee, the host to the dairy exposition this fall, on July 28, and all mail, telegrams and queries should be sent to that city, beginning with the above date. The complete address will be, Room 414, Carpenter Building, Grand Ave. and Sixth St., Milwaukee, Wis.

The association has been fortunate in securing rooms which meet the needs of its work very well. The offices are situated in the heart of the business section and will be readily accessible to all visitors. It is within a short distance of every large hotel in the city and is but two blocks from the Auditorium, which will house part of the activities of the exposition.

The Milwaukee road and Soo Line Union Station is but three blocks distant, and the Northwestern depot within ten minutes' walk. All three Milwaukee interurban roads pass nearby and car lines to the fair grounds pass within one and three squares, making the headquarters convenient from a transportation viewpoint.



You can get somebody to sell you anything you want, if you use "The Ice Cream Review" Want Department.



Photograph of installation of Frigidaire Ice Cream Cabinet. At left is shown the quiet Frigidaire mechanism installed either in the cabinet or basement of the store.

Quiet Operating Frigidaire Cabinets Make Better Tasting Ice Cream

Many ice cream manufacturers in all parts of the country now realize that the old-fashioned way of icing and re-icing ice cream can now be superseded by a far better method.

Through the installation of hundreds of Frigidaire ice cream cabinets for their dealers they have actually proved that the Frigidaire method is more profitable. They know that it will do away with expensive truck upkeep and ice delivery, and that once they make a good product, Frigidaire will keep it good and thus prevent retail sales going to competitive dealers.

There are no ups and downs to Frigidaire temperature—its electrical cooling provides a constant dry cold. The cream stays hard and lumps and ice crystals are eliminated.

There is no shrinkage to lessen the dealers' profits—no muss—no dirt—no ice—no salt. Dealers like Frigidaire ice cream cabinets.

DELCO-LIGHT COMPANY, DAYTON, OHIO

Subsidiary of General Motors Corporation

Frigidaire

ELECTRIC ICE CREAM CABINETS

SOUTHERN CONVENTION—NEW ORLEANS, NOVEMBER 14-15, 1924.

A Glance Backward and a Look Ahead

A Discussion of the Ice Cream Situation in Illinois

*By F. W. HOLMES**

A GLANCE backward over such ground as we may have passed in the last twenty-five years, or in our early beginnings, might do no harm. Many of us remember the time when we may have had an old creamery or shack, perhaps with a one-tub freezer, dipping by hand out of that tub freezer into the packing can, and getting a good man at from $1.50 to $2.00 a day. Our mixing can was perhaps a ten-gallon can, some may have been a little larger. Some may have had hand power, some may have had horsepower, and others gas or steam. I remember the first ice breaker I ever saw —I believe the gentleman is present here this morning who was the inventor of that—was wagon tires set on edge in a frame, the tires cut in three-foot lengths. We used to put the cake of ice on that and pound it up with a sledge hammer. Then came the ice crusher, some by hand and slow at that, and our mixers, a few tubs and a few cans, perhaps an old-time delivery wagon—no trucks or limousines in those days—and we were in the ice cream business for good.

Raw material was cheap then to what it is now: good condensed milk 40c to 50c a gallon, milk 10c to 12c a gallon. Cream, there was no point of percentage, as far as measurement went, in those days. We had the thick and the thin cream, and I think there were times when we had it put over us in great shape in that cream game. Many of us did quite some business with those primitive utensils. We got good prices in those days. Indiana got 45c; in Illinois in the early nineties we got up as high as 65c. Thompson, Reed and Collins were the manufacturers out of Chicago, and we were following them up to see if we couldn't see a three during the week and possibly a five on Saturday.

Some changes have come. Even the telephone girl has become the wife of one of the most prominent ice cream manufacturers in northern Illinois, so says our trade review. We used to buy Vici kid shoes at $2.50 a pair. Now we pay $6 and $7. A ton of hard coal at Tidewater, N. Y., was $3.50 per ton. Last year the same coal was $13.35. Wilton velvet carpets were $1.90 per yard. Nowadays the same product is $4.85.

But everything has not changed so wonderfully. Why, axe handles and tallow candles and some grades, low grades of coffe are about the same, while dried apples are about holding their own. The purchasing power a dollar back in the nineties was $1.49, against $0.81 in 1922, according to the bureau of labor statistics.

But those were the good old days, when we had to work and we did work. We would not have missed it if we could. Those days were blessings to us in the school of hard knocks, and many of the manufacturers of the state of Illinois built up a constructive foundation that today is showing that they have built upon solid rock, and not upon the sands of uncertainty.

AND now looking back a few years, within the last ten, there have come to the ice cream manufacturers some very trying times. We all remember that 30c sugar, that $4 milk, and that $1 a pound gelatine, and many other things that were higher than a kite, which were largely influenced by the condition of our neighbors across the pond. We remember that France lost a million and a half, England and Canada another million, and we our own sad share—and the end is not yet. What to do? We are glad to know of a manufacturer or a corporation or an individual who has a minimum amount of debt. That was our condition at the beginning of the war. Our national debt was one billion. At the end of the war it was twenty-six billion, and it has been reduced within the last few years three billion, leaving us a debt of twenty-three billion.

Now if we could consider all of our bills receivable at par which the foreign countries are owing us, about seven billion, we would still have a debt or a tax of ten per cent on all the property that you may own. Now then, there are many other countries that carry a heavy debt. That is true of England, but we have usually prided ourselves upon the lowering of the national debt. But the one helpful thing is that we owe that debt to our own people.

NOW then, look ahead. That is what we are especially interested in. I am no prophet, nor will I attempt to prophesy, but I do want to be considered an optimist with perhaps a safety valve view. I am glad that is the stand that many of our manufacturers take—optimistic. We might look ahead and comment on some of the existing conditions that bear upon the future of their product and its sales.

What wonderful advancement the manufacturers have made in this state as well as other states. The great factory buildings, the splendid equipment, bat-

* An address before past convention of Illinois Association of Ice Cream Manufacturers.

FORTUNE PRODUCTS TRADE MARK

FORTUNE COCOA

Specially prepared for use in the making of ice cream

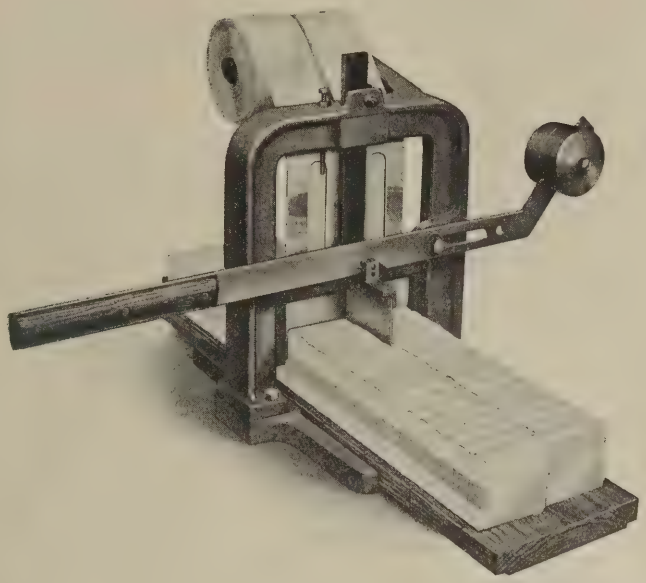
"DARKO" (DUTCH PROCESS) Dark
"MAHOGANY"—Medium Dark
"SUPERIOR"—Medium

Write us for working samples.

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Fortune Products Company
420 S. Desplaines Street
CHICAGO

Makers of Fortune "Thinflo" Chocolate Coating for Eskimos Pies



Anderson "CUT-WRAP" MACHINE

"It Wraps as it Cuts"

Simple—Practical—Fast—Low Priced

IN designing and experimenting on the Cut-Wrap idea, it was the desire to perfect a faster machine that would quickly cut ice cream slices wrapped on three sides. Our final accomplishment was greater than this, because while it does this rapidly, yet it as capably cuts quarts and pints. This wrapped idea is a good one for every Ice Cream Manufacturer — large or small.

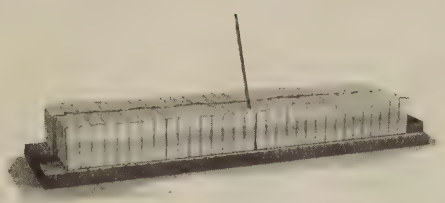
Send to-day for Literature and Price.

Manufactured by

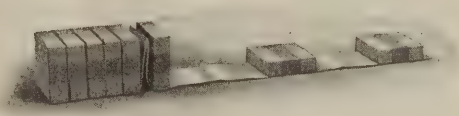
ANDERSON BROS. MFG. CO.
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U. S. A.



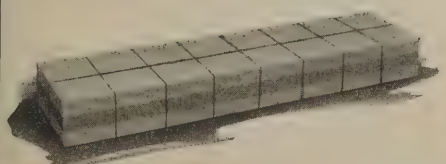
Sliced and Wrapped



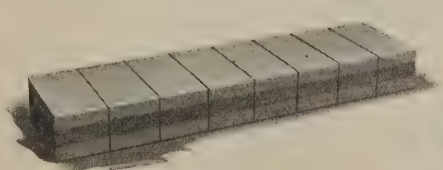
Quickly Slit for Individual Bricks



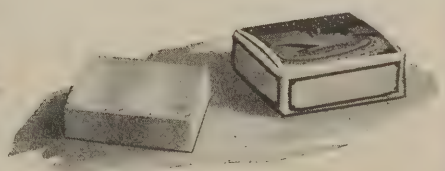
Ideal for Serving Large Gatherings



Pints Are Cut Uniform—2 at a time



Quarts Are Cut Uniform



Individual Bricks—Wrapped 3 Sides

teries of freezers, holding tanks, mixers, homogenizers, viscolizers, the best of tubs and cans and cabinets. And say, those $4,000.00 to $6,000.00 apiece refrigerator trucks, that go up and down our cities, an honor to any business or any manufacturer. We, as manufacturers, have put the best wisdom of our experience over, say, 25 to 30 years.

Some of us have put their all into this great business. Someone has said, and wisely, too, "don't put all your eggs in one basket"—but be sure to raise plenty of eggs. But we must continue this business on the best constructive policy possible, not "destructive." These great enterprises must have the best care and protection, and in the words of one of Chicago's greatest health commissioners, who said 8 years ago, "You don't need any more ice cream factories in Chicago and downstate, but you need butter ones," and today if he could be here and there, he would say, I am sure, with a great deal of satisfaction, "the ice cream manufacturers of this great state are striving for the best possible in production, service and quality."

Some of the real issues of the near at hand things we must consider, as to raw material, what about the tuberculin sentiment that is fast arising throughout the state for tuberculin tested milk. Raw material is plentiful.

Take the tuberculin tested milk. Many of us recall what happened in 1908, when there was an ordinance passed in this city that all milk should be tuberculin tested, and you remember, as they began to test the herds over the various parts of the state, that thousands of cattle went wrong, and they had to be taken to the tank and slaughtered; some were used for beef. But in the wisdom of that health commissioner, he saw we were liable to have a milk famine. He immediately got busy with the council and substituted the pasteurization ordinance.

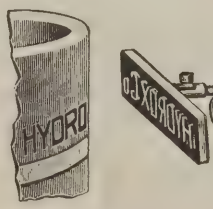
NOW then, this public sentiment is coming up again, stronger than before, and it looks like the consumer is going to demand tuberculin tested products. In 42 counties of the state we already have the area test plan instituted, and there is $4,000 appropriated in each county to be used in this analysis of the cattle, and if this thing continues at the speed it has within the last few months, I predict that it will make a scarcer supply of the dairy products.

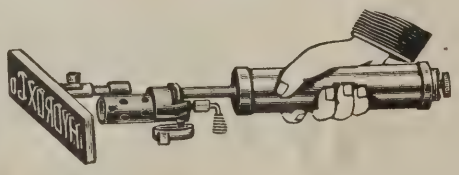
There are many towns and villages that are considering the advisability of demanding the tuberculin tested milk for their families. Out in DeKalb County a small village has already passed an ordinance that nothing but tuberculin tested milk can be sold in DeKalb County. It means something. Some think this will be a substitute for pasteurization. Our best authorities say, "No, it cannot take the place of pasteurization." Our universities hold that pasteurization must continue, that we must continue and improve upon pasteurization, and I am sure we, as manufacturers, are strictly with them.

THE raw material supply is a real issue for the manufacturer. Another phase of the ice cream business downstate that is perhaps a worry to some, is this: in many places of from two to three thousand people a little plant will start up. He will perhaps rent a building, get a freezer, a few tubs and cans—he may have a small refrigerator plant—and he will have a complete mix supplied to him, all ready to put into his freezer, at a nominal price. I know one plant where there is a very large investment. They had surrounding them seven smaller plants of this type. They surely did give that plant a trim. That is happening all over this land of ours. That is going to injure the larger concerns very much.

With Mr. Gassmann's permission I will add a thought to credit, that he may have overlooked. There used to be an unwritten rating that 90 per cent of the people paid their debts, 5 per cent were honest but too extravagant, and the other 5 per cent should be C. O. D. That was 90, 5 and 5. That scale has changed and now it is 80, 10 and 10.

There are many other things that I might consider that enter into the manufacture and sale of ice cream but I will not take your time for that. I want to say, one thing above all, we want to be wisely optimistic, believe in our country, believe in her industries, and put our heart into the business, believe in our people, back them with your best judgment and your persuasion, and the ice cream business will receive her fair share of prosperity.





Positive Identification

avoids: **—Loss by theft**
—Personal appropriation of your property
—Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

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EVERHOT
America's Brand Makers
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For the sake of your business, for information and profit, read the advertisements in this publication.

Patent Pending



Save Your Cabinet Linings

Don't let your dealers use any rough bar or iron pipe on your cabinets. Supply them with one of these

Wizard Ice Rammers

Made of best seasoned hardwood. Protected on side and bottom with half-round tinned steel supported by six special rivets, waterproofed, gray enameled.

WRITE FOR SAMPLES AND PRICES

DAMROW BROS. COMPANY
FOND DU LAC, WIS.

Sanitary Ice Cream Truck



Designed to handle cream from freezer to hardening room and from hardening room to packer.

Holds six five-gallon cans.

Avoids losses in handling filled cans. Not necessary to touch cans until they reach hardening room.

Can container revolves on ball-bearings.

Truck mounted on ball-bearing, rubber-tired casters.

DIMENSIONS

Diameter	28½ inches.
Height	20 "
Height Loaded (with 5-gal. cans, 20¾ in. high).	26 "
Stationary wheels	3 inches.
Swivel wheels	2½ "

PRICE $50.00 — F. O. B. FARIBAULT, MINN.

UTILITY MFG. CO.
FARIBAULT, MINN.



Try Our Retinning Service for SPEED



When you find yourself at the peak of the season with a bunch of cans that—with a little fixing up and retinning—would carry you through the big rush without having to buy a lot of excess new ones—you will find it good business to send them to us for a speedy retinning and fixing.

Let us send you an estimate on your cans now.

JOHN WOOD

Electric Weld

Ice Cream Cans

YOU CAN'T FIND A BETTER CAN FOR THE MONEY—AND WE RE-TIN THEM AT A PRICE BELOW THAT OF A SOLDERED CAN.

Thompson-Bremer & Co.
1850 Carroll Avenue CHICAGO, ILLINOIS

Association of Ice Cream Manufacturers of Iowa

Constructive Work Has Been Carried Out in Last 14 Years

*By P. W. CROWLEY**

THE first annual meeting of the Association of Ice Cream Manufacturers of Ia. was held in Des Moines during February, 1910. The original members of the association who are still active in the business are: Hutchinson Ice Cream Co., Des Moines; Davidson Brothers, Des Moines; The Hutchinson Co., Cedar Rapids; C. H. Taylor, Algona; W. H. Kreger, Albia; Lagomarcino - Grupe Co., Burlington, and F. K. Underwood, Oskaloosa. The other members listed at the time the organization was formed are now now either out of business or have been absorbed by other companies.



P. W. CROWLEY.

At the present time there are about 125 wholesale establishments in the state and in addition to this the state department issues licenses to about 225 factories, but these factories do not do a wholesale business. Last year the factories in Iowa manufactured about 6,000,000 gallons of ice cream and it is estimated that the property holdings in the business is worth about $6,000,000.

According to the records of the association one of the first matters given consideration was the matter of a standard for ice cream. This matter, I believe, at the present time every one will agree was satisfactorily adjusted from the standpoint of the consumer and the manufacturer. I do not believe, however, that it can be said that this matter was adjusted on the basis of the ideas which were originally presented to the association at the time of its early formation.

* Secretary, Association of Ice Cream Manufacturers of Iowa, Des Moines, Ia.

THE matter of securing the return of empty containers it seems was given consideration at the first meeting and we can all vouch for the fact that this subject is still one for serious consideration.

Pasteurization and standardization received their share of consideration and the results of these discussions have evidently brought about the following of a policy of pasteurizing by practically all in the business, and no one would think of making ice cream these days without standardizing.

In looking over the records of the association I cannot see but what the problems of the manufacturers today are quite the same as they were in the early days of the association but perhaps seem a little more serious because we are in closer contact with the present day problems than the early day problems.

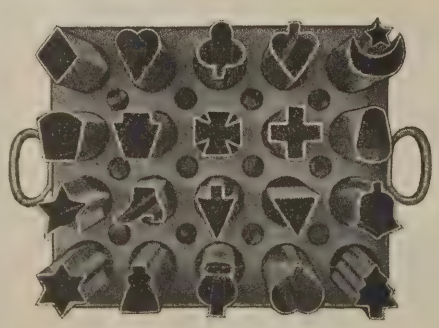


MOTOR TRANSPORTATION SHOW.

The first National Motor Transportation Show in the history of the industry will be held in Chicago, October 21 to 27, at the American Exposition Palace on Lake Shore Drive, a building recently completed at a cost of $10,000,000. The show is to be held under the auspices of the Motor Truck Industries, Inc., an association which represents the leading truck manufacturers of the country.

Most member manufacturers have taken space and there is a gratifying demand for the remaining desirable locations. Busses, rail cars, trailers and all units essential to motor truck transportation will also be exhibited. Response has been such that officials say they are certain the show will be a great success.

The show is to be educational in scope and is intended to be of real practical value to those who attend, we are advised. A program of demonstration is to be held daily in a large field adjoining the exposition building. William Hallanger, general manager of Motor Truck Industries, is now at work planning the demonstration program. According to Mr. Hallanger, all phases of truck performance are to be thoroughly exhibited. Various makes of trucks will be used so that every branch of motor truck transportation will be included.

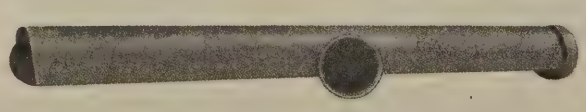


Write for complete list of standard molds and prices

Telling's Idea for Brick Ice Cream

A different brick each week in the year. Choose some design and see the results. Something new is the life of business. If you have an idea, send it in and we will advise whether mold is practical. Sherbets and water ices used as a Center are always appreciated and save butter fat.

C. B. TELLING 10325 EMPIRE AVENUE **Cleveland, Ohio**

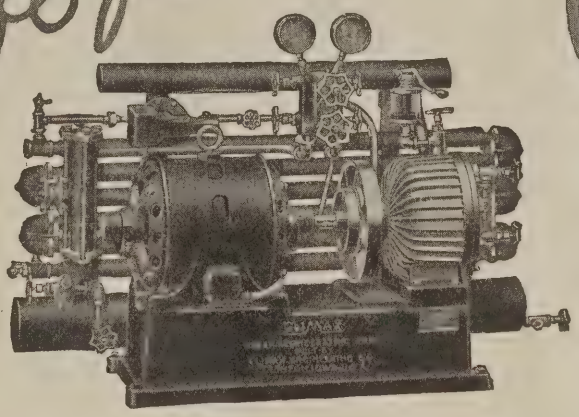


KEEP FOOD

Below 40°

Safe from spoilage
Safe from freezing

Above 33°



Food stuffs spoil rapidly in temperatures above 40°. The danger of freezing starts below 33°. Between these two temperatures lies the *"seven degree safety range."* The modern, economical and practical way of maintaining these safe temperatures for food is by Climax mechanical refrigeration instead of ice.

Outstanding Features of the Climax Model C Rotary Unit

1—Rotary compressor a marvel of simplicity—positive and efficient in operation.
2—Model C operated by 1½ H. P. motor. No power wasted in belts or other transmission.
3—No valves—no small frail parts.
4—Only 3 moving parts—all heavy, rugged and permanent.
5—Most compact—Model "C" size only 52" long and 21" wide, and 36" high. Weighs only 750 lbs.
6—Compressor direct connected to electric motor.
7—Continuous flow of gas through the compressor.
8—All lubricating oil confined to the high pressure side of compressor.
9—No oil can come in contact with liquid refrigerant.
10—No violent fluctuation of hands on pressure gauges.
11—Simplest starting. Just open water valve to start, close water valve to stop.
12—No throwing of electric switches—tightening of belts—or clattering of valves.
13—Nothing to forget. Shuts off automatically in case of failure of cooling water supply.
14—Particularly adapted to automatic control.
15—All parts made interchangeable.
16—Each unit factory tested before shipment to produce refrigeration in excess of its rated capacity.

Climax Refrigeration is absolutely certain.
Climax Refrigeration requires almost no attention.
Climax Refrigeration is always under your own control.
Climax Refrigeration is more sanitary.
Climax Refrigeration is dry—No water soaking of foods.
Climax Refrigeration is odorless—No tainted foods.
Climax Refrigeration is not interrupted by holidays.
Climax Refrigeration is never wasteful.
Climax Refrigeration enables you to store food stuffs and profit by market movements.
Climax Refrigeration protects you and builds trade.
Climax Refrigeration is surprisingly economical to install and maintain.

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MODEL C ROTARY **REFRIGERATION UNIT**

An ideal outfit for many types of businesses. More compact than any Refrigeration Unit has ever been before, we also believe it is more efficient. Surely it is simpler to install, to operate, to maintain. It will solve your refrigeration problem with minimum expense and care. Our nation-wide service organization backed by this $2,500,000 corporation insures the utmost in service and satisfaction.

Write us about your requirements, or send coupon. The services of our engineering and sales department are offered freely without expense or obligation to you.

We also make Climax Reciprocating Type Units for larger requirements.

Climax Engineering Co., 1833 South 4th St., Clinton, Iowa
Gentlemen: Please give further information about Climax Rotary Refrigeration Units.
Name .....
Address .....
Kind of Business .....

CLIMAX ENGINEERING COMPANY

16 Coast to Coast Service Stations.

MAIN OFFICE AND FACTORY
1833 So. 4th Street, Clinton, Iowa

Sales Offices in Principal Cities

Quality and What It Means to Kansas

Quality Must Be Weapon to Combat Breakers Ahead

*By H. M. JONES**

IN EVERY business things come up which affect it. Some of these things are for the best, while others are just the opposite. If it were not for these things coming up, some would soon think there were no breakers ahead and might soon sink into a rut and it would take a tremendous jolt to awaken them. This is true of the ice cream industry.

We have had a new ice cream law for three years and all of us feel that it is a good law. People well known in the ice cream world have pronounced it the best ice cream law in the United States. Such a statement sounds good, but it is up to each Kansas ice cream manufacturer to strive to make the best ice cream possible. It is up to each one to keep quality in mind and not think they can get by with any kind of ice cream, because the Kansas ice cream law has caused people to brag on Kansas ice cream.

There are breakers ahead and unless quality looms up in every gallon of ice cream manufactured we may find ourselves wondering how it happened. I mean by this that there are some who do not like our present ice cream law and they may get it changed at some session of the legislature.

This very thing was tried at the 1923 session of the legislature. When I first learned that a bill was introduced to change our present law, I was surprised and no doubt all of you were. I felt our new law was a good one and that Kansas ice cream manufacturers were endeavoring to make and were making better ice cream and the people of Kansas who ate it were getting better ice cream, so together with some manufacturers we began to investigate to see why and who wanted it changed and how.

It is not my intention to go into detail as to just what we did, but I want to bring before you what the trouble was, and why you must consider quality in order to combat any possible attempt to change the law at the next session of the legislature.

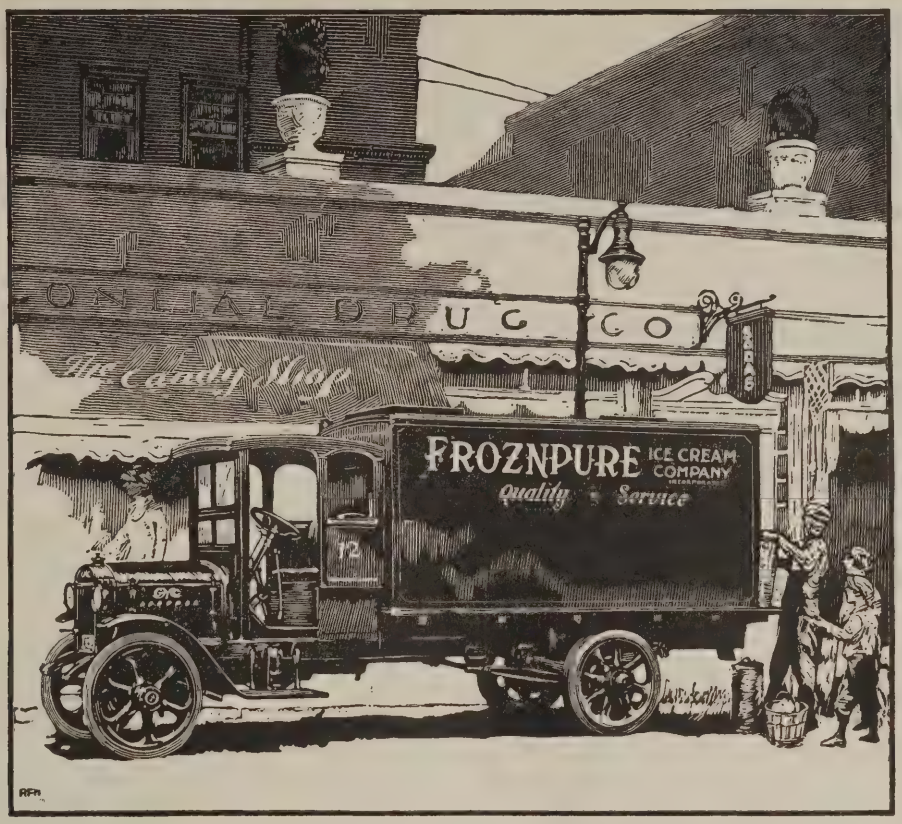
ALL of you, no doubt, are acquainted with our present ice cream law. Section one of it is as follows: Ice cream is a frozen product containing not less than 10 per cent milk fat and not less than a total of 20 per cent milk solids; said product consisting of a flavored, sugar sweetened mixture of cream or cream and milk, or the sweet, pure products of cream and milk, with or without the addition of gelatine, vegetable gums, or such other wholesome stabilizers as may be approved by the state dairy commissioner, to which mixture may be added pure, fresh, sweet, wholesome eggs, fruit or fruit juice, cocoa, chocolate, or nuts. House bill No. 266, which was introduced, changed section one as follows: Ice cream is a frozen product containing not less than 14 per cent milk fat, said product consisting of a flavored, sugar sweetened mixture of cream or cream and milk, with or without the addition of gelatine, vegetable gums, or such other wholesome stabilizers as may be approved by the state dairy commissioner, to which mixture may be added pure, fresh, sweet, wholesome eggs, fruit or fruit juice, cocoa, chocolate, or nuts. You will note the fat content would have been raised to 14 per cent, and there would have been no milk solid content. Also the use of homogenized or viscolized cream would have been prohibited.

Section 3 of our law is as follows: All milk, cream and milk products shall be pasteurized before used in the manufacture of ice cream. Pasteurization for the purpose of this act is defined to mean the heating of milk, cream or milk products used in the manufacture of ice cream to a temperature of at least 145 degrees F. and held at this temperature for thirty minutes, or the heating thereof to 180 degrees F. for thirty seconds. The proposed change was as follows: All milk, cream and milk products shall be pasteurized before using in the manufacture of ice cream, excepting where made in cities which have dairy inspection rules, including the tuberculin testing of all dairy cattle and limitation of number of bacteria provided by ordinance and in such cities pasteurization may be omitted where the milk, cream and milk products are passed by the inspector of said city as coming under the ordinance of said city.

I am glad to say that we were able to kill house bill No. 266 in the committee, and we are sure that we convinced the one who introduced it, that our present law is a good one. On request I attended a special meeting in Independence and discussed our present law with those who were back of the proposed change. In our discussion I soon learned that they wanted rich ice cream. Also they wanted nothing used but cream and

* Kansas Dairy Commissioner. An address before past Kansas convention.





Buyers Turn To GMC

Because GMC Sturdiness, Reliability and Economy Reduce Delivery Costs.

Every truck in the service of the Froznpure Ice Cream Company of Louisville is a GMC because:

There is extra strength designed and built into every GMC part;

There is simplicity and accessibility to GMC design that cuts even the usual upkeep attention;

The economical size GMC engine develops maximum pulling power and maximum speed, working through the famous GMC Two-Range Transmission, using the minimum amount of gasoline and oil;

GMC Trucks are priced on a basis of actual value — production cost plus a fair profit. Their list price contains no added profit for excessive "trade-in" allowances.

GENERAL MOTORS TRUCK COMPANY
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PONTIAC, MICHIGAN

General Motors Trucks

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General Motors Truck Company,
Dept. 33,
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Send me the GMC catalogue.

Name .....

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BOOST NOW FOR SUCCESS OF NATIONAL CONVENTION, NEW ORLEANS, NOVEMBER 17-20, 1924.

MILLER
Refrigerator Bodies

"We SELL you one — you BUY more"



Five-ton Body sold to Northland Milk and Ice Cream Co., Minneapolis

1922 Northland used - - 1 Miller Body
1923 Northland used - - 3 Miller Bodies
1924 Northland using - - 6 Miller Bodies

THE JOSEPH MILLER COMPANY

Manufacturers of Refrigerator Bodies and Ice Cream Cabinets
Using Miller Patented Tanks for Refrigerating

919 Third Avenue North MINNEAPOLIS, MINN.



milk. They did not want that starchy stuff used that does not taste like cream.

The starchy stuff referred to was skim milk powder. They did not know that a lot of it was made in Kansas and that Kansas farmers were receiving money for the skim milk. They thought all of it was shipped in and Kansas farmers as a result did not have a market for their skim milk. Also they wanted to modify the pasteurization clause. One man said if he sold his milk and cream to the ice cream manufacturer it had to be pasteurized, whereas if he sold it to the hotel in Independence it did not have to be pasteurized. No doubt this trouble all started because some small ice cream manufacturers told the farmers they must pasteurize the cream or they could not buy it. All of these points were discussed and I explained that pasteurization was one step forward and we did not want to go back.

WHILE we were working to defeat the bill in the house, another bill was introduced in the senate. This bill would have made only one change, namely, abolish the pasteurization clause. After discussing this proposed bill with the one who introduced it, I wrote a letter to the man who had it introduced. I received a reply from him and he criticized our present law, saying it was passed for the benefit of the large manufacturers. Since its passage he said he could not buy any home-made ice cream, nor could he buy any good ice cream. I answered this letter but it is doubtful if he was convinced that we had a good law. This bill was killed in the committee.

It is not my attention to tell you how to make ice cream of good quality, but I do want to emphasize the fact that you must make the best ice cream that it is possible for you to make. Those people at Independence and the man at Coldwater said they could not get good ice cream any more. No doubt there are other communities that we haven't heard from, and just as soon as a little more agitation is started, they will express their views.

Don't be satisfied until you have made the best ice cream it is possible for you to make. Don't try to make an inferior ice cream, and just because you got by once, keep on making that kind, because it means more money in your pocket. Don't go out and knock the other fellow's ice cream. The time for co-operation is at hand.

I feel sure that each member of this association is endeavoring to make the best ice cream which it is possible for him to make. There are some, who are not members, and who are not making as good ice cream as can be made. Hence, each of you have another duty, that is, try to get each and every one in your vicinity to make good ice cream.

ONE Kansas ice cream manufacturer says, "Don't kill the goose that lays the golden egg." That statement means a great deal and covers a lot of territory. Ice cream should taste like a mixture of sweet cream, sugar and flavor. Therefore, use good milk solids, and if homogenized or viscolized cream is used, use good butter. Just use the best ingredients possible. Standardize your mix and know what it contains. Watch your finished product and don't have a whipped up mass of air. Make sure it is good, then advertise it.

If you do not make good ice cream then we cannot truthfully back up our present law. This gives the dissatisfied one an opportunity to start something. Just as long as we have good ice cream each one of us can back it and work to see that some joker is not put in our present law and each one can keep what all of us consider one of the best ice cream laws, if not the best in the United States.

ECONOMY

It's economy to supply your trade with

Nelson Cabinets



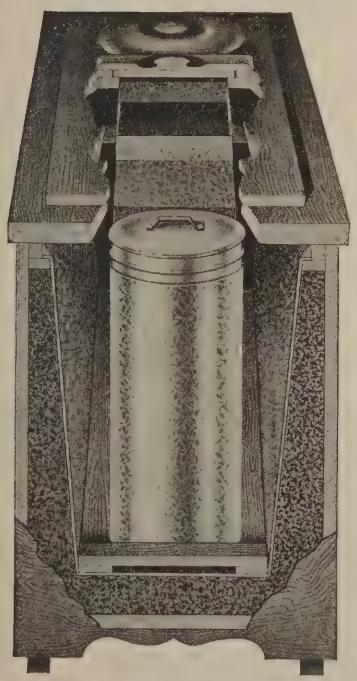
No. 25
Two-Hole Wood Compartment
Cabinet

The durable—dependable Ice Cream Cabinets — that keep Ice Cream in excellent condition at a minimum cost for salt, ice and labor.

Types for all conditions in

Bulk, Brick and Combination Styles

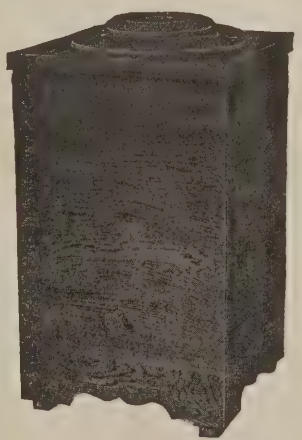
Constructed of CALIFORNIA REDWOOD
CORK INSULATED
PERFECT BRASS DRAINS



No. 335
Cross Section Metal Lined
Combination Cabinet

"Confessed the best when put to test"

THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER



No. 515
21-Quart Brick Cabinet

Write for prices—today!

C. NELSON MFG. CO.

2306 Division St. St. Louis, U. S. A.

Pacific Slope Dairy Show

Joint Exposition to be Held in the Oakland Civic Auditorium, Oakland, California, December 10-16, Inclusive, 1924

THE Pacific Slope Dairy Show will be held in the Civic Auditorium at Oakland, Cal., again this year. The building is well fitted for the show and is in a most beautiful setting on the shore of Lake Merritt and facing the Piedmont hills. It is within walking distance of the Oakland hotel district and easily accessible by direct transportation from San Francisco.

Most important to the exhibitor, however, is the fact that the Pacific Slope Dairy Show is now recognized as the gathering place of people of the industry. The territory from which it draws is not that of the Pacific coast alone. Visitors are expected this year from the Orient, from Mexico and from Eastern states.

The 1924 show will be the meeting place of a dozen or more dairy organizations. The ice cream industry of the Pacific Slope will participate 100 per cent as evidenced by the fact that both the Pacific Ice Cream Manufacturers' Association and the California and Southwestern States Ice Cream Associations will hold their annual conventions at the show. All of the conventions will be housed in the same building as the show, for the Oakland Auditorium has several commodious convention halls.

The county exhibit department and the educational exhibit department will be repeated this year, as well as the commercial exhibit department. Plans for superior entertainment and educational features designed to attract all persons interested in the dairy industry are going forward on a more elaborate scale than ever before.

There are conditions aside from publicity and advertising which will bring a large attendance to the show this year. The show falls late in the year at a time when it is easy for farmers and dairy people generally to get away. It is a time when the wives of dairy farmers like to come to large cities to shop. Also, the cancellation of many local and county shows this year gives the dairy show added importance as a meeting place within the state of California as well as for the Pacific Slope in general.

The San Francisco Bay district is at the center of population for the Pacific coast. Within a radius of 10 miles of the Oakland Auditorium there are more than 1,200,000 people. At the time of the show the great flood of winter tourists from the East will be arriving. All these things are important to exhibitors.

Schedule of Prices For Booth Rentals.

NOTE—All single spaces are net at listed prices. A Discount of 5 per cent will be allowed exhibitors taking two or more adjoining spaces.

Commercial Booths.

No.	Price	No.	Price
1	$290.00	22	$500.00
2	170.00	23	675.00
3	170.00	24	700.00
4	150.00	25	435.00
5	210.00	26	390.00
6	235.00	27	425.00
7	225.00	28	500.00
8	195.00	29	390.00
9	150.00	30	390.00
10	150.00	31	500.00
11	195.00	32	290.00
12	225.00	33	170.00
13	435.00	34	170.00
14	390.00	35	150.00
15	425.00	36	210.00
16	500.00	37	235.00
17	390.00	38	225.00
18	390.00	39	195.00
19	500.00	40	150.00
20	450.00	41	150.00
21	390.00	42	225.00
		43	225.00

(Continued on page 64)



One-piece Open Hearth Steel

"HALLOWELL" Steel Sign Legs

Lasting Attractive Display-sign Supports



ECONOMICAL SERVICEABLE

Used by progressive ice cream manufacturers everywhere.

Send for prices.

Standard Pressed Steel Company

Jenkintown, Penna.

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street ST. LOUIS, MO.



The First COMPLETE DIRECTORY *of the Dairy Products Industries*

This is the only directory now obtainable giving a complete listing of

Ice Cream Manufacturers
Milk Dealers
Butter Manufacturers
Cheese Manufacturers
Condensaries and
Milk Powder Plants

The Olsen Directory is the Official Directory

and has been used for a number of years and has been constantly and carefully checked and corrected by The Olsen Publishing Co.

The Directory contains nearly 25,000 firms' names and addresses. These are subdivided by states and cities and under their respective industrial headings.

Only a limited number of directories are being printed and there is already a heavy demand for them. To make sure that you get a copy of this year's edition of the Directory, send your order today.

THE OLSEN PUBLISHING CO., -:- Milwaukee, Wis.

A Sales Builder
—MAPLEINE

Throughout United States and Canada Mapleine is known for its quality and the unsurpassed flavor it brings out in ice cream.

More and more manufacturers are insisting upon it, and freely admit that Mapleine has no satisfactory substitute. The public likes Mapleine Ice Cream so well that in many sections it sells in a class with chocolate and strawberry. Repeat business is certain.

Mapleine is so superior because it is a vegetable flavoring—contains no ethers or volatile materials to evaporate out and change flavor. Mapleine will not freeze out and holds true through storing.

It is so concentrated that 2 ounces are all you need to color and flavor 10 gallons of finished ice cream.

Try Mapleine—
convince yourself

Beware of Imitations — for unvarying satisfaction insist upon Mapleine —look for the Crescent.

Order of your supply house or write us. Warehouse stocks in 14 states.

Crescent Manufacturing Company

1054 Railroad Ave., So.

SEATTLE, WASH.



MAPLEINE

PACIFIC SLOPE DAIRY SHOW.

(Continued from page 62)

County Booths.

Booth	Price
A	$225.00
B	195.00
C	400.00
D	250.00
E	250.00
F	250.00
G	250.00
H	400.00
I	195.00
J	225.00

Information and Regulations.

1. Contract for Space—On receiving your contract for space, duly filled out and signed, the management will make a reservation for exhibitor.

2. Booth and Service—The price includes booths constructed of appropriate railings, uniform signs, lighting, general decorations, watchman and janitor service. Special electrical connections, current, counters and special work will not be included. For special electrical work, signs, decorative material and assistance, furniture, etc., apply to superintendent of exhibits.

3. Use of Space—No exhibitor shall assign, sublet, or apportion a whole or any part of the space allotted without the knowledge and consent of the management.

4. Signs—Uniform booth signs bearing the name of the exhibitor will be furnished without extra charge. For the sake of uniformity the management requests that no other signs be placed above the railing of the booth, except small card signs to be placed on individual exhibits, or except where the wall of the building serves as the rear wall of the booth.

5. Shipments—All shipments by express or freight should be prepaid and should be addressed to the exhibitor or his agent, care of Pacific Slope Dairy Show, Civic Auditorium, Oakland, California. Give number of booth when possible.

6. Arrangement of Exhibits—No exhibits, except those in wall booths, shall be of such a nature as to obstruct the general view or mar the uniformity of the show. This rule is for the sake of general attractiveness and the management will appreciate your co-operation in its observation.

7. Installation of Exhibits—Work of installation may begin at 8 a. m. Monday, December 8th, and must be completed by Wednesday, December 10th, at 8 a. m.

8. Hours—The show will be officially opened at 2 p. m., Wednesday, December 10th, and remain open until 10 p. m. It will open at 1 p. m. each succeeding day and remain continuously open until 10 p. m., closing Tuesday night, December 16th.

9. Dismantling—Exhibitors must agree not to dismantle booths or do any packing before the closing hour of the show.

10. Liability—The Pacific Slope Dairy Show Association or the manager will not be responsible for the safety or the property of exhibitors, their officers, agents, or employes from theft; damage by fire, accident, or other causes, but will use reasonable care to protect the exhibitor from such loss.

11. Circulars—Circulars or advertising matter of any description must not be distributed except from the exhibitor's booth.

12. Insurance—It is agreed that the exhibitor shall indemnify or hold harmless both the Pacific Slope Dairy Show Association and the show management from all liability which might ensue from any cause whatsoever.

13. Restrictions—For the good and comfort of all, the management reserves the right to restrict exhibits which because of noise or for any other reason, become objectionable.

14. Care of Building—Exhibitors must not injure or deface any part of the building.

These rules have been formulated for the best interests of the exhibitors and the show. All points not covered are subject to the decision of the management. Your cordial co-operation in the observance of these rules and regulations will be appreciated.

PACIFIC SLOPE DAIRY SHOW ASSOCIATION.



If you are tired of your business, don't worry over it. Advertise it for sale in "The Ice Cream Review" Want Department. A sure result getter.

ESKIMO PIES

Thousands being made and sold right now

at

Coney Island on the Board Walk — the nation's greatest resort.

These are being run on the Anderson Machine

using

Bischoff Eskimo Pie Covering

"Manufacturer claims this coats more than fifty pies to the pound."
Forty-eight Pies to the Pound is assured.

We are co-operating with the Eskimo Pie Corporation.

USE

BISCHOFF'S

Purest made product with that better chocolate flavor

F. BISCHOFF, Inc.

Serving the trade 31 years

FACTORIES
Brooklyn, N. Y.
Balston Spa, N. Y.

BRANCHES
Boston, Mass.
Chicago, Ill.

ICE CREAM MEN ADOPT THE BUDGET.

(Continued from page 10)

diagnosis of each locality and sales district with due consideration for general business conditions, population, and occupation. They take cognizance of climate and the number of ice cream retail enterprises.

Statistical information furnished by the United States Department of Labor and Commerce and the Harvard Statistical Service is valuable. In fact, the science of establishing the sales budget is a subject in itself, worthy of much more consideration than we are able to give it here. **

The sales budget when completed often becomes a promise by the general sales manager to the company that a certain volume of business will be obtained over a given period of time, usually a year. What is true of the sales manager is also true of the various district managers and so on down to the individual salesman. In other words, budgeting supplies a basis for enforcing accountability. Hey Brothers of Sterling, Ill., express their approval of this point by stating that budgeting is an excellent thing both, "for the large organization where work and authority is divided and for the small plant where the manager is an 'easy mark'."

The full development of the sales budget in the ice cream industry, especially on a monthly basis, requires time. A succession of warm days or a preponderance of cold days greatly affects sales. A Massachusetts manufacturer, for instance, is now budgeting his sales on an annual basis. However, he is keeping records of each month's sales so that a monthly forecast can be more accurately determined.

The sales budget becomes the basis for budgeting expenditures. Sales programs may necessitate additional advertising. They may require additional labor. They may call for new construction of production facilities. All of these contingencies will be foreseen, planned for, and, if necessary, such programs modified in a properly devised budget system.

A great many ice cream manufacturers are now using advertising budgets on a gallonage basis. In the vote taken by the Metropolitan Life Insurance Co. among ice cream manufacturers, fifty per cent stated that they were operating advertising budgets. One New England manufacturer allows three cents per gallon for advertising, while another manufacturer sets aside two and one-half cents per gallon on estimated sales.

Mr. E. Fischer, comptroller and assistant treasurer of the Crane Ice Cream Co. of Philadelphia, states:

"Our advertising is set up on a 'per gallon' basis for the year and then distributed over the various months. Each month, however, the amount of advertising bills are charged to 'deferred ledger'....that is, each month we estimate the per cent of the year's business done that month. That has the tendency to have our monthly costs on advertising remain close to uniform cents per gallon; whereas in spring, advertising is high, and sales low, in July and August advertising expenses are low, but sales high."

THE sales budget again becomes the basis for budgeting when the labor and overhead expenses are considered. These items depend upon the volume to be produced, and the efficiency with which the items are handled depends upon the accuracy of the forecast. In some plants, the overhead fluctuates so much from week to week, that it is almost impossible to strike an accurate monthly forecast. Under such conditions, it is by far advisable to establish an annual budget for the labor and overhead expenses. A "per gallon rate" can then be ascertained by dividing the estimated overhead and labor costs by the total estimated sales in gallons.

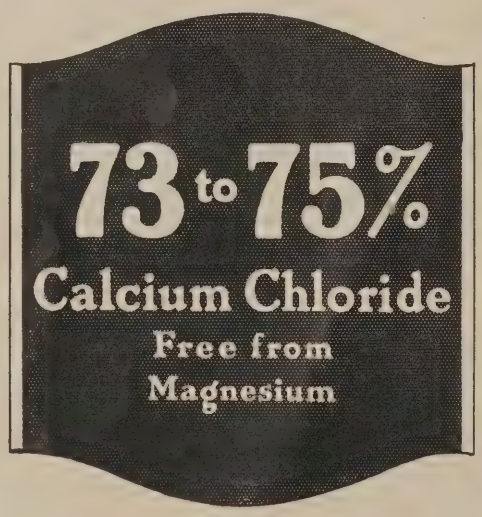
"A year ago," writes F. R. Merrill, vice-president of the Western Creamery Co. of Miles City, Mont., "we revised our method of bookkeeping and cost accounting, pro-rating on a per unit yearly basis expenses, such as office and manager's salary and expense, refrigerating expense, fuel and heating expense, selling and advertising expense, insurance, taxes, etc. The per unit charges were, of course, determined from past experiences and in the light of what we expected to acommplish for the coming season....I believe that it (the budget) has been of great value in giving us an insight into our business."

The United States Department of Agriculture reports that ice cream consumption is gradually being spread out more evenly over all the months of the year. With this improvement and with the use of advanced accounting procedure with which to study past experiences, the development of the monthly overhead and labor budgets should become easier.

A standard rate per gallon for budgeting delivery expenses can be determined by the same method. With the estimated volume of production and the estimated expense in hand, the rate per gallon can be determined by dividing the latter by the former. It must be borne in mind, however, that it costs just as much to operate an ice cream truck in the winter months when production is low, as it does to operate the same truck in the hot

(Continued on page 70)

** "The Sales Budget," Business Leaflet No. 3, published by the Policyholders' Service Bureau of the Metropolitan Life Insurance Company, sets forth the kind of information used by successful concerns on which to base accurate sales quotas. The Metropolitan will be glad to send a copy of this leaflet to any interested manufacturer upon request.



The full benefit of your large investment in refrigerating equipment is only possible when you use a refrigerant of the first order. Carbondale C-3 Calcium Chloride qualifies as such.

Prove its economy to yourself by a trial.

Carbondale Calcium Co.

Carbondale, Pa.

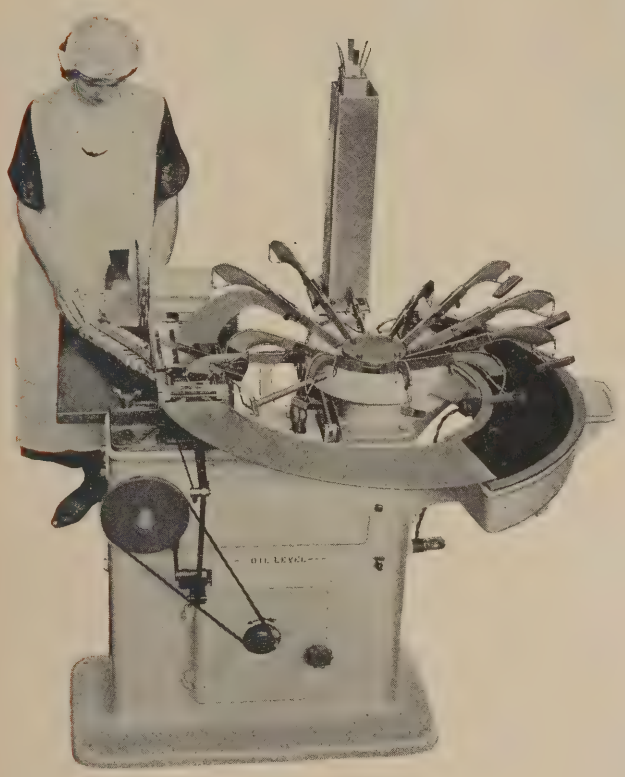
Ask for Bulletins No. 5 and 36

C3 TRADE MARK

New York
Chicago
Pittsburg
Atlanta
Washington, D. C.
New Orleans
Philadelphia
Baltimore
Buffalo
Kansas City

Automatically Made

ESKIMO PIES



Every Operation on the

ANDERSON

Eskimo Pie

Machine

is absolutely automatic

Cutting-Dipping-Wrapping

100 Dozen an Hour is the maximum capacity, or 20 completely wrapped bars a minute.

Surely there is a good Liberal profit where pies are made automatically. Figure it out—don't take our word for it.

If you saw our machine at the Cleveland Show, then you know. If you didn't see our machine—ask someone who did—they will be glad to tell you.

Send for Copy of Catalog

Eskimo Pie Corporation

EXCLUSIVE SALES AGENTS

5 North Wabash Avenue CHICAGO, ILL.

Anderson Bros. Mfg. Co.

1923 Kishwaukee Street ROCKFORD, ILL.

FORTUNE'S

"Thinflo"

FOR

ESKIMO PIES

In making 5-cent pies you need a Thin-flowing Chocolate Coating

"THINFLO" produces a thin shell-like covering, has a delcious flavor, comes all ready for use (no additional butter required) and is most economical because of the great number of pies covered.

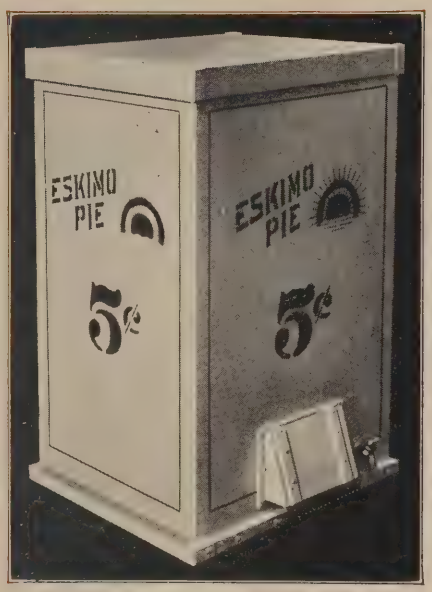
GUARANTEE: *We guarantee Thinflo Chocolate Coating to be absolutely free from substitutes, and to contain only the highest quality Cocoa Butter.*

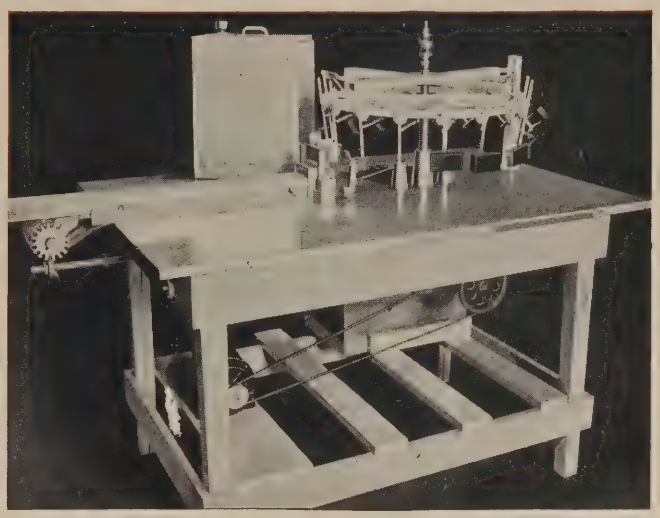
FORTUNE PRODUCTS TRADE MARK

Also—Cocoas especially prepared for the Ice Cream Trade—DARKO (Dutch Process) dark; MAHOGANY medium dark, and SUPERIOR medium—and Chocolate Liquors. Write for working samples.

Manufactured by

FORTUNE PRODUCTS CO., 416-22 So. Desplaines St., Chicago





A Year 'Round Profitable Combination

NORTHWESTERN
Ice Cream Cutting *and* Dipping Machine

plus

NORTHWESTERN
Bar Cabinet

With this combination you can keep right on through the big season making it bigger.

The automatic features and large production of the Northwestern Ice Cream Cutting and Dipping machine does away with the troublesome details of manufacture. You can be sure of a uniformly high production of product made right and at a cost that will show a profit.

Machine is adjustable to 5c and 10c bars. Price of machine, complete with motor and electrically heated chocolate tank $375.00. Capacity 120 dozen per hour.

The Northwestern Bar Cabinet is a handy display case that makes sales of Eskimo Pies practical and profitable.

The cabinet sets right out on counters where it invites sales. It keeps the bars in perfect condition with only a small quantity of ice and salt each day.

The sales they make soon pay for the cabinets.

NORTHWESTERN CORPORATION

MORRIS *Box 18* **ILLINOIS**

STANDARD
HANSEN'S
OF THE WORLD

Investigate!

A *purely vegetable* annatto color, *unequalled in shade, strength and purity* and superior to any vegetable or aniline color on the market. Try a gallon of

HANSEN'S

June Cream

Ice Cream Color

and you will be convinced that it will not only give you *more coloring power per dollar invested*, but whether you desire a pale cream color or a rich yellow egg shade, the result will be just what you want in your ice cream.

HANSEN'S

Ice Cream Rennet

A pure rennet enzyme, unadulterated, in handy liquid form, especially prepared and packed for the ice cream trade. The specific action of Hansen's Ice Cream Rennet is to increase the viscosity of the mix, thereby increasing the smoothness and apparent richness, enhancing the flavor and making the desired overrun more uniform and certain.

Try a gallon now, and be convinced that **Hansen's Ice Cream Rennet** will do better work, if used as an improver, **at less than one-tenth the usual cost.**

Ask your dealer or write us for prices, giving us your dealer's name and we will send you an interesting little booklet by W. W. Fisk, the well known expert in ice cream manufacturing, **"Some Ice Cream Problems Solved,"** without charge.

CHR. HANSEN'S LABORATORY, Inc.
Little Falls, New York

Western Branch
Milwaukee, Wisconsin

Canadian Factory
Toronto, Canada

ICE CREAM MEN ADOPT THE BUDGET.

(Continued from page 66)

summer months when production is at its maximum. Thus the rate agreed upon, when considered from a gallonage standpoint, may be high in the winter, but low in the summer. However, the rate should be set on an annual basis, and at the end of the year, should balance.

AN HOURLY rate for delivery expenses is the latest development of budgeting by another manufacturer. After carefully studying their past costs, this firm determined an hourly rate for each class of ice cream truck. This manufacturer has several plants, so that the automobile division can rent out the trucks to the various plants and departments at the predetermined rate. This tends to fix responsibility and reduce the expenses of the automobile division to a minimum. After several months of trial, the company reports that the rate set is fair and that it has been of great assistance in controlling delivery costs.

Accurate forecasting is by no means the only justification for budgeting. Results may be just as helpful should performances vary widely from expectations. This data immediately indicates the needed economy, or adjustment of the subsequent sales budgets. Hence, a manufacturer, whose selling expense exceeds his estimate by eight per cent can, through checking performances against estimates under a properly prepared budget system, determine the cause for the excessive expense.

Ice cream manufacturers are awakening to this system of forecasting. All agree that it can not be put into operation over night, but that it requires gradual development. A scientific forecast depends upon a careful study of past experiences. An Illinois manufacturer writes: "We are adopting a cost accounting system so that by next year we can know how to budget our business intelligently." An Ohio company writes: "For some time we have been working on a new system (a budget) as we feel that there are a number of advantages to be gained."

OTHER firms that have adopted a budget procedure report favorably of its use. "We are very well satisfied with this method of figuring and trying to forecast expenses," writes the Western Creamery Company of Miles City, Mont., "and I believe that it is much more reliable than endeavoring to charge to each month's business, the expenses incurred during that month." Smith and Clark Company of Scranton, Pa., report, "We have been operating for some time with a budget which parallels the system that you recommend in a good many respects. We do not see anything that is so appreciably different from the one you recommend to make any comment." A strong approval of budgeting comes from E. B. Geisel, secretary-treasurer and manager of the Anheuser-Busch Ice Cream and Beverage Co., Inc., who writes:

"We are frank to say that we would not undertake to operate our ice cream business without having a budget."

Budgeting indicates clearly defined goals and fixes responsibility thereon; it provides for the harmonious working of the various departments, and offers a procedure for checking results against expectations. This is one method of scientifically increasing profits, production, and efficiency, in serving this delicious and healthful food to the people.

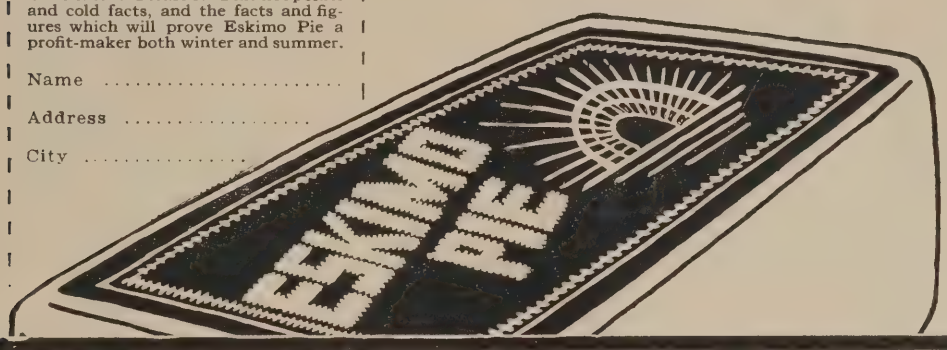
Eskimo Pie Corporation,
5 North Wabash Avenue,
Chicago, Illinois.

Gentlemen: Please send me hot points and cold facts, and the facts and figures which will prove Eskimo Pie a profit-maker both winter and summer.

Name .....

Address .....

City .....



It costs more to sell imitations than it does to sell the Genuine.

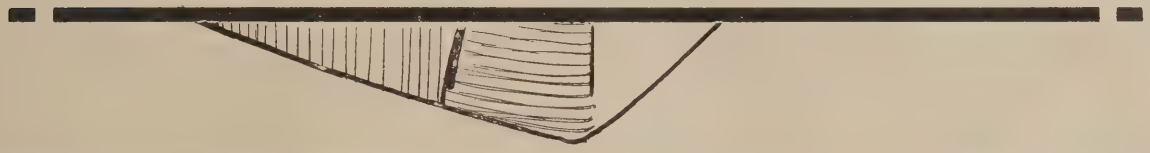
That's why imitators are dropping out, and Eskimo Pie sales are increasing every year.

Mail coupon for hot points and cold facts which will prove that *your* profits lie in Eskimo Pie.

ESKIMO PIE CORPORATION
5 N. Wabash Avenue CHICAGO, ILL.

Southwest Distributor
HAINES-CARPENTER CO.
St. Louis, Mo.

New England Distributor
EASTERN PAPER & BOX CO
46 Portland St., Boston, Mass.



KEEP YOUR PROFITS!!
ON CHOCOLATE COATED BARS

BUY Tin-Foil Wrappers with your own Name and Trade-Mark. Glassine Bag (Printed.)

We have handled this business since the Eskimo Pie was originated, our service cannot be equalled.

WRAPPERS and BAGS for IMMEDIATE DELIVERY

Write us for samples and quotations

MEMBER — THE ASSOCIATION OF ICE CREAM SUPPLY MEN

EASTERN PAPER & BOX CO.

"THE PAPER AND BOX HOUSE FOR ICE CREAM MEN"

46 PORTLAND STREET BOSTON, MASS.

ALUMINUM FOIL

The Standard Wrapper

for

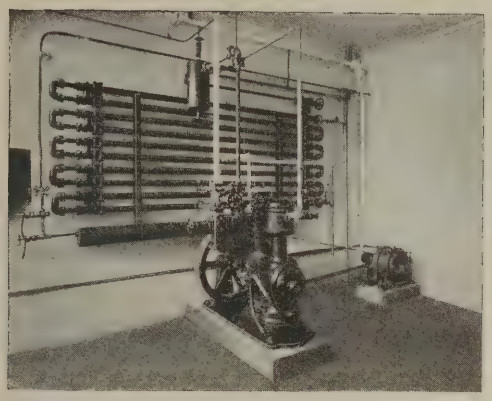
ESKIMO PIE

Be sure your Eskimo Pie is wrapped in Pure Aluminum Foil.

Aluminum Foil is especially suited for wrapping food products because it is absolutely hygienic and can form no poisonous compounds with any food.

The prime attraction of Aluminum Foil is its appearance. Bright silver-white aluminum foil — made of pure metal — keeps its luster and brilliance better than any commerical metal foil.

Aluminum Co. of America



Look carefully into details before you buy. The Frick machine has sub-base, outer pedestal bearing, extra long stuffing box with self-adjusting packing and automatic lubricator, forged steel crank shaft and connecting rods, force feed internal lubrication for piston pins, leak-proof piston rings, multiple cushioned valves, fully enclosed water jacket, safety relief valve, safety sight oil gauge, full size by-pass, and large external scale trap.

Mechanical Refrigeration

Has proved itself a necessity in the dairy business. The only question for you to answer is, "What refrigerating machine shall I buy?"

The answer is, "That machine which will give you the most reliable cooling service, at least cost, for the longest period of years."

Investigate for your information the Frick Enclosed Refrigerating Machine. Bulletins showing some of the 4,300 installations will be gladly sent.

A user says, "*Some three years ago, we, the Mindoro (Wis.) Creamery Association, installed one of your Frick Refrigerating plants at our creamery. This plant has given us entire satisfaction in every way.*"

FRICK COMPANY

Waynesboro - Pennsylvania

BRANCHES AND DISTRIBUTORS IN ALL PRINCIPAL CITIES

MILK for MIX

NATURAL BRAND
Skimmed or Whole Milk Powder

If you are looking for an excellent product that can be depended upon to work up into a splendid mix, you will find just what you want in these two Natural Brand Products.

Send a trial order now. Attractive contracts now being arranged. Investigate what they offer.

BONER BRAND
Condensed (Skimmed or Whole)

Guaranteed to run 70% to 72% total solids. Something worth considering when contracting for your mix ingredients. These Boner Brand milks are exceptionally smooth in texture and uniform in quality.

Stocks carried in all principal cities of the U. S. You are sure of prompt deliveries and fresh goods when ordering Natural or Boner Brand Milk for ice cream mix.

GET OUR PRICES NOW.

NATURAL DRY MILK COMPANY (Both Under Same Management)
BONER & COMPANY, Inc.

Principal Office: 608 S. Dearborn St., Chicago
New York Office: - - 1270 Broadway

Southern President Forecasts Record Convention

Sessions of Southern and National Associations at New Orleans in November to be South's Greatest Ice Cream Event, Declares W. J. Barritt, President of Southern Association of Ice Cream Manufacturers

ASSURANCE of a hearty welcome has been extended the ice cream manufacturers of the country in connection with the New Orleans convention next November, in a letter to The Ice Cream Review from W. J. Barritt, Tampa, Fla., president of the Southern Association of Ice Cream Manufacturers.

Mr. Barritt, whose association will hold its convention the latter part of the week preceding the opening of the national convention at New Orleans on November 17, points out that the decision of national officials to meet in the South has done much to cement the good feeling that already existed between the two organizations.



W. J. BARRITT.

"Immediately upon the announcement of the selection of this Southern city, the Southern Association of Ice Cream Manufacturers selected New Orleans for its next convention, thereby affording its members the opportunity of attending their own meeting, which will occur three days prior to the opening of the National Association of Ice Cream Manufacturers and showing their appreciation of the action of our Northern friends in coming South and mingling with us," states Mr. Barritt. "I am sure every Southern manufacturer who comes to New Orleans this year, attending first, the sessions of our own Southern Association, and second, the sessions of the National Association, will receive benefits therefrom and be amply repaid for the trip.

"I have noticed somewhere the statement that 'all eyes are turned toward New Orleans'—let us make this a reality. From advance information I have received I am confident the programs in both conventions this year will be, if possible, more beneficial and instructive than ever before."

For the Southern association's program committee Mr. Barritt has appointed Benjamin C. Brown, chairman, who with W. E. Drake and Harry Cuscaden assisting him will undoubtedly draw up a splendid program.

"We all know their ability along this line and will look forward with keen interest to what they will furnish us for discussion this year," the Southern president declares.

IT HAS been planned to hold the sessions of the Southern convention in the Winter Garden exhibit hall provided by the Dixie Flyers, similar to the arrangement in Little Rock last year, only on a larger scale. This will make it possible for the members to attend the business meetings and when dismissed turn to the various booths of the exhibitors and have a splendid opportunity to examine the display offered.

"And just a word right here about that exhibit," speaks up Mr. Barritt. "Who was it that said there would be no exhibit? Ask Harry Benners if there will be one, and you will see him pull out his handkerchief, mop his fevered brow and say, 'Oh, Boy! if I can only get it all crowded into the space I have got I will be happy.' We are getting applications for space every day and we are going to pull a 'real one.' If Harry succeeds in filling up the Winter Garden, and I believe he will, there will be plenty to see, and what we can't see will be left to the imagination. Pete Miller says, 'You don't have to leave anything to the imagination, because by the time I get around we are going to have it all there,' and you all know Pete.

"The Southern Association will owe these good fellows, members of the Dixie Flyers, and their several committees, a debt of gratitude that will be hard to repay for their efforts in providing the splendid exhibit they will have this year. They are leaving nothing undone to insure its being a hugh success, and in addition to that have planned a program of entertainment for the members and their wives between the business sessions

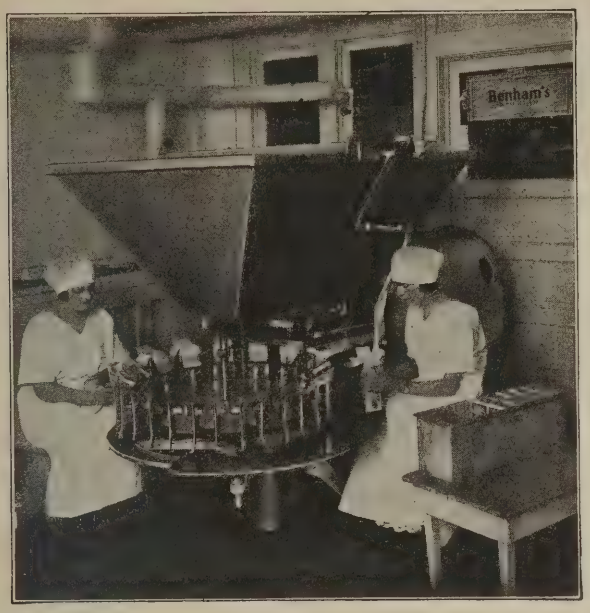
STOP Your Losses—

On Brick Cream. You can avoid complaints about soft Bricks and keep your customers satisfied with BROOKS' CABINETS. Three inches CORKBOARD in sides and four inches in bottom. Capacity six gallons, divided into two compartments.

"There Is a Brooks Cabinet For Every Need"

BROOKS CABINET CO., Norfolk, Va.





Model A Mojonnier Packaging Machine in Plant of Benham Ice Cream Co., Fresno, Calif., Filling Quart Cartons.

Quality Product
AND
Technical Control

Cleanliness or sanitary packaging; conservation of time and labor in packaging; accuracy, or uniform packaging; these are the big features of technical control applied to the manufacture of ice cream by the use of the Majonnier Ice Cream Packaging Machine, enabling the manufacturer to produce a quality product for which there is a universal demand. Under the Mojonnier Process the ice cream is automatically and hermetically sealed in the carton with the least exposure to air and absolutely no contact with HUMAN HANDS.

Our circular "Packaged Ice Cream of Quality" tells the story. Write for it.

4601 W. OHIO ST. **Mojonnier Bros. Co.** CHICAGO

MILK ENGINEERS

EFFICIENCY PRODUCTS Mojonnier

Manufacturers of the Mojonnier Milk Tester and Overrun Tester and Vacuum Pans

BRANCHES: NEW YORK (Elmhurst) COLUMBUS, OHIO ST. LOUIS, MO.

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—take a tip, buy from Zipp!

HIGHEST QUALITY for 38 YEARS

Pure Vanilla or concentrated blends of the highest quality and priced to meet your special trade.

True Fruit Flavors—Special Flavors—Colors and Fruits in bulk. Delicious Cold Process Strawberries.

A Complete Line of Flavors for the Ice Cream Trade —Get Our Latest Price List Before Placing Your Order

The ZIPP MANUFACTURING CO. Cleveland, O.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

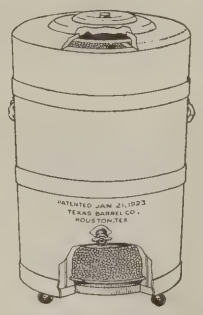


Patented Jan. 21, 1923

THIS
Tall Tub

has been the first choice of discriminating ice cream manufacturers ever since in was introduced. They will buy no other, for this tub is backed by a three year guarantee. Let us tell you more about it.

Below is the new-style Ice Cream Cabinet we are now manufacturing. It is a vast improvement over the old-style box cabinets. It is equipped with cut steel rollers and galvanized handles and can be moved from place to place without aid of a delivery wagon, simply by catching hold of one handle and the rollers do the rest.



Texas Barrel Co.
HOUSTON, TEXAS

What You Want--
When You Want It

With a complete stock of SUPPLIES and an abundance of MACHINERY carried in stock at four advantageous points from the Great Lakes to the Gulf of Mexico, we are in position to serve you in a way that no others can.

If your needs be a Freezer, Crusher, Packing Tubs, Packing Cans, Ice Cream Cabinets, Carry-Out Cans, Can Washer, Ice Cream Moulds, Ice Cream Pails or Dishes, Parchment Paper—in fact, anything from a Wood Plug to a Steam Boiler, we can furnish it at the right price.

Our business has been built up largely through the confidence of our customers. To secure and hold their confidence is the ambition of our organization; we take an active interest in their progress, because our progress is linked inseparably with theirs.

If you are not already a customer of ours give us a trial. Our service will please and our merchandise is dependable.

BESSIRE AND COMPANY
Incorporated
INDIANAPOLIS LOUISVILLE
MEMPHIS ATLANTA

that is even superior to the many splendid programs they have provided in the past."

AFTER a day's rest and recreation, or breathing spell, the National Association will convene. Mr. Barritt is sure every member of his association is looking forward to the opportunity of attending these sessions.

"Here we can mingle with our friends, the 'big fellows' from all over the country," he says, "gaining much information and practical advice that will be of great benefit to us throughout the coming year.

"So I repeat, let's make it a reality that 'all eyes are turned toward New Orleans' in November. Make your plans now to attend these two splendid conventions, have a vacation that will contain both pleasure and profit, and when the session closes let it be said that we have had the largest attendance and the best meeting all around of the Southern Association of Ice Cream Manufacturers that has ever been held in our history."

THE SOUTHERN EXHIBITION-CONVENTION.

Editor The Ice Cream Review:

As you may know the Dixie Flyers contemplate putting on an exposition during the week of the Southern convention which will be held in New Orleans on November 14 and 15.

The Flyers have leased "The Winter Garden" which is only three blocks from the principal hotels and has a space of 198 by 99 feet. This space has been divided into booths of 8 by 8 feet, each one being decorated and equipped with chairs and table. The building is going to make a very attractive appearance and already thirty of the leading machinery and supplymen have applied for space.

I am greatly in favor of this exhibit, as I believe it will increase the attendance not only at the Southern, but also at the national meeting, and we of New Orleans are deeply interested in making this coming convention the best and most attractive that has ever been held.

This is the first time that the ice cream manufacturers from all over the American continent have seen fit to select New Orleans, "America's Most Interesting City," and we appreciate this compliment and we are going to do everything in our power to see that no visitor to this convention goes away feeling disappointed at not having had an interesting and profitable time.

Application for exhibition space should be made to H. A. Benners, president Dixie Flyers, United Fruit Bldg., New Orleans.

Yours very truly,
BENJAMIN C. BROWN.

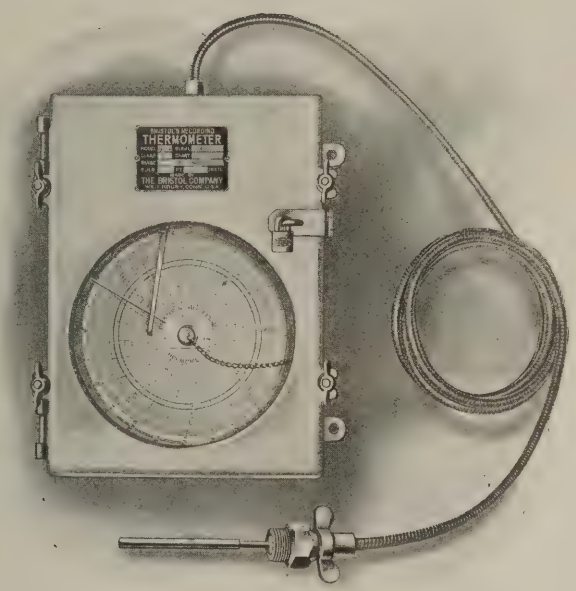
MARYLAND'S NEW ICE CREAM LAW.

Notice has been sent by A. L. Sullivan, chief of the Bureau of Food and Drugs of the State Department of Health, Maryland, to all ice cream manufacturers in the state, informing them of the requirements of the new ice cream law which went into effect June 1.

A request was made for all manufacturers to examine their formulas very carefully and to see that sufficient cream was provided to meet the new law, which called for from 8 to 10 per cent butterfat in plain ice cream and of from 6 to 8 per cent in the fruit or nut ice cream.

Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want department.

Don't Blame the Wrong Man



When your delivery men report back complaints from customers that the previous day's product was not satisfactory and the telephone operator tries her best to sooth some irate housewife on the same score—the plant superintendent is set on the trail of the trouble and if he starts accusing the help right and left he only starts more trouble.

TRADE MARK
BRISTOL'S
REG. U.S. PAT. OFFICE

Recording Thermometers

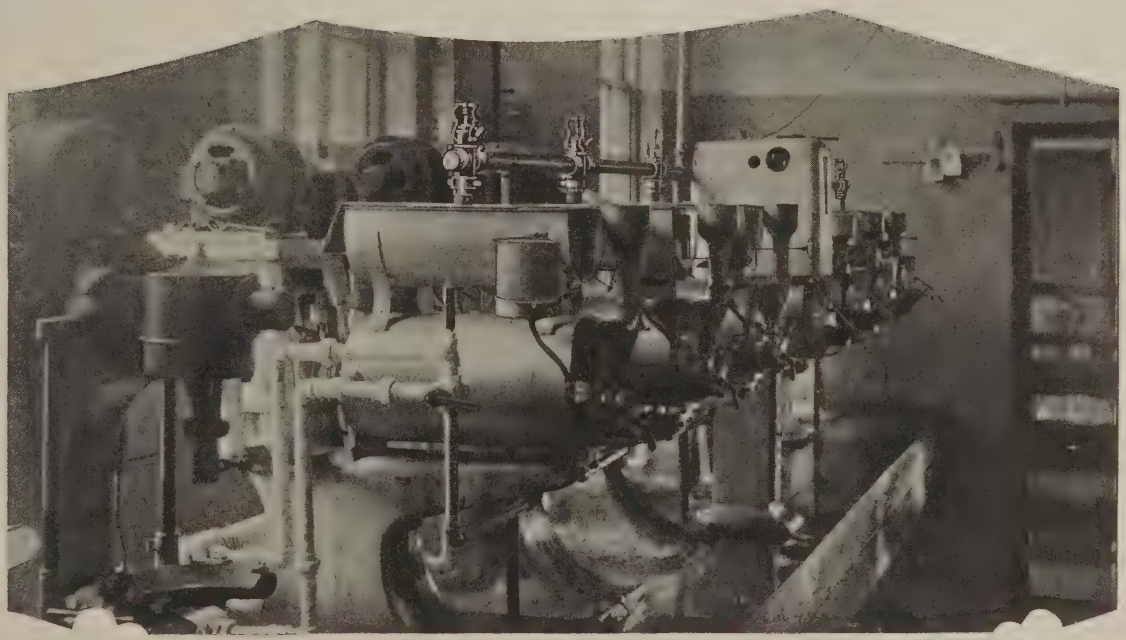
are a distinct aid in locating the causes of trouble resulting in faulty products. They avoid hap-hazard accusations that disturb the good will of the working force. They are a scientific means of locating what is wrong and where.

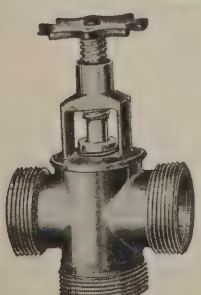
Get in touch with a Bristol's representative and let him tell you how others are locating their troubles at the source.

THE BRISTOL COMPANY
WATERBURY, CONN.

BRANCH OFFICES:

Boston New York Philadelphia Pittsburgh
Detroit Chicago St. Louis San Francisco



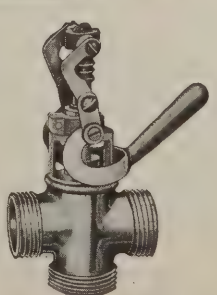

Screw Type

Shimp Valves in Northland Milk & Ice Cream Co. plant, Minneapolis, Minn.

The Valve serves as a Valve as well as a Tee.
Saves fittings—no pockets in your line.

Ask your jobber or write us direct.

THE SHIMP MANUFACTURING CO.
2609 Stevens Avenue Minneapolis, Minn.


QuickOpeningType

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

Branch Plant Operation

*By C. E. FURICH**

TODAY, as never before, in the history of the world, business men, all men, are confronted with problems of such magnitude and consequence, that the solution thereof at times, seems beyond human wisdom; so that all people, and you and I, are reaching out for a way mark, a sign, something more tangible, something more real to guide us, than we have leaned upon in the past.

Conditions of communication being more advanced, and continually improving, are with greater rapidity bringing men closer in their business intercourse, which is fast reaching into all parts of the world. These conditions necessarily bringing about relative changes in the business world. So that what is now the center or home of a particular industry may be changed by such conditions. It does not however, essentially follow that because of these different conditions, the fundamental principles of doing business should change; but rather, more decisively emphasizes the fact, that by reason of these rapidly changing conditions, it is of paramount importance to adhere to such fundamental principles, so that the spirit of fairness, the spirit of that great saying, known as the Golden Rule, "Do unto others as you would have others do unto you," is not a mere play on words; but a real awakened ideal, expected to be realized and evidenced by an earnest desire to live it.

*Assistant treasurer J. M. Horton Ice Cream Co. of New York. An address before annual convention The Association of Ice Cream Manufacturers of New York state, December 5-6, 1923.

To change it from a mere play on words, to an actuality, it only needs to be practised and promoted.

While this is a statement of an ideal, it is nevertheless fundamentally a practical statement. The policy of your business, the ethics of the industry, are all ideals which each and every one collectively reflect in and about their business.

Is it not true, that the aim to promote your business, to be successful, and to be able to do this honestly and fairly, is an ideal?

Likewise then, is it also not true, that this desire being good, is a right and privilege for all, and cannot be claimed by just a few?

Admitting this, it is at once recognized that a benefit to the greatest number is the greatest good to all.

Can the aim, can he purpose to advance, or move into the territory of another member (whether he is a member of the association or not, he is at least a member of the industry) without considering if it is a benefit to the greatest number, and can in no way retard the progress of, or injure a co-member, be excused or justified? Unless this is the intention, is the aim, and the purpose a practical one? For bear in mind, and you all realize this, that to be really practical, it must be ideal, since the final result cannot be separated from the actuating motive that induced the enterprise or venture.

There are today, I do not believe, any employers—or if there are any, very few, who seek to hire help for the least that they expect to pay, but are attempting to compensate their employees on the basis of what they are justly entitled to receive. Is this not, not only an ideal, but when followed to its logical conclusion, likewise a practical proposition, and if so, and the reasoning correct, why should not the same reasoning be applicable to all business transactions?

There are at this time efforts being made to establish branch distributing stations, which from all indications are to serve as outposts or skirmish lines, in the hope possibly of keeping out some competitor, who has implied such a move, or to forestall such a contingency. When as a matter of fact no need for doing this exists. The territory no doubt, being in most cases, effectively and efficiently served by the local manufacturer or distributor, who is earning a fair reward for his labors. By moving into a territory such as this, the local manufacturer or distributor is quite likely required

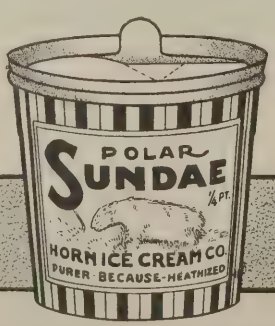
The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

PERFECT PACKAGE TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



Write for the new

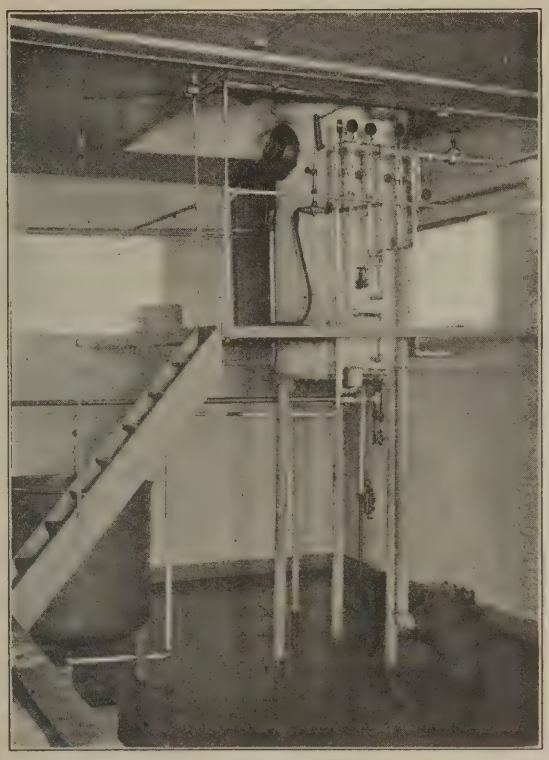
Ice Cream Powder Preparations

Improve Ice Creams and Ices at reduced costs

Supplied only in 100 lb. containers.

HELP
Richness
Smoothness
Viscosity
Ageing

SOLE DISTRIBUTORS
CHITTENDEN, TURNER & CO.,
LONG WHARF **Importers** BOSTON, MASS.



Three Foot Condensing Unit in the plant of Franklin Dairy Co., Franklin, Ind.

FRANKLIN DAIRY COMPANY
FRANKLIN, INDIANA

MANUFACTURERS OF

"SANIGOLD" CREAMERY BUTTER

ICE CREAM CONDENSED MILK SWEET CREAM

Dec. 13th 1923

C.E.Rogers,
Detroit,Mich.
Gentlemen:

The thirty-six inch pan which we purchased from you, has been in operation about nine months.

The pan is working perfectly,and has never given us a bit of trouble. We are using it for making ice cream mix,and are enabled to make our mix cheaper and better by this method. We will probably be in the market for a larger pan next year.

Thanking you for the excellent service rendered on this installation,we remain,

Yours very truly,

Franklin Dairy Co.

D.D.Ferty

WE HAVE A SIZE TO FIT YOUR CONDITIONS. ASK US.

C. E. ROGERS

8731 Witt Street **Detroit, Mich.**

WHY PAY HIGH PRICES *for* Vanilla Extract

Better Flavor and more lasting Flavor by using

"Vanoleum"

(TRADE MARK)

One pound of *"Vanoleum"* is equal in flavoring strength to two gallons of standard strength Vanilla.

Used for a quarter of a Century by the leading Ice Cream Manufacturers throughout the country.

Contract Prices submitted on request.

WE ALSO MANUFACTURE A COMPLETE LINE of VANILLA EXTRACTS

THE NATIONAL ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

CORRIZO EXTRACT COMPANY

211-215 West 20th Street
NEW YORK CITY

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

TRIAL ORDERS

We will be glad to submit samples of any of our grades, sufficient for practical or laboratory tests, without charge. Trial orders are shipped subject to customer's approval with privilege of return if for any reason found unsatisfactory.

MEMBER

CRYSTAL GELATINE CO.

121 Beverly St. BOSTON, MASS.

BRANCH STORES

New York	Philadelphia	Chicago
14 Ferry Street	418 Arch Street	3630 Iron Street
St. Louis	San Francisco	
408 Elm Street	Fairfax Ave. and Rankin Street	

"Green" Centers Impossible

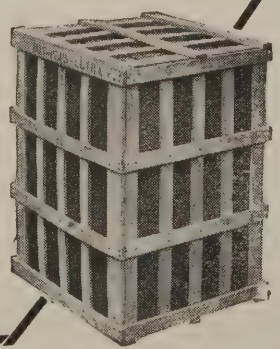
NOVOID Pure Compressed Corkboard is moulded in sheets 24″ wide, then cut into 12″ widths, and the 2″ sheets are made by splitting sheets 4″ thick. Consequently you can see the *inside* of every sheet — see that it is baked through and through and that the center is not "green."

NOVOID CORKBOARD

is the only corkboard made that way. It is, therefore, the ONE make of which you can be *certain* as to structural strength and durability *before* it is installed.

NOVOID Corkboard also has square, unburnt, unbroken corners and edges, so it makes tight joints.

Other advantages explained in interesting booklet. Send for it.



CORK IMPORT CORPORATION
345-349 West 40th Street
NEW YORK

Branches in large cities.

to meet competition that is unjust, and often resulting in a loss to the one who has been making an honest return on his investment; and at the same time resulting in a loss to the in-coming competitor. And beyond and above all this usually invites retaliatory measures, which are detrimental, and if unchecked disastrous, not only to those directly interested but to the industry at large.

It must be seen by all, that a distributing station, no matter where it may be, or what the conditions are, carries with it certain duplication of charges, which add to the per gallon cost of ice cream. The cost of the investment, depreciation thereon, duplication of delivery, additional management and office help necessary, all add greatly to the cost of operating a distributing station.

While the output of the distributing station may result in an increased production for the manufacturing plant, the reduction in the per gallon cost by reason of this increase, is a great deal less, than the per gallon cost added for operating distributing stations.

The need for establishing branch manufacturing plants or branch distributing stations, which is brought about by the natural growth of the business, and which is justified, is not questioned.

Our experience so far, has taught us, that other than to protect our territorial boundaries, the venture in distributing stations has not added anything towards the payment of dividends.

An association such as this, formed and created, containing laws and rules, based upon a principle so broad, and its utility so practical, that the right of membership would embrace within it, an eagerness to become a member, a hope to maintain that membership, and a desire to achieve this privilege, as well as a feeling to support, continue and command their respect, would result in invaluable benefit to its members.

The association created, influenced and effected by such a purpose, will establish a plan of co-operation, insuring the greatest good to each individual, based upon his direct effort of industriousness, and of serving an association which serves him, If we expect to maintain and continue the success attained, and to uphold and promote the growth of the ice cream industry, can it be done in any other way, than by the association or the members of the industry, having an ideal, not only as a letter, but by the practical application of the spirit of this ideal? Which must have always been your aim, and is your aim. Then why not let us continue it?

With such men who constitute the business industry today, can it longer be said,—"We will" or "we shall" move into another's territory, but moreover are "we justified" in doing so.

⚜

TWO OHIO PLANTS MERGE.

The Velvet Ice Cream Co., 805 South Perry St., Dayton, O., recently consolidated with the Telling-Belle-Vernon Co. of Cleveland, it was made known a short time ago. The consideration involved was approximately $90,000.

It is reported that the Velvet Ice Cream Co., is planning to sell its property at the above address and erect a new plant on another site. No details of the building program could be learned denitely at this time from W. E. Telling, president, and F. H. Ginn, secretary, who reside in Cleveland.

⚜

You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

"What Is Necessary to Make a Service Charge Operative"

*By E. L. TURNER**

FOR some time past, throughout the country, there has been waged a more or less heated discussion as to the advisability of applying a service charge to help curb the demand for excessive and unreasonable service, such as extra pots and extra delivery by ice cream retailers. The fact that wholesalers are themselves responsible for the conditions existing does not make it any easier to meet the expense incurred, as most of us know.

It seems to me that the form of the topic appearing on the program indicates that your committee believes that the majority of your association has reached the conclusion that a service charge is both fair and advisable and that our time and efforts, from now on, should be spent in finding the best system to use and the proper way to apply it.

Last winter (1922-23) an attempt was made to establish a system in Greater Boston. The majority of the manufacturers issued notice to the trade that after the date given in the notice they would assess an "icing" charge of $1.00 per week against each customer buying less than 20 gallons per week. That plan was not intended as a permanent system and had many serious defects. The name itself was wrong, since the customer says that if he is to pay an icing charge he wants plenty of ice. As a matter of fact the ice involved is only a small part of the expense which the service charge should cover. The "icing charge" of last winter was unjust, in that it assessed one class of customers and not another. It was applied at too high a limit. It did not lessen service but encouraged a demand for more. In spite of all this the system went into effect and became operative. It worked until it was discovered by the retailers that some manufacturers were not enforcing the collection of the announced charges.

Then—and not until then—trouble entered and the plan as a universal requirement failed. It is a strange thing that the manufacturer who fails to live up to his word in such cases is almost invariably the one who needs relief the most, as is shown by his frantic efforts to obtain new customers through price cutting. If such men could only be far-sighted and clear-sighted enough to realize that they would profit infinitely more in the end by holding to their word as published in their notices, the entire industry would be immeasureably benefited.

I suppose, however, when the time comes that all men do realize this truth, we shall be in Utopia, and won't have any more troubles to face.

In spite of this price cutting, however, this plan was kept in operation through the winter by the majority of the companies who had inaugurated it. One company in particular lived strictly up to their requirements of 20 gallons per week and deserve our sincere commendation for their steadfastness.

FOR ourselves, when we found that some competitors were soliciting our trade under promise of no service charge, we announced that we felt that 20 gallons was to high to require for the minimum, and dropped to 12 gallons. This requirement we enforced through the winter, although we lost a few customers as a result.

This certainly is not the way to make a service charge operative, and is enough to make one ask of what use is association work when members will not stick to their words.

I have spoken freely of local conditions because I know that the same thing is true in other places and that everywhere men are constantly admitting their inferiority by using unfair practices to bolster up their business, and, regardless of conditions here we know of no other locality in which we would prefer to be. We all know that conditions throughout the country would be improved if we stuck to our words more closely.

If all the Greater Boston manufacturers who sent notices out to their trade last winter had stuck to their words, the service charge would be fully operative in Boston now, and, instead of considering "**how**" to make it operative, we could be spending our time and energies on working out the best plan to be operated.

However, we felt in spite of this failure a service charge was fundamentally right. We all admit that now-a-days we sell service as well as ice cream. We also admit that service must be paid for somehow. It seems perfectly fair, then, that service should be paid for directly and in proportion to the service rendered. It should always be kept in mind, however, that the object of a service charge is not to raise the price of cream, but to curb unreasonable and excessive service by collecting the cost of service from the individual receiving it. Therefore, if the system does not levy an extra charge for extra service and decrease the charge when service is diminished it does not accomplish its object.

The method I shall outline has been used by the Frank E. Boyd Co. this past season, and, while we realize it is not perfect, it has been satisfactory enought to make us feel that it is a step in the right direction and to lead us to continue with it through another season.

I will not tire you with a lot of figures which apply only to our business. To make the method clear, however, I will give you the price list which we use:
Service charge, March 1 to Nov. 1, $1.50 per pot per week.
Service charge, Nov. 1 to March 1, 1.25 per pot per week.

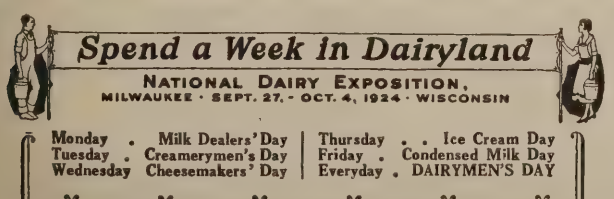
	Price per Gallon	
	Bulk	Brick
	$1.10	$1.35
Special Delivery	1.20	1.45

The flat rate in Greater Boston was $1.30 and $1.55.

On the first of April instructions were issued to our men that all business for the coming year would be taken on the service basis. If prospects could not be shown that this was a fair and just price list we would not expect to receive their business. It was astonishing to find how large a number of retailers not only realized, but admitted, that the method was fair.

The combination of prices, of course, is subject to

*With the Frank E. Boyd Co. An address before the 1924 New England Convention.



variations to meet local conditions. Each manufacturer must figure his own cost of caring for a pot per week and the average amount of sales per pot per week necessary for paying business.

These two factors control the proper price per gallon. The daily sales sheets will tell you your average sales per pot per week. Suppose it is seven gallons and the flat price in your locality is $1.30 per gallon for bulk. A Combination of $2.45 per week service charge, plus 95 cents per gallon for cream would result in an average of $1.30 per gallon for the seven gallons sold which seems reasonable.

SUPPOSE, however, that the customer discontinues one pot and averages 10 gallons per pot instead of seven. At the above figure, his average cost would be $1.02½; and if he was a real customer and sold three gallons per day per pot—or 21 gallons per week per pot—his price would be $1.07 per gallon. This, of course, is too low and indicates that the service charge is too high, and the gallon price too low.

On the other hand, if we set our prices at $1.00 per pot per week, plus $1.20 per gallon, we find that the average cost to the retailer who sells five gallons per pot per week is $1.40. At ten gallons per pot per week he pays $1.30 and at 20 gallons per pot per week he pays $1.25. This combination, I think, is too high since we must expect to return part of our saving to the dealer who makes it for us. The proper price you must decide on the basis of your own figures.

One feature of our price list which should always be included in service charges is an extra charge per gallon of special delivery. It is useless to assess a service charge based on the pots used by the customer, and then to allow the customer to reduce his pots to the point where special delivery must be made, both useless and foolish, since we are only transferring our expense from one truck to another. We want the customer to maintain all the pots he can use to real advantage, but no more.

Another factor to be considered is the decrease in sales and decrease in cost of sales in the winter months. We have recognized this by a reduction of 25 cents per pot in service charge. This also is a figure which may vary with the individual manufacturer.

We believe that since this system has reduced the amount of service we render without reducing the volume of sales, and has brought in added revenue which covers the cost of caring for what might be termed inactive pots, that it has succeeded in doing what it was intended to do, and we plan to continue using it with whatever alterations we may feel from time to time will improve it, until we find something else which we like better.

I hope you will all keep in mind that this paper is a report of our experience for one season only. If you find any flaws in our reasoning or in applying the system we would appreciate receiving your criticism.



Jasper: Why don't you get out and hustle! Hard work never killed nobody.

Mose: Dat's an infernal lie, suh! Ah's lost four wives dat way.—Baltimore Times.

* * *

If you don't think co-operation is necessary, watch what happens to a wagon when one wheel comes off.

THE COW BELL.

WHY WORK FOR SOMEONE ELSE!!

"MONEY CAN BE MADE WITH OUR CONTAINER"



It is:—

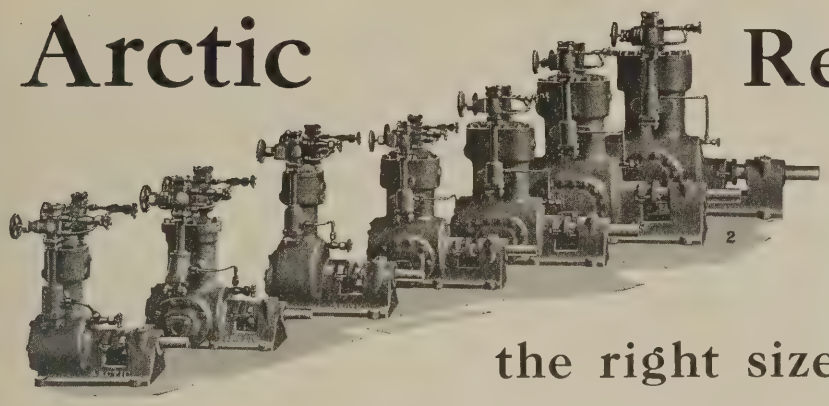
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No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention. *Better*

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio

CERELOSE

CERELOSE is a pure white refined corn sugar which has been found to be of advantage to ice cream manufacturers for use in conjunction with cane sugar in the proportion of 25 to 50% Cerelose instead of 100% cane sugar, for the following reasons:

1.—Cerelose emphasizes the richness of the butter fat with the result that Cerelose develops the natural flavor of ice cream.

2.—Cerelose produces a smoother cream.

3.—Cerelose is the new solid builder for ice cream because it improves the body and texture. It will not crystallize nor form sandy cream.

4.—Ice cream made with Cerelose is more digestible than when made entirely with cane sugar because Cerelose is a dextrose sugar being directly assimilated by the blood, therefore, more ice cream may be consumed, particularly by infants and invalids.

5.—Cerelose is approximately 25% cheaper in price than cane sugar.

Cerelose should be used in the same manner as cane sugar, the amount depending upon the type of cream desired. 25 to 50% is recommended.

CORN PRODUCTS REFINING COMPANY
17 Battery Place New York City

CORN PRODUCTS REFINING CO.
17 Battery Place
New York City

WE accept your offer to send us FREE ten pounds of Cerelose to try out in our plant. This puts us under no obligation to your Company.

Yours truly,

Name .....

Address .....

Production of Manufactured Dairy Products by States, 1923

(Thousands of pounds; i. e., 000 omitted)

Manufactured product	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana
Creamery butter	831	600	996	81,943	18,625	753	154	10	99	1,868	9,883	51,359	51,484	151,407	42,674	12,244	185
Whey Butter (made from whey cream)	....	2	.....	5	40	1	.....	.....	...	.....	.....	34	57	79	.....	.....	.....
Renovated or process butter	....	.....	.....	.....	2	.....	.....	.....	...	.....	.....	.....	.....	.....	395	.....	.....
American cheese:																	
Whole milk	51	84	.....	3,082	99	.....	.....	.....	...	3	5,311	2,875	78	361	110	.....	.....
Part skim	....	54	.....	87	1,021	.....	2	.....	...	.....	.....	79	.....	.....	.....	.....	.....
Full skim	....	.....	.....	13	.....	.....	.....	.....	...	.....	.....	321	.....	(1)	.....	.....	.....
Swiss cheese (including block)	....	.....	.....	518	.....	.....	.....	.....	...	.....	1	859	12	.....	.....	.....	.....
Brick and Munster cheese	....	.....	.....	.....	22	.....	.....	.....	...	.....	4	585	37	13	.....	.....	.....
Limburger cheese	....	.....	.....	.....	3	.....	.....	.....	...	.....	.....	101	2	77	.....	.....	.....
Cream and Neufchatel cheese	....	.....	.....	115	.....	.....	.....	.....	...	.....	(1)	856	.....	.....	.....	.....	.....
All Italian varieties	....	.....	.....	110	.....	.....	.....	.....	...	.....	.....	.....	45	.....	.....	.....	.....
All other varieties	....	.....	.....	583	38	.....	.....	.....	...	.....	.....	304	.....	7	.....	.....	.....
Total cheese (not including cottage, pot and bakers')	51	138	.....	4,508	1,183	.....	2	.....	...	3	5,316	5,980	174	458	110	.....	.....
Cottage, pot and bakers' cheese	7	5	8	776	121	(1)	2	44	(1)	.....	(1)	3,339	177	262	39	69	.....
Sweetened condensed milk:																	
Case goods—																	
Skimmed	....	.....	.....	.....	.....	.....	.....	.....	...	.....	.....	.....	.....	114	.....	.....	.....
Unskimmed	....	.....	.....	10,346	.....	.....	.....	.....	...	.....	.....	20,890	.....	.....	.....	.....	.....
Bulk goods—																	
Skimmed	....	.....	.....	2,225	136	.....	1	.....	...	.....	.....	8,791	8,465	636	1,591	.....	.....
Unskimmed	....	.....	.....	494	.....	.....	352	.....	...	.....	.....	4,178	2,880	522	29	.....	.....
Unsweetened evaporated milk:																	
Case goods—																	
Skimmed	....	.....	.....	476	.....	.....	.....	.....	...	.....	.....	15	.....	.....	.....	.....	.....
Unskimmed	....	3,421	.....	92,874	22,018	.....	.....	.....	...	.....	13,668	69,843	32,959	9,711	14,726	.....	.....
Bulk goods—																	
Skimmed	....	36	.....	6,728	.....	.....	3	.....	...	.....	.....	3,777	366	638	121	4	137
Unskimmed	....	.....	.....	102	.....	.....	.....	.....	...	.....	.....	2,006	8,043	761	187	.....	.....
Total condensed and evaporated milk	....	3,457	.....	113,245	22,154	.....	356	.....	...	.....	13,668	109,500	52,713	12,382	16,654	4	137
Evaporated, part or full skimmed, modified with foreign fat (case goods)	....	.....	.....	.....	.....	.....	.....	.....	...	.....	.....	745	1,217	.....	.....	.....	.....
Evaporated, part of full skimmed, modified with foreign fat (bulk goods)	....	.....	.....	.....	.....	.....	.....	.....	...	.....	.....	.....	.....	.....	.....	.....	.....
Sterilized milk (canned same as condensed)	....	.....	.....	.....	.....	.....	.....	.....	...	.....	.....	.....	.....	.....	.....	.....	.....
Cond. or evaporated buttermilk	....	.....	.....	5,928	292	.....	.....	.....	...	.....	.....	5,331	2,852	8,339	3,559	3,085	.....
Dried or powdered buttermilk	....	.....	.....	141	632	.....	.....	.....	...	.....	.....	.....	279	1,060	752	.....	.....
Powdered whole milk	....	.....	.....	.....	.....	.....	.....	.....	...	.....	.....	.....	.....	.....	.....	1	.....
Powdered skimmed milk	....	.....	.....	10,647	230	.....	.....	.....	...	.....	.....	2,083	.....	.....	302	2	.....
Powdered cream	....	.....	.....	.....	.....	.....	.....	.....	...	.....	.....	.....	.....	.....	.....	.....	.....
Dried casein (skim milk prod.)	....	.....	.....	4,745	.....	3	134	.....	...	.....	102	146	349	.....	.....	.....	.....
Dried casein (buttermilk prod.)	....	.....	.....	.....	.....	.....	.....	.....	...	.....	.....	.....	.....	.....	.....	.....	.....
Malted milk	....	.....	.....	.....	730	.....	.....	.....	...	.....	.....	3,297	.....	.....	.....	.....	.....
Milk sugar (crude)	....	.....	.....	884	.....	.....	.....	.....	...	.....	.....	.....	.....	.....	.....	.....	.....
Ice cream of all kinds (gal.)	936	213	703	8,865	1,584	3,032	549	1,061	765	1,258	271	13,233	5,832	5,087	2,448	1,461	1,105

Production of Manufactured Dairy Products by States, 1923

Manufactured product	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio
Creamery butter	402	382	1,844	64,818	199,926	5,715	51,818	10,667	76,748	2,361	424	437	185	18,893	1,718	23,355	79,195
Whey butter (made from whey cream)	..	.....	.....	2	24	.....	.....	(1)	.....	.....	.....	1	....	371	.....	.....	3
Renovated or process butter	..	1,191	.....	.....	390	.....	824	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
American cheese:																	
Whole milk	....	.....	(1)	4,342	7,229	.....	224	641	68	.....	.....	196	135	37,448	111	.....	128
Part skim	..	18	.....	11	.....	.....	.....	16	1	.....	.....	.....	....	483	.....	.....	.....
Full skim	..	.....	.....	62	23	.....	.....	5	.....	.....	.....	.....	....	566	.....	.....	.....
Swiss cheese (including block)	..	.....	.....	.....	19	.....	.....	.....	.....	.....	.....	.....	....	1,590	.....	.....	2,864
Brick and Munster cheese	..	.....	.....	415	202	.....	.....	85	.....	.....	.....	.....	....	1,351	.....	.....	92
Limburger cheese	..	(1)	.....	13	.....	.....	.....	.....	.....	.....	.....	.....	....	3,506	.....	.....	.....
Cream and Neufchatel cheese	....	.....	.....	213	.....	.....	(1)	(1)	2	.....	.....	.....	....	6,337	(1)	.....	80
All Italian varieties	..	.....	.....	47	.....	.....	.....	.....	.....	.....	.....	75	....	572	.....	.....	.....
All other varieties	..	.....	(1)	816	.....	.....	.....	.....	.....	.....	393	.....	....	1,770	1	.....	.....
Total cheese (not including cottage, pot and bakers')	..	18	.....	5,919	7,473	.....	224	747	71	.....	393	271	135	53,623	112	.....	3,164
Cottage, pot, and bakers' cheese	20	235	36	2,243	615	(1)	1,440	3	209	.....	128	1,508	1	10,079	3	4	2,459
Sweetened condensed milk:																	
Case goods—																	
Skimmed	....	.....	.....	134	.....	.....	.....	.....	5	.....	.....	.....	....	651	.....	.....	390
Unskimmed	3	.....	.....	21,721	.....	.....	.....	.....	.....	.....	.....	.....	....	95,311	.....	.....	458
Bulk goods—																	
Skimmed	946	1,019	86	15,436	420	.....	164	.....	44	.....	82	369	....	12,831	.....	.....	17,623
Unskimmed	19	.....	.....	5,663	129	.....	.....	.....	.....	.....	.....	565	....	12,091	.....	.....	3,385

[1] Less than 500 pounds.

(Continued on page 84)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



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(All Shades)

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Certified Primary Colors
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Vegetable Dry Colors
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USE

ATLAS VERTEX

A highly concentrated artificial vanilla flavor sixteen times as strong as pure vanilla, imparts a rich, delicious flavor to

ICE CREAM

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WILL NOT FREEZE OUT

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SINGLE GALLON $19.00 Gal. | TRY IT | SIX GAL. CASES $18.50 Gal.

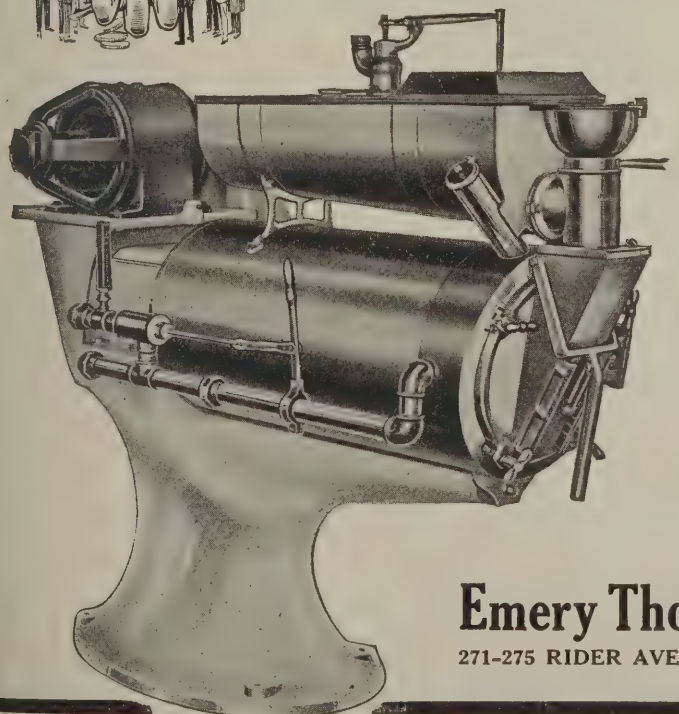
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PROFITS COME OUT



REGARDLESS of the freezing equipment you purchase, there is one unchangeable fact. *You invest money in it!* After making the investment, do profits come out? Yes, profits come out of Emery Thompson Horizontal Machines whether your requirements demand 40, 60, 80 or 120 quart capacity. Such details as the 4″ cream valve, wide mouth slide gate, removable three-way yoke and spaddle, and the time-tested full open circulating brine back—all contribute to the profits that come out. If interested in boosting your profits, write for the Emery Thompson catalog.

Emery Thompson Machine & Supply Co.

271-275 RIDER AVENUE NEW YORK CITY

PRODUCTION OF MANUFACTURED DAIRY PRODUCTS BY STATES, 1923—Continued

(Thousands of pounds; i. e., 000 omitted)

Manufactured product	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio
Unsweetened evaporated milk:																	
Case goods—																	
Skimmed	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	248	.....	.....	4,510
Unskimmed	....	11,239	4	85,630	.....	.....	.....	.....	.....	.....	.....	1	....	163,811	.....	.....	65,820
Bulk goods—																	
Skimmed	....	2,349	153	6,532	1,044	174	.....	.....	243	.....	28	403	....	10,632	141	.....	10,295
Unskimmed	....	64	2	6,060	1,420	.....	.....	.....	.....	.....	.....	4,834	....	28,499	.....	.....	6,004
Total condensed and evaporated milk	968	14,671	245	141,176	3,013	174	164	.....	292	.....	110	6,172	....	324,074	141	.....	108,485
Evaporated, part or full skimmed, modified with foreign fat (case goods)	.....	.....	.....	4,117	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Evaporated, part or full skimmed modified with foreign fat (bulk goods)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Sterilized milk(canned same as condensed)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	80
Condensed or evaporated buttermilk	....	.....	.....	2,945	305	.....	1,885	.....	4,998	....	.....	.....	....	340	.....	200	11,420
Dried or powdered buttermilk	....	.....	.....	317	2,810	.....	486	.....	4,566	.....	.....	.....	....	3	.....	713	.....
Powdered whole milk	....	20	.....	734	.....	.....	.....	.....	.....	72	.....	54	....	4,732	.....	.....	(1)
Powdered skimmed milk	....	237	.....	4,844	916	.....	.....	.....	.....	205	.....	361	....	20,213	.....	.....	380
Powdered cream	....	125	.....	82	.....	.....	.....	.....	.....	8	.....	.....	....	37	.....	.....	.....
Dried casein (skim milk prod.)	275	.....	101	137	627	.....	.....	.....	.....	.....	13	234	....	2,490	.....	.....	591
Dried casein (buttermilk prod.)	....	.....	.....	.....	.....	.....	.....	.....	45	.....	.....	.....	....	.....	.....	.....	.....
Malted milk	....	.....	.....	(1)	.....	.....	.....	.....	2	.....	.....	.....	....	128	.....	.....	196
Milk sugar (crude)	.....	.....	.....	243	.....	.....	.....	.....	.....	.....	.....	.....	.....	916	.....	.....	430
Ice Cream of all kinds (gal.)	1,025	3,590	7,522	11,296	3,310	567	4,736	491	2,042	93	385	7,004	32	20,527	1,075	520	12,768

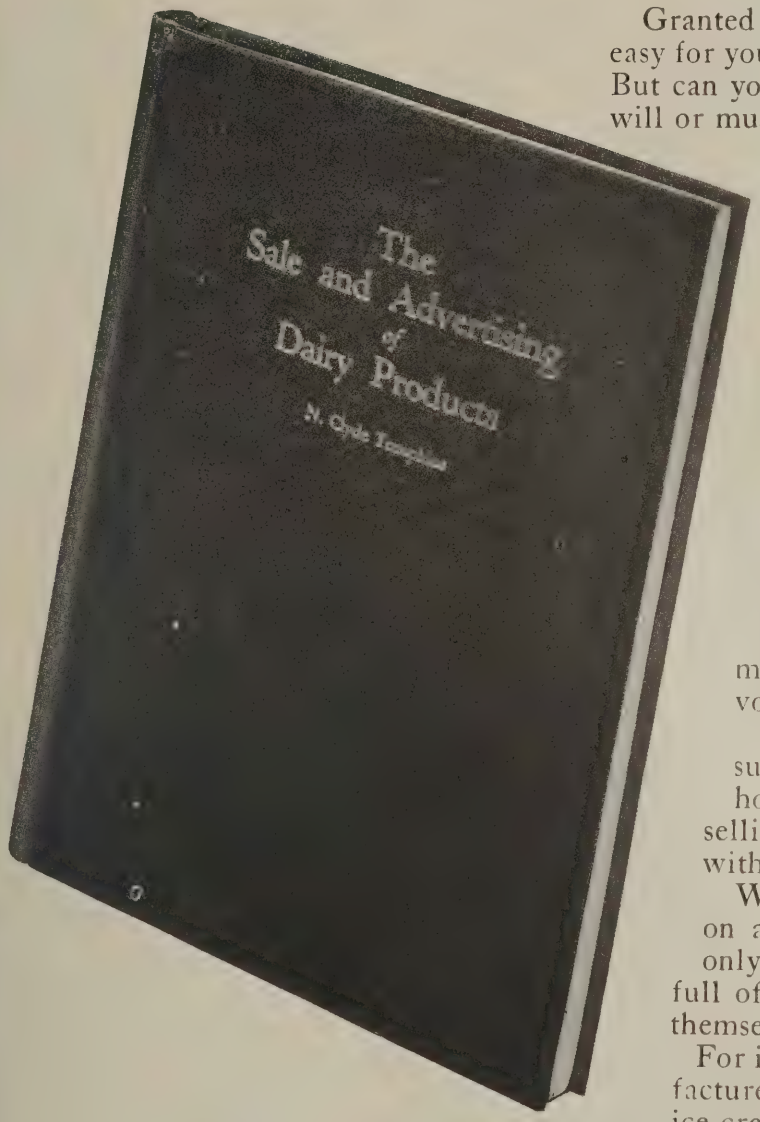
Production of Manufactured Dairy Products, by States, 1923

Manufactured product	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total 1923
Creamery butter	14,065	18,128	13,142	76	537	27,447	11,463	10,956	7,500	1,935	4,231	26,666	276	139,895	1,894	1,252,214
Whey butter (made from whey cream)	.....	.....	44	.....	.....	.....	.....	.....	.....	5	.....	1	.....	1,235	.....	1,904
Renovated or process butter	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,802
American cheese:																
Whole milk	.....	7,678	2,497	.....	.....	8	284	.....	2,139	1,200	257	2,762	.....	226,916	1,791	308,108
Part skim	.....	2	65	.....	.....	.....	.....	.....	.....	306	.....	.....	.....	.....	.....	2,145
Full skim	.....	8	14	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,021	.....	2,033
Swiss cheese (including block)	.....	4	411	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	18,277	.....	24,555
Brick and Munster cheese	.....	121	.....	.....	.....	.....	.....	.....	.....	.....	.....	83	.....	30,240	.....	33,250
Limburger cheese	.....	(1)	1	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	3,397	.....	7,100
Cream and Neufchatel cheese	.....	13	1,112	.....	.....	.....	.....	.....	.....	138	.....	67	.....	1,401	.....	10,334
All Italian varieties	.....	.....	910	.....	.....	.....	.....	.....	.....	.....	.....	83	.....	290	.....	2,132
All other varieties	.....	.....	316	.....	.....	.....	.....	.....	.....	.....	.....	67	.....	745	.....	5,040
Total cheese (not including cottage, pot and bakers')	.....	7,826	5,326	.....	.....	8	284	.....	2,139	1,644	257	3,062	.....	282,287	1,791	394,697
Cottage, pot and bakers' cheese	(1)	16	6,282	.....	.....	5	.....	71	47	428	.....	1,629	12	3,192	13	35,527
Sweetened condensed milk:																
Case goods—																
Skimmed	.....	255	649	.....	.....	.....	.....	39	.....	511	.....	.....	.....	.....	.....	2,748
Unskimmed	.....	12,462	2,354	.....	.....	.....	.....	.....	1,810	10,440	.....	.....	.....	20,263	.....	196,058
Bulk goods—																
Skimmed	.....	1,199	16,438	.....	.....	.....	.....	121	.....	3,475	20	75	.....	10,043	.....	102,236
Unskimmed	.....	.....	5,989	.....	.....	.....	.....	.....	.....	808	.....	77	.....	7,679	.....	44,860
Unsweetened evaporated milk:																
Case goods—																
Skimmed	.....	.....	474	.....	.....	.....	.....	12	.....	.....	16	.....	.....	1,284	.....	7,035
Unskimmed	713	19,469	91,453	.....	.....	.....	.....	10	23,734	2,110	.....	89,825	.....	439,481	.....	1,252,520
Bulk goods—																
Skimmed	.....	826	22,995	.....	.....	.....	.....	.....	.....	2,700	861	297	21	5,912	.....	77,416
Unskimmed	.....	.....	18,677	.....	.....	.....	.....	.....	.....	60	.....	.....	.....	15,289	.....	92,008
Total cond. and evaporated milk.	713	34,211	159,029	.....	.....	.....	.....	182	25,544	20,144	897	90,274	21	499,951	.....	1,774,881
Evaporated, part or full skimmed modified with foreign fat (case goods)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	856	.....	.....	.....	6,935
Evaporated, part or full skimmed modified with foreign fat (bulk goods)	.....	.....	110	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	110
Sterilized milk (canned same as condensed)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	80
Cond. or evaporated buttermilk	533	45	.....	.....	.....	1,422	.....	.....	.....	.....	109	269	.....	976	.....	54,833
Dried or powdered buttermilk	.....	49	.....	.....	.....	493	.....	.....	.....	.....	.....	305	.....	426	.....	13,032
Powdered whole milk	.....	32	543	.....	.....	.....	.....	.....	.....	.....	.....	26	.....	346	.....	6,560
Powdered skimmed milk	.....	1	6,050	.....	.....	.....	.....	.....	.....	.....	.....	9,233	.....	6,547	.....	62,251
Powdered cream	.....	.....	76	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	328
Dried casein (skim milk prod.)	.....	.....	616	.....	.....	.....	.....	.....	.....	936	20	11	.....	3,600	.....	14,500
Dried casein (buttermilk prod.)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	3	.....	48
Malted milk	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	10,978	.....	15,331
Milk sugar (crude)	.....	.....	.....	.....	.....	.....	.....	.....	.....	399	.....	.....	.....	.....	.....	2,872
Ice cream of all kinds (gal.)	1,672	1,363	34,100	1,365	559	706	1,567	3,665	550	282	1,759	1,815	2,543	5,892	188	183,412

[1] Less than 500 pounds.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Can You Double Your Sales?



Granted that you have sufficient money, it is easy for you to plan a way to double your output. But can you plan a way to double your sales at will or must you wait for the natural growth of your business?

While we do not claim that you can buy a copy of Mr. Tompkin's book "The Sale and Advertising of Dairy Products," and immediately double your sales, we challenge you to read this book and not learn of several ways in which you can substantially increase your business.

This book tells how you can organize your business to show a continuous growth in sales. It explains every step of the way and cites numerous examples of how ice cream makers, creameries, milk dealers and cheese makers have increased their sales volume.

This book tells how to get more results from your advertising dollars, how to organize an advertising and selling campaign, how to test out ideas without big expenditures.

Why experiment with a lot of "ideas" on advertising dairy products when for only two dollars you can get a whole book full of practical plans which have proved themselves successful through practical test.

For instance, it tells of an ice cream manufacturer in Indiana who trebled his sales of ice cream bricks with practically no advertising expense. It tells of a little and simple method by which a milk dealer has a continuous stream of new customers coming to him, etc., etc.

"The Sale and Advertising of Dairy Products" consists of over 100 pages with numerous illustrations of actual, successful advertisements for all kinds of dairy products. It has a number of valuable charts. It is handsomely bound in blue cloth with gold letters and its price of $2.00 each is absurdly low for the valuable ideas and vast amount of information it contains.

The Olsen Publishing Co.

Publishers and Printers to the Dairy Industries

Fifth and Cherry Streets Milwaukee, Wis.

The Olsen Publishing Co.,
5th and Cherry Sts., Milwaukee, Wis.
Enclosed is $2.00. Please send copy of
Sales and Advertising of Dairy Products, postpaid to

Name .....
St. and No. .....
City & State .....

Putting Over Ice Cream Week in Georgia

The Kinnett-Odom Company of Macon, Ga., Follows Well-Studied Plan in Staging Quality Educational Campaigns

IN THE early part of January, at one of the executive sessions of the Kinnett-Odom Company, the idea was advanced to establish a trade name for the ice cream this company was manufacturing. After some deliberation, the matter was laid over for future consideration and more thought, and not until April was there any sign of reaching a decision.

M. J. Redmond, secretary of the company, struck the keynote when he placed together the four letters "KOC'O," which represented the initial letter of each word of the firm name. The word quality was later added, making "koco quality."

An extensive advertising campaign was planned for "koco quality," and with the assistance of S. R. Phillips, local advertising manager of the Macon Daily Telegraph, copy was started in the Telegraph on Sunday, May 30.

After several advertisements were published the idea of illustrating "koco quality" ice cream copy with local photographs in order to get more reader interest was decided upon. Young Stribling, "Uncrowned Light Heavyweight Champion of the World," had just returned from Newark, where he was awarded a newspaper decision over Mike McTigue, the world's champion. Young Stribling and "koco quality" being Macon products, the opportunity of a big feature was grasped and Young Stribling consumed a quart of ice cream while the photographer was making ready, and another quart had to be brought forward to complete the photograph. This combination was featured in the newspaper and comments were heard from all sides.

"Better Baby Week" was next, and to connect up, an illustration was used showing two Macon children eating "koco quality" ice cream with a statement (unsigned) from one of the leading baby specialists of the medical profession in Macon. This advertisement carried "koco quality" to the mothers and advised the use of this ice cream as a regular feeding.

"National Better Homes' Week" was also tied up with and went over in a big way. The Macon Daily Telegraph had two residences open for inspection and "koco quality" ice cream was served free to more than 5,000 visitors, an agreement having been made between the newspaper and the Kinnett-Odom Company.

THE idea of using in each advertisement an ice cream illustration in colors was next. As the fresh strawberries began to arrive, strawberry ice cream was advertised, the illustration showing bricks in combination with strawberry and vanilla, the color scheme being used. When the Georgia peaches began to ripen a peach advertisement announcing fresh peach ice cream was used. More peach ice cream was consumed in Macon, middle and south Georgia on this day than ever before in the twenty-six years of the Georgia Peach.

"Koco quality" was beginning to go over in a big way, eight weeks of advertising had already passed and the Kinnett-Odom Company dealers everywhere were watching with enthusiasm the "koco quality" advertisements.

THE idea of having an ice cream week originated in the mind of J. D. Kinnett, president of the company. Mayor Luther Williams of Macon, issued a proclamation and June 22 to 28 was designated as ice cream week. The Kinnett-Odom Company seeing an opportunity of cashing in on the previous "koco quality" advertising went into it in a big way.

A coupon which would entitle the holder to a free cone of "koco quality" ice cream would be published in the Macon Daily Telegraph on Tuesday, June 24, the Kinnett-Odom Company redeeming the coupons at five cents each in cash or as payment on bill.

More than 250 dealers in Georgia and Florida were sellink "koco quality" ice cream, and at the suggestion of Mr. Phillips, the old custom of advertising the dealers was abandoned and with the coupons as an inducement the advertising department of the Macon Daily Telegraph went to work on the dealers. Eight pages, in an individual section, of "koco quality" ice cream ad-

Three States Served by Georgia Plant

THE Kinnett-Odom Ice Cream Co., Macon, Ga., is one of the South's most up-to-date ice cream organizations. It is operated by two of the Southern industry's most advanced members—J. D. Kinnett and C. A. Odom.

Mr. Kinnett, who is a member of the National Association of Ice Cream Manufacturers, has been actively identified with association activities in the Southern states, being president of the Georgia association and a past president of the Southern Association of Ice Cream Manufacturers.

Mr. Kinnett entered the ice cream business in 1905. He established a plant in Macon. In 1911 he established a plant at Vineville, a suburb of Macon. A coal and ice business was conducted in connection with the ice cream business. In November, 1921, the present company came into being through the merger of the ice cream department of Kinnett Ice and Coal Corporation, the Odom Ice Cream Co. and the Purity Ice Cream and Dairy Co. The location chosen was the old plant of the Purity organization, this coming about on account of this company's having a factory already located in the city near an ice plant. The Southern Ice and Coal Co., which was located right next to the ice cream company, was taken over by the Kinnett-Odom Company and still is operated by this concern.

"Koco" ice cream is widely popular in middle and southern Georgia. This product was worked out immediately upon the merger of the firms by Mr. Kinnett and Mr. Odom. "Koco" ice cream is being shipped to consumers in three states and according to all available information, the Kinnett-Odom Co. is probably the largest shipper of ice cream in the South.

The plant has a capacity of 3,500 gallons of cream daily; railroad shipments alone total more than 800 gallons a day, the plant being operated both day and night.

VELVET FRUITS

Varieties

Crushed Pineapple
Maraschino Pineapple
Orange Pineapple
Lemon Pineapple
Lime Pineapple
Grape Pineapple
Whole & Broken Cherries
Crushed Cherries
Strawberries
Tutti-Fruitti

Packed in

50 pound tin cans, lacquered inside. Fitted with friction plug and screw top —practically air-tight — cased in wood. Also packed in barrels, half barrels and kegs.

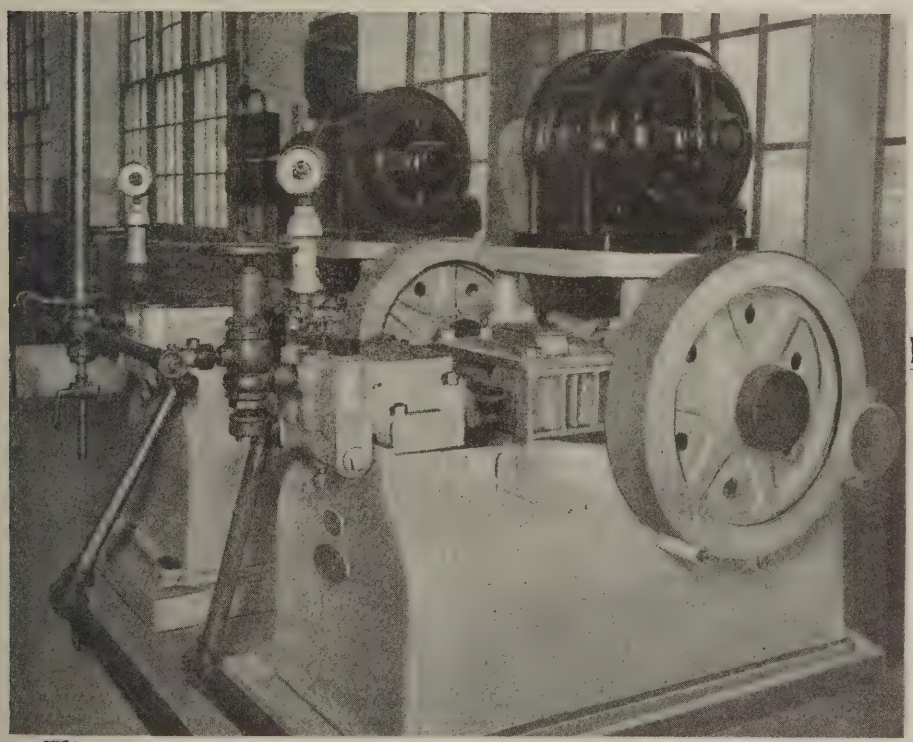
Delicious, substantial pieces of fruit with piquant flavor.

We supply you at manufacturers' prices.

THE INTERNATIONAL COMPANY

Manufacturing producers of Velvet Egg Yolk and Velvet Flavors

LOMBARD AND COMMERCE STS. BALTIMORE MARYLAND



Viscolizer Section of the Breyer Plant—Breyer Ice Cream Co., Philadelphia, Pa.

TWO 800 *Viscolizers* AT BREYER'S

Viscolizers
ARE IN THE LEADING PLANTS
ALL OVER THE WORLD

NOTE
There are more VISCOLIZERS in use than all other similar machines COMBINED

Send for Bulletin No. 53

NATIONAL DISTRIBUTORS

John W. Ladd Co.
Detroit Columbus Cleveland Cincinnati

Cherry-Bassett-Winner Co.
Philadelphia Baltimore Pittsburgh Syracuse New York City

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

vertising appeared in the Macon Daily Telegraph on Sunday, June 22. Daily advertisements throughout Ice Cream Week ranging in size, from 30 inches to 100 inches were carried, giving the names and addresses of "koco quality" dealers. The country dealers outside of Macon paying their share.

One feature story on the front page of the ice cream section carried Mayor Williams' proclamation and the history of ice cream. The writer went back to the days of the ancients — millions of years ago and with his imagination brought out the fact that one of the men of those days milked a cow that left the stone basin of white fluid out in the cold atmosphere over night. A sudden freeze came and the next morning was found—ice cream. He continued through the ages with his imagination and brought out what science has done for the ice cream business with its modern machinery of today.



J. D. KINNETT,
President.

Another three-column story related the history of the Kinnett-Odom Company from that day back in 1905 when J. D. Kinnett manufactured his first gallon of ice cream. Nine different ways in which you can buy or serve "koco quality" ice cream colored in red, yellow and black surrounded the picture of J. D. Kinnett, while interior and exterior views of the factory were used.



C. A. ODOM,
Vice-President.

The other seven pages of the section were devoted to advertisements about "koco quality" ice cream from local dealers and several manufacturers of ice cream products, ranging in size from ten to eighty inches. Photographs of the officers and employees of the entire Kinnett-Odom Company were scattered through the news columns.

ON TUESDAY, June 24, the coupon was published in the Macon Daily Telegraph. The Telegraph gave wonderful co-operation, carrying on their front page a two-inch box on Monday and Tuesday, calling attention to clip the coupon.

Reports reaching the Kinnett-Odom Co. from dealers stated that mothers and nurses in the suburbs were at the drug stores with children as early as 8 a. m. to get a free cone of "koco quality" ice cream, while in the business section business and professional men, stenographers and office boys clipped coupons and enjoyed a free cone of ice cream.



A View of the Freezer Room.

Orders from the city and country dealers who had not laid in a supply of "koco quality" ice cream placed orders immediately in order that they could share in the coupon offer.



J. D. Kinnett, in speaking of Ice Cream Week, stated, "more ice cream was sold in Macon, middle and south Georgia during Ice Cream Week than ever before in the history of the industry. During the entire week

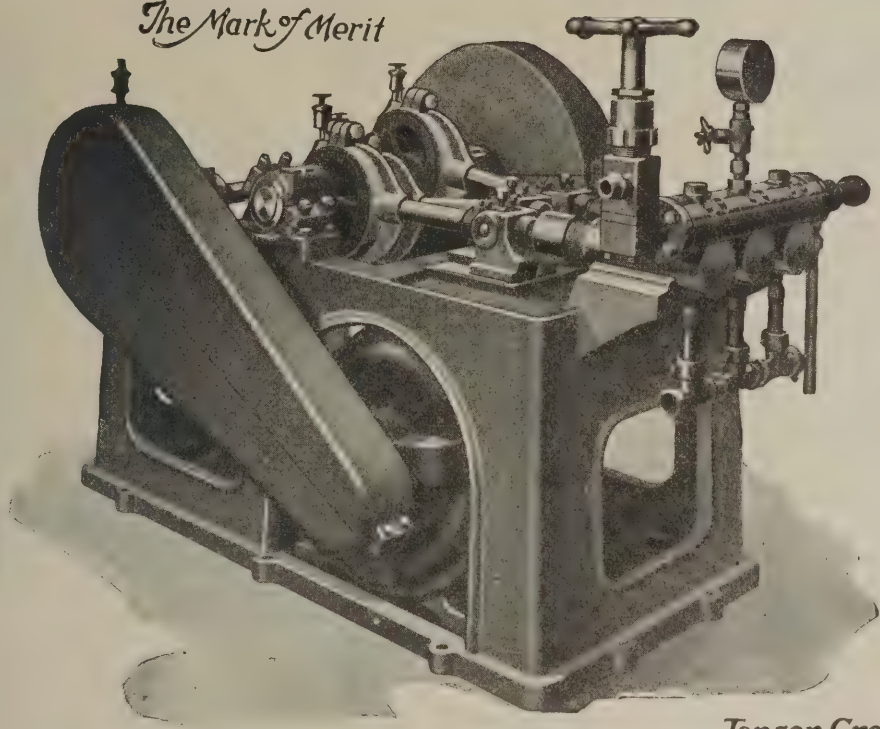


W. L. ("Young") Stribling, "uncrowned light-heavyweight champion of the world," eating "Koco Quality" ice cream at the Kinnett-Odom Co. plant.

JENSEN

Eliminate Repair Bills!

The Mark of Merit



BY USING

A UNIVERSAL HOMOGENIZER

Built to Keep Upkeep Down!

The universal embodies all the advantages of old time machines in addition to many much needed improvements.

It is so constructed that it will stand up under severest of tests day in and day out—year in and year out—without adjustments or replacement of parts.

Individual cylinders machined from rolled Tobin bronze bars (not cast).

High pressure manifold machined from rolled Tobin bronze having tensil strength of 55,000 pounds.

Individual shimming of cross-head slides maintains correct individual alignment of pistons at all times.

Chrome vanadium steel shafts.

Monel metal pistons not affected by milk acids.

Homogenizing valve—internal spring type—plug and seat are made of an alloy of semi-precious metals so hard it cannot be machined but must be ground with carborundum.

Built in belt or motor drive sizes 200, 400 and 800 gallons.

Sole Distributors

Jensen Creamery Machinery Company

Bloomfield, N. J. Oakland, California

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
C. E. RIDDLE
Emerson Tower, Baltimore, Md.
CHERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
J. W. ALLEN & CO.
116 No. Peoria St., Chicago, Ill.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

100% Perfect *Food* Gelatine

There is real satisfaction in using DELFT gelatine. The certificate of analysis accompanying each shipment tells you **exactly** what you are getting. DELFT is guaranteed free from harmful and liquefying bacteria when delivered.

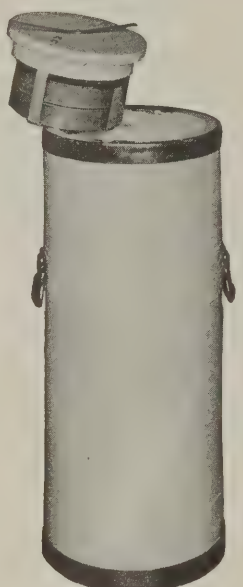
Even more important—the food (dietetic) value of DELFT is absolutely unapproachable. Over 90% of Protein! This, combined with DELFT'S uncommon standardization of strength, uniformity and sanitary properties, make it the 100% Perfect Food Gelatine.

Ask Any Food Control Official

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

Harold A. Sinclair

And Now—
New Express Rates
Just in Time for the Busy Season



5 Gallons Bulk
12-15 Hours Preservation

Effective June 3rd in—

MASSACHUSETTS
WISCONSIN

Effective July 16th in—

ILLINOIS
MAINE
OHIO
TENNESSEE
IOWA
NEW YORK
PENNSYLVANIA
VERMONT

The Glacifer may now be billed at 25% less than gross weight both interstate and intrastate,—68 lbs. on the 5 gallon size.

Where the Rate on Tub is $1.00
The Glacifer is 60

Glacifers and Iceless Cabinets make the ideal combination. If you deliver and service a long distance customer, a Glacifer packer and a mechanical cabinet will do the work better and at less cost.



20 Quart Brick
12-15 Hours Preservation

Ask for circular giving comparison of costs and express rates.

THE GLACIFER CO.

Miller Street **Somerville, Mass.**

both day and night forces were kept busy every minute, the capacity of 3,500 gallons a day was taxed to the limit and only our forsightedness in laying in a heavy supply in our hardening rooms made it possible to supply the demands."

More than 15,000 coupons have been returned to the factory and every day a few more added to the return coupon list. The "koco quality" dealers everywhere are backing the Kinnett-Odom Company 100 per cent, while the traveling salesmen are recognized throughout the territory by the children as the "koco" men.

* * *

GEORGIA MAYOR LAUDS ICE CREAM IN PROCLAMATION.

The mayor of Macon, Ga., has proper appreciation of the value of ice cream to public welfare. Following is a copy of the proclamation issued by the Macon mayor on June 21:

The week from June 22 to 28 has been set aside as a national ice cream week, and there is more in this than appears on the surface. Anything and everything that will benefit the health of our people should be heartily encouraged, and in these hot summer days ice cream is one of the items that go to make life more bearable and perhaps happier. This is a good, healthful food if used in moderation, and I, therefore, by request, proclaim the week above named as one to keep this matter especially in our minds and thus perhaps benefit our bodies also.

LUTHER WILLIAMS, Mayor.

DID YOU EVER STOP TO THINK
By E. R. Waite, Secretary, Shawnee, Okla., Board of Commerce.

That the motive power of any business is truthful advertising.

That advertising should be the last item on which a business concern should retrench and the first on which they should seek to enlarge.

That persistent advertisers meet success by maintaining a close connection with both their customers and prospective customers. Advertising cements the link between the business and its customers.

That persistent advertisers always handle goods of the highest possible degree of constant quality.

That advertising gives assurance of an earnest spirit to give good value.

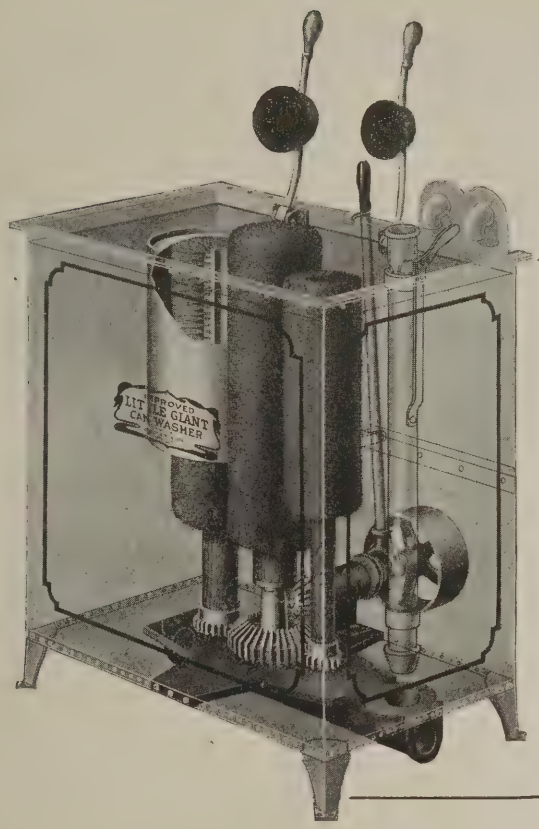
That advertised goods "ring true to a high standard" and are ever growing in popularity.

That advertising through the printed page has been proved the most satisfactory way of reaching the masses. It will meet the most exacting requirements and proves to the world that the advertiser wants to please.

CAREFUL SHOPPERS, WHO STUDY THE RELATIVE MERITS OF DIFFERENT MERCHANDISE AND SERVICE, MAKE SURE OF GETTING THE BEST QUALITY AND THE BEST FOR THEIR MONEY BY BUYING ONLY FROM THOSE CONCERNS WHO ADVERTISE.

IMPERIAL PLANT AT WAYNESBURG, PA.

Waynesburg, Pa., is the location for the largest branch plant of the Imperial Ice Cream Co., one of the largest of its kind in the East, the corporation having plants throughout West Virginia and five adjoining states. In the July issue of The Ice Cream Review it was stated that this company has opened a branch at Waynesboro, Pa., which was a typographical error.



The Improved

Little Giant Can Washer

A glutten for work, turns out immense quantities of cans all spic and span, takes care of a lot of can washing that would be a losing proposition on large machines. Factories large and small can use this washer with profit. Our circular tells how.

SEND FOR IT

C. DOERING & SON, Inc.

Lake and Sheldon Streets CHICAGO, ILL.

Wisconsin Awaits Your Coming

to the World's Greatest Dairy Exposition

DAIRYING reaches its highest development in Wisconsin—see it there in all its phases. Practical dairy farms are near at hand—modern milk-bottling plants and high-grade ice cream and cheese factories can be found in Milwaukee and nearby towns.

Great Array of Dairy Equipment

The very latest Dairy Equipment and Supplies will be exhibited in the Milwaukee Auditorium by hundreds of leading manufacturers and jobbers. It is an ideal exposition building, located in the heart of the city, close to the hotels and railroads.

"SPEND A WEEK IN DAIRYLAND"

NATIONAL DAIRY EXPOSITION

September 27th—MILWAUKEE—October 4th

REDUCED RAILROAD RATES FROM EVERYWHERE

Conventions and Meetings

International Association of Milk Dealers' Convention

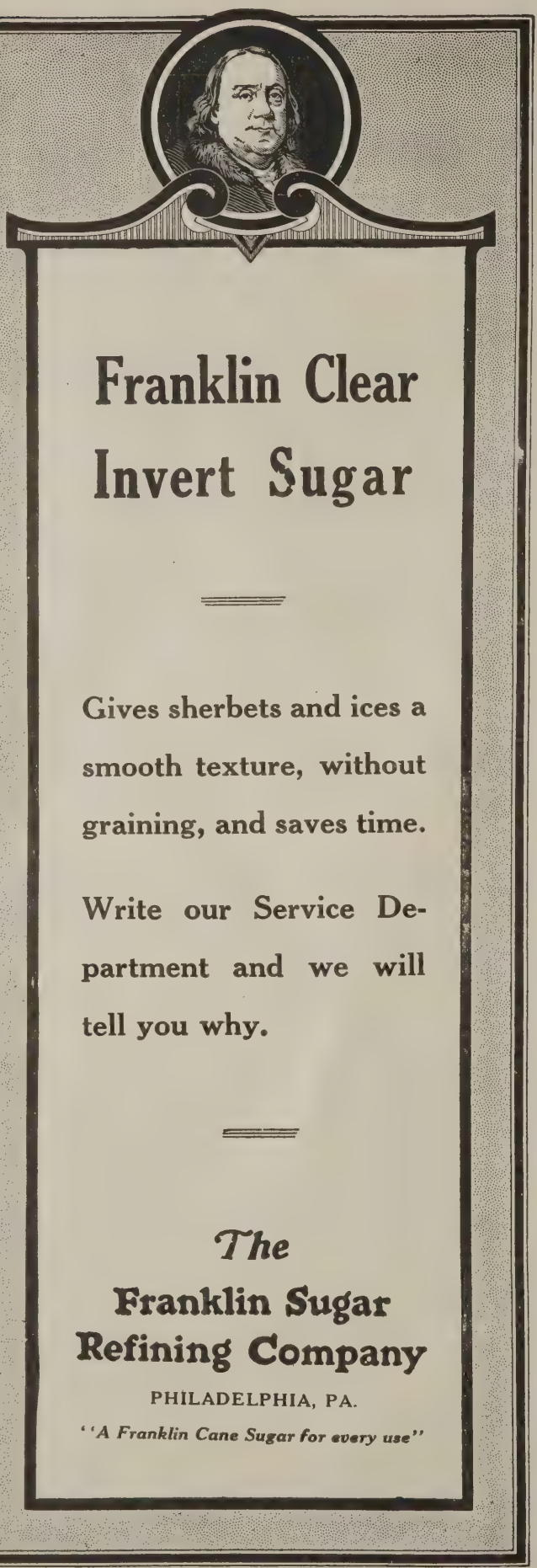
American Dairy Science Association Meetings

National Creamerymen's Conference

Ice Cream Manufacturers' Meeting

National Cheese Association Convention

and others to be arranged.



SPECIAL DAIRY COURSES OFFERED BY THE IOWA STATE COLLEGE.

The six months' dairy course begins this year on September 22 and closes on March 19. This course is divided into two quarters, the fall quarter closing on December 19, and the winter quarter beginning on January 2, and closing March 19. Students who have had practical experience may find it satisfactory to take only one-quarter's work.

The work offered in this course is as follows:

Fall Quarter	Credits
Dairy Practice	6
Buttermaking	2
Milk Testing	2
Manufacture of ice cream & ices	2
Dairy Chemistry	2
Dairy Machinery	2
Dairy Cattle, Breeds, and Judging	2
Physical Training, (Required)	0
	19

Winter Quarter	
Dairy Practice	6
Buttermaking	1
Cheesemaking	1
Milk Testing	1
Factory Management	2
Judging Dairy Products	1
Market Milk	1
Dairy Bacteriology	2
Dairy Cattle, Feeding and Management	2
Farm Crops, Production	2
Physical Training (Required)	0
	19

Ten-Day Course.

The regular ten-day course offered to experienced operators and managers of dairy plants will be given from February 11 to 21. Detailed announcement of this course will be given later.

For further information, address Dairy Department, Iowa State College, Ames, Ia.

DIRECTORY OF DAIRY PRODUCTS INDUSTRIES.

"The Olsen Directory of the Dairy Products Industries" is the name of a new directory published by The Olsen Publishing Co., Milwaukee, Wis.

This directory contains a complete listing of all ice cream manufacturers, city milk dealers, butter manufacturers, cheese manufacturers, condenseries and powdered milk plants. The directory is subdivided by industries, states and cities.



Final Judgment

The verdict of the public is final when it comes to the judging of food products and from their decision there is no appeal.

Quality and flavor are the dominant factors in their judgment of ice cream products and these factors are due to careful selection of good ingredients, scientific manufacture and the maintenance of strictly sanitary cleanliness throughout the making processes.

These factors of quality and delicious taste are greatly assisted in hundreds of ice cream plants where the use of

Wyandotte Sanitary Cleaner and Cleanser

definitely protects the fine quality of ice cream products by the sweet, wholesome, sanitary cleanliness it provides throughout the plant.

Nor is this all, for experience is proving every day that the quality work of this cleaner is the most efficient and economical the ice cream manufacturer can use

Ask your dealer.

Indian in Circle

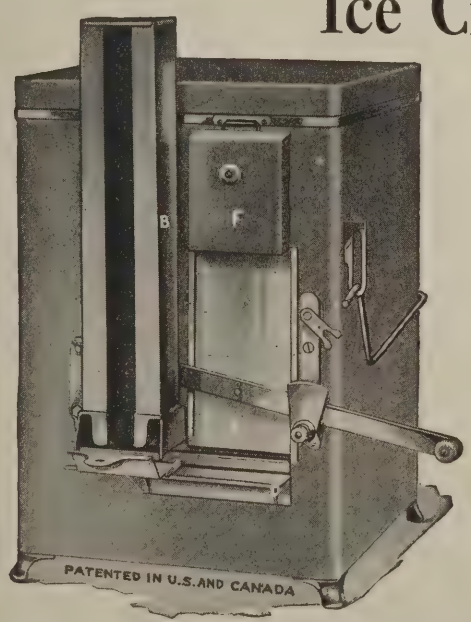


in Every Package

Spend a Week in DAIRYLAND
NATIONAL DAIRY EXPOSITION
Milwaukee, Wisconsin
SEPTEMBER 27th to OCTOBER 4th.

The J. B. Ford Co. *Sole Mnfrs.* Wyandotte, Mich.

How Would You Like to have Supplied the Ice Cream



Beatrice, Nebr.
4/23/24

Sanisco Co.
Gentlemen:

I ran two of your Sanisco Machines for the last 2 years and about 30 days ago bought one of your Model E. Am figuring on two about the 10th of June, that is, the large ones. I have fairs, parks and picnics around this county and several exclusive rights. I am in the market for 2 Model E machines.

C. C. CARPENTER,
512 Scott St.

P. S.—On July 7th last year I did $417.00 with one machine at Nelsen, Nebr., in 8 hours.

In all sorts of places Sanisco Ice Cream Sandwich Machines make record sales of ice cream.

Write and learn how you can place Sanisco Machines in advantageous selling locations without cost to you.

The Sanisco Company

Manufacturers

Station C Milwaukee, Wis.

Did You Get Your Copy ?

OUR BOOK "Cork and Insulation"

contains 152 pages of practical information that every ice cream manufacturer will find handy to have about the plant.

No obligation for the asking. Write today.

Use Crescent CORKBOARD For Efficient INSULATION

Information on insulation problems -- practical--economical erection, etc., furnished by expert engineers.

United Cork Companies

BRANCH OFFICES

New York, N. Y.
50 Church St.
Philadelphia, Pa.
1042 Ridge Ave.
Cleveland, O.
1200 W. Ninth St.
Pittsburgh, Pa.
1331 Penn Ave.
Chicago, Ill.
Westminster Bldg.
Boston, Mass.
45 Commercial Wharf
St. Louis, Mo.
1444 No. Broadway
Baltimore, Md.
503 Munsey Bldg.

AGENTS

Los Angeles, Cal.
Warren & Bailey Co.
Seattle, Wash.
Seattle Asbestos Factory
Milwaukee, Wis.
Federal Asbestos Co.



Plant of United Cork Companies at Lyndhurst, N. J., where the 100% Pure "Crescent" Corkboard is made.

LOWER R. R. RATES TO EXPOSITION.

The railroads, recognizing the great advantage to the country that the dairy industry affords through its annual exposition and conventions, have granted very splendid consideration in the way of reduced fares to the agricultural dairy forces of the larger section of country from which the heaviest travel to the National Dairy Exposition may be expected.

In order that those coming to the exposition from this section may be served with least inconvenience to themselves in the matter of purchase and use of their tickets, an open rate of a fare and one-third for the round trip, no certificate required, has been granted for the exposition by the lines of railway covering the following territory:

Points in Eastern Montana, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Northern Peninsula of Michigan, South Dakota and Wisconsin, also from Julesburg, Colorado, dates of sale, September 26 to October 4, inclusive, except from points in North Dakota, South Dakota and Eastern Montana, September 25 to October 3, inclusive, with final return limit of October 6, 1924, except from North Dakota, South Dakota and Eastern Montana, October 7, 1924; no stopovers to be allowed.

For the conventions to be held during the exposition the same lines of railways have granted a rate of a fare and one-half under the certificate plan in practically the same territory, the only change being in the time of selling the tickets and the date of the return limit.

For the people farther away who desire to attend both show and convention the railways in the Central Passenger Association have granted a rate of a fare and one-half for the round trip, which is the usual rate for affairs of national interest and should encourage a larger number of people to take advantage of it for such personal service meetings as the show and conventions. Selling and return dates and territory are as follows:

Territory west of Buffalo, Niagara Falls, Salamanca, Pittsburgh, Wheeling, Parkersburg, and Kenova, to and including Chicago and St. Louis, and north of the Ohio River, including Cincinnati, Louisville and Cairo, selling dates, September 24-30, inclusive.

The rate of a fare and one-half, selling dates of September 23-29, or 24-30, depending on location, has also been granted on Southwestern lines from territory southwest of St. Louis, including Texas, Arkansas, Oklahoma, Missouri (south of Missouri River) and Louisiana (west of Mississippi River).

When action is advised as to what the railways will grant in other territory not covered by above, publicity will be given the rates. If the selling dates quoted here do not meet the convenience of the people in any section, the exposition management will be glad to be advised in sufficient time to see if better arrangements can be made.



Who is the fellow that is kicking so strenuously about a two-cent advance in the price of milk per quart?"

"He's the man that just paid $20 for a quart of wood-alcohol hootch."—The De Laval Monthly.



Spend a Week in Dairyland

NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27. - OCT. 4, 1924 · WISCONSIN



Monday . Milk Dealers' Day	Thursday . . Ice Cream Day
Tuesday . Creamerymen's Day	Friday . Condensed Milk Day
Wednesday Cheesemakers' Day	Everyday . DAIRYMEN'S DAY

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the ONLY firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street. NEW YORK, N. Y.

Canadian Office and Warehouse: 55 Cote Street, Montreal

COMFORT'S
NEW PROCESS BETTER MIX UNITS
FOR USE
BEFORE PASTEURIZATION

Improves Ice Cream



Helps Enrich the Flavor

RIPENS ice cream mix DURING PASTEURIZATION.

Helps UNIFORM VISCOSITY and FINE TEXTURE.

NO HOLDING NECESSARY — The mix may be frozen IMMEDIATELY after homogenizing and cooling, following pasteurization if desired.

NO OVER-RIPENING — This mix may be STORED or SHIPPED.

NO FIGURING, WEIGHING or MEASURING—UNITS are individual, air-tight packages for 100, 150, 300 and 500 gallons of mix.

60 UNITS to the case of each size.

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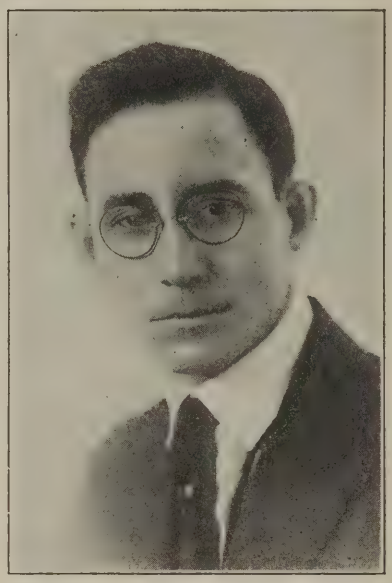
ASCHENBACH and MILLER, Inc.
DISTRIBUTORS

Third and Callowhill Streets **PHILADELPHIA, PENNA.**



SAYS "REVIEW" HELPED HIS HOUSE DO RECORD BUSINESS.

Readers will recall an editorial in the July issue of The Ice Cream Review explaining this publication's stand on those trade news items that are termed "write-ups." It was felt certain all along that the reputable supply houses of the country are in perfect accord with this policy, and it was gratifying to receive from a member of one of the large supply houses of the East, a letter indicating this fact. He also gives credit to The Ice Cream Review for helping to bring about a larger volume of business for his house in the 1924 season.



A. T. SPONAR.

The writer is A. T. Sponar, sales manager of the can department of the John Wood Mfg. Co. His letter follows:

July 11, 1924.

Editor The Ice Cream Review:

Somehow The Ice Cream Review for July seems particularly interesting. This is probably due to the fact that the 4th of July rush is over, and I have more time to read.

When I read your editorial about how truthfulness and modesty are wanted in selling merchandise, I wondered if I am as careful as I should be.

However, I went on to the bottom of page five and I read about that trip you are going to take where the "muskies" jump into your boat if you don't feed them fast enough, and then I thought I was not so bad after all.

Where is that place, and what do you have in the boat that makes them jump in?

I am particularly interested in this, as I expect to take a vacation before long.

The peak of our can season has just ended, and we can report a larger volume than ever before, regardless of rainy weather.

You have helped to bring this about, and we want to thank you.

Very truly yours,
JOHN WOOD MFG. CO.,
(Signed) A. T. Sponar,
Sales Manager, Can Department.



NEW YORK ICE CREAM LAW AMENDED.

A new law going into effect in the state of New York on July 1, effecting ice cream, provided for 8 per cent milk fats and struck out provisions that ingredients of eggs, fruits and fruit juices may reduce the milk fat contents to 6 per cent.

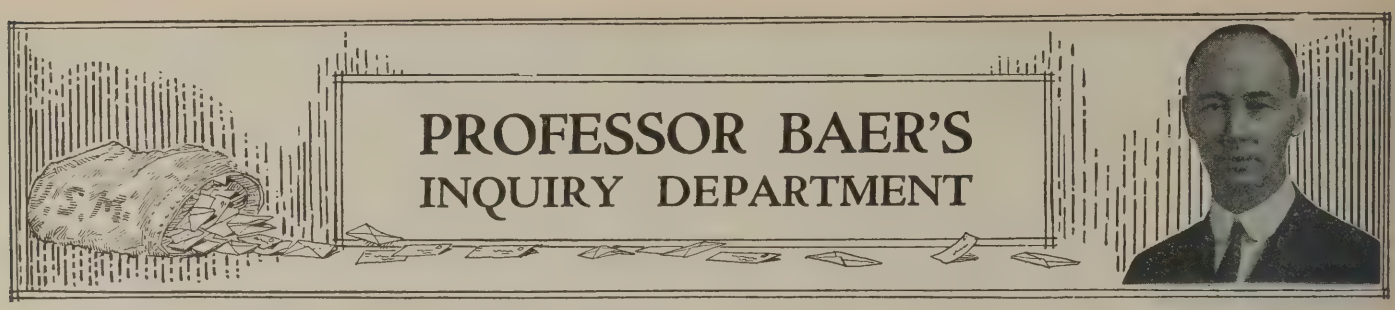
This was enacted to amend section 50 of the farms and markets law.



LANDRETH SPEAKS.

Charles E. Landreth, manager of the Forsyth Dairy Co., Winston-Salem, N. C., went before people of his community with a story of milk and ice cream on June 9, when he was the principal speaker at the regular weekly meeting of the Winston-Salem Ad Club.


MILLER
BRINE ICE CREAM FREEZERS
Miller Freezers are Thoroughly durable, Completely efficient, Highly economical, Absolutely sanitary and are made in the largest variety of Patterns and Styles.
Write NOW for illustrated catalog.
The H. H. Miller Industries Co.
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ORIGINATORS AND MANUFACTURERS OF
MILLER PASTEURIZERS, BRINE ICE CREAM FREEZERS, MIXERS and DAIRY MACHINERY.
Miller



Replies to Inquiries

Dear sir:—Herewith is the formula of our mix but it does not give very good results. The flavor is O. K. but the texture is very poor and it does not look good. When being served from the disher it has a rough appearance, a tendency to pull and looks lumpy. We pasteurize our mix to 140 degrees F., and cool to 40 degrees F.; it is pasteurized in a Jensen 100-gallon vat and cooler over an aereator, run into ten gallon cans, and is put into the cooler for 48 hours. You will note we have no emulsifier and we have only a tub freezer with ice and salt. Now what we want is a nice flavor and velvet appearance. San you suggest anything to help us? Would it improve the mix if we cut out the powder and used condensed skimmilk which we can get delivered in ten gallon lots? The solids would be about 26. If so, would you give me a formula taking in this condensed sweet milk, or do you think the glucose has anything to do with our trouble?

Formula of mix: 53.5 pounds of 3.6 per cent milk; 28.5 pounds of 31 per cent milk; 3.0 pounds of skim milk powder; 12.0 pounds of sugar; 3.0 pounds of glucose and five pounds of gelatine. Total, 100.5 pounds.

Reply: You stated that the texture was poor and it has a rough appearance with a tendency to be a little sticky or lumpy.

It appears to me that your trouble is freezing your mix correctly. You are probably freezing the ice cream just a little too hard before pouring it from your freezer. It is also possible that the skimmilk powder is causing you a little trouble because you are not able to emulsify your mix. It may also be possible that your powder is not entirely soluble. As a rule, however, the milk powder will go into solution very nicely and you should have no trouble from that standpoint.

I would suggest, however, that you try some of the condensed milk for solids and also that you try a few batches using a larger amount of sugar rather than glucose.

Below in Table 1, I have analyzed your present formula and you will note in table 2, suggestions for a formula using condensed milk instead of milk powder.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
53.5 lbs. 6% milk	3.2	4.47	7.67
28.5 lbs. 31% cream	8.83	1.75	10.58
3.0 lbs. skim powder	.....	2.85	2.85
12.0 lbs. sugar	.....	.....	11.40
3.0 lbs. glucose	.....	.....	1.80
.5 lbs. gelatine	.....	.....	.47
100.5 lbs. mix	12.03	9.07	34.77

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.5 lbs. gelatine	.....	.....	.47
16.0 lbs. cond. skim.....	.....	4.16	4.16
32.0 lbs. 31% cream	9.92	5.11	17.28
37.5 lbs. 6% milk	2.25		
100.0 lbs. mix	12.17	9.27	35.21

For the little booklet entitled, "Ice Sream Mix," you should write to The Ice Cream Review, Fifth and Cherry Streets, Milwaukee, Wisconsin, inclosing $0.50 which covers the price of the booklet.

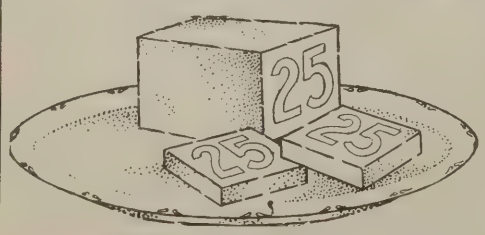
* * *

Dear sir:—Can you give to us the formula for a 15 per cent and 16 per cent ice cream mix using 40 per

Spend a Week in Dairyland
NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27. - OCT. 4, 1924 · WISCONSIN

Monday . Milk Dealers' Day | Thursday . . Ice Cream Day
Tuesday . Creamerymen's Day | Friday . Condensed Milk Day
Wednesday Cheesemakers' Day | Everyday . DAIRYMEN'S DAY

CASSELL CENTER MOLD SPECIALS
For Wedding and Brithday Anniversaries, in Fact Any Other Kind of Anniversary
You may have any Number from "1 to 99" or any Two Letter Combinations in a 1 qt. Brick



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ORDER NOW through your jobber or write
W. W. CASSELL
VINCENNES, INDIANA



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A contract with us for Nonpareil Corkboard *erected* puts the responsibility for workmanship on us. A competent and experienced man from our Erection Department will take charge of your job. He knows exactly what to do and how to do it without waste of time or material. He understands the importance of tight joints and the proper preparation of the building surfaces. He knows how to handle cement and asphalt, how to plaster on cork and how to set cold storage doors. He plans, oversees and inspects every foot of the work. He is responsible to us and we are responsible to you for the kind of workmanship that insures the maximum efficiency, durability and economy of your insulation.

A contract with us saves you time, worry and money, for in almost every case it costs you less than you could do it for yourself.

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*Nonpareil Corkboard in stock

Nonpareil Corkboard Insulation

For All Cold Storage Rooms

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

cent, 4.0 per cent milk, skimmilk powder, 14 per cent sugar; also same with sweet butter?

Reply: I am glad to comply with your request for four ice cream formulas, made up according to your suggestions.

You will find these formulas given below in tables 1, 2, 3 and 4.

Table 1.—100 pound mix—15 per cent fat 14 per cent sugar.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.5 lbs. gelatine	.....	.....	.47
3.0 lbs. skim powder	.....	2.85	2.85
32.5 lbs. 40% cream	13.00	6.09	21.09
50.0 lbs. 40% milk	2.00		
100.0 lbs. mix	15.00	8.94	37.71

Table 2.—100 pound mix—16% fat—14% sugar.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.5 lbs. gelatine	.....	.....	.47
2.0 lbs. skim powder	.....	1.90	1.90
35.4 lbs. 40% cream	14.16	6.0	22.08
48.1 lbs. 4% milk	1.92		
100.0 lbs. mix	16.08	7.9	37.75

Table 3.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.5 lbs. gelatine	.....	.....	.47
3.0 lbs. skim powder	.....	2.85	2.85
14.5 lbs. 84% butter	12.18	6.02	20.90
68.0 lbs. 4% milk	2.72		
100.0 lbs. mix	14.90	8.87	37.52

Table 4.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.5 lbs. gelatine	.....	.....	.47
2.0 lbs. skim powder	.....	1.90	1.90
16.0 lbs. 84% butter	13.44	6.00	22.14
67.5 lbs. 4% milk	2.7		
100.0 lbs. mix	16.14	7.9	37.81

Dear sir:—We are imposing upon your kindness again to the extent of submitting the following formula which is used by us in the manufacture of ice cream and asking that you kindly let us know what per cent of butterfat and milk not fat the same produces. We are trying to produce a product of 10 per cent butterfat and 25 per cent milk not fat. The formula is as follows, viz:

230 pounds butter
30 gallons condensed skimmilk
50 gallons sweet milk (4%)
120 pounds skimmilk powder
91 gallons water
275 pounds sugar
10 pounds gelatine

Reply: You will notice that the total weight of your mix is 2,090 pounds and will give you an ice cream of 10 per cent butterfat and about 11 per cent serum solids. Your total solids you will notice, however, are a little low. That is due to the fact that you are using a little less sugar than you have noticed in some of the formulas published in the Review.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
230.0 lbs. butter	193.2	.....	193.2
30 al. 270.0 lbs. cond. Skim 28%	.....	75.6	75.6
50 gal. 430.0 lbs. 4% milk	17.2	36.7	53.9
120.0 lbs. skim powder	.....	114.0	114.0
759.0 lbs. water	.....	.....	.....
275.0 lbs. sugar	.....	.....	261.2
10.0 lbs. gelatine	.....	.....	9.5
2094.0 lbs. mix	210.4	226.3	707.4
Per cent	10.04	10.89	33.78

You stated in your letter that you were trying to produce a product of 10 per cent butterfat and 25 per cent milk fat. You undoubtedly mean by the latter, 25 per cent total solids not fat.

* * *

Dear sir:—Will you please give me a formula for ice cream testing 14 per cent butterfat, 35 per cent solids and 14 per cent sugar, using the following ingredients: 189 pounds sweet butter, 80 per cent butterfat, skimmilk powder, sugar, gelatine and water.

We use three tubs of butter for a mix as our vat is small.

Reply: Am glad to suggest below in table 1, ice cream formula calculated according to your suggestions, to test 14 per cent butterfat, 14 per cent sugar and 35 per cent solids, using as your basis 189 pounds of sweet butter testing 80 per cent.

(Continued on page 102)

Unusual Bargains

Just a Few Items From Our Own Stock

2 40-qt. Emery Thompson, horizontal brine freezers, with chain drive and 3 H. P. motors, practically new.
2 40-qt. Emery Thompson brine freezers, belted type.
1 500-gal. Pfaudler mixing tank, jacketed and agitated.
2 Pfaudler ice cream hoppers, 15"x60"x30".
1 50-gal. Perfection ice cream batch mixer.
2 Champion No. 11-H crushers, hopper type.
75 and 100 ton shell and tube brine coolers.
15, 20 and 90 ton shell and coil brine coolers.
2, 8, 20 and 40 ton freezing systems.
5,000 lineal feet of 1¼" hardening room piping.
27,000 lineal feet of 2" hardening room piping.
12,000 lineal feet of 2" galvanized wrought iron piping.
2 H.P., 5 H.P., 7½ H.P., 10 H.P., 15 H.P., 20 H.P. motors.

IMMEDIATE SHIPMENT

If you require additional refrigeration we can furnish complete 2, 4, 6, 8 and 10-ton outfits on short notice. Any good equipment that you wish to dispose of is always of interest to us.

Send us your inquiries.

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A CABINET IS AS GOOD AS ITS TANK

Crown Fruit Products

The QUALITY FRUITS

for Discriminating Ice Cream Manufacturers

Crown Fruit & Extract Co., Inc.

418-420 West Broadway

NEW YORK

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
189.0 lbs. 80% butter	151.2	.....	151.20
151.2 lbs. sugar	.....	.....	143.60
5.4 lbs. gelatine	.....	.....	5.13
82.2 lbs. skim powder	.....	78.07	78.07
652.2 lbs. water	.....	.....	.....
1080.0 lbs. mix	151.2	78.07	378.00
Per cent	14.0	7.2	35.00

You will note that the total weight of your mix according to your suggestions and as given below in table 1 is 1,080 pounds.

* * *

Dear sir:—We have an excellent product, we believe, but have been experiencing more or less trouble with icy condition since we have been using the formula below. Most of our icy trouble apparently develops when we are not freezing cream regularly and, when we only run refrigerating machine once each day to keep room cold. In running only once each day we reduce the hardening room temperature to about two degrees below zero, when ready to start machine again next day temperature is around 12 to 14 above; would this variation of temperature affect our ice cream?

Our formula:

531 pounds water
95 pounds skimmilk powder
40 pounds evaporated milk, 8 per cent
130 pounds sugar
90 pounds sweet butter, 85 per cent
5 pounds good gelatine

Water, milk and sugar are mixed cold in the pasteurizer, butter and gelatine added at 100 to 110 degrees F. Pasteurize at 145 degrees F. Cooled to 120 degrees F. and viscolized.

4 pounds Purity I C. powder (Warner Jenkinson)

3 pounds vanilla. These are added in holding vat when at 80 degrees F.

For our serum solids would you advise use of both skim milk powder and evaporated? Would you recommend we change to sweetened skim condensed? We have available a limited quantity of 4 per cent sweet milk, if advisable to use.

Reply: You are absolutely correct in your assumption that the icy condition of your ice cream is caused by the differences in temperatures in your hardening room. It is absolutely impossible to keep pure cream in good condition if you permit the temperature of your hardening room to vary from 2 below zero to 14 above. Undoubtedly the cream in your hardening room, due to the rising temperature, softens up somewhat and is again hardened. If this is repeated two or three times you are bound to get an icy condition.

There is nothing wrong with your formula which you will see by examining table one. You have just about the right amount of total milk solids for your 8 per cent ice cream. You are using plenty of gelatine and undoubtedly the purity powder is also of some assistance in keeping the cream in a smooth condition. I would advise you to use all the sweet milk you can get in your formula. You will make a better flavored ice

Relief
from hot weather troubles

When the mercury goes soaring and you find yourself unable to develop the full rated refrigeration you should get from your equipment then is when you will appreciate how

Sterling
Refrigerating Equipment

assures absolute reliability of proper temperatures at all times within control and with no more expenditure of effort than turning a valve.

Send for the Sterling Bulletins and learn how easy it is to get the right temperatures when you want them.

UNITED IRON WORKS, Inc.
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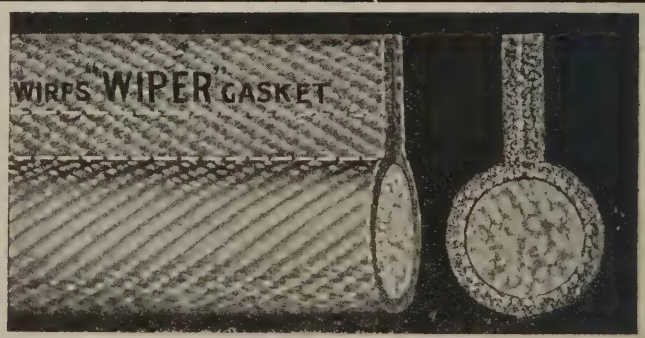
Spend a Week in Dairyland
NATIONAL DAIRY EXPOSITION.
MILWAUKEE · SEPT. 27. - OCT. 4. 1924 · WISCONSIN

Monday . Milk Dealers' Day	Thursday . . Ice Cream Day
Tuesday . Creamerymen's Day	Friday . Condensed Milk Day
Wednesday Cheesemakers' Day	Everyday . DAIRYMEN'S DAY

WIRFS' "AIRTITE" CUSHION GASKET



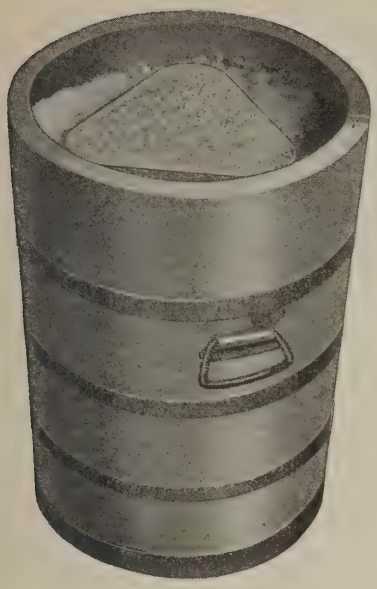
No. 25 WIRFS' "ANTI-FREEZ" GASKET
For Sharp Freezer and Hardening-Room Doors.
Has special heavy web covering and is impregnated with cold-test oil compound. Prevents frozen doors. Cut shows actual Size.



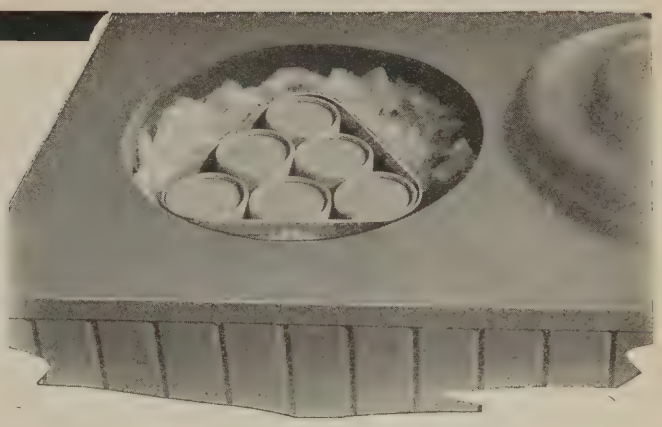
No. 40 WIRFS' "WIPER" GASKET
For bottom of Cold-Store Doors having bevel sill or no sill and angle iron set in concrete. Has very tough web covering. Cut shows actual size.

Prices on these "Special Gaskets" quoted on application; state quantity required, in lineal feet.

E. J. WIRFS 105 S. 17th Street, St. Louis, Mo.



The O. & B. Triangular Packer serves as a container both in the shipping tub and in the cabinet. This saves much can-washing, re-icing and retinning of the containers.

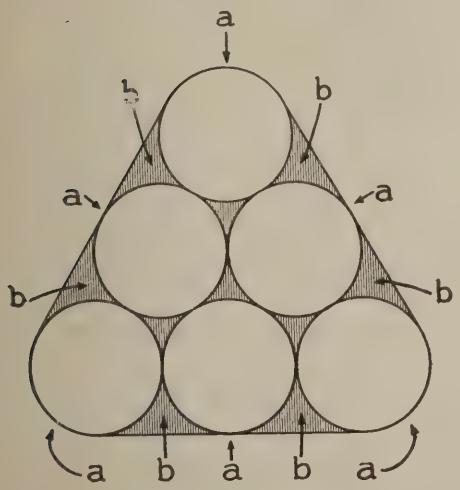


In the diagram below, "A" indicates the direct contact of each Sealright container with the sides of the packer. "B" shows the cold air spaces between the containers.

This arrangement gives perfect refrigeration. It insures the cream reaching the user's hands in perfect condition.

The tub and cabinet illustrations show clearly the ample icing space surrounding the packer.

Each Triangular Packer holds 18 quarts, or combinations of quarts, pints, and half pints.



Increase Your Sales

With the O.& B. Triangular Packer

THERE is no question that *bulk ice cream* packed by the factory in air-tight packages that are also thoroughly cold will solve your problem of selling *the home trade.*

Successful factories everywhere are educating their trade to the use of fibre containers.

Users are *instantly served* and need not wait for cream to be packed by the dealer.

There is *no loss of cream* to dealer.

User *prefers* bulk ice cream, and that is what the dealer may now sell him *in the fibre package.*

When packed in *O. & B.* Triangular Containers, cream in fibre packages keeps *perfectly hard* even after user has them in his home.

The net result of the above is *more home sales;* and that, Mr. Ice Cream Manufacturer, is *important to you.*

Better order a sample dozen Triangular Containers *today.*

DEPARTMENT "D"

Made Only By Oakes & Burger Co. Inc. Cattaraugus, N.Y.

O&B Purity Line
Cattaraugus N.Y. U.S.A.
Established 1873
Fifty Years of Honest Equipment



SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

cream than making it entirely from butter, powder and water.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
531.0 lbs. water	.....	.....	.....
95.0 lbs. skim powder	.....	90.25	90.25
40.0 lbs. 8% evaporated	3.20	6.40	9.60
130.0 lbs. sugar	.....	.....	123.50
90.0 lbs. butter 85%	76.50	.....	76.50
5.0 lbs. gelatine	.....	.....	3.80
4.0 lbs. purity powder	.....	.....	.45
3.0 lbs. vanilla	.....	.....	.....
898.0 lbs. mix	79.70	96.65	308.80
Per cent	8.8	10.74	34.3

I see no reason why you should change to sweetened skim condensed milk, especially if you can obtain a good fresh soluble milk powder along with the limited amount of evaporated milk which you are using.

* * *

Dear Sir:—Have been making ice cream with homogenized mix and find it so expensive that I can make little money on the product. How can I make ice cream out of farmers' cream and skim condensed and get a good product? Want 12 per cent fat. What powder can I use to get a better ice cream with farmers' cream? Is Meloine good? Is it necessary to run the freezer slower to prevent butter from forming?

Reply: I note that you seem to think you can not afford to make ice cream from a homogenized mix. I am wondering whether you are preparing your own mix or whether you are buying the mix from some other factory.

You can make a satisfactory product from cream and milk and skim condensed, buying the cream and milk from farmers. In fact it is possible that you could make a better quality of ice cream in this way providing you can get good raw material.

I suggest that you use the formula "A" given on page 26 of the Ice Cream Mix booklet. I am, however, indicating below in table one, this formula "A" on page 26.

Table 1.—12% fat—cream, milk, condensed skim milk (27%), 14% sugar.

Ingredients	Fat	Serum Sol	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.5 lbs. gelatine	.....	.....	.47
16.0 lbs. condensed	.....	4.32	4.32
35.5 lbs. 30% cream	10.65	2.25	12.90
34.0 lbs. 4% milk	1.36	2.90	4.26
100.0 lbs. mix	12.01	9.47	35.25

You indicated that you might have trouble in churning the ice cream mix in your freezer if the mix is not homogenized. This trouble occurs mostly during the spring of the year when the cows are on fresh grass. However, we used to make ice cream before we knew of homogenizers, and if you have your mix good and cold, at 40 degrees or lower when it enters the freezer, you probably will not have any trouble from churning. You should be very careful in pasteurizing the mix so that it will not be heated to too high a temperature. This will assist in preventing the churning in freezing. 132 degrees for thirty minutes will probably be sufficient heating to pasteurize the mix.

* * *

Dear Sir:—We are trying to make a mix based on 18 per cent fat and are experimenting along this line. Will you kindly furnish us formula complete, including both milk and serum solids. We intend to use some egg yolk in this cream and if you can furnish us any data along this line we will thank you.

Reply: I am suggesting below in table one the ingredients for such a product.

Table 1.

Ingredients	Fat	Serum Sol	Total Sol.
13.0 lbs. sugar	.....	.....	12.35
.2 lbs. gelatine	.....	.....	1.90
60.0 lbs. 30% cream	18.0	3.74	21.74
1.0 lbs. skim powder	.....	.95	1.90
25.8 lbs. skim milk	.....	2.30	2.30
100.0 lbs. mix	18.0	6.99	40.19

It would be perfectly possible to make up a formula using just ordinary milk and cream, or cream and skim milk without the use of any skim milk powder for extra solids. I also would know of no objection to the use of a small amount of egg yolk powder in this kind of cream.

(Continued on page 106)

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There are no better Edible Gelatines made than American.

Write or wire any of our warehouses.

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LOS ANGELES 747 Warehouse St.
PORTLAND, ORE. 405 Hoyt Street

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FANCY ICE CREAM FORMS
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Featuring
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SUTHERLAND

Sutherland Paper Co. Kalamazoo, Mich.

MAKERS OF CHARACTER CARTONS FOR BUTTER, BACON, SAUSAGE, LARD, OLEO, CHEESE AND ICE CREAM

Some ice cream manufacturers imagine that high-quality Character Cartons are expensive and have to be ordered in large quantities.

As a matter of fact, Character Cartons, in original designs or in stock-designs may be obtained, *at a saving*, in lots as small as 5000. Why not mail us *your* ice cream carton and ask for an estimate?

Sutherland Paper Co., Kalamazoo, Mich.
Chicago Office: 111 W. Washington St. Phone State 2466
New York Office: 366 Broadway Phone Franklin 3662



Character Cartons are made of the highest grade sulphite *box-board*, produced in our own paper mill, finished with a coating of heavy wax, smooth as enamel, which *adds* to the good-looks and protective value of these higher grade ice cream cartons.

Character Cartons for Ice Cream

Dear sir:—Please send me a formula for a ten per cent butterfat ice cream mix, using the following ingredients:

14 pounds sugar.
1 pound gelatine and vanilla.
16 pounds Armour's condensed milk.
Butter 84 per cent butterfat.
Skim milk powder.
Water.

We stated 10 per cent butterfat, but we want 63 pounds of butter, 84 per cent fat to make 120 gallons of finished ice cream, and let the test be what it may as long as it goes 8 per cent or better.

Reply: You did not give me the composition of Armour's condensed milk, but I am assuming this is Armour's evaporated milk testing 8 per cent butterfat and 26 per cent total solids. If this is not correct, I shall be glad to have you advise me and I will be glad to assist you further in re-arranging the formula.

You will find below in table one, this formula figured out where you will notice that the total number of pounds of mix is 600 pounds, the per cent of fat being 10 per cent and the serum solids 10 per cent. This mix should, however, make at least 130 gallons of ice cream. Were we to reduce the butterfat to 8 per cent it would be necessary to use more skim milk powder and more water, making the total mix larger than 600 pounds.

Table 1.

Ingredients	Fat	Serum Sol	Total Sol.
63.0 lbs. 84% butter.....	52.92	.....	52.92
84.0 lbs. sugar	.....	.....	79.80
96.0 lbs. condensed 8%.....	7.68	17.28	24.96
3.0 lbs. gelatine	.....	.....	2.85
45.0 lbs. skim powder	.....	42.72	42.72
303.0 lbs. water	.....	.....	.....
600.0 lbs. mix	60.6	60.00	203.25
Per cent	10.01	10.0	33.16

Dear Sir:—We show below formula for making our ice cream, and would like to have you check over same, making criticism as well as suggestions for improving it. We have had one complaint, viz., that on account of using so much condensed it gives a cooked taste. Is this correct or is it imagination? Would the amount of condensed used cause such a taste? Our formula is as follows:

168 lbs. (20 gal.) 20% cream.
92 lbs. (10 gal.) 8% condensed.
43 lbs. (5 gal.) 4% milk.
52 lbs. sugar.
1¾ lbs. gelatine (Atlantic, $0.75 a lb.)
7 oz. lactoid.
56 oz. water.
2 oz. flavor.
2 oz. color.
4 oz. salt.

375.94 lbs. 11.3 butterfat. 36% solids.

Reply: You will find an analysis of your ice cream mix given below in table one, where you will notice that it tests almost 12 per cent fat and 9 per cent serum solids. You will also notice that it contains better than 14 per cent sugar:

Table 1.

Ingredients	Fat	Serum Sol	Total Sol.
168.0 lbs. 20% cream.....	33.60	11.96	45.56
92.0 lbs. 8% condensed	7.36	16.56	23.92
43.0 lbs. 4% milk.....	1.72	3.67	5.39
52.0 lbs. sugar	.....	.....	49.40
1.75 lbs. gelatine	.....	.....	1.66
.50 lbs. lactoid	.....	.....	.47
35.0 lbs. water	.....	.....	.....
.5 lbs. van., color & salt..	.....	.....	.15
361.25 lbs. mix	42.68	32.19	126.55
Per cent	11.8	9.0	35.0
Per cent sugar	14.4	.....	.....

I believe that your customer who complains tbout a cooked flavor has some reason for this as the large amount of condensed milk will undoubtedly give your cream this particular flavor. You could probably cut down the condensed milk to about half and use good fresh skim milk powder for some of the solids.

There is as far as I know no book or different formulas for week-end specials. Usually every ice cream factory works this out for itself and the way it is done is to use the regular vanilla stock mix and use different flavors or combinations of flavors for the special ice cream.

Tycos



temperature instruments
for
Quantity and Quality

You would not guess the weight of your raw material, for profits depend on knowing the exact quantity. If you guess the temperature of any process you are chancing losses of quality, also a loss of profit. Get it right — use *Tycos* Temperature Instruments.

Write for literature. Ask for 500-A Catalog.

Taylor Instrument Companies
Rochester, N.Y. U.S.A. 83L
Theres a *Tycos* and *Taylor* temperature instrument for every purpose

Spend a Week in Dairyland
NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27, - OCT. 4, 1924 · WISCONSIN

Monday . Milk Dealers' Day | Thursday . . Ice Cream Day
Tuesday . Creamerymen's Day | Friday . Condensed Milk Day
Wednesday Cheesemakers' Day | Everyday . DAIRYMEN'S DAY

Hoot Mon! Butter Scotch Ice Cream



HOOT MON! Here's a Butter Scotch flavor that puts into ice cream that never-to-be-forgotten taste of fine home-made butter scotch candy. No wonder it wins quick popularity wherever introduced.

"Hoot Mon" Butter Scotch does not lose its delicate flavor in the freezing process. Your customers do not need to guess what kind of ice cream they are eating,—they know it's Butter Scotch.

And "Hoot Mon" is a copyright name that fires the imagination of youngsters and older folks too. You'll get a world of free publicity out of this catchy name for your "Hoot Mon" Butter Scotch Ice Cream.

Send us the coupon or wire for quick shipment of your first dozen No. 10 cans of "Hoot Mon" Butter Scotch.

The Cleveland Fruit Juice Co.

Cleveland, Ohio

Manufacturers also of the famous Honeymoon Special, Grape Pineapple, Black Walnuts, Orange Pineapple, Fig Marmalade, Egg Nog, Maple Concrete and all standard flavors. Write for complete list.



"HOOT MON" BUTTER SCOTCH ICE CREAM

Mail Coupon to THE CLEVELAND FRUIT JUICE COMPANY, Cleveland, Ohio.

☐ Ship at once, one dozen No. 10 cans of "Hoot Mon" Butter Scotch @ $18 per dozen.

Company_____

City_____ State_____

Buyer_____

"HOOT MON" BUTTER SCOTCH ICE CREAM

Add Service Charge and Why

*By A. P. SCHNEIDER**

THE speaker had the honor of addressing the Pennsylvania ice cream manufacturers in convention last October, and was rewarded with a very general recognition by leaders in our industry, as having presented an idea which would prove of very great value. I also had the honor of addressing the Ohio Ice Cream Manufacturers' Association last January on this subject.



A. P. SCHNEIDER.

I am pleased to know that my invitation to address the National Association results from the fact that our industry, by this time, fully appreciates that our present method of charge is economically not sound and is established on an unscientific basis. The subject matter of this address will, therefore, be, in large measure, a restatement of facts, figures and theory supporting this new method of charge.

Before entering the ice cream business, the speaker served in the capacity of chief of the bureau of power sales for a large Eastern public service company, and, being an electrical engineer by profession, was called upon to calculate the rates for electric power, which were charged to the power consumer under the varying conditions of use.

As a result of the above experience the very close analogy of the costs entering into the supplying of a gallon of ice cream, as compared with the supplying of a unit of electric power was manifest. Following, I have made a set of calculations which are indeed interesting, to say the least.

It is very plain that the cost of service per cabinet hole per week, for the items of ice, salt, truck expense and cabinet costs, is practically a constant quantity. In order to arrive at intelligent cost data, we proceed as follows:

* President, Peters & Jacoby Company, Allentown, Pa. Address before 23rd annual convention National Association of Ice Cream Manufacturers, Cleveland, O., October 24, 1923.

First, we determine the cost of the ice and salt required to ice up one hole in a week, and find that it averages 53½ pounds of ice per hole per day, and 6.4 pounds of salt per hole per day.

It is estimated that the average is 140 holes served per 3½-ton truck per day. 140 holes require per week:

25 tons of ice @ $4.00	$100.00
3 tons of salt @ $10.50	31.50
Cost per week for 140 holes	$131.50
Cost per week for each hole, for ice and salt only	$0.94

The next item is the cost of truck service per hole per week:

Interest, 6%; depreciation, 25%; repairs, etc., on a $4,000 truck; total	$1,600.00
Chauffeur, helper, license, insurance, etc	3,380.00
60 miles × 365 days × 13½c (gas, oil and tires)	2,920.00
Cost for 52 weeks, or per year	$8,000.00
Cost per week—140 holes	153.50
Cost per week, per hole, for truck service	$1.10

The writer estimates that the items of cabinet investment, depreciation, etc., cost per year, per hole, $15.00. Cabinet cost per hole, per week, 28 cents.

From the above it is noted that the cost per hole per week divided into the three items of expense are as follows:

Ice and salt	$0.94
Truck service	1.10
Cabinet cost	.28
Total cost per hole per week	$2.32

The speaker will call your attention to the tabulation which has been prepared in connection with this address:

A careful analysis of the results set forth in this cost tabulation will convince any sane man immediately where the difficulty lies in making money in the ice cream business. You will note that when a dealer will average three gallons of ice cream **per week per hole,** that in that event it is costing the manufacturer 77c per gallon for ice, salt, service and cabinet costs. This cost is gradually reduced, depending, of course, upon the number of gallons used **per week per hole.** For instance, the dealer using ten gallons **per hole per week** will cost the ice cream manufacturer 23c per gallon, and so on up, to the dealer using twenty gallons **per hole per**

"M-W" ICELESS
Ice Cream Delivery Can Jacket

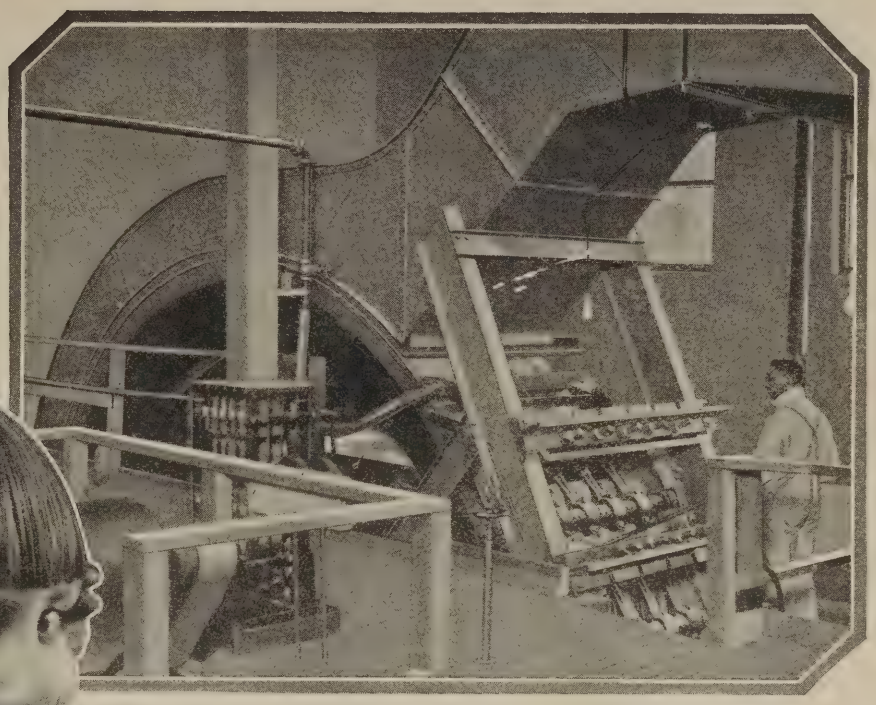
Saves Delivery and Ice Costs.
Keeps the Cream firm while in transit.
Made of best insulating material—Hair Felt covered with Heavy Duck.
Top securely fastened with straps.
Canvas handle for convenient carrying.

Manufacturers of "M-W" Milk Can Jackets, Bottle Box Pads, Ice Cream Tub Covers, Plain and Waterproof Canvas Goods of all kinds.

MONTGOMERY-WASHBURN CO. Saugerties, N. Y.



Our patented wheel drying process requires less than half of one percent of the time usually required to dry gelatine.





Now More Wholesome Than Ever

Good as your cream may be, you can now make it more wholesome and delicious by the use of UCOPCO WHEEL DRIED GELATINE.

The now famous WHEEL DRYING PROCESS is employed only in making UCOPCO GELATINE.

Packed in barrels within 5 minutes from the time it leaves the filters, assures a gelatine of greater purity and one practically free from bacteria. And these qualities are found barrel after barrel.

Investigate Ucopco Wheel Dried Gelatine

UCOPCO WHEEL TRADE MARK DRIED GELATINE

Let this trade-mark, which appears on every barrel, be your guide in selecting gelatine.

United Chemical & Organic Products Company
Home Offices: 4200 So. Marshfield Avenue, Chicago

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Ucopco Wheel Dried Gelatine

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

week, where the cost per gallon for ice, salt, service and cabinet costs, goes down to 12c.

The question immediately arises as to how it is possible to control this situation, which if allowed to continue will drive a great number of ice cream manufacturers onto the rocks of financial failure.

The answer is obvious. The solution is simple. From the analysis as above presented it is at once seen that the cost of doing business in the ice cream field is divided into two factors. First, the cost of maintaining in service each cabinet hole per week, and secondly, the cost per gallon at platform, the first being the cost per week per hole, for ice, salt, truck service and cabinet costs.

ulation, varying from $1.66 to $1.02 per gallon, depending upon whether or not he used three gallons per week per hole, or twenty gallons per week per hole, etc.

Where there used to be one confectionery store in a given block we have now five or six "places" where ice cream is sold. Now mark this, that no matter what the increased consumption has been, it has not increased so much for that block that it could be divided into six parts, each of which would equal the gallonage that the original single store sold.

As a result of this false expansion, manufacturers have had to buy more trucks, more cabinets; they have had more repairs, and more grief all around. Yesterday

TABLE I.

EXISTING METHOD				Returns per gallon by levying service charge
Column No. 1	Column No. 2	Column No. 3	Column No. 4	Column No. 5
Cost per week per hole for Ice, Salt, Truck Service and Cabinet Costs	Number of gallons used per week for each hole	Cost per gallon for ice, salt, service and cabinet costs	Amount now received per gallon for Ice Cream at platform. Dealer paying $1.20 per gallon, delivered and iced-up	Actual amount per gallon which would be received if a "per hole charge of $2.32 per week" were levied; and an additional charge of 90c per gallon for each gallon
$2.32	3	$0.77	($1.20 — $0.77) = $0.43	($0.90 + $0.77) = $1.67
$2.32	4	.58	($1.20 — $0.58) = $0.62	($0.90 + $0.58) = $1.48
$2.32	5	.46	($1.20 — $0.46) = $0.74	($0.90 + $0.46) = $1.36
$2.32	6	.39	($1.20 — $0.39) = $0.81	($0.90 + $0.39) = $1.29
$2.32	7½	.31	($1.20 — $0.31) = $0.89	($0.90 + $0.31) = $1.21
$2.32	10	.23	($1.20 — $0.23) = $0.97	($0.90 + $0.23) = $1.13
$2.32	12½	.19	($1.20 — $0.19) = $1.01	($0.90 + $0.19) = $1.09
$2.32	15	.16	($1.20 — $0.16) = $1.04	($0.90 + $0.16) = $1.06
$2.32	17½	.13	($1.20 — $0.13) = $1.07	($0.90 + $0.13) = $1.03
$2.32	20	.12	($1.20 — $0.12) = $1.08	($0.90 + $0.12) = $1.02

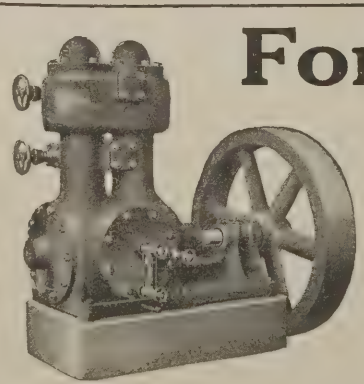
(In the expense assumed in this paper, which is a fair average, you have noted that this part of the cost figures at per hole per week to $2.32).

If the ice cream industry will establish a new system of charging, whereby the dealer pays a "cabinet and service charge," separate and apart from the cost of ice cream, it is self-evident that the number of holes would immediately become automatically controlled and kept at a minimum by the dealer himself, since it would be to his financial interest to keep the number of holes at a minimum. An additional cost to the dealer of a standard charge per gallon would, therefore, make each gallon of business profitable to the ice cream manufacturer.

The result in net cost per gallon to the dealer would then be as is shown in the last column of the above tab-

in a given area they had a **one thousand gallon customer** with a three hole cabinet, today in the same area they have six six-hole customers selling not to exceed **two thousand gallons.** By dividing the three holes into the one thousand gallons, we have the result of 333 gallons per hole per year. By dividing the sixty-six-holes, or thirty-six holes, into the two thousand gallons, we have a result of a fraction over **fifty-five gallons per week per hole.** By now dividing the 333 gallons by the 55 gallons you will see that the **cost per hole has increased six and one-half times,** in proportion to the number of gallons of ice cream sold.

Do not fear the loss of these "ice customers," since they are the parasites of your profits. It is safe to say that on the average about 80 per cent of your gallonage



For Lasting Satisfaction

York
Refrigerating Equipment

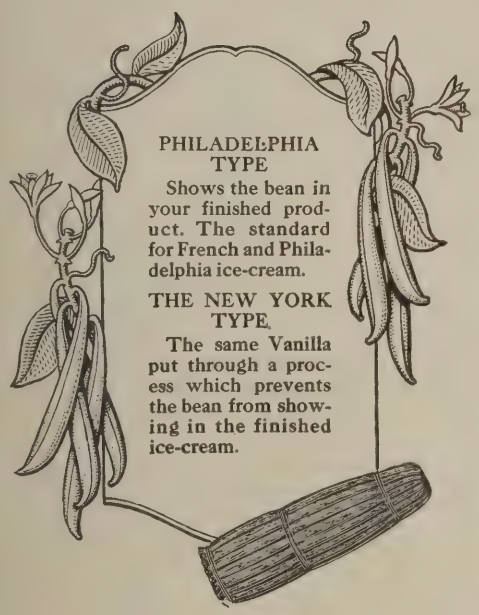
One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

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J. G. HAMMERSCHLAG, *Wisconsin Manager*
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The BEST Vanilla Sells the MOST Ice Cream

True Economy isn't always a matter of price



Shrewd manufacturers are learning to distinguish between "shaving" and saving. They find that the few pennies they pay extra for genuine

MICHAEL'S Mexican Vanilla Powder

"America's Flavorite"

are returned to them manyfold in increased sales. Dip your spoon into a dish of vanilla ice cream flavored with mellow-mild, true-bean Michael's Mexican, and you'll KNOW why we say we can increase your sales 25 per cent. The taste test tells.

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Make This Test at Our Expense

Place a trial order. Use all you need to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Powder does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.



is sold by less than 50 per cent of your stops. Where is the profit? Is it had from the 50 per cent of your stops selling 80 per cent of your output? You know the answer. And furthermore, it is safe to assume that the gallonage formerly sold by the "ice customers" will pass through the cabinets which you continue in service, thereby increasing your ultimate sales since your ice cream will always be fresh, and therefore of better quality.

This subject is one of vital importance. It is a self-evident fact that something must be done to save the ice cream industry from being wrecked, and we should begin where the need is greatest. In the speaker's mind he can conceive of no more practical method than one as suggested in this paper, whereby the dealer pays a separate charge per week for the maintenance of each hole, and an additional cost per gallon for the product. You will find that the more you ponder the subject matter of this paper, the more practical it will seem. And remember there is nothing new about the idea. Most of us are now buying power from the public service corporation on an exactly similar basis. You pay so much per kilowatt of demand, and an additional charge for each kilowatt-hour of electric energy consumed. This also applies to gas companies, and in many other fields.

I want to take this opportunity to publicly compliment the ice cream publications for their interest in gathering together and publishing the thoughts of representative men in our industry, on this subject. I am gratified to note that quite generally the comments have been very favorable. I will reply to a few of those which are not favorable as follows:

One manufacturer is of the opinion that this new method of charge would (1) eliminate the small dealer on account of making each gallon cost him more than the cost of his competitor, (2) would tend to greatly reduce the sale of ice cream in the winter months, due to the higher cost to the dealer for his ice cream.

My reply is that this critic is absolutely wrong. (1) because the store handling ten gallons per week, would limit their cabinet holes to not more than one-third the number of holes as compared to the store selling thirty gallons per week. Thereby keeping the cost approximately the same for the small store as compared with the larger store; and in addition keeping the cost for service to the ice cream manufacturer in exact proportion to the gallonage sold; and (2) the store would pay the same in the cold season as it does in the hot season, since the stores would require less holes to be serviced in cold weather.

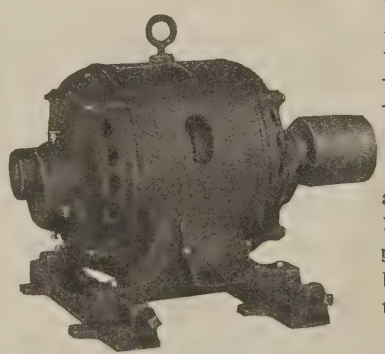
I notice a tendency in certain sections of the country to "bungle" this situation by levying a service charge of a stated sum per week per customer (regardless of the number of "cabinet holes.") By so doing the small dealer is being discriminated against to the manufacturers disadvantage. In other words it is saving at the spigot and wasting at the bung-hole.

The cost of service **per hole per week** varies from $2.00 to $3.50, and for that reason any flat charge which does not apply in direct proportion to the number of holes used by the store, is only a poor makeshift. Also the attempt to change the weekly service charge, for different seasons of the year, will in the end be very unpopular. The average cost, per service per hole per week, varies very little from season to season, and any charge that is based on a fair cost basis will always justify itself. Let us have no makeshifts, let us have a change which will thoroughly correct the abuses to which we have been subjected.

In conclusion allow me to impress upon you most earnestly the fact, that this method of charge is ultimately fair to the small dealer, the large dealer, the winter trade and the summer trade, and this economy of service will allow ice cream to be sold ultimately at a lesser figure, thereby increasing consumption, and at the same time provide a fair profit on each and every gallon sold.

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Squirrel Cage INDUCTION Polyphase Motors



7½ H. P. Motor.

Temperature Rise Not More Than 40° Centigrade.

1/6 to 75 Horse Power.

are made from the best grade of cast phosphor bronze bearing material obtainable.

The end brackets are so designed as to furnish real protection to the field windings, yet permit of free air passage, insuring good ventilation.

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ICE CREAM CONE FLOAT.



The Wheat Ice Cream Co., Buffalo, N. Y., excited much comment by this attractive float during Ice Cream Cone Week in June.



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Standard ice cream to standard weight per gallon regardless of kind or flavor, without adjustments. Once adjusted always adjusted.

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Your trade and their consumer-customers will hail this delicious treat with delight. It will warm the hearts of the dealers and loosen the purse strings of their patrons. That's what it's doing everywhere it is introduced. Besides, you'll welcome the ease with which you can make Fruit Custard Ice Cream with Reyam Brand Fruit Custard. All the bright fruit, rich custard flavor and attractive color needed for a ten-gallon mix is contained in a half-gallon. Order it—use it. Bide by the results.

Orange Pineapple

—either crushed pineapple or pineapple wedges; delicious for fancy bulk or brick cream, ices or sherbets. Also green and red crushed pineapple and wedges. All ready for prompt delivery.

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Is being used in the making of the most delicious peach ice cream in every section of the country. As delicious in taste as it's beautiful in appearance. Won't freeze hard. No. 10 cans and up to 50-gal. barrels.

Reyam Butter Scotch

Will always rule favorite because it has the true butter scotch flavor. Use it in your Butter Scotch ice cream or as a dressing for individual cups. Packed in No. 10 cans.

Tutti Frutti Mixture

Removes all worry from your mixed fruit ice creams or ices. Keeps perfectly to the last drop. Always ready for use, and shows its high quality in the brightness of the fruit.

The
CINCINNATI EXTRACT WORKS

422-424 W. FOURTH ST., CINCINNATI, O.

The 1924 Crop of Reyam Cold Process Strawberries is the finest we have ever packed.

MEMBER

A Fundamental Change in Service Policy

*By V. F. HOVEY**

A PERIOD of prosperity caused even the well informed ice cream manufacturers to become self-satisfied, and satisfied with their business policies. Prosperity brought competition, and competition has developed many ills.

It can be truthfully said that the policy of free service contributed, in a very large measure, to the growth and development of our industry, making our distribution more complete than it would otherwise have been, and making ice cream convenient to nearly every possible purchaser.



V. F. HOVEY.

There was a good reason to feel satisfied with the policy, which gave us maximum gross sales, and it is still probably true that it is good for the ice cream industry that there should be a retail dealer convenient to nearly every purchaser, but when competition has developed to the point where we have two or three retail dealers convenient to every purchaser, then we must admit that we have developed an ill that needs correction.

When we have six hundred stores selling no more ice cream than was formerly sold by four hundred stores, the expense of serving the two hundred extra stores is going to be paid either by the manufacturer, or the consumer. We have suffered from decreased sales per customer, meaning that the maintenance of a certain volume of business has required more service, more cabinets, more ice, more salt, more trucks and more labor.

We owe it to ourselves, to conduct our business economically and efficiently, otherwise, we are not deserving of public confidence, and we also cannot expect to retain the business of large retailers of ice cream, if we ask a price necessarily high, because of service costs which we cannot justify.

Our policy of free service had but few objectionable features, so long as we used reasonable judgment in determining the service we should give, but competition has, in most territories, made it difficult and often impossible to hold trade unless willing to give very unreasonable service, and service which our business will not afford.

There is always something wrong with any scheme that pretends to give something for nothing. Some of you will answer that our service cost has been included in our price for ice cream, however, you will have to agree that there has been no charge for service in any way related to the amount of service rendered. The demands for unreasonable service will disappear only if our retail customers are asked to pay for service in proportion to the service they require, and it does not seem that any other basis can be fundamentally sound.

In some territories, a discount schedule has been placed in effect, thereby penalizing the small dealer, and this, in some measure, has probably kept ice cream out of the stores that we should not serve, however, this policy has been lacking in one very great fundamental, in that it has not decreased the demands for service.

In some sections there has been an attempt to charge a certain sum, usually $1.00 per week, for service, when customers take less than a certain number of gallons, per week. Under this arrangement in most cases, the average customer was not asked to pay for service, and the charge was the same, whether little or much service was demanded. There could be no reduction in the price of ice cream, and the smaller dealers resented the charge, feeling they were being discriminated against, and, at the same time, figuring they were paying for service, demanded more service than ever before. All of this, in spite of the fact that the service charge was so small that the money collected amounted to very little. There seems to be nothing to commend the adoption of such a policy.

Theoretically, it would appear that we should have a proper base price for ice cream, when ready to leave our platforms, and then charge separately for every item of service we give, however, this would involve great detail, and probably considerable friction with our customers, and therefore, would be much less practical

* President National Association of Ice Cream Manufacturers. An address before 1923 annual convention, Cleveland, O., Oct. 23.



The Choicest Wood for Richmond Tubs

Only the choicest white cedar trees from this gigantic swamp of a hundred thousand acres are used in fashioning the Richmond White Cedar Tub. Only a wood with tremendous moisture resisting qualities could survive under conditions like these. It's this extraordinary quality of wood that makes Richmond White Cedar Tubs so economical.

Order a lot and you'll agree.

RICHMOND CEDAR WORKS
Richmond, Virginia



The Ultimate in Refrigeration Service

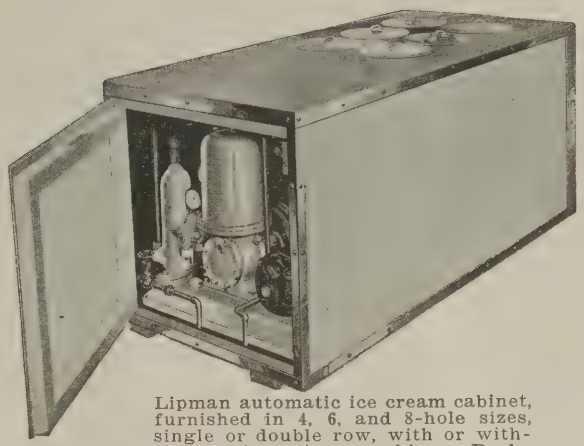
That is what Lipman full automatic refrigeration provides, because:

1. **It eliminates the cost and mussiness of ice.**
2. **It keeps a constant temperature in the hottest summer weather.**
3. **It prevents ice cream shrinkage.**
4. **It needs no attention except occasional oiling.**
5. **It gives you more actual working time.**
6. **It saves enough money all around to pay for itself.**

Isn't that conclusive evidence of the utility of a Lipman? Our distributor in your section can show you dozens of testimonials qualifying the above facts. And we can help you to **profit** on refrigeration.

Write us today—it obligates you in no way whatever.

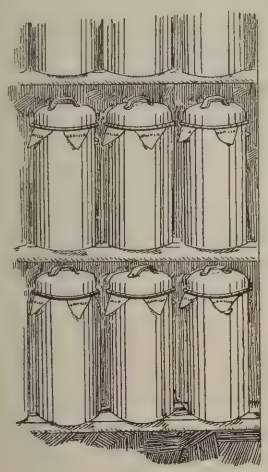
LIPMAN REFRIGERATION CO.
Dept. HH-8 BELOIT, WIS.
65 Sales and Service Stations in the United States

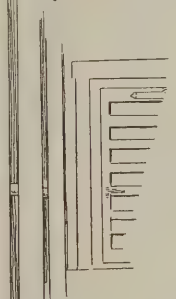


Lipman automatic ice cream cabinet, furnished in 4, 6, and 8-hole sizes, single or double row, with or without refrigerating machine. Back-bar and fountain installations also furnished.

Lipman
FULL-AUTOMATIC REFRIGERATING MACHINES

Systematized Hardening Room Storage





You wouldn't think of having your stenographer file letters without any indexes whereby they can be located without looking each one over. Then, why put ice cream in your hardening room without indexing the contents?

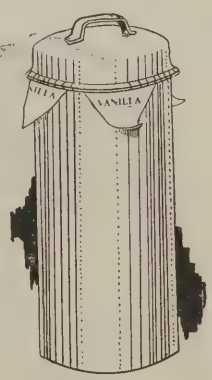
KVP

Indexed Can Tops

tell at a glance from any angle just what is in each can. Easily applied. They make even battered lids fit tight—excluding air, loose salt and dirt—perfect sanitary protection for the product.

Send for working samples and prices

Send for samples and prices of these handy labor-savers.



Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.

than some other system. . A service charge per cabinet hole, per week, seems to be fundamentally sound.

Service costs are usually spoken of as including ice, salt, cabinet expense, horse delivery and auto delivery. Usually a little less than one-half of our delivery equipment is given up to the carrying of ice cream, itself, and there seems to be no good reason why this part of our service should not be included in our service charge to be paid by our customers, as that part of our service cost which is applicable to the delivery of ice cream itself, would not be rduced by increased sales per cabinet hole. It would seem sound logic that our service charge should not exceed that part of our cost which covers cabinets, ice, salt and the delivery and packing thereof, in other words, it would seem that our service costs should cover those items, the cost of which would be reduced by the efficiency resulting from a service charge, and not that part which would cover the cost of delivery of ice cream, which would remain a fixed cost, per gallon.

One-Cabinet Hole Service Charge.

It is possible that others may give you what they consider a service cost of taking care of one cabinet hole per week. If this included the complete delivery cost including the delivery of ice cream, itself, then I think you should consider pretty carefully whether or not it would be advisable to make a service charge such as they give you, or if the service charge should, as I suggest, cover only that portion of our service cost which covers cabinets, ice, salt and the delivery and packing thereof, I am pretty sure that a serious error would be made if we attempted to collect a service charge covering the cost of the delivery of ice cream, as well as the items I have just mentioned.

Your total delivery and service cost may amount to $1.80—$2.00 per week per cabinet hole, but it is my impression that your actual service cost covering cabinets, ice, salt and the delivery and packing thereof, will cost you, during the summer months, about $1.25 per week, per cabinet hole, and your service cost per gallon will of course depend upon sales per cabinet hole.

I believe that a service charge in excess of $1.25 per cabinet hole per week, would be fundamentally unsound, unfairly penalizing the small dealers, whose business you would want on a basis giving you a profit, per gallon, which would be equal to, but not exceeding the profit per gallon you would make from larger customers.

It is much better to have a service charge that is too small rather than one that is too large. To make this clear, let us illustrate by assuming an excessive service charge of $4.00 per week per cabinet hole. If a customer sold five gallons per week, the charge would be 80 cents per gallon, whereas, if he sold 40 gallons, the service charge would only be 10 cents per gallon, making a difference of 70 cents a gallon between the cost to a dealer using 5 gallons and one using 40 gallons. You will of course agree that it will be impossible to make a saving of 70 cents a gallon in service costs. This is an exaggerated sample, but should bring home to you the fact that your service charge must be just about what your actual service cost is, or you will have a differential in costs to your dealers that will not be warranted and they will be harmful to you.

The tables, or examples, that I have prepared, and which I will endeavor to place before you on a blackboard, will indicate that a service charge of $1.25 per cabinet hole per week, should be the maximum to be considered.

Tables.

Assuming ice consumption per cabinet hole to be the same, whether sales be twenty, thirty or forty gallons per month.. Assuming one-half of delivery equipment is used for ice and salt. How much of the saving effected by a service charge is to be passed on to your dealers?

Assuming yearly average sales to be twenty-five gallons per cabinet hole per month:

	Your possible cost selling 25 gals. per cabinet hole per month	Same cost would vary as below on sale of 35 gals. per cabinet hole per month
Ice	.06	.0428
Salt	.03	.0214
Cabinets	.02	.0143

	Applicable to-del. of ice cream	Applicable to del. of ice & salt	Applicable to del. of ice cream	Applicable to del. of ice & salt
Horse Delivery Labor	.04	.04	.04	.0286
Auto Delivery Labor	.03	.03	.03	.0214
Stable Expense	.03	.03	.03	.0214
Auto Expense	.055	.055	.055	.04
	.155	.265	.155	.1899
	.42		.345	

1—Cabinet hole—Service charge $1.25 week—$5.41 month

25 gals. @ $1.15	$28.75	35 gals. @ $1.15	$40.25
Service charge	5.41	Service Charge	5.41

Total saving 7½c—passed on to dealer 6.6 cents.

25 gals. @ $1.366	34.16	35 gals. @ $1.30	45.66

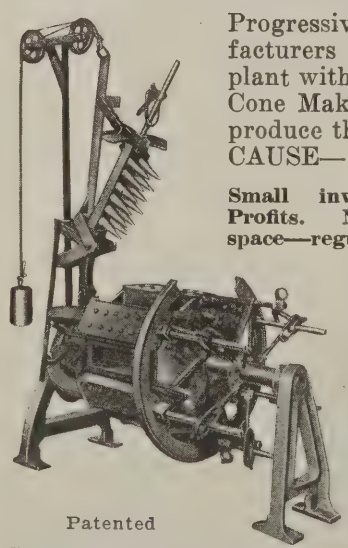
1—Cabinet hole—service charges 10c per day—$3.00 month

25 gals. @ $1.25	$31.25	35 gals. @ $1.25	$43.75
Service charge	3.00	Service charge	3.00
25 gals. @ $1.37	34.25	35 gals. @ $1.366	46.75

Total saving 7½c—passed on to dealer 4.4 cents.

(Continued on page 118)

NEW FIELD Opens for Ice Cream Manufacturers



Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones BECAUSE—

Small investments net big Profits. No extra labor or space—regular salesmen solicit orders — helpers bake cones. Fresh, Crisp, Delicious Cones increase ice cream consumption.

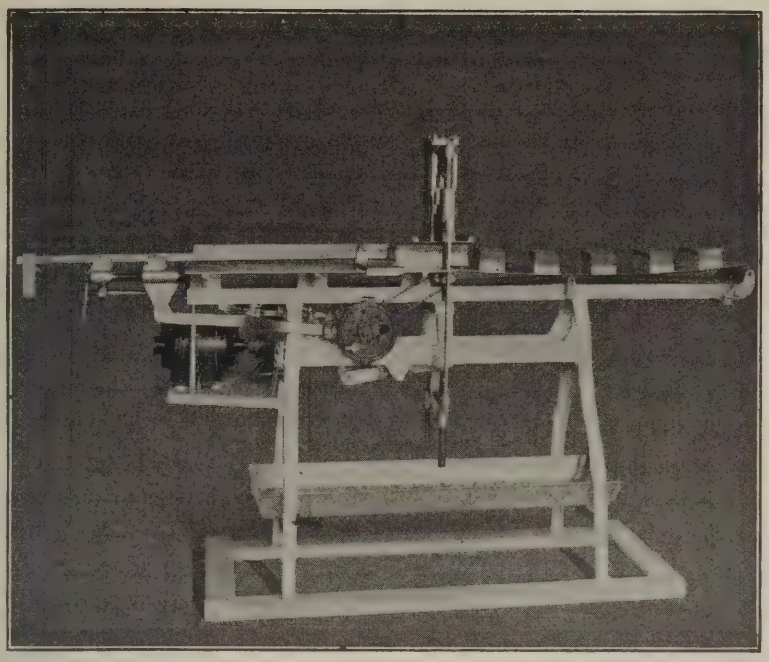
This machine saves time, space and positively produces a better cone at less cost than any other machine on the market — Write for details today.

Patented

Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

THE PHILADELPHIA ICE CREAM CONE MACHINERY AND ART METAL WORKS.

68 N. Fourth St. Philadelphia, Pa.



Cuts the Size You Want

All the Time and With Speed

UNIVERSAL
Ice Cream Cutting Machine

A hand or power operated cutting machine that is adjustable to any size piece. Cuts over 25000 Eskimo Pie pieces per hour.

All cuts are uniform in size. There is no variation between one brick and another. No waste or work to be done over again. No interruption of speed in your packing department.

For Accuracy—Reliability—Speed—Economy, Investigate

WM. E. KAY and SONS, Elyria, Ohio
MANUFACTURERS

Dependable Refrigeration at low cost

that pays for itself by eliminating the cost of spoilage as well as the ice-bills, to say nothing of the dirt and continuous bother of using ice. Has a capacity of one-quarter ton.

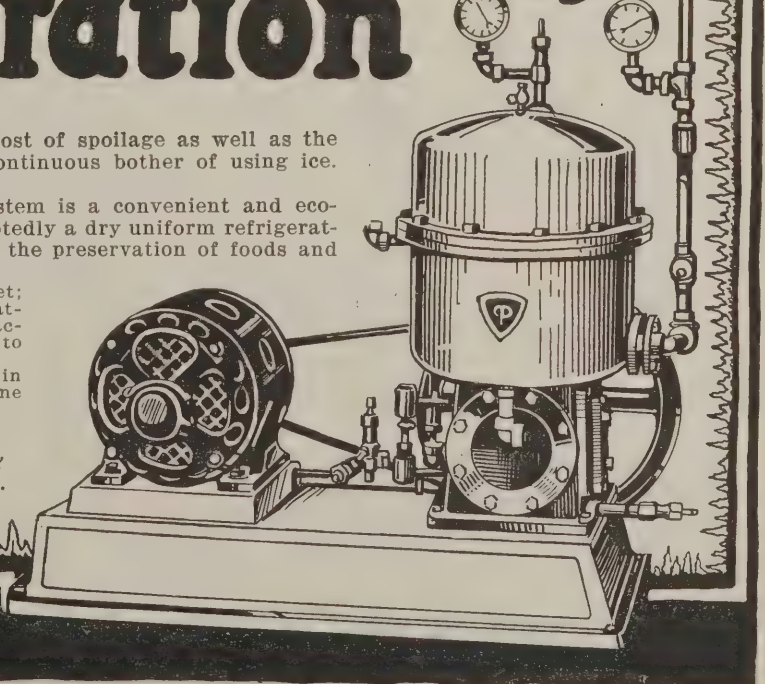
The ***C P*** Electrical Refrigerating System is a convenient and economical method of producing uninterruptedly a dry uniform refrigerating temperature, which is necessary for the preservation of foods and food flavors.

Connects with your electric light socket; regulates and controls temperature automatically; furnished complete with all the accessories and equipment, ready to connect to ice box or refrigerator.

We have 5,000 refrigeration systems in successful operation and guarantee this one in every respect.

Write for descriptive folder.

THE CREAMERY PACKAGE MFG. COMPANY
61-67 W. Kinzie St. Chicago, Ill.



SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

Assuming yearly average sales to be 20 gallons per cabinet hole per month.

	Your possible cost selling 20 gals. per cabinet hole per month	Same cost would vary as below on sale of 40 gals. per cabinet hole per month
Ice	.06	.03
Salt	.03	.015
Cabinets ...	.02	.01

	Applicable to del. of ice cream	Applicable to del. of ice & salt	Applicable to del. of ice cream	Applicable to del. of ice & salt
Horse Delivery Labor	.04	.04	.04	.02
Auto Delivery Labor	.03	.03	.03	.015
Stable expense	.03	.03	.03	.015
Auto expense	.055	.055	.055	.027
	.155	.265	.155	.1325
	.42		.2875	

1—cabinet hole—service charge $1.25 week—$5.41 month

20 gals. @ $1.15 ...	$23.00	40 gals. @ $1.15....	$46.00
Service charge.....	5.41	Service charge.....	5.41
20 gals. @ $1.42....	28.41	40 gals. @ $1.285 ..	51.41

Total saving 13¼ cents—passed on to dealers 13½ cents.

1—cabinet hole—service charge 10c per day—$3.00 month

20 gals. @ $1.25...$25.00		40 gals. @ $1.25 ...$50.00	
Service Charge.....	3.00	Service Charge.....	3.00
20 gals. @ $1.40 ..	28.00	40 gals. @ $1.235...	53.00

Total saving 13½ cents—passed on to dealers 7½ cents

I believe our interests would best be served by a service charge less than our service cost, but if there are those who think that the service charge should equal the service cost, then if my theory is correct, they should adopt such a change as will pass along to the dealer, exactly the same saving as is made by the manufacturer through increased sales per cabinet hole. If the tables given are of any value, they indicate that $1.25 per week per cabinet hole is just about the figure that will pass along to the dealer, a saving due to increased sales that will equal the decrease in cost to the manufacturer.

You can, of course, substitute your own figures, so that you will get results indicating just what your own operating costs permit you to do, but I am pretty well convinced that the examples shown illustrate a correct way of determining your saving, and you must have this information if you are to intelligently adjust your selling price..

I am quite strongly of the opinion that 10c a day, or 70c per week per cabinet hole would get just about as good results for you as a higher charge, and from the manufacturers viewpoint, has a very distinct advantage, in that you would find it necessary to make only a very small reduction in your base price and a good part of the saving in your cost, due to increased sales, per cabinet hole, would go back into your own pockets, for you might easily get a saving that would be double the differential saved by the dealers through increased sales.

Please get this point clearly, that a small service charge would probably be made effective with less friction, and at the same time leave the manufacturer a bigger part of the saving than would go to him with a larger service charge.

It has usually been my observation that a paper that tries to quote many figures is just about worthless, so far as getting across to any audience is concerned, however, this is a problem that cannot be analyzed by our members in a superficial manner, and if they want to dig out the facts, they have got to be willing to study figures and carefully analyze all that the figures mean, one of the most obvious results being that a lower service charge would be more serviceable than a higher service charge, if the manufacturer intends to pass along a reduction in price in any way consistent with the service charge he intends making and I, for one, do not believe any service charge can be made effective without an adjustment in prices fair to the dealer.

Those manufacturers having discount schedules are at a serious disadvantage in trying to start a service charge. This is due to the fact that they are already giving to the larger dealers a price differential similar to that which is established through the operation of a service charge, and it is therefore, quite hard to show the good dealers a saving. Those who have no discount schedule would, of course, find it mighty easy to show

Iceless Cabinets and Iceless Containers Talk of Cleveland Convention

Write us for the latest news regarding this subject :-:

R. J. DECY SALES CORP.
MARBRIDGE BUILDING
34th Street and Sixth Avenue
Room 555 New York City Phone Fitzroy 3688

Manufacturers and Sales Agents for

ICE CREAM EQUIPMENT AND SUPPLIES

Eastern Representatives for

U. S. FREEZERS
CHAMPION BREAKERS AND CONVEYORS
ICE CREAM CANS, BRICKS, TANKS, ETC.
TUBS, PLUGS AND CABINETS
PAINTS AND ENAMELS
SPECIALTY SANITARY FITTINGS
WIRFS AIRTITE GASKETS

Manufacturers and Selling Agents for Decy Iceless Containers for handling Ice Cream without salt or ice

DREW'S
Egg Yolk
Makes Better Ice Cream

SOLD IN ORIGINAL PACKAGE

Prices on Request

JAMES F. DREW & CO.
320 Broadway New York City

BURYING THEIR PAST



"Send your rusty or leaky cans to us. We will retin them and bury their troubles"

HOPWOOD RETINNING CO., Inc. 56 Commercial Street BROOKLYN, N. Y.

CHAS. R. PHILLIPS, President. F. J. MINGES, Vice Pres. L. W. CHAPIN, Sec.-Treas.

MEMBER

STANDARD VANILLA AND BLENDS

SERVICE VALUE

G.R.RYAN MANUFACTURING CO. INC.
VANILLAS *and* BLENDS
Rochester, N.Y.

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

the larger dealers that a service charge gives them a substantial saving, and an advantage over the small dealers that they have never before enjoyed.

It must be admitted, of course, that a small service charge would not provide a sufficient or fair differential between large and small customers, consequently it would be pretty hard to do away with a discount schedule unless the service charge was sufficiently high to at least maintain any saving that had been given to the larger dealers.

Depends Upon Local Conditions.

All of this indicates that a decision as to a high service charge, or a low service charge, should depend very largely upon your own particular conditions, and regardless of of all the above, the proper net price can be obtained with either a high or low service charge, so long as the right base price is used, therefore, **be careful that the base price is right.**

To intelligently consider service charges, each manufacturer should begin to keep a record showing monthly average sales, per customer; sales per cabinet hole, ice per gallon and ice per cabinet hole. These figures can be obtained easily by every manufacturer in the business, and they are essential if we are to know what we are doing when we make a change in our service policy.

I cannot answer, in full, all the arguments presented against the service charge per cabinet hole. The statement made that a service charge will hurt the completeness of distribution, making ice cream convenient to possible purchasers and therefore, decreasing gross sales is refuted by our experience. When we started in Schenectady with a service charge of $1.25 per week per cabinet hole, we told our large dealers that we anticipated the ice cream business would be driven into their hands because it would be found unprofitable by the smaller dealers.

As a matter of fact, our number of dealers decreased only about 10 per cent, many of the smaller dealers continuing to handle ice cream at very excessive cost, it apparently being their conclusion that they would handle ice cream at a loss, if necessary, so long as they had demand for it.

The completeness of distribution was certainly not hurt one bit and ice cream has not been made inconvenient to any purchasers in our city, in fact, we have largely increased sales in Schenectady, this year, due quite probably to the f act that we have had unusually good industrial conditions.

There surely is a tendency to restrict the number of stores handling ice cream which will mean a bigger volume of sales per customer. This will mean that our butter dealers will pay more attention to the ice cream business, and that ice cream will be more largely sold from stores that will be a credit to us, and from stores where ice cream will be kept in better condition and sold to the public in a more cleanly and wholesome way.

If distribution is not being overdone, then a service charge is not very necessary, but if it is being overdone, there is but little to the argument that gross sales will be seriously decreased.

Different Conditions in Winter.

During the winter season, we have a different condition, as but few of us have had distribution too complete during the winter months. With this in mind, and mindful of the fact that ice consumption per cabinet hole is much less in the winter than in the summer, we have decreased our service charge in the winter months to 75 cents per week per cabinet hole and I would urge upon all of our members, the adoption of a policy wherein only a modest charge will be made for service from Oct. 1st to April 1st.

Our special delivery has been considerably increased during the past summer, due to the fact that the service charge prompted many of our customers to get along with less cabinet space than was really required. We intend, next season, to do considerable missionary work among our customers, urging them to use the cabinet space they require, and if special deliveries still remain a burden, we shall seriously consider an extra service charge on special deliveries. I am not very strong for placing a penalty upon the customer who requires extra ice cream, and it is possible the condition can be met by having our drivers leave ice cream in tubs wherever it is going to be needed within a few hours.

(Continued on page 122)

Wall Superior Brick Cans



BUILT like Wall Superior Ice Cans, of heavy steel with leak-proof lid. All spoilage is eliminated and dealer good will maintained. First cost is no greater than that of inferior cans but, due to longer life and elimination of repairing and loss of products, they actually save you money.

P. WALL MFG. SUPPLY COMPANY
3058-3098 Preble Ave. N. S., Since 1864
PITTSBURGH PENNSYLVANIA

WALL SUPERIOR PRODUCTS SINCE 1864

The "Icicle" Nickel
Means More to You Now

Increased demand reduces our costs of icicle cartons. We pass the benefit on to you.

Send for some free icicle cartons. Have your dealers try out the "push-up" bottoms and you will quickly realize their popularity with the consumer.

Cash in on it—Now that the season is here, Icicle will help you boost your sales.

Icicle Sales Co. 132 South 13 St. LINCOLN, NEBR.

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

ACME

Custard Flavor *for* Ice Cream

It Costs 1½c to flavor 1 gallon Ice Cream.

To make

FRUIT CUSTARD

Use 2 oz. Custard Flavor and add a *small* quantity of desired fruit to a 40 qt. batch.

PERFECTO

The perfect Ice Cream Power.

It improves and stabilizes Ice Cream and Ices.

We do claim Perfecto will make Delmonico Ice Cream out of Hokey Pokey mix, but we can convince you it will improve any mix.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS

HANOVER, PA.

QUALITY PRODUCTS

Powdered Cream

Powdered Whole Milk

Powdered Skimmed Milk

Liquid Cream

Powdered Orange Juice

Powdered Lemon Juice

Why our Powdered Milk has that Good Flavor

ICE Cream Manufacturers are continually commenting upon the fact that Merrell-Soule Powdered Milk, when used in the production of ice cream, is found to possess all the delicious flavor of fresh milk. There is a definite reason for this—the special Merrell-Soule Continuous Evaporator! This evaporator, instead of boiling the milk (as is done in the ordinary condenser process) allows the fresh milk to run through a heat of 125° F. for a period of 80 seconds only. Thus, it does not destroy the flavor, vitamines, or enzymes. This truth can be readily understood by anyone who takes into consideration the fact that the old system requires from two to three hours in the evaporation process.

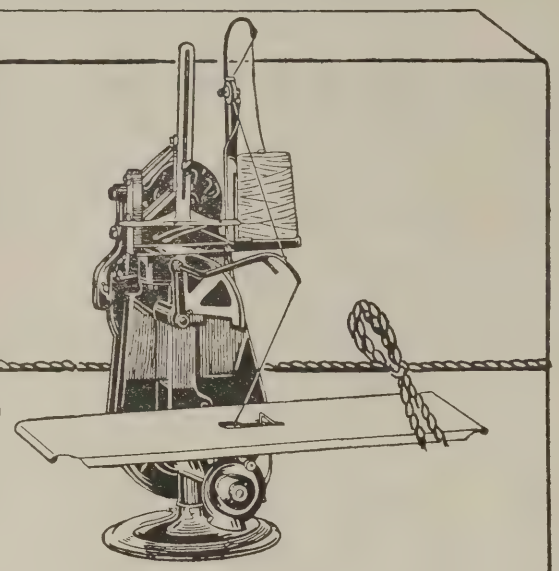
THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

ADVERTISEMENT NO 4

These advertisements, outlining the production of our chief product, POWDERED MILK, and truthfully stating the "reasons why" for its excellence, are available, complete in leaflet form, to ICE CREAM MANUFACTURERS. Write for them.

MERRELL-SOULE CO.

Syracuse, N.Y.



An Object Lesson In Neatness

No hand tyer, however willing and clever, can approach the neat, firm, uniform knots tied by

The "SAXMAYER" Bundle Tyer

This feature alone, is worth many times the price of the machine, if you value the appearance and security of your packages.

Saves Time and Twine

A "Saxmayer" Bundle Tyer will pay for itself in a short time, through the immense saving of time and twine.

Anyone can operate it, so you also eliminate the problem of experienced help.

Ten Days' Free Trial

We believe the best test of the merits of this machine is in your own plant, actually doing your work; so we offer you the use of a machine for ten days' free trial—no obligation.

Write us to send on a machine.

The NATIONAL BUNDLE TYER COMPANY BLISSFIELD MICHIGAN

In actual operation, a service charge with us has meant that a single packing outfit could take care of an increased number of customers; that our cabinet space requirements have been only about two-thirds of that used in previous years, and that we have had a corresponding decrease in pounds of ice consumed. The small customer cannot argue that he is being discriminated against, as our large dealers pay exactly the same base price, and the same service charge per cabinet hole as the small dealers.

We are confident there will be a dealer in every locality where there is a demand for ice cream, for dealers show very great regard for the wants of their customers.

If you hesitate about a change in policy, just consider what will happen to you if some aggressive manufacturer starts in your territory with a service charge. His customers will demand less sevrice, and the saving through decreased service will be passed along to his customers, which means that he can undersell you and he will gradually get your better customers unless you adopt a discount schedule, providing a very wide differential.

Conservatism is to be commended within limits, but not when it refuses to let you make changes when your judgment tells you there are unhealthy conditions in your business. Let us be not only aggressive but progressive.



PENNSYLVANIA PLANT BEGINS OPERATIONS.

The Pennsylvania Cone & Baking Co., 22 W. South St., Uniontown, Pa., recently began the manufacture of ice cream which is being distributed under the trade name of "Carter's." H. M. Sheffer, superintendent of the ice cream division, advises that the company "is enjoying a splendid business and is finding a ready market for their quality product."

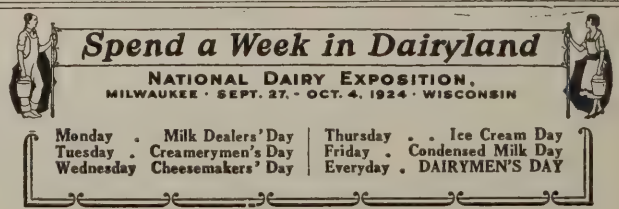
The newest and most modern machinery has been installed, according to reports, which makes possible the production of a high grade product. The company is equipped to manufacture 500 gallons of ice cream daily and the equipment is so arranged that additional units may be added as necessity demands.

A ten-ton ice machine was installed by a Pittsgurgh firm, and batch mixer and sixty-quart freezer were purchased from leading ice cream supply houses. The capacity of the hardening room is from 2,000 to 2,500 gallons. A large motor-driven ice crusher has been installed. Delivery service is handled by three trucks, one of which is equipped with a modern refrigerator body. Quality and service are the foundation on which the business is to be developed, according to officials of the company.

J. W. Abraham is president of the company; Robert J. Carter, manager and vice-president; Chas. L. Lewellyn, secretary, and Dr. A. O. Howard, treasurer. The manufacturing end of the business is under the management of H. M. Sheffer, who is a graduate of the Pennsylvania State College.



You'll make better ice cream if you subscribe for "The Ice Cream Review." It is a standard authority.



TEST PROVES ICE CREAM IS HEALTH FOOD.

(Continued from page 14)

SIXTY-EIGHT children from the first grade were given a fifth of a quart of ice cream every afternoon at 2. They were carefully weighed every two weeks. the last test taking place Monday afternoon.

Five-year-old Vivian Kramer gained the most, four pounds. From 44½ pounds, she went up to 48½. Lillian Glynn, 6, gained three pounds,and every child made some gain. Their cheeks were noticeably rosier, their eyes brighter. They were alert in their classes. Nobody played hookey for fear of missing "the party."

Two-year-old Elise Rita Maloney, having heard of the ice cream parties, slipped in at the last, hanging closely to her aunt, the first grade teacher.

"O, Auntie," she cried, beaming over her saucer, "I want to come to school every day."

FIFTY-ONE children gained a total of 69½ pounds by eating one-fifth of a quart of vanilla ice cream every school day for seven weeks.

Underweight is a common defect among children, and nutrition classes at which milk is served have been conducted at a group of schools, but the Dimitry school children were the first ones on which a systematic ice cream experiment was made.

By invitation, fifty-nine of them stood by their saucers and spoons to show of what stuff heroes and heroines are made. The weight of four remained stationary and four lost weight because of sickness, but the remaining fifty-one showed the effect of extra calories in sugar-coated and frozen form. The least gain was one-fourth pound, the greatest was 5½ pounds and the average gain was 1 and 7/39.

MOST of the children in this class were from the first and second grades. They were under weight from 1 pound to 15½ pounds. One 6-year-old featherweight wa only 34 pounds but she gained 2¾ pounds by the time the seven weeks were up. Weights were recorded at two weeks' intervals and Mrs. W. W. Clayton, home demonstration agent for Orleans Parish, considers that the gain from ice cream compares favorably with the gain made by children in the nutrition classes in which milk was served.

With one cup of vanilla ice cream rated at 400 calories, a one-fifth quart-serving represents 320 calories.

Naturally the school attendance of the picked fifty-nine was good. There was a group of willing substitutes, also underweight, subject to call when regulars were absent. There is no record of a case in which a substitute ruined his ice cream by salting it with tears shed for the absent one.

⚜

NEW BUILDING FOR FLORIDA PLANT.

The Ambrosia Co., Orlando, Fla., manufacturers of ice cream, will erect a new building on Boone and South Sts., the new building to cost approximately $40,000 and to be equipped with about $15,000 worth of new machinery.

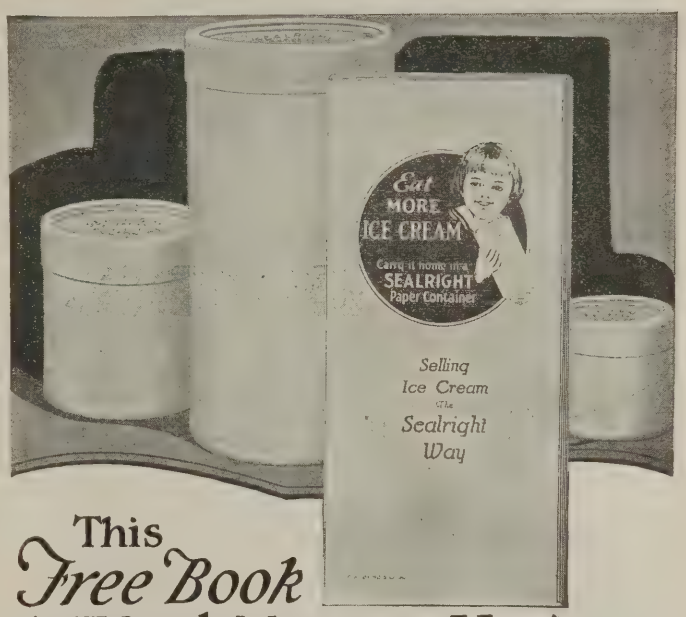
This plant will be the fifth one to be erected in the state by the ice cream company, and will have a daily capacity of 3,000 gallons. The company plans to make this building the most up-to-date ice cream plant in the state.

⚜

He: "What do you do for a living?"
She: "Im a dairy maid in a candy kitchen."
He: "Never heard of it. What do you do?"
She: "Milk chocolates."

—The Woman's World.

Bigger Ice Cream Sales



This Free Book is Worth Money to You!

Send for your copy today. It's filled with the latest money making ideas in the ice cream business. It tells not only how to make bigger ice cream sales, but how to make *steadier*, year-round ice cream sales.

It is based on actual ice cream manufacturing practice, and many ice cream manufacturers have already boosted sales through using it. It tells the complete Sealright story.

Package your ice cream in Sealright Liquid-Tight Paper Containers—100% leak-proof, drip-proof, crush-proof. All popular sizes from the ¼ pint and ½ pint to the gallon size and One-Time-Use Paper Packing Tray. Can be filled direct from freezer or by the Sealright Ice Cream Filling Machine. No special mix required. Write for samples, and your copy of "Selling Ice Cream the Sealright Way."

SEALRIGHT CO., INC.,
Dept. 28-AK
FULTON, N. Y.

Also makers of Sealright Pouring-Pull and Ordinary or Common Milk Bottle Caps and Sealright Paper Milk Bottles

Sealright
Liquid-Tight
Paper Containers

This Sealright window transparency identifies the manufacturers or dealers with Sealright Service. Sealright national advertising teaches the public to buy their ice cream where they see this sign. Send for free samples of the transparency and attractive window pasters.



Leffel Scotch Marine Boilers

At the Show

While you are attending the National Dairy Show at Milwaukee, Sept. 27th to Oct. 4th, you are cordially invited to make your headquarters at

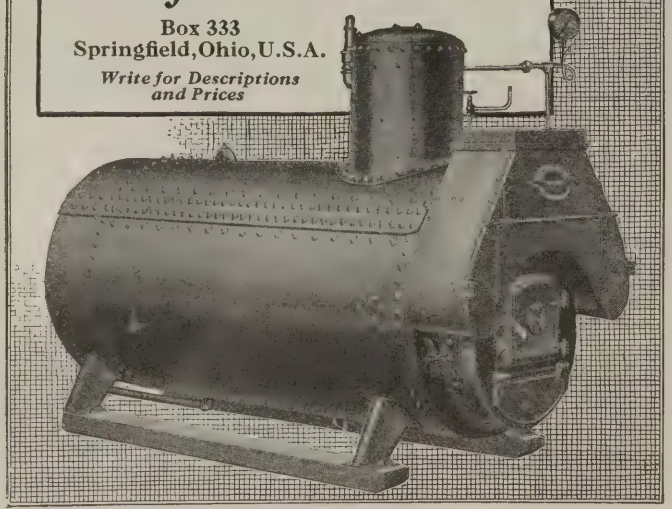
Booth 36

where you will find a most interesting exhibit of Leffel Scotch Marine Boilers.

The James Leffel & Co.

Box 333
Springfield, Ohio, U.S.A.

Write for Descriptions and Prices



TENNESSEE ICE CREAM CONDITIONS DISCUSSED BY FORMER BADGER.

A good report of conditions in the Southern ice cream industry was made by N. A. Pahlke, manager of the Liberty Ice Cream Co., Inc., Memphis, Tenn., while visiting in Milwaukee during the latter part of July. Mr. Pahlke, who formerly resided in Milwaukee, believes in the future of the South and its ice cream industry.

"Memphis is in an important strategic position to become one of America's greatest trade centers," he said on a visit at the offices of The Ice Cream Review.

He says Tennessee manufacturers are making a good quality of ice cream, having a good ice cream law and a condition of competition which makes quality ice cream imperative. Mr. Pahlke's organization, the Liberty Ice Cream Co., distributes only in the city of Memphis, not bothering with a shipping business.

Commenting upon the failure some months ago of one of the largest ice cream plants in Tennessee, Mr. Pahlke said, "Too much shipping. They reached too far without knowing what it was costing them to handle the distant business. The firm was making a good quality of ice cream, but instead of intensifying efforts in a safe radius of its plant, the management tried to stretch distribution too far. It reached the breaking point."

Mr. Pahlke has been located in Memphis for five years. He formerly operated a dairy farm near Milwaukee. He says the South is "a wonderful country in which to live and do business."

STEFFEN CO. WINS SCORING CONTEST.

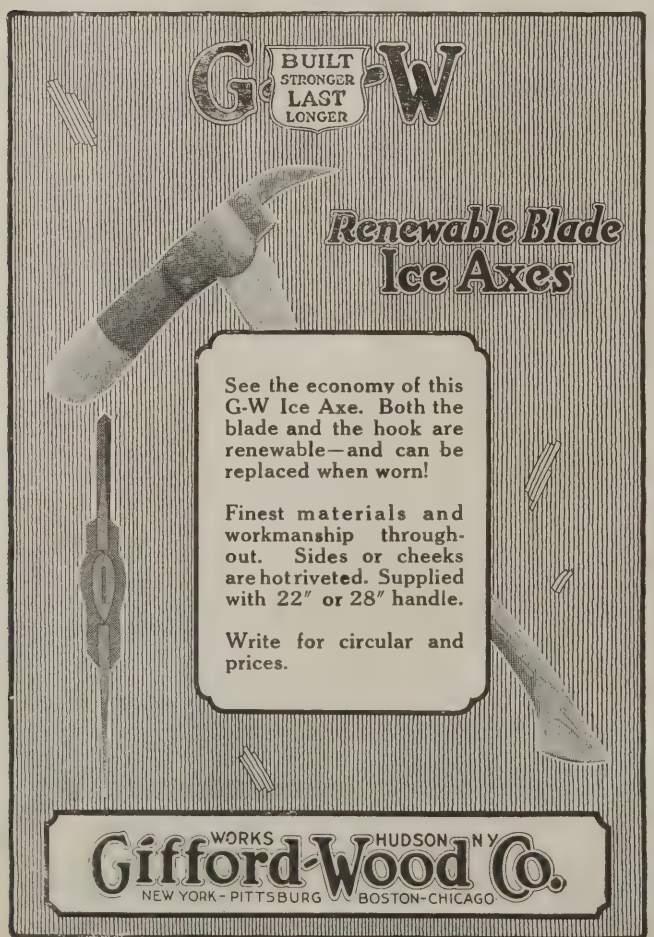
The Steffen Ice & Ice Cream Company's plant, Wichita, Kan., is where only quality ice cream is produced, as is indicated in the story appearing on page 30 of this issue of The Ice Cream Review. This is verified by the award of the Kansas State Agricultural College in a recent contest. The Steffen Ice & Ice Cream Co. made



the highest score of several samples submitted, its product scoring 98 points, while the nearest was 96, and others ranged as low as 71. Fifty-two manufacturers were represented from all over the state, says John W. McEwen, secretary of the Wichita firm.

This scoring contest was held to analyze ice cream on the following points: flavor, body, fat, solids, bacteria count, color and package. The bacteria count reflects the purity of ice cream and the Steffen company's product showed a count of only 3,000, while some samples counted as high as 1,000,000, it was reported.

If you want a Manager, Superintendent, Expert, Chemist, Bacteriologist, Operator, Pasteurizer man or help of any kind, "The Ice Cream Review" can help you find the best available man. If you want a position, "The Ice Cream Review" can help you as it has helped hundreds of others to secure a good position.



(See Gifford-Wood Co. advertisement on page 15)

KANSAS ICE CREAM MAN ADMITTED TO BAR.

Friends in the ice cream industry will be glad to hear of the double celebration that fell to the lot of Joe Morrissey of the DeCoursey Creamery Co., Kansas City, on July 13. On that day, which happened to be Mr. Morrissey's birthday, he was notified that he had passed the Missouri state bar examination. "Thirteen" seems to play an important part in this man's life, for his admission to the bar follows thirteen years of service with the DeCoursey creamery. He started as a bookkeeper when he was the only man employed in the office. Now he is assistant manager.



JOE MORRISSEY.

Mr. Morrissey attended to his duties at the DeCoursey creamery and found time to study law at the Kansas City School of Law. Among the friends in the industry who have extended congratulations are many ice cream men who saw him qualify as a 100 per cent candidate for the National Order of White Caps at the Texas convention several years ago. One of them notified Mr. Morrissey that he was willing to believe him "qualified to stand before any kind of bar."

⚜

MORRIS GIVES ROTARIANS "COOL" RECEPTION.

A "cool reception" was extended to the members of the Rotary Club by Charles G. Morris, president of the New Haven Dairy Company, when he conducted them through the company's new and modern ice cream plant, and acted host at luncheon served in the assembly hall of the plant. Although the weather was stifling hot, the guests were generally cooled off after leaving the hardening room where the temperature is kept at from five to seven below zero at all times.

President Morris and Howard Smith took great pleasure in explaining their latest type machinery and equipment to the visitors, initiating them into secrets of "America's greatest food dessert."

The visitors' enthusiasm for the sanitation and science exhibited was not even chilled by a visit to the final freezing station of the finished product, and officials were given a vote of thanks for the warm reception, even though it was "chilled."

⚜

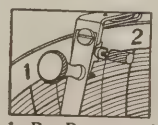
NEW YORK PLANT CHANGES HANDS.

Announcement was made recently of the formal transfer of the plant and business of the Sanitary Ice Cream and Milk Co. to the Ithaca Ice Cream-Valley Dairy Co., Inc., Ithaca, N. Y. Frank R. Anderson of New York City was made president of the new firm.

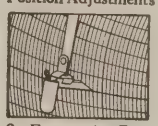
It was stated that engineers have visited the plant and made plans for extensive alterations and additions which will be made soon. The plant will then take its place as one of the best in that section of New York state, it was announced.

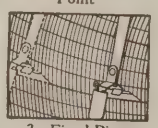


for TEMPERATURE
The FACTS in the CASE



1—Pen Pressure and Position Adjustments


2—Fountain Pen Point


3—Fixed Pivot



4—One Size Chart


5—One Turn Chart Holder


6—Improved Case

Inside the case you will find the reason for the extraordinary ruggedness and accuracy of TAG Recorders. By reason of a patented cam arrangement, the TAG is the ONLY Recorder with uniform chart graduations for ALL ranges. A special seasoning process prevents "setting" of the spiral spring. The development of a single-piece welded bulb and of a capillary tube of exceptionally fine bore are other TAG achievements. The following distinctive structural features also contribute to TAG superiority.

1—Pen pressure adjustment and pen position adjustment, the latter providing an exact and convenient means for correcting accidental bending of pen arm.

2—Fountain pen point writes a clean sharp record line and requires less frequent filling. The non-corrodible pen arm is inverted so that ink cannot run down into operating mechanism.

3—Accuracy of time indications is assured by mounting pen arm on a FIXED pivot so that pen point will always follow radial lines of chart (with clock stopped). Positive pen-arm stops, specially designed clock, convenient clock starter-lever are other features.

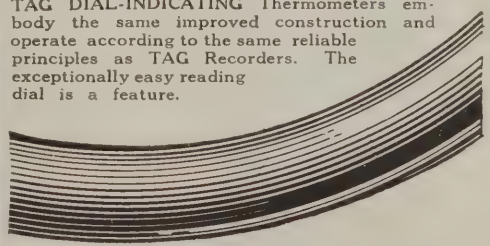
4—By standardizing on one best size of chart, manufacturing costs have been reduced making possible unusual refinement of construction at the usual price.

5—Improved chart holder, secured to case by light chain, is attached and removed with a single turn. Charts are printed in green ink on specially seasoned high quality ledger paper.

6—Improved case construction incorporating moisture-proof feature, if desired.



TAG DIAL-INDICATING Thermometers embody the same improved construction and operate according to the same reliable principles as TAG Recorders. The exceptionally easy reading dial is a feature.



Send for Catalog 0-520

C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN, N.Y.

Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769

TAGLIABUE MFG. CO. N.Y.

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

CONDITIONS IN THE CONE INDUSTRY.

"What are conditions in the ice cream cone business?" The question was asked Max Goldberg, vice-president and general manager of the Consolidated Wafer Company, one of the largest manufacturers of ice cream cones in the country. Mr. Goldberg pointed out some things about this business.

"Up until June 30," he said, "business was much below normal. The reason is known to every one—cool weather. But just how cool it has been is not generally appreciated. In the first six months of 1924, there was a total temperature deficit of 383 degrees. The weather man had no spring in his step at all this year. Many dealers wondered when they were going to sell their cones, but the first few hot days made them forget to wonder.

"It is when the real warm days come that the nation changes its diet and the ice cream cone comes into its own as a cooling confection of wonderful nutritive value. Hot dinners give way to cold suppers. The wife of Mr. Business Man meets him at the office with the car and a luncheon kit that has been quickly packed. A few miles out in the country and they make a last stop at the little general store or the roadside stand for a dessert that requires no preparation—ice cream cones.

"In every city and hamlet through the country, the little folks—and the big folks, too—think first and most frequently about ice cream cones when they want refreshment. Sales that were missed in May and June are going to be crowded into August and the fine, clear days of September. When records are closed for the year, 1924 will equal 1923 in cone sales."

* * *

LADD BUILDS NEW FACTORY.

The John W. Ladd Co., with offices in Detroit, Cleveland, Columbus and Cincinnati, announces the completion of its new factory, located at 5840 West Jefferson Avenue, Detroit. The new building is located on the Michigan Central Railroad and has private siding.



The Ladd company was compelled to increase its factory space for the manufacture of the Blue Line group of machinery and supplies, including bottle and can washers, tanks, pasteurizers, batch mixers, starter cans, weigh cans, etc.

The new factory is a good example of modern factory construction with top and side skylights, unusual ventilating possibilities and organized construction.

* * *

ROCHESTER BRANCH IN NEW LOCATION.

The Armstrong Cork & Insulation Company announce the removal of their Rochester, N. Y., branch to new and enlarged offices with greatly increased warehouse facilities at Nos. 205-209 West Main St., Rochester, N. Y. This change was effective July 1, 1924.

* * *

NEW SUNDAE CONTAINER.

Officials of the Eastern Paper & Box Co. of Boston, specialists with the ice cream manufacturers, announce a new container for ice cream sundaes, which they claim to be meeting with much success. George T. Dooley of this company has been interested in the ice cream supply lines for a number of years. This company is the New England representatives for the Eskimo Pie Corp., the John H. Mulholland Co. and other manufacturers.

* * *

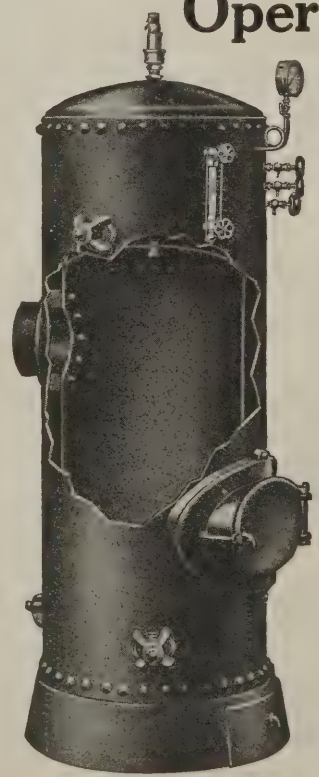
SHELDON ADDRESSES MONO SERVICE COMPANY DISTRICT MANAGERS.

Arthur Frederick Sheldon, founder of The Sheldon School of Salesmanship, twice addressed the district managers of the Mono Service Co. at the home office, Newark, N. J., during the seventh annual sales conference, June 30, July 1 and 2.

Under the leadership of Elmer Z. Taylor, vice-president, and Elbert Beeman, general manager, an interesting and instructive program was arranged for the conference.

District managers from every section of the country were in attendance. Meeting with them were the executives of

For Economical Plant Operation



Gem Flueless Boilers

In sizes from 1½ to 30 H.P. are real economizers of fuel, time, investment and up-keep appropriations.

Write for full details of construction, operation and cost of installation.

The Gem City Boiler Co.

Dayton Est. 1895 Ohio

the company as well as the operating managers of the manufacturing division.

The Mono Service Co. manufactures the "Kleen Kup," a paper package for food products, also jardinieres and vases made of wood fiber, known as Monoware.

* * *

It was recently announced that Al W. Zimer, Jr., resigned his position with the Solar-Sturges Mfg. Co., of Chicago. Beginning July 15, Mr. Zimmer will be associated with H. H. Halvorson of Kansas City, Mo., dealing in industrial properties, business locations, warehouses and factory sites. Mr. Zimmer's offices will be in the Waldheim Building in Kansas City, and he advises that he will be glad to see any of his friends in the ice cream industry whenever they are

* * *

At a recent meeting of the board of directors of the John W. Ladd Company, it was decided the company would take out insurance for its employees, according to recent announcement. A graduated scale for employees is being worked out something like the following: $500.00 after the first three months, $750.00 after the first year, and $250.00 for each year thereafter until a maximum is attained. A large number of employees have been with the company for ten years and over. There are about 150 employees in the company.

* * *

Howard H. Hahn, architect, formerly in charge of the architectural department of the Davis-Watkins Dairymen's Mfg. Co. and engaged exclusively in the design of plants for milk and milk products, announces removal of his offices to Room 524 Madison Terminal Bldg., Chicago.

Trade Literature

NEW MOTOR BULLETIN ISSUED.

The Howell Electric Motors, Howell, Mich., is distributing its new catalog of Howell Red Band motors. These motors are described as distinguished by "out-of-the-ordinary constructive features." These motors, according to the pref-



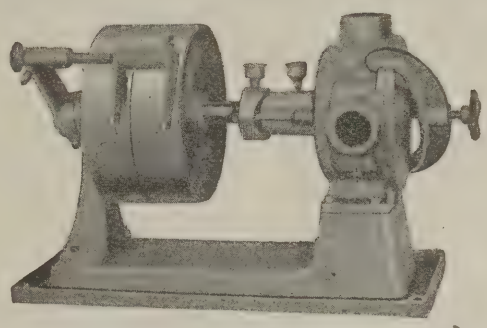
ace, were designed to avoid three common defects—bearing troubles, stator insulation breakdowns and rotor troubles—and to give "long-continued service, even under most rigorous conditions." The catalog is strikingly illustrated with the different types of the Howell motors.

* * *

ICE CREAM RENNET AND COLOR.

Chr. Hansen's Laboratory, Inc., Little Falls, N. Y., have issued a very attractive booklet written by Prof. W. W. Fisk, based on a series of experiments in the use of rennet in ice cream making. It is claimed that the use of rennet in ice cream is effective in improving the smoothness, apparent richness and healthfulness of the product.

The same company has an ice cream color which is becoming popular with the trade. If you are interested, write them for "Some Ice Cream Problems Solved," by Professor W. W. Fisk. There is no charge attached to this booklet.



A ROTARY PUMP WITH HIGHER EFFICIENCY

Operating at a low R. P. M., and with a minimum power requirement, the Viking Rotary Pump delivers an unusually high efficiency, even under extremely difficult conditions.

Built ruggedly of best materials and involving an improved pumping principle, the Viking has become the universal choice for every pumping purpose.

Could you ask for greater proof of what the Viking will do in your plant than that over 50,000 are now in successful use?

New, enlarged catalog, showing Vikings for every use, mailed upon request. Ask today.

VIKING PUMP COMPANY
CEDAR FALLS, IOWA
BRANCHES

B. F. Schirmer Co. - - - - - - - - - 342 Madison Ave., New York City
Schirmer Co. - - - - - - - - - - - - Finance Bldg., Cleveland, Ohio
Viking Pump Co. - - - - - - - - 549 W. Washington Blvd., Chicago, Ill.
Norton Paper Goods Co. - - - - - - 719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co. - - - - - - - 204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co. - - - - - - - - 519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co. - - - - - - - - - - - - Houston, Texas
Menge Pump & Mach. Co. - - - - 862 Tchoupitoulas St., New Orleans, La
De Laval Pacific Co. - - - - - - - - 61 Beale St., San Francisco, Calif.

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



Vacuum Pan.

Write for Prices.

We can furnish these small size equipments in vacuum pan sizes ranging from 8″ diameter to 36″ diameter, with suitable forewarmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U. S. A.

"Hy-Speed" Mixer
WITH
"PUSH-PULL" Propellers



Saves Time and Money

Portable!

Clamps to any tank in one minute.

Makes any holding vat a mixer.

Dissolves Sugar and Powdered Milk in a fraction of the time required by other methods.

Connects to lamp socket.

Absolutely Sanitary.

TYPE No. 4
Cap. 20 to 200 gal. Price $75.00

Sizes from 5 gal. Cap. to 1000 gals.
Price $37.50 to $135.00 complete.

ALSOP ENGINEERING CO.
49 West 63rd Street NEW YORK CITY

Standardize The Color of Your Ice Cream

BY USING THE NEW

Nafis Standard Ice Cream Color Rods



Each glass rod contains four shades for one flavor. Made for the three popular flavors: VANILLA (including egg ice creams), STRAWBERRY and CHOCOLATE. Colors based upon the opinions of ice cream experts.

PRACTICAL — DEPENDABLE — INEXPENSIVE

Buy through your jobbers. If they do not stock NAFIS GLASSWARE write for our circular on NAFIS STANDARD ICE CREAM COLOR RODS and the names of our distributors in your territory.

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glassware for Testing Milk and Its Products

17-23 North Desplaines Street
CHICAGO, ILL.

REDUCED RATES TO DAIRY EXPOSITION.

Railroads throughout the country have announced special rates to the National Dairy Exposition. Announcement recently was made of the granting of fare and one-half of the current one-way fares on the certificate plan by the Southwestern Passenger Association. The dates of sales are given as follows:

September 23-29, inclusive, from Oklahoma and Texas.

September 24-30, inclusive, from Arkansas, Kansas, Louisiana and Missouri.

Final honoring date: October 8, 1924.

Territory:

Reduction will apply from all points in Southwestern Passenger Association territory.

Railway secretary:
H. H. Anderson, 910 So. Michigan Ave., Chicago.

Joint Agent:

A special agent will validate certificates on September 29 to October 4, inclusive.

ICE CREAM FOR THE KIDDIES.

It was a grand and glorious Fourth of July for the children in Lawrence, Mass., when the Jersey Ice Cream Co. of that city donated many gallons of their delicious ice cream so that every girl and boy received an ample portion of ice cream, free of charge.

Arrangements were made for the kiddies to fall in line to receive their refreshments, but it is needless to say that there were many "repeaters," especially after getting a taste of that "wonderful ice cream," using the term of those who had received their first portion of the frozen Jersey product. The Jersey Ice Cream Co. manufactures a high grade product, it is said, and the sanitary conditions at their plant assure a pure and clean product, which is one of the best possible foods to build strong, healthy bodies in the young.

NEED ANY HELP?

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.



This is the Huntington, W. Va., plant of the Imperial Ice Cream Co. The members, managers and superintendents of this company, by the way, read every issue of The Ice Cream Review.

C. W. SMITH BECOMES ICE CREAM MANUFACTURER AGAIN.

Readers of The Ice Cream Review in many sections of the country will be much interested to know that C. W. Smith, formerly Southwestern representative of the Hudson Mfg. Co. of Chicago, has returned to the ice cream manufacturing business. It is well known that Mr. Smith was for several years engaged in the manufacture of ice cream in Texas before joining the Hudson Co. He was widely known, not only in Texas and other Southern states, but in many parts of the country where he traveled.



C. W. SMITH.

After an absence of two years and eight months, he has returned to Dallas and opened an up-to-date plant of 1,000 gallons capacity, doing business under the firm style of Smith Ice Cream Company, manufacturers of pure ice creams and fruit ices, 912 South Harwood St., Dallas. He advises The Ice Cream Review that "everything is the best that I could buy." His freezers, pasteurizer, holding vats and viscolizer were bought from leading supply houses in the country. His hardening room has a capacity of 5,000 gallons.

Mr. Smith's plant is built adjoining the Pure Ice and Cold Storage Co., from which he gets refrigeration, power, steam, water and light, on a gallon manufactured basis. He reports he is making only a high grade product and only soliciting the better accounts. A number of his old customers and friends are "coming back" to do business with him, he says. He began production on July 2, having been held up for 45 days on building.

Mr. Smith has not altogether quit the brokerage business that he has been working on for the past two years, still representing the Hudson Mfg. Co., the Grand Rapids Cabinet Co., and the Atlantic Gelatine Co.

"You may tell the Texas Longhorns, Kansas Jack Rabbits, Oklahoma Wolfhounds and Dixie Flyers that I will still be a member and do all in my power to make the meetings a success by attending each one and helping in my feeble way to promote the industry to further success.

"You know after a man has had his feet wet for 25 years in the ice cream factory they will get kind of crusty if he stays out, so my feet had begun to dry out and as I didn't want them to go back on me, I decided to return to the game again. If I can sell the people that have moved to Dallas in the last two and one-half years, I will have a wonderful business, as Dallas is growing fast, about 2,500 families a month, so you see I have lots to work on."

BRANCH OFFICE MOVES.

The Armstrong Cork & Insulation Company, Pittsburgh, Pa., announced the removal of their Omaha, Neb., branch to new and enlarged offices at 532 Peters Trust Building.



Plain design cones are out of style. They are fast being discarded for the newer design having the Breakage Protection Nesting Ring. THIS VALUABLE FEATURE IS PATENTED BY McLAREN

McLaren's "Real Cake" (Double Ring) Cones are a big improvement over other brands, not only in practical design, but in taste and flavor as well. They're packed in a strikingly attractive three-color carton.

BE UP-TO-DATE — HANDLE "McLAREN'S"

The McLaren Products Co.

PEORIA ILL. — DAYTON OHIO — KANSAS CITY MO.

Ice Cream Engineering

Sanitation Has Good Advertising Value in its Protection Against Epidemics

*By R. SWARTS**

MR. CLIFFORD IVES attended a convention at Chicago not very long ago, where he heard one of the vice-presidents of General Motors give a talk. This man gave the following definitions.

"**Research**"—When you want some money, and do not want anyone to know what you want it for, you say it is for research.

"**Scientific**"—Something you can talk about that you do not want anyone else to know about. You may or may not know anything about it yourself.

"**Technical**"—Something you know very well no one else knows about, and you know nothing about it yourself.

"**Expert**"—An expert is an ordinary man away from home.

These definitions coming from a man like that rather dishearten a chemist or engineer, for they are four of his pet words. Let us look over a business man's terms and, maybe, we shall find some that are just as funny.

"**Overhead**" might be called bookkeeping research; "**credit**" might be called scientific honesty or dishonesty; "**incorporating,**" technical organization, and an **auditor** an expert bookkeeper away from home.

No, vice presidents must not throw stones at the House of Science; it may be made of crystal quartz and the rocks may bounce back and break their own glass house. Rather let managers and scientists overlook each other's peculiar ways and build together, the manager with his control of money, men and markets, and the chemist and engineer with their knowledge of machinery, materials and methods.

We will consider the latter three: machinery, materials and methods with respect to ice cream making, the engineering or scientific control of which means benefits to the owners in the shape of a high quality ice cream and a good profit from the sale of it.

IN THE buying and using of machinery, there are many factors to be taken into consideration. A few of these, I will discuss briefly.

1. Can the machine pay dividends in your plant?
2. Has it the most economical capacity?
3. Is it of proper materials and design?
4. Is it easy to keep in a clean and sanitary condition?

Figuring profits on a machine is a relative proposition. You figure the cost of operating the machine per gallon of finished cream and compare it with the cost of another method of performing the work and the difference is called profit. Of course, there are factors like convenience and appearance which are hard to estimate in terms of costs per gallon, so experience and common sense may alter the figures somewhat.

Machinery is most economical when it is run near the capacity for which it was designed, and is in operation a considerable part of the time. However, in actual practice, it is often more economical to use a larger capacity machine, so that the labor cost on the

* Address before 1924 convention of the Ice Cream Manufacturers' Association of South Dakota.

"SUPERIOR" TUB COVERS

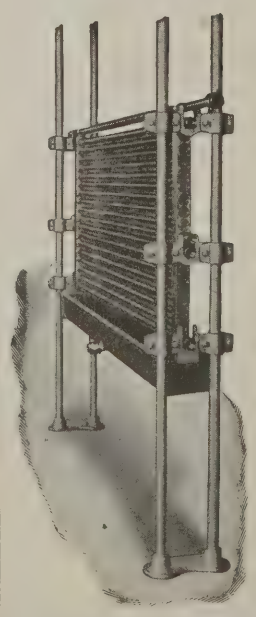


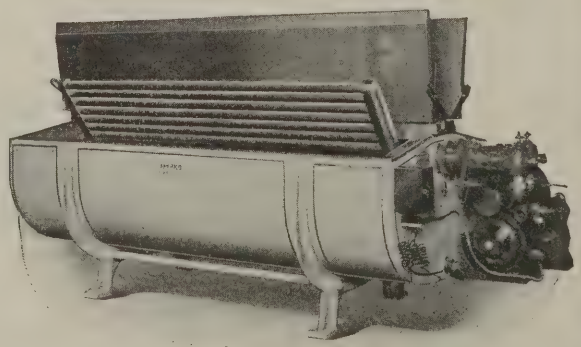
Made for Service
of extra heavy canvas. Double sewed and plenty of lap to cover tub. Ample in size.

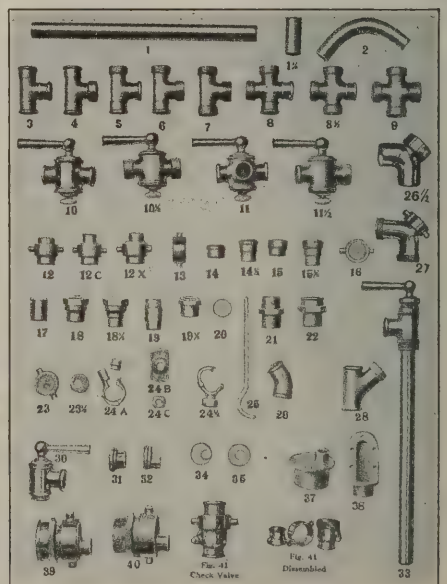
Write for Samples and Prices

Scott Mfg. Co.
1501-5 Howard St.
OMAHA, NEBR.

"AMERICO"
Equipment of the Better Kind
DURABLE — EFFICIENT — SANITARY







American Copper & Brass Works
610-616 E. Front Street CINCINNATI, OHIO
Manufacturers of Dairy Equipment

INTERNATIONAL FITTINGS

operation is lowered. Every combination is different and requires its own solution, but economy and efficiency are always the result of accurate study of details.

Ice cream machinery is still in the "hand-me-down" stage. We hope it will soon arrive at the "tailor-made" stage, as is the case in a good many other industries. For example, the Mesabi Iron Company, a large, new mining company, designs and installs practically all its own machinery. That means they pay only the manufacturing cost of the machine, and save the selling and guaranteeing costs, besides getting a machine which fits their plant like a $150 tailor-made suit of clothes.

DAIRY machinery manufacturers and producers are realizing the high cost of keeping machinery clean and sanitary and the necessity for simple design.

Sanitation has good advertising value; it is a protection against epidemics traced to your plant and is essential to a clean tasting ice cream.

You know the appeal that a bright, clean-smelling machine has to the public. You, also, probably know that to the average visitors to your plant, sanitation is only skin deep and if a pipe is polished real bright on the outside, they are satisfied. But the manufacturer should not be satisfied with a sparkling exterior.

A big war is waging between bacteria and the ice cream makers. It is a long, hard war, too, with no quarter given. The bacteria live in cracks and corners and want to invade the lactose and proteins of ice cream. If they succeed, the lactose becomes sour lactic acid, and the proteins become putrid or poisonous compounds. To oppose these enemies, the ice cream maker must do one or all of three things:

1. Keep out as many as possible.
2. Kill all he can.
3. Stop the rest from growing.

The scope of materials used in ice cream is widening every day. Professor Washburn told me the other day about a firm making condensed milk with very little lactose in it. The quality of raw materials is also improving as we gain knowledge as to what constitutes quality.

You have probably seen the score card for ice cream in the recent issue of a trade publication. It recommends:

Flavor and palatability	45 to 50 points
Body and texture	20 to 25 points
Composition	15 to 20 points
Package and color	0 to 5 points

This score card is based on the way the buying public prefers ice cream. It means that by far the most desirable quality of ice cream is its flavor and palatability. To get 50 points on this score means having good, clean flavored raw materials. This means watching sources. Here laboratory methods are helpful.

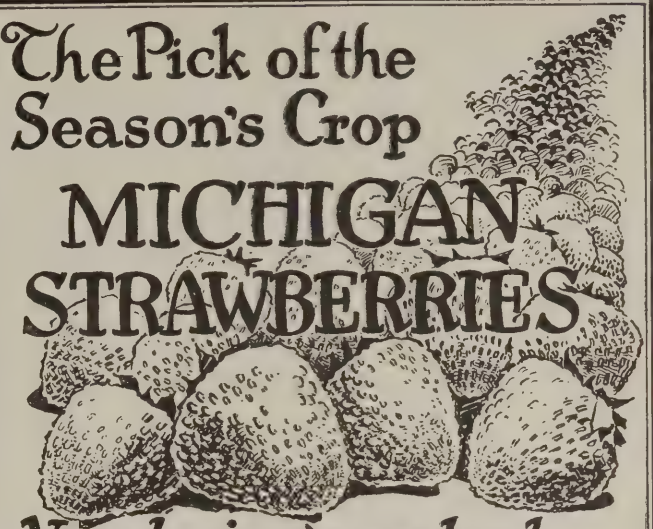
The laboratory tests not only raw materials, but produces uniformity of product. Uniformity is very necessary. If you are putting out a 14 per cent product, an occasional batch of 15 per cent cream not only costs much more, but the trade is no better satisfied. If you have 1000 pounds of mix, 14 per cent fat means 140 pounds and 15 per cent 150 pounds. The difference of 10 pounds would have made 83 pounds of mix, or 9 gallons. This extra 9 gallons of mix would have made about 16 or 17 gallons of ice cream.

Uniformity is important, but not as important as choosing your formula. Briefly, the effect of each ingredient on the finished product is:

Butterfat gives a richness of flavor and smoothness

The Pick of the Season's Crop

MICHIGAN STRAWBERRIES



Now being packed by CONNOR'S

COMPARE Michigan Strawberries with any others grown and you will discover extra deliciousness that you will want to impart to your *Strawberry SPECIALS.*

CONNOR'S provides the opportunity for you to secure the very pick of the season's crop. Located right in the heart of the famous Michigan fruit belt, CONNOR'S has access to an almost unlimited supply of these luscious, full-flavored, temptingly delicious berries.

Special Offer

Send for a trial 10-gallon keg at $2.65 per gallon. Try a gallon in a sample batch and if you don't agree that they surpass in quality any you have before used, we will cheerfully take the balance off your hands at our own expense.

Last year we packed several times the quantity packed the year before—and hadn't enough to supply the demand. This year we are again increasing our volume immensely in the endeavor to meet the tremendously growing demand.

Try CONNOR'S Michigan Strawberries once and you will insist upon them always.

Connor Fountain Supply Co.

112 North Ball Street

OWASSO - MICHIGAN

CONNOR'S QUALITY FRUITS

of texture not duplicated by any other ingredient. Too much makes a greasy, tallowy product.

Milk solids not fat give body, texture and food value up to about 12 or 13 per cent, when the ice cream tastes more like a custard, and there is danger of sandiness.

Sugar is a cheap solid, but too much makes the cream harder to freeze and pack, because it lowers the freezing point.

Gelatine acts as a protective colloid and emulsifying agent, tending to increase viscosity and retards ice crystalization. It makes the milk solids more easily digested.

What, then, are the correct proportions of these ingredients to use? Opinions differ widely, just as tastes do. I will mention two extremes. Mojonnier and Troy, in their book on "Technical Control of Dairy Products," say a composition of 8 per cent fat, 12.50 per cent MSNF, 13 per cent sugar, and 5 per cent gelatine makes a good cream. O. E. Williams and G. R. Campbell of the department of agriculture at Washington made an interesting experiment. They placed ice cream of varying proportions on the market where over fifty daily purchasers had an opportunity to choose between three different kinds without knowing anything about the composition. Each combination of three was sold for several days in order to get the true preference. They found: 82 per cent of the purchasers preferred 18 per cent fat, 10 per cent of the purchasers preferred 15 per cent fat, 7.6 per cent of the purchasers preferred 12 per cent fat, More than 60 per cent of the purchasers preferred 19 per cent sugar, more than 30 per cent of the purchasers preferred 16 per cent sugar, more than 50 per cent of the purchasers preferred 12 per cent MSNF, and more than 60 per cent of the purchasers preferred 1 per cent gelatine.

Here are two extremes, one low and the other very high. Averages are much more interesting than extremes. In a survey of thirty-one of the largest and most up-to-date manufacturers in the country, the average composition was found to be:

Fat	11.52 per cent
MSNF	10.55 per cent
Sugar	13.95 per cent
Gelatine	.453 per cent

To do this as the average successful manufacturer does is pretty safe. Each one is making a good ice cream which will sell at a profit. Each one is avoiding the mistakes of the unsuccessful, and some of them are copying the methods of the big leaders. These leaders study the public's wants, and try to fill them. What does the public want? They want ice cream which will please their palate and their purse. Then, the most successful manufacturer is the one who pleases the purse and palate of the largest number of people.

NO PRODUCE quality ice cream requires attention to methods, as well as the kind and amount of materials. The physical formation of ice cream is an excellent problem for research in colloidal chemistry. Ice cream is a complex frozen structure—a fat emulsified in milk serum solids with air held in mechanical suspension. Like most emulsions, it is smoother when the fat and air globules are small. There are some things we know from experience will give us this combination, but we do not understand why. It is not like the process for whipping cream, by which air is incorporated at room temperatures and is held for a long time. A peculiar circumstance is that homogenization practically destroys the whipping quality of cream and yet it increases the whipping quality of ice cream mix.

(Continued on next page)

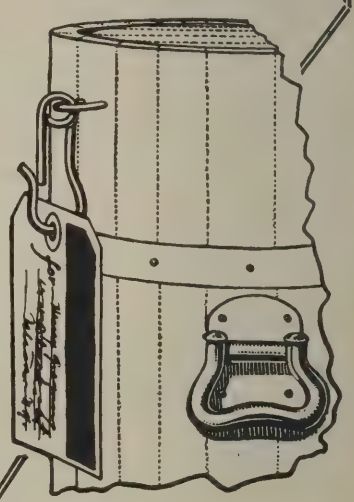
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Save Dollars

Why use expensive, untidy, time-losing strings or wires while tagging your tubs or pails of ice cream?

SNAP 'EM ON

and use our rust-proof tag hooks.

SAVE TIME—Figure the cost of strings or wires. Then think of the value of a man's time while tying the tags on your tubs.



CAN'T RUST

Our new type of hooks are made of SPECIAL SPRING BRASS. They sell at $1.95 per hundred, including staples. Besides a 10 per cent discount in lots of a thousand or more. Samples on request.

DALY BROS.
SCHENECTADY N. Y.

BAKER
System Refrigeration



Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order —"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65 D It's chuck full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.

So the issue stands. Ice cream manufacturers know how to get a high overrun, a cream of good standing-up qualities, a fast freezing cream, a very smooth cream, or a nice clean melting cream, but they do not understand why, and cannot get all these qualities into one mix. If they want a clean melting cream, they get it at the expense of good standing-up qualities, and a fast freezing mix is apt not to have the fresh, clean flavor they desire. The unfortunate requirement is having to make a cream which will stand up under abuse. I hope the coming of the mechanically refrigerated cabinet will make this a by-gone worry, like sandy ice cream.

Pasteurization and homogenization of the whole mix have come to stay. Those of you who keep records will know that it pays. Low bacteria counts and no lactose crystals to start sandiness are worth while. We are realizing the importance of accurate temperature and pressure control.

WHEN we think about aging, we wish someone would come to the front with information on the kinds of enzymes and their actions. We knew aging is an enzymatic proposition, for cream ages best without any perceptible bacteria growth. We know that with enzyme actions, the temperature, time and enzyme strength are all very important. Now, in aging mix, we can control temperature and time, but enzyme strength is a mystery. The ripener and improver manufacturers claim to know something about this, but they are so afraid of giving secrets away, that we suspect they are in the same boat with us—they know **how,** but not **why.**

So our methods need some **whys** now. The gelatine men needed some **whys** and they went together and hired Professor Downey to find out for them, and I believe already the gelatine industry is reaping the benefits of this research work.

I have spoken of the engineering side of the ice cream industry, the careful selection and operation of machinery, the vigilant watching of raw materials and accurate control of standardization, lastly that elusive question of methods.

All of this requires study and observation, which will be rewarded by a high quality ice cream and a profit to its producer.

⚜

NEW QUARTERS FOR WHEAT'S BRANCH PLANT.

The Wheat Ice Cream Co. of Buffalo, N. Y., has established new quarters in West Second St., Dunkirk, N. Y., to facilitate the handling of the growing business in that vicinity. Joseph Sappelt is the agent of the company and manager of the branch plant.

The ice cream handled by the Dunkirk plant is made in Buffalo and brought there daily by big trucks belonging to the Dunkirk plant. One of them is a refrigerator truck and the others contain compartments for ice cream and for chopped ice. A refrigeration plant has been installed, with a capacity of 7,000 tons of ice a day.

Mr. Sappelt has managed the agency for the Wheat Ice Cream Co. in Dunkirk for thirteen years, his equipment at that time consisting of one horse and wagon for delivering the frozen cream. Now a big business is handled by modern efficiency.

⚜

ADULTERATED MILK.

A school boy, writing an essay on the importance of a safe milk supply, had this to say:

"If you are a milkman and to the milk you deliver you added water or some other substance, you would be committing adultery." And the Bible says: "Thou Shalt not commit adultery."

Make and sell packaged sundaes—

Ice cream manufacturers everywhere, are cashing in on the Packaged Sundae Idea. You, too, can build up a worthwhile increased business with handsome

ADDITIONAL PROFITS

if you will make and market Packaged Sundaes. Use this beautiful snow-white package, printed with your own label in one or more colors. It is the one package that has proven practical — it actually builds the business. Send for convincing samples and full information. Ask for the Packaged Sundae.

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RE-TINNING
ICE CREAM & MILK CANS

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OLD, WORN OUT CANS LIKE NEW

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3753-63 E. 93rd Street CLEVELAND, O.

"Ice Cream as an Essential in Infant Feeding"

Test Shows That Frozen Beverage is in Every Sense a Health Food.
An Address Before 1924 Ohio Convention
By DR. LUTHER P. HOWELL

AS MANUFACTURERS of the commodity commonly called ice cream you have not only gone beyond your early-day predecessors, who had little idea of its food value, but you have by homogenizing your product builded wiser than you knew.

When one takes into consideration that butterfat of cow's milk contains the necessary vitamines in an available form for the baby of the cow, and furthermore, that homogenized olive-oil-milk has been successfully used for years it is logical to conclude that the generally accepted opinion that whole milk is deficient in fat-soluble vitamine in infant feeding may be erroneous, and that the mechanical process of homogenization may make it possible for the infant to emulsify and assimilate an adequate content of the necessary vitamine.

Research workers announced 20 years ago that untreated olive oil was not a food—that an ounce could be fed to a dog and an equal quantity abstracted from the foeces. Simply added to skimmed milk it has likewise proved valueless—yet when homogenized in the Walker Gordon Lab. at Boston, I witnessed for many successive weeks as a student of Maynard Ladd at Harvard in 1919 its functioning in "feeble-feeders" that would not gain an ounce on milk containing butterfat even as low as one-half of one per cent, regardless of percentage of sugar in the formula. In 127 feeding cases containing about the average of 25 per cent difficult to feed not one of the latter failed to gain each week on olive-oil-milk and not one death occurred in the summer of 1919 fed in this way. With homogenization as an essential factor in the above method it occurred to me in 1923 that butterfat in cases where it was not at all tolerated might be digested in the form of ice cream. A case weaned at six months when the mother supply totally failed developed a skin trouble and gained no weight. The butterfat was reduced by degrees to one-half of one per cent and finally skim milk and high sugar was tried but the weight was stationary and the child always fretful.

ICE cream equalling two per cent of butterfat was then begun. There was a gain the first and each succeeding week and the skin trouble disappeared in about three weeks. To make sure the skin disease was not due to milk proteins, scratch skin-tests were made for casein and lactalbumen and to guard against an upset from gelatine in the cream, tests were made of beef, pork and lamb-proteins. All proved negative and the subsequent feeding showed the tissues non-sensitive to any of said proteins. Five other cases were then given ice cream and skim milk plus malt sugar and none failed to gain and none had any untoward symptoms. These cases were all aged from 6 to 9 months.

Cod liver oil was not given and no deficiency disease developed.

(Since writing the above I started a baby of seven weeks at White Cross Hospital on ice cream and he gained from 6-6 to 7-4 or 14 ounces in six days. His birth weight was 6-2 and at six weeks when I first saw him it was 6-1, a total gain of "**minue one**" ounce. At the Presbyterian Clinic we tried a baby of 6 months on non-homogenized ice cream of known good quality and it was repeatedly vomited. Yesterday I started it on homogenized ice cream but have had no report of results.)

In the above method we conform to the principle that multiple carbohydrates and proteins are better tolerated by the body tissues. We have the milk sugar, malt sugar, cane sugar and in the orange juice used every second day still another variety. Likewise in the protein group we have the two milk proteins and in the gelatine that of beef, pork and as a rule mutton.

Furthermore, the hygiene of ice cream manufacture by modern methods, its aftercare, transportation and

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES
Are Standard

Guaranteed to Comply with all National and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED

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dispensing prevent decomposition in any way not to be accomplished in the dispensing of fresh milk to the ultimate consumer. Several factors destroy the vitamines in other dairy products: Growth of bacteria, over-heating in pasteurization, too long storage and aging in tin cans. The French research workers have lately shown that after two weeks in the can milk contains no protective vitamine for animals used in their experiments. In ice cream and certified skim milk the vitamine has not been destroyed, and combined with a proper proportion of malt sugar, we have a balanced ration easily modified to suit the individual case. Science and art have made a strenuous effort to put into one sealed container a balanced ration, that would keep indefinitely at ordinary temperatures and only required the addition of water at time of use.

THE most calamitous failure of all of them has reaped the greatest financial reward. Protein milk is a valuable article in many feeding cases, the condensed creams through two wars made our coffee taste something like the home-grown cup, but **condensed milk,** 66 per cent of which by analysis is sugar of vegetable origin, is waging a greater war in infant mortality than all the bacterial organisms in the universe. The deaths from the eruptive fevers of childhood are by comparison but a drop in the bucket. It functions not to sustain life in a physiological manner. It is deficient in all the **known** vitamines and no doubt all the others we are trying so hard to discover. It induces nutritional deficiency diseases and in the last battle overwhelms its victim with a fatal acidosis, wearing the borrowed uniform commonly called pneumonia.

To sustain life in the adult we must have fresh foods. We must have fresh fruits and raw vegetables. The infant likewise must have raw foods when we feed him artificially. Neither we nor he can live out of a can for more than a short period of time. It was recently stated before our local Rotary Club that the "Army and Navy" bean could not be digested because it contained both protein and carbohydrate. You all know what the famous general said the Army travelled on—and it has always been partially filled with beans.

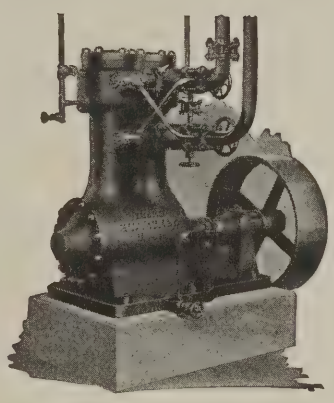
Personally I tried them in 3 years of one war and 15 months in another as far west as Hong Kong, as far east as the Riviera and sunny Italy and they aided and abetted in increasing my weight 25 pounds. I feel reasonably sure that in Toledo they educate their Rotary Club speakers in an Oratorical Laboratory far removed from schools of science and 1924 methods of selection of diet based on our knowledge of nutritional diseases ranging from rickets in the new-born to beri beri in the adult. As a nation we are just "beginning to commence to start to learn how to feed the human animal."

HOPKINS GOES TO EUROPE.

Andrew W. Hopkins, editor of the Wisconsin College of Agriculture, has gone to Europe as the editorial representative of a Wisconsin farm paper. With a number of other farm paper editors he left New York recently on the steamship Leviathan. He will visit the British Isles, the Isle of Jersey, the Isle of Guernsey, and will probably spend some time on the continent.

Hopkins plans to attend the British Empire Exposition at Wimberly, England, and the British Royal Live Stock Show. He will visit the world's oldest and best known experiment station at Rothamstedt, England, and he plans to visit Brittany and probably Perche, the home of the Percheron horse. In the course of his trip he will call on Sir Horace Plunkett, the great Irish authority on co-operation, who was a recent visitor of Wisconsin.

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Enclosed Type
Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us submit quotations on your requirements —no obligation to you.

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1815 Franklin Street
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WASHINGTON — MAINE

News From Far and Near

CALIFORNIA — FLORIDA

Fayetteville, Ark.—The Crystal Ice and Ice Cream Co. has plans for a new ice cream plant to cost $80,000 with equipment. A power house will be installed, with oil-burning engines and auxiliary apparatus.

Fayetteville, Ark.—The Crystal Ice & Ice Cream Co. is erecting a new ice cream factory at a cost of $75,000.

Little Rock, Ark.—The National Ice Cream Co. is planning improvements to its plant at 301 Rock St., F. T. Watson, treasurer of the company, recently announced.

Little Rock, Ark.—F. T. Watson, treasurer of the National Ice Cream Co., announced that improvements would be made at their plant at 301 Rock St. A deed of trust for $50,000 has been filed in Circuit Court by the Southern Trust Co., but plans for improvements have not been completed, but will be definitely announced in a couple of weeks.

McGehee, Ark.—The Velvet Ice Cream Co. of Pine Bluff began operations in the new plant erected by the McGehee Ice Co.

Jacksonville, Fla.—The new home of the Lake County Ice Cream Co. on Clifford Ave. is nearing completion.

Peoria, Ill.—The J. D. Roszell Ice Cream Co. is erecting a $35,000 two-story ice cream factory at Oak and Washington Sts.

Shreveport, La.—The Dickenson Ice Cream Co. was recently incorporated. Capital is $25,000.

New Bedford, Mass.—The Made-Rite Ice Cream Co., with capital of $100,000, was incorporated with Homer J. Messier, Mae R. Messier and Bertha Rocheleau.

Grand Ledge, Mich.—Fire recently destroyed the local condensary of the Arctic Ice Cream Co. The loss is estimated at $100,000 and officials stated that reconstruction would start without delay.

Jackson, Miss.—The Morris Ice Cream Co. is installing machinery in their new plant.

Kansas City, Mo.—Peerless Ice & Cream Products Co. was incorporated by Clyde Leavengood, vice-president, and others. The principal agent is W. R. Torbert, 1038 New York Life Bldg. The capital of the new company is $50,000.

Kansas City, Mo.—The Franklin Ice Cream Co. recently purchased seventy-five feet of ground fronting on Charlotte St. The company plans to remodel the building already on the property.

Springfield, Mo.—A second cold storage room has just been added to the new plant of the Tracy Creamery Co. on West McDaniel St., giving a total storage capacity of about 2,000 gallons of ice cream.

Springfield, Mo.—The Tracy Creamery Company, at 600 West McDaniel, has just completed its plant by adding a second cold storage room, which will give them a storage capacity of 2,000 gallons of ice cream.

Kearney, Nebr.—The Kearney Creamery, under the management of B. E. Bowersox, is now equipped to make all of the ice cream consumed in that city and surrounding territory.

Buffalo, N. Y.—Martins was incorporated for $25,000 by F. B. Martin, J. Baynes and R. Martin. C. F. Cutting of Buffalo is the attorney.

New York, N. Y.—The Marchiony Spumoni Co. was organized with a capital of $20,000. Weschler & Weschler, 150 Nassau St., are the attorneys.

Cincinnati, O.—The Julia Roth Ice Cream Co. recently leased store No. 2 in the Fehr Bldg., Madison and Edwards Roads, and will begin the manufacture of ice cream without delay. The ice cream company was incorporated a few months ago for $10,000. B. H. Shartsman is president and Lester V. Ryan is secretary.

Columbus, O.—More than 1,000 Boy Scouts made an inspection tour through the plant of the Furnas Ice Cream Co. as guests of Everett Antrim. During the inspection they were given samples of the frozen sweets and souvenirs were distributed.

Lebanon, Tenn.—J. C. Anderson is installing a small ice cream manufacturing plant on S. Maple St.

San Benito, Tex.—W. B. Hinkley contemplates the erection of a modern two-story creamery and ice cream plant on Roberts St., at an estimated cost of $25,000.

Danville, Va.—The Chapin-Sacks Corp. will establish a plant here on North Union and Springs St.

Arcadia, Wis.—George J. Glanzer of the Arcadia Bottling Works, will begin the manufacture of ice cream soon. Necessary machinery and equipment is being installed.

Sheboygan Falls, Wis.—August Mallmoun recently installed a modern ice cream making outfit in his creamery on Leavens Ave.

TEXAS ASSOCIATION TO MEET DEC 3, 4 AND 5.

Officers of the Texas Ice Cream Manufacturers' Association have definitely decided upon the dates of december 3, 4 and 5 for the 1924 convention. Dallas will be the scene of the convention. Program announcement will be made later.

You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.

When ordering flavor for Maple-Nut Cream

Specify

ELPAM

If you are not using this flavor, ask us for a FREE SAMPLE.

A trial will convince you of its SUPERIORITY.

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TUB Covers

of best quality non-shrinking canvas.

Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

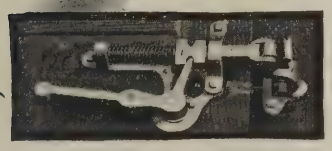
The constant reorders of big users show recognized value.

Write us for quotations on your season's requirements NOW

The Schott Bros. Co., WEST SALEM, OHIO, U. S. A.



Bang! and it wont rebound



Before you do anything else—send for our catalog Number 11. It should be in your file as exclusive reference for every cold storage door problem.

Kindly Address Desk 6

WITH Jamison Doors, the harder the slam the tighter the seal, and the automatic self-tightening fastener gets tighter with age. That's the foundation of cold storage door satisfaction. A door may be well constructed from a wood worker's standpoint but it ceases to be a cold storage door if the hardware isn't effective.

Besides the 100% efficient fastener on the Jamison Door, consider the multiple seal between frame and door where others have but one; the adjustable spring hinges extending over half the width of the door, making it possible to regulate the pressure and renewing the seat against the multiple seals of contact, and the material weight of Jamison Hardware is three times greater than that on any other cold storage door. That's why they invite long, hard usage and measure up to better than the refrigerating engineers' specifications.

Jamison Doors

for better refrigeration

JAMISON COLD STORAGE DOOR COMPANY, Hagerstown, Md., U. S. A.

Function of the State College in the Ice Cream Industry

*By PROF. A. A. BORLAND**

PENNSYLVANIA is a great dairy state. It ranks seventh among all the states in the union in number of cows according to the 1920 census, fourth in milk production, third in the consumption of market milk, third in the value of its dairy products, third in condensed and evaporated milk, third in factory cheese, second in farm cheese, second in farm butter, and first in the manufacture of ice cream with a production in 1922 of 30,250,000 gallons, outstripping its nearest competitor, New York, by over nine and one-half millions of gallons, and producing nearly one-fifth of all the ice cream manufactured in the United States.



PROF. A. A. BORLAND.

One may well raise the question as to the function of the Pennsylvania State College in the ice cream industry. The first duty of such an institution owned and supported by the state and inaugurated for the express purpose of teaching agriculture and the mechanical arts, is to teach ice cream making to students.

Pennsylvania was the first state in the union to offer a course of instruction in the manufacture of ice cream. This course was first given in 1892. The next state agricultural college to offer such instruction was Iowa, but not until 1901, nine years after Pennsylvania had inaugurated the movement. Today thirty state colleges are giving instruction in ice cream manufacture to from 600 to 700 students annually, but Pennsylvania is still the leader with 68 students enrolled in ice cream courses. This is a greater number than in any other state and is about one-ninth of all the students receiving ice cream instruction in the United States.

Courses covering eighteen weeks instruction in ice cream manufacture are offered to the four year students and the two year students, and intensive training for ice cream making is given for eight weeks to the winter course students in dairy manufacturing during January and February, the next course starting January 3, and ending on March 1. These courses cover the principles involved in the manufacture of commercial ice cream and ices and include practice work in actual manufacture of the product. Graduate courses involving investigational and research work are also offered to the students who are taking advanced work. These courses are (except the short course) preceded or accompanied by a thorough foundation of chemistry, bacteriology, English, mathematics and economics. No tuition charges are made in any of these courses.

The facilities for the teaching of the manufacture of ice cream are unusually good at the Pennsylvania State College, since a college dairy manufacturing plant is operated by the dairy department for the purpose of giving instruction to students in dairy courses. This plant is patronized by over 300 farmers and manufactures approximately 200,000 pounds of butter annually, 70,000 pounds of cheese and 10,000 gallons of ice cream, besides conducting a retail and wholesale market milk business.

The equipment for practical instruction in ice cream making includes twenty, forty and fifty quart freezers, filler, overrun tester, viscolizer, 500 gallon hardening room and a 17 ton refrigerator plant. Practical and closely related courses include power and refrigeration, creamery mechanics, and dairy plant management, market milk, butter and cheese making, testing and judging dairy products. At least one summer's experience in practical work in a commercial plant is required previous to graduation.

It is not the expectation that those who graduate in the dairy manufacturing course are fitted to assume positions of large responsibility, but rather that they have a substantial foundation upon which to build when beginning at the bottom. With this fundamental education later followed by technical training in a commercial plant, the graduates are likely to be in a position to render the greatest service to their employers and to make the greatest success in life.

The dairy department of the college maintains an employment bureau and has been able to supply many ice cream manufacturers with suitable men for positions ranging from can washers to chemists, bacteriologists and plant superintendents.

Research Work in the Manufacture of Ice Cream.

The dairy department of the Pennsylvania State College has under progress investigations regarding the relation of viscosity and acidity to the quality of ice cream. Professor W. B. Combs will discuss some of the results of this work at the meeting to be held on Wednesday morning.

Direct Assistance to Ice Cream Manufacturers.

The extension service of the Pennsylvania State College provides a man with special training in dairy manufacturing to render assistance to the dairy manufacturing interests of the state. The regular instructors in ice cream making have also been sent directly to ice cream plants from time to time to make suggestions regarding arrangement of equipment, standardizing the mixture, overcoming sandiness, improving sanitaton, etc.

To Encourage Consumption of Ice Cream.

The home economics extension workers from the state college are placing special emphasis upon the food value of dairy products. Fourteen of these young women are entirely engaged in nutritional work throughout the state and are holding regular nutritional classes with forty different groups of women and children in addition to numerous special meetings. Their work is of especial importance in bringing to the attention of mothers the importance of dairy products in the diet of growing children.

Six dairy extension specialists are adding their efforts in spreading the knowledge of the food value of ice cream and other dairy products. The average consumption of ice cream daily per capita in the United States is one-half ounce, but in Pennsylvania the daily consumption per capita exceeds one ounce, a higher consumption per capita than in any other state in the union.

(Continued on next page)

* Dairy Department, State College, Pa. An address before the annual convention of the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey, Altoona, Pa., Nov. 14, 1923.

To Assist in Lowering the Cost of Producing Raw Materials.

The thoughtful ice cream manufacturer will agree that the welfare of his business is in no small measure dependent upon the producer. The relations of the two are so dependent upon each other that whatever affects one adversely also affects the other. It is vital that the dairy farmer be able to produce milk and cream at low enough cost that he has a reasonable reward for his labor and interest on his investment. Financial loss breeds discontent; discontent fosters suspicion; and suspicion ends in open antagonism. A reasonable financial return to the producer is without doubt one of the important factors in maintaining harmony in the industry and in assuring an adequate supply of the raw material.

Pennsylvania produces good ice cream, high in food value, but estimating the butterfat content at the minimum allowed by law, 8 per cent in vanilla or chocolate ice cream, there is required 21,780,000 pounds of butterfat to supply the ice cream manufacturers one year. This is the equivalent of 121,000,000 pounds of 18 per cent cream or 544,000,000 pounds of 4 per cent milk. To produce this amount of milk 131,125 cows are needed at the average yield of cows for Pennsylvania, which according to census figures is 4,000 pounds. Since there are in Pennsylvania 885,858 cows on farms, it is evident that the cream from over one-seventh of the cows in the state is needed for ice cream purposes. The interests therefore of the ice cream manufacturer and the milk producer are closely interwoven. Sometimes, however, the fact that the producers balance is on the wrong side of the ledger is due to certain methods of production which he himself could improve through the advice and assistance of the county agricultural agent.

The extension service of the Pennsylvania State College has accomplished remarkable results in aiding dairy farmers to lessen the cost of producing milk and cream. Through the dairy specialists and the county agricultural agents, cow testing associations have been formed; "bull associations" have been organized; balanced ration campaigns have been held; and pure bred cattle have been introduced in considerable numbers.

The cow testing association has been especially useful in lowering the cost of production by ridding the herds of unprofitable animals. The average production per cow in Pennsylvania, according to the last census, is about 4,000 pounds of milk containing approximately 160 pounds of butterfat. The average production of many thousands of cows in testing associations last year, however, was 6,870 pounds of milk and 269.7 pounds of butterfat, an increase of 2,870 pounds of milk and 109.7 pounds of butterfat over the yield of the average cow of the state. Translated into terms of dollars and cents, this means over a 50 per cent increase in production.

In other words, the same amount of milk that is now being produced could be secured with two-thirds as many cows if there were all on the average of testing association cows. The value of dairy cattle in Pennsylvania is over $106,000,000. We could dispense with $35,000,000 worth of cattle and put the money in the bank, if all cows were brought to equal test as association cows. Increased yields are almost invariably accompanied by a decreased cost of production, hence these associations are fulfilling a real need in lowering production costs. Pennsylvania is now the second state in the union for numbers of cow testing associations with fifty organizations in active operation.



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Trade Marks Department

Conducted by National Trade Mark Co., Washington, D. C.

The following are trade-mark applications pertinent to ice cream pending in the United States Patent Office which have been passed for publication and are in line for early registration unless opposition is filed promptly. For further information address National Trade-Mark Company, Barrister Building, Washington, D. C., trade-mark specialists.

As an additional service feature to its readers. The Ice Cream Review gladly offers to them an advance search free of charge, on any mark they may contemplate adopting or registering.

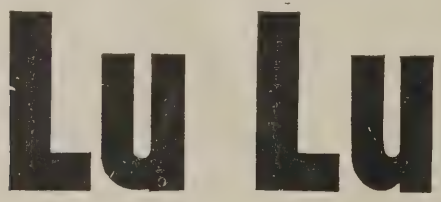
Ser. No. 185,106. (CLASS 2. RECEPTACLES.) H. P. Chandlee Sons Co., Baltimore, Md. Filed Aug. 29, 1923.



Particular description of goods.—Ash Cans, Garbage Cans, Oil Cans; Trash Burners, Ash Sifters, Water Coolers, Bread Boxes. Cake Boxes, Water Pails, Milk Pails, and Milk Cans.
Claims use since Jan. 16, 1914.

* * *

Ser. No. 183,852. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) John Ravizza, New Britain, Conn. Filed July 30, 1923.



Particular description of goods.—Confections in the form of Frozen Banana Coated with Chocolate.
Claims use since July 30, 1923.

PENNSYLVANIA-NEW JERSEY MANUFACTURERS TO MEET AT NEWARK IN OCTOBER.

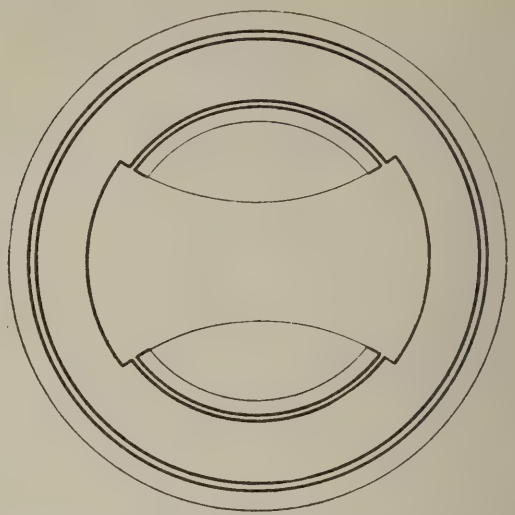
The Association of Ice Cream Manufacturers of Pennsylvania and New Jersey will hold its 1924 convention October 14, 15 and 16 at Newark, N. J., according to announcement late in July by J. W. Neuman, secretary of the association, from York, Pa.

This will be the Pennsylvanians first convention on New Jersey soil, the consolidation of the two associations having only come about in recent years. This will be the eighteenth convention for the Pennsylvania members and the second for the amalgamated body.

The Robert Treat Hotel will be convention headquarters. The secretary announces that garage space will be available for members who motor to the convention.

The decision as to convention dates was reached at a regular meeting of the board of directors at Harrisburg on July 8. The place of meeting had been decided upon at the 1923 convention. The secretary believes the convention this year should be of exceptional interest.

Ser. No. 169,669. (CLASS 2. RECEPTACLES.) Dover Stamping & Manufacturing Company, Cambridge, Mass. Filed Sept. 19, 1922.



Particular description of goods.—Milk and Dairy Pails, Tin Pails, Covered Buckets, Milk Cans, Oilers, Ash Barrels, Coal Hods, Garbage Cans, Sink Pails, Water Sprinklers, Waste Cans, Oil Cans, Water and Fire Pails, Chamber Pails, Cake and Bread Boxes, Sugar Boxes and Trays, Cake and Pastry Closets, Tea and Coffee Cans, Cash Boxes, Lunch Boxes, Radiator Fillers, Electric-Light-Bulb Boxes, Garage Fillers, Tire Tanks, and Emergency Gasoline Oil Tanks and Kits.
Claims use since Mar. 15, 1920.

* * *

Ser. No. 182,694. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Abbott's Alderney Dairies, Inc., Philadelphia, Pa. Filed July 2, 1923.



No claim is made to the words "Sealed by Nature" and "Special" apart from the mark as shown in the drawing.
Particular description of goods.—Ice Cream in Brick Form.
Claims use since April 1, 1923.

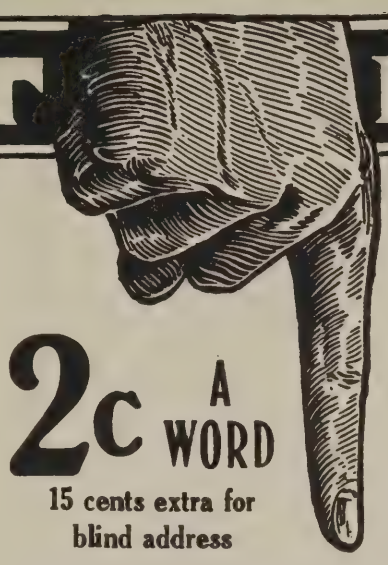
* * *

Ser. No. 188,640. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Rio Grande Valley Dairy Association, El Paso, Tex. Filed Nov. 21, 1923.



Particular description of goods.—Milk.
Claims use since Aug. 1, 1923.

WANT DEPARTMENT



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NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

HELP WANTED

WANTED — Young man not over 40 years of age as assistant to general manager of one of the largest ice cream plants in the country. We prefer a man who has had some experience in the ice cream business, although a record of successful accomplishment in other lines would warrant consideration. The position requires hard work, long hours, 7 days a week during the summer months. We want a man who knows how to work and can show others how; who will be loyal and instill it in others; who is looking for an opportunity—not just a job. This is a real opportunity for a wide awake, aggressive and forceful man, with an understanding of the human element which is so absolutely essential to success. If interested please give all particulars of yourself, positions held and salary desired. Applications held in strict confidence. Address: R-414, The Ice Cream Review. 9-24

WANTED—One of the largest ice cream plants in the Middle West is in need of a real man to act as assistant production superintendent. The man we want must not only know how to make good ice cream theoretically but practically. He must be a leader, a man who is active and alert and who can pep up the entire organization; who will be aggressive and forceful and still command the respect of the employees through his education and guidance. There is no better or more progressive firm in the country than the advertiser and the position offers exceptional opportunity, therefore we want an exceptional man. Position will be open any time, until we find the right man, either now or in the fall. If you think you can fill our requirements please state in reply your personal history, positions held and salary expected. All applications will be held in strict confidence. Address R-413, The Ice Cream Review. 9-24

WANTED — Old established ice cream company will have opening in near future for branch manager. He must be prepared to invest four or five thousand dollars, understand the ice cream and butter business from A to Z and have made good in past positions. Do not waste your time writing unless you have the money. Give full information in first letter. Address: R-432, The Ice Cream Review. 8-24

POSITION WANTED

POSITION WANTED—As first ice cream maker with 15 years experience. Can come at once. Address H. F. Clark, Medford, Wis. 9-24

POSITION WANTED—Young man, high school graduate, with seven years practical experience, and four months college short course training, desires position in ice cream plant or creamery. At present employed, but would like to change in fall or early winter for position with good future. Can furnish references from three sources. Kansas state preferred. Address: R-430, The Ice Cream Review. 8-24

FOR SALE BARGAINS

BUSINESS

FOR SALE—Ice and ice cream plant, ready sale for the entire product of the plant. Everything in the way of equipment almost new and up-to-date. No competition within twenty-five miles. Will invoice or sell to suit purchaser. This plant has paid me $5,000.00 a year for five years, I am ready to quit, who wants it? Address Chas. B. Porter, Greenwood, Delaware. 8-24

FOR SALE—Ice cream and cold storage, about 300 gallon capacity. Louisiana town 6,000 population. Good proposition in a good lumber manufacturing town; ten lumber mills pay roll every week. No opposition; splendid shipping facilities; good roads to surrounding towns. Lots of dairies, but no creameries. Must sell on account settling with heirs. Address: R-375, Ice Cream Review. 9-24

FOR SALE—Small Oklahoma creamery and ice cream plant, well located, now operating, increasing each year, pay $1500.00 cash balance on time. Address: R-340, The Ice Cream Review. 10-24

FOR SALE—A small but modern creamery and ice cream plant doing a fine business, in Kansas town of 3,000. $10,000.00 plus stock will handle business, and $12,000.00 for building. Will sell business with long lease on building. This is an opportunity for two good experienced men with the cash to handle it. I have no time to write to information seekers, but if you mean business, investigate this at once. Address: R-437, The Ice Cream Review. 8-24

GREAT OPPORTUNITY.

FOR SALE—EASY TERMS—An old established, fully equipped, up-to-date, wholesale ice cream plant in one of the largest cities in the East. Only reason for selling, other interests. Conveniently located in the heart of the city. Modern and up-to-date equipment. Good business all the year around. 1923 business about five hundred thousand gallons. None but principals considered. References exchanged and strictly confidential. Apply to R. J. Decy Sales Corp., Marbridge Bldg., 34th St. and Broadway, New York City. 8-24tf

FOR SALE — A prosperous ice cream, butter and produce business, located in Iowa. Equipped with refrigerating machine, ice making tank, and all necessary equipment for turning out 400 gallons ice cream and 1,000 lbs. butter daily. All in A No. 1 condition. Also 2-story brick building and new ice house. This is not trading stock, but an old established business. No traders or agent need answer. Ill health reason for selling. Address: R-391, The Ice Cream Review. 8-24

Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want Department.

FOR SALE—Small ice cream and ice plant, splendidly located in an Ohio town, making twelve thousand gallons of ice cream and about a thousand tons of ice a season. Business well established and making money. Address: R-380, The Ice Cream Review. 10-24

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 8-24tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 8-24tf

FOR SALE—New, never been used, 3 ft. Rogers vacuum pan complete with 4 ft. hot well and steam driven pump. Price $1,750.00. Address Crane Co., St. Paul, Minn. 8-24tf

FOR SALE—Ft. Atkinson 40 and 100 qt., Miller 40 and 80 qt., Thompson horizontal and vertical machines, never used, and other belt and motor drive freezers at very attractive prices; also 100, 200, 400 and 800 gal. homogenizers and viscolizers, vats, cans, cabinets, etc. Send for complete list. Philadelphia Retinning Co., N. Philadelphia, Pa. 8-24tf

FOR SALE—2 ton Clinton—2 ton York—4 ton Brunswick—4 ton Baker—4 ton Remington—6 ton Continental—6 ton Vilter—8 ton Brunswick—8 ton Remington—35 ton Wolfe Linde—50 ton Vilter—50 ton Penna. All with high sides. Belt or steam. Address Berryman, Bourse, Philadelphia, Pa. 8-24tf

FOR SALE—50 ton refg. horizontal D.A. compressor direct connected to 125 h. p. Corliss engine; $1,250.00 net f. o. b. Philadelphia.

35 ton refg. horizontal D.A. compressor direct connected to 75 h. p. Poppet valve engine; $1,450.00 f. o. b. Atlantic City, N. J. New compressor.

All types and sizes refrigerating machines and supplies. Address Berryman, Bourse, Philadelphia, Pa. 8-24tf

FOR SALE—One model D Mojonnier milk tester equipped for 110 volt direct current. This machine has been used only a few months, is in perfect condition, and will sell at a bargain. Address Hershey Creamery Co., Harrisburg, Pa. 8-24

FOR SALE—Horizontal steam engine 30 horse-power, best of condition, cheap for quick disposal as we are changing to oil engine. Address Herman A. Woodfield, Galloways, Md. 8-24

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FOR SALE—York 12 ton refrigerating plant, complete. York 3 ton refrigerating plant, complete. Remington 4 ton refrigerating plant, complete. The above plants are all of the latest type twin cylinders, single acting, enclosed, vertical, belt drive and are complete with high side. Huetteman & Cramer 50 ton refrigerating machine, horizontal, double acting, belt driven. Attractive price if moved at once. York brine coolers, 5 stands, 18 in. long, 12 pipe high, made up of 3 x 2 in. E. H. pipe. Each stand will do 15 tons refrigeration. Address Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 8-24tf

FOR SALE—York refrigerating plant, latest type, three tons, twin cylinders, enclosed, belt drive with high side complete. Berryman Bros., 305 Drexel Bldg., Philadelphia, Pa. 8-24tf

FOR SALE — Cheap. A new 40-can double ice cream storage tank made of heavy galvanized iron. Address H. J. Heard, tinner, Croswell, Mich. 8-24

FOR SALE—One 40-ton Safety compressor, belt driven horizontal, double acting, complete high pressure side and in first class condition—reasonable price.

One 5x5 York, vertical enclosed, double cylinder and belt driven, with high side.

One 2-ton Brunswick, vertical enclosed and complete with high side, reasonable price.

One 15-ton Baker compressor, vertical enclosed, double cylinder, belt driven and in good condition. Write W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 8-24

FOR SALE — Complete equipment for small pasteurizing and homogenizing plant consisting of mixing tank, 200-gal. pasteurizer with cooler, 200-gal. per hour viscolizer, 400-gal. holding tank, all in perfect condition, price less than one-third cost new. Also have 8-ton York refrigerating machine with condenser, coils, etc., in perfect condition, which will be sold for best offer. Address: R-411, The Ice Cream Review. 8-24

FOR SALE — One 6-disc 20th Century milk heater with pump attached. One 200-gal. skeleton vat. This machinery has only been used one week. Will sell at a bargain. Address: R-402, The Ice Cream Review. 9-24

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad. for you and insert it in the next issue of The Ice Cream Review. You just stay at home and wait for results. You'll soon have your hands full.



10-24

FOR SALE—1 56-case milk sterilizer; 1 10-case milk shaker; 1 motor driven Burks can labeler; 1 Mojonnier sugar cooler (new); 1 12-h.p. gas engine; 1 50-h.p. steam engine; 1 No. 6 Jensen milk pasteurizer; 1 1,300-gal. glass lined milk tank; 1 1,400-gal. glass lined milk tank with brine jacket; 1 No. 41 De Laval cream separator; 1 motor driven milk pump; 1 motor driven water pump; 1 10x14x16 Wethington vacuum pump; 1 1x4 hydraulic milk pump; 1 steam brine pump; 2 400-gal. milk agitators with new coils; 1 5-foot Herman Stier condensing pan; 2 400-gal. copper forewarmer; 1 600-pound Toledo scales, new; 1 500-pound weigh can. Address Garnet Ice & Milk Co., Garnett, Kan. 11-24

FOR SALE—One Northey refrigerator in first class condition, 6x10x8 feet high. $550 value. Will sell for $100 f. o. b. Ironwood. Address Cloverland Creamery, Ironwood, Mich. 8-24

Send news items and personal notices to the "Review" and see how well they look in print.

FOR SALE—Combination store, confectionery, bakery, ice cream, soda and tea room, all doing a fine business, located on one of main streets of central Penna. city. Candy and bake shops in rear. Ammonia refrigerating plant for manufacturing ice cream, wholesale and retail. All first class equipment. Best selling price, $30,000 to quick buyer. Address: R-410, The Ice Cream Review. 8-24

FOR SALE — One Creamery Package concentrator, size 3x3, with Farrington disc preheater and cooler, complete with stack, steam guage and pressure regulating valve. This machinery is in first class condition. Priced right. Address: R-401, The Ice Cream Review. 9-24

FOR SALE — Meyer patented anti-rust direct packing ice cream wagon for sale, size No. 493, overhauled, repainted and put in good condition, painted to suit customer. Address Meyer Wagon Works, 216 Elms St., Buffalo, N. Y. 10-24

WANTED TO BUY

WANTED—Second hand viscolizer, 200 gallons per hour capacity. Address The Schuster Company, Cleveland, O. 8-24

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The Michigan Dairy Manufacturers Plan 1925 Convention-Exhibition

Officers Elected and Tentative Convention Arrangements Made at July 16 Meeting of Directors—Summer Outing and Another Meeting Set for August 21 and 22

THE next annual convention of the Michigan Allied Dairy Association will be held at Lansing, Mich. This was decided at a meeting of the executive committee at Lansing on July 16, at which time officers of the association were elected as follows:

President, W. A. Ross, Detroit; vice-president, LeRoy Wilson, Port Huron; secretary, R. F. Frary, Lapeer.

Dates for the convention, which will be held in connection with the usual exhibit of the Michigan Dairy Boosters, will be announced through the next issue of The Ice Cream Review, officials promise.

The meeting at Lansing next year will follow two highly successful conventions and exhibits at Kalamazoo. C. J. Yuncker, president of the Michigan Dairy Boosters, announces that although little planning has been given the matter yet, every effort will be made to make the Lansing gathering in 1925 the greatest of all the Michigan trade carnivals held thus far.

THE annual summer meeting of the association will be held at Bay City at 10 o'clock on the morning of August 21 at the Winona Hotel. The usual sport features will be included—footraces, ball games, jumping, etc. The annual banquet will be held at the beach. Then the frolickers will proceed to Lansing for another meeting of officers and directors in that city the following day, to be held at the dairy building on the Michigan Agricultural College campus at 10 A. M.

Complete details of the 1925 convention then will be worked out at that time. All officers and directors have been requested to attend the meeting—"without fail."

The 1925 convention will be in connection with Michigan Farmers' Week, tentative dates for which have been set at February 4 to 8. Definite dates, however, will be decided upon at the next directors' meeting in August. Exhibits will be held in the Armory Building on the Michigan Agricultural College campus.

The ICE CREAM REVIEW

NATIONAL DAIRY EXPOSITION

SEPT. 27. TO OCT. 4.
MILWAUKEE AUDITORIUM.





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By Walter L. Cherry
President and Gen'l. Mgr.

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SEPT. 27

OCT. 4

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The Cleveland Fruit Juice Co.
Commercial Truck Co.
Cone Company of America
Corrizo Extract Co.
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"The Association knows that to work for its members in the fullest sense, it has to work for their customers." :: :: ::

The Seal



THE ASSOCIATION OF ICE CREAM SUPPLY MEN

1328 Broadway **New York City**



of Safety

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

The
ICE CREAM REVIEW

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OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Minnesota Gophers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

SEPTEMBER 1924

HERE it is. Here is the special National Dairy Exposition number of The Ice Cream Review which we have promised advertisers and subscribers.

It is the largest and most complete issue ever published and probably the largest of any dairy trade publication ever printed. For months our artists, engravers and printers have been working on these pages, and our editorial writers and advertising lay-out men have had their part to do. No expenditure of effort and money has been spared. It is the best that we are able to produce.

Our readers have learned to expect something different each year in connection with the National Dairy Exposition. This year the big dairy event will be held in our home town. Naturally we have tried to "spread ourselves" and we hope the result will please you.

There are many features in this issue which merit the interest of every reader. A brief history of the dairy industry of our country, along with special articles on dairying in the various states, together with the history of various trade associations, are of special interest. You will want to save the issue for future reference.

We sincerely hope that you will find as much pleasure in carefully reading this number of The Ice Cream Review as we enjoy in mailing it to you. If it meets with your approval we shall be abundantly rewarded for our efforts.



ICE cream manufacturers of the nation, who accept the invitation issued by the ice cream manufacturers of Wisconsin, backed up by the management, to visit the National Dairy Exposition in Milwaukee the latter part of this month, will find their time and money well invested. They will find much of interest, not only pertaining to the entire dairy industry, but to their particular branch of it.

The man in the ice cream business who does not appreciate the importance of the dairy industry, and the relation of his business to it, is making a serious mistake. The ice cream manufacturers of Wisconsin have the right viewpoint. They know what dairying has done, and is doing, for the state. They know its relation to general business conditions. They know that more money in the hands of all the people means more money spent for delicacies, including ice cream. They know that dairying not only promotes general prosperity, but it also stabilizes prosperity. Wisconsin people and Wisconsin business institutions know no hard times.

These are the reasons why they are back of the National Dairy Exposition to a man. These are the reasons they want their brother ice cream manufacturers in other states to join with them in making their industry a big feature of the general yearly round-up. We urge our readers everywhere to make real sacrifices, if necessary, to attend the National Dairy Exposition in Milwaukee, Sept. 27 to Oct. 4. Spend as many days as you can at the big show, but keep in mind that Thursday, Oct. 2, is Ice Cream Day.



IT'S pretty hard for a business man who is progressive in his methods and courteous in his dealings to fail. The reverse is also true and seems to prove that courtesy pays in dollars and cents even in this strenuous age of dollar worship and political uncertainty.

A few weeks ago we mailed out a return postal card to ice cream manufacturers all over the country. We explained that we were correcting our lists and asked but four questions, two of which could be answered "yes" or "no." It is perhaps needless to add that these cards were returned to us by practically all who received them, proving again to us that ice cream manufacturers are, as a rule, courteous business men.

A few did not return these cards. We are not condemning the men who failed us, but one of the cards returned the other day in a most unexpected way. It

was mailed to an ice cream manufacturer in Newman, Calif., and apparently found its way into a street gutter.

An unknown friend returned it to us with the following comments:

"It was only a postal card with an unused return card attached lying at the curb and I picked it up. The information and inquiries printed on the cards were very courteously worded and should have gained the attention of the party to whom addressed for his own self-interest if nothing more, instead of being thrown into the street. And it reminds me—

"I have a habit of taking a late evening lunch. In the summer season it is mainly ice cream. I had been served at a popular grill with ice cream that was very nice and I enjoyed it immensely. Then, one evening, and the next following, the cream was noticeably inferior and I "kicked" about it. The grill owner frankly admitted that he had made a change. The cream that I had enjoyed came from a quarter of a million dollar plant where every modern facility for producing a superior article and keeping abreast of the times was employed. The ice cream I have quit eating is made in a factory handicapped in many ways and not suited for turning out so dainty a food as ice cream.

"The name of this last factory was on the card thrown into the gutter. Seems as if there was a plain and useful moral in this incident of just a postal card with a self-addressed card attached, which was picked up and returned to The Ice Cream Review by the writer of this story."

The successful business man always has time to be courteous, either face to face or "by mail." Our unknown friend, evidently a lover of good ice cream, has rendered a distinct service to every reader of this story. He has emphasized the relationship between business success and courteous, progressive methods. We can all profit by giving earnest thought to this incident.

⚜

IT WAS our privilege to sit in at a conference of the owners and department managers of a big ice cream concern recently, said conference having been called to discuss the question of the firm's policy relative to a standard for ice cream. Nothing else was considered at that conference except the advisability of producing better ice cream.

They have always made good ice cream but not the best they can make. They have manufactured what they are pleased to term "commercial ice cream," which was made to sell at a certain price. In other words, they aimed to produce a product to meet competition on price and still make a profit.

After discussing all sides of the proposition they unanimously voted to make the best ice cream they can produce, and with their splendid equipment and experience this means as good ice cream as can be made. The manager, at the close of the conference, remarked, "This means, boys, that from now on we will forget that we have any competition in our territory. In the future we will ask a fair price for the best ice cream that money and brains can produce and we will stand or fall on that proposition."

Everyone present at that little meeting realized the seriousness of the step they took, but they took it with a determination to make the new policy win. They mean business.

We have no misgivings about their future. They will dominate their territory because we happen to know that all the other manufacturers in that section are making "commercial ice cream," which, by the way, is apparently a trade name founded on a big excuse.

Other manufacturers will undoubtedly follow the lead of this enterprising concern but they will be several jumps in the rear. Others will keep on in the old way, making a product to fit a price. The latter should not complain if they see their best trade eventually get away from them.

⚜

A VERY good friend from the East breezed into this shop one day recently and said, "I want you to give me all the ideas you can. I need them." He had in mind a certain big event in which he was one of the leading spirits. We reminded him that we are in the business of **selling** ideas and it is mighty hard to keep a stock on hand. We are sure our friend would not go into a clothing store and ask for a gift of a suit of clothes.

Ideas are probably on the "free list" because so many of them are expensive even at that price. Newspaper folks are supposed to be full of them in spite of the fact that there is "nothing new under the sun." If editors, as a class, have more ideas than other folks it is because they have better opportunities for stealing them.

The business world is clamoring for ideas and is willing to pay high prices for them in spite of the fact that they are generally second-hand products. And our friend expected us to **give** him some. No wonder newspaper men never get rich.

⚜

COMES a time in every ice cream manufacturer's career when the seeming indifference of the public to merit leads him to throw up his hands with a "what's the use?" gesture of despair. This is especially true of the conscientious manufacturer who earnestly strives to please the consumer instead of work the wires of trade politics in "hooking up" dealers.

The complaint often is raised that the manufacturer who seeks to give the public what the public wants, seldom profits from his efforts. He feels that the man who concentrates his efforts upon getting dealer representation horns in on most of the business. Unconscious exaggeration is a part of human nature. This is a good example of it. If you are making a product of unusually good quality, careful examination of the facts will show that, while men making poorer ice cream seem to have picked up a large number of dealers, those dealers probably are not selling as much ice cream as yours. Look at the matter in this way before pulling your hair and throwing up the fight.

Nothing can be more disappointing than for a manufacturer who is offering superior ice cream to see people streaming into a store selling ice cream that is not up to the best standard. It seems to him the public simply has no taste. The situation appears to be absolutely discouraging. There he is doing the best he can to give the public the safest, purest, most delectable and whole-

some kind of ice cream, paying the price for the best of ingredients, and then the other fellow sits back and smiles and pockets the coin without bothering himself to any great extent. So it seems. Yes, many of us have been over that ground.

But if you will take time off some of these days and look straight into this matter, you will find that some members of the public—a surprisingly large number—really are discriminating about the ice cream they buy. Stop in front of one of your dealers and you'll find that many people do know the way to your ice cream, and go out of their way to get it.

But why do so many of them spend their money for that terrible conglomeration that Blank manufactures? you ask. Suppose you go in and see. Order a dish of it yourself. The chances are you'll find out, if you really are honest with yourself, that Blank makes pretty good ice cream himself, even though he does seem to be spending so much of his time getting more dealers!

Most of us can make good ice cream, you know. No one man can make it all. Let's get that thought well lodged in our heads.

⚜

THE man who considers a contract, written or implied, an almost sacred obligation will, sooner or later, learn that he profits from such an attitude. He may see a temporary advantage in violating a contract, but the time is sure to come when "chickens come home to roost" and he will see the error of his ways.

There should be no distinction made between a written and a verbal contract. The man who can't or will not live up to a verbal agreement is not worth much under the other kind. There are also certain obligations imposed upon both parties to a contract which are never included in the contract. The text of the Golden Rule is never inserted, at least not to our knowledge, but it is implied just the same. The party to a contract who treats the other party "on the square" is going to see the day when he will be abundantly recompensed in some way or another. The older men in the business don't have to be reminded of this fact, but it is good advice for the younger fellows. Men, take it to heart and don't forget it.

⚜

PROPONENTS of the proposition to sell ice cream by weight seem to lose sight of the fact that the value of ice cream can't be measured that way. The housewife buys a peck of potatoes and expects to get 15 pounds of the Irishman's "favorite fruit." The same is true with most food products that she purchases. She keeps in mind food values.

When she buys a quart of ice cream, however, she is not thinking of food values. She buys it as a dessert —a delicacy that is measured by taste alone. She and those who sit at her table are the jury and they determine whether there shall be repeat orders. They are not worrying over food values.

Good ice cream is a good food, no question about that, but there is comparatively little of it purchased because of its food value. If it were necessary to sell ice cream by weight in order to protect the purchaser against fraud we would surely be in favor of it, but we sincerely believe that the interests of the consumer are better served by letting the ice cream manufacturer establish his own weight standard. Let him use his knowledge and skill to produce an ice cream to please the palates of his customers, unfettered by unnecessary and impractical rules. In other words, do away with everything that stands in the way of furnishing the consumer with high quality ice cream—the kind he likes best—at the lowest possible cost. We don't like to see unnecessary manufacturing and operating expenses added. The consumer must eventually pay for all of them, and we believe one of the best ways to encourage a bigger consumption of ice cream is to keep down the cost of good ice cream.

BULLETIN OF EVENTS

National Dairy Exposition—Wisconsin State Fair Grounds and the City Auditorium, Milwaukee, September 27 to October 4. Secretary, W. E. Skinner, 414 Carpenter Bldg., Milwaukee, Wis.

Association of Ice Cream Manufacturers of Pennsylvania and New Jersey—Eighteenth annual convention, Newark, N. J., October 14, 15 and 16, 1924. Convention headquarters, Robert Treat Hotel. Secretary, J. W. Neuman, York, Pa.

Southern Association of Ice Cream Manufacturers—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery Co., Decatur, Ala.

Metropolitan Ice Cream Manufacturers Association—Annual convention, Newark, N. J., October 14, 15 and 16. (Tentative dates.) Secretary, W. H. List, 596 Market St., Newark.

Illinois Association of Ice Cream Manufacturers—Silver Jubilee Convention, Chicago, October 28-29, 1924. Hotel headquarters, Hotel Sherman. Secretary, N. Loewenstein, 155 N. Clark St., Chicago.

National Association of Ice Cream Manufacturers — Twenty-fourth Annual Convention, New Orleans, La., November 17, 18, 19 and 20, 1924. Convention headquarters, Hotel Roosevelt. Secretary, L. Loewenstein, 155 N. Clark St., Chicago.

Louisiana Association of Ice Cream Manufacturers—Annual convention, November 21, 1924. New Orleans, La. Secretary, N. F. Manning, Monroe.

Texas Ice Cream Manufacturers' Association—Annual Convention, Dallas, December 3, 4, 5, 1924. Secretary, A. J. White, San Antonio.

Georgia Ice Cream Manufacturers' Association—Annual Convention, Augusta, Ga., December 2, 1924. Convention headquarters, Richmond Hotel. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.

Oklahoma Association of Ice Cream Manufacturers—Annual Convention, Tulsa, December 8-9-10. Secretary, W. M. Hawk, Tulsa.

The Association of Ice Cream Manufacturers of West Virginia—Annual Convention, Clarksburg, December 9 and 10. Convention headquarters, Hotel Waldo. Secretary, C. F. Jamison, Huntington, W. Va.

Pacific Slope Dairy Show—Exposition under the auspices of the California Dairy Council with co-operation of dairy councils of the Western states and dairy divisions of the agricultural colleges and departments of the Pacific Coast states, Oakland, Cal., December 10 and 16 inclusive. Secretary-manager, Sam H. Greene, 216 Pine St., San Francisco.

Pacific Ice Cream Manufacturers' Association—Annual convention, Oakland, Cal., December 10, 11 and 12. Secretary, Bert H. Walker, Tacoma, Wash.

California & Southwestern States Ice Cream Manufacturers' Association—Annual convention, Oakland, December 10, 11 and 12. Secretary, Jay Kugler, 57 Post St., San Francisco.

Supply Men of the Pacific Coast Ice Cream Manufacturers' Association—Exhibition in connection with joint convention of Pacific Northwest, Pacific Coast and Southwestern States, City Auditorium, Oakland, Cal., December 10, 11 and 12.

Kansas Association of Ice Cream Manufacturers—Annual convention, Topeka, Kansas., December 16, 17 and 18. Convention headquarters, Hotel Kansas. Secretary, B. T. Perkins, Pittsburgh, Kans.

Arkansas Ice Cream Manufacturers' Association—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles Hooberry, Pine Bluff.

North Carolina Ice Cream Manufacturers' Association—Seventh Annual Convention, Charlotte, January 13-14, 1925. Secretary A. E. Dixon, Fayetteville.

New England Association of Ice Cream Manufacturers—Annual convention, January 21-22, Hartford, Conn. Secretary, W. P. B. Lockwood, 51 Cornhill, Room 401, Boston, Mass.

Michigan Dairy Boosters—Exhibition in connection with convention of the Michigan Allied Dairy Association, Lansing, February 2, 3, 4, 5 and 6, 1925. Exhibition headquarters, Kerns Hotel. Secretary, C. J. W. Smith, 502 Lenox Ave., Detroit.

Michigan Allied Dairy Association—Annual convention, Lansing, February 2, 3, 4, 5 and 6, 1925. Convention headquarters, Michigan Agricultural College. Secretary, R. F. Frary, Lapeer.

Comparison is Convincing

JUST compare the original Electric Weld can with other makes and see for yourself the difference.

Today there are over 1,000,000 "Electric Weld" cans in use, and we believe our success is due to the fact that we have not been compelled to bring out a new can each year, for the original "Electric Weld" idea was right and we have held to it.

Since the "Electric Weld" came out with the basic idea of "No Solder" and "No Rivets" others have tried to develop welded cans, but their experiments and changes have cost the ice cream man much money and dissatisfaction.

Demand the genuine "Electric Weld", it is still in a class by itself.

If you are coming to Milwaukee we hope you will visit the

"Electric Weld"
Booth No. 216

JOHN WOOD MFG. CO.
Conshohocken, Pa.

"Welcome Sign" Hung Out at Milwaukee for Ice Cream Manufacturers by Dairy Show Officials

Record Ice Cream Features Promised for 1924 Exposition, as Officials Make Ready for Grand Opening of Dairy Classic.

Message of Welcome Issued

THE National Dairy Exposition's broad appeal to the ice cream industry, among all other branches of dairy manufacturing, was set forth in a message of welcome issued to readers of The Ice Cream Review on the eve of the exposition by officials of the National Dairy Association.

The spirit of the message was expressed in one sentence—

"We shall welcome heartily all those ice cream people who come to us, and we promise them something worth their while."

That the exposition will, indeed, be something well "worth the while" of every ice cream manufacturer is the conclusion reached by all thoughtful observers who have been studying the advance preparations from the ice cream industry's viewpoint.

There is no doubt that the dairy association this year has a full grasp of this industry's viewpoint. Leading ice cream machinery and equipment houses of the country are to exhibit. Ice cream supplies of every nature will be displayed. This will be the only thing approaching a national ice cream exposition to be held this year. Ice cream men of the nation have been invited to attend the exposition and be the guests of the members of the Wisconsin Association of Ice Cream Manufacturers.

The National Dairy Association's message of welcome to the ice cream manufacturers expresses confidence that the exposition will "surpass its predecessors in every single phase."

The part the ice cream men will play in the exposition is summed up as follows in the association's statement to The Ice Cream Review:

"The entire industry (ice cream industry) will be represented at the national exposition this year. The part that the ice cream men will play in the big show will be significant. The National Dairy Association is highly appreciative of the splendid efforts made by the Milwaukee and Wisconsin manufacturers and dealers, under the able leadership of George D. Mansfield and his associates, and trusts very sincerely that the ice cream men of the nation will respond to the committee's invitation to be present.

"In the exhibits, in the programs, and the details of the show as planned and prepared, it has been borne in mind that the ice cream men are one of the most prominent factors in the dairy industry. We should be delighted to see ice cream manufacturers from all over the country interesting people of the dairy industry in the exposition, and in getting up parties of their own to pay a visit to the show we consider the greatest of its kind in the world."

The welcome sign will hang high and wide for visitors, for, as the association's statement points out—

"Milwaukee is a city of unbounded hospitality, with a spirit of welcome that pervades all of its citizens. It has spacious hotels to house its guests during the exposition. There is a fine bunch in the industry itself here, and they will, each and every one of them, be on the job with a hearty welcome and a firm handshake for the visiting manufacturers and dealers.

"The ice cream men of Milwaukee and Wisconsin have taken this big exposition of their industry seriously. They have worked hard to make it a success, not only from their own particular standpoint, but from a general standpoint, and from the 'other fellow's' standpoint.

"A special ice cream brick has been devised for the week of the exposition, to be known as the 'Dairy Show Special Brick,' and other means of 'putting their section on the map' have been devised by the committee.

"The exposition will have much of interest, in general, and more of vital importance, in particular, for the ice cream manufacturers. The machinery exhibits alone will be of immense value, and worthy of close study.

"On the towering spire of Milwaukee's city hall, which rises to a height of over 400 feet, is a huge electric sign which says 'Welcome.' This sign will blaze forth during the week of the National Dairy Exposition, and it is emblematical of the spirit with which both the exposition and the city of Milwaukee will receive the ice cream men of the nation who wend their way to the 1924 show."

Ice cream manufacturers who feel they are more of "businessmen" than dairy manufacturers will be interested in what the association has done toward making the 1924 exposition one of broad appeal to the businessman, as indicated by the following:

"The exposition is of great importance to the industry in general. It is of prime importance that as many phases as possible of the industry come and see what is to be offered. Even to the ice cream man, or the butter man, the work of the cheese or condensery departments may prove of great interest. The family feeding exhibit is of particular im-

(Continued on page 166)

To Ice Cream Manufacturers Everywhere

Thursday, October 2, will be ICE CREAM DAY at the National Dairy Exposition.

We, manufacturers of Wisconsin and Milwaukee, are anticipating the pleasure of seeing you and your wife in Milwaukee on ICE CREAM DAY. We will have a reception booth at the Milwaukee Auditorium, where the ice cream machinery and supplies will be on display, and we will also have a reception booth in the Consumers' Department of the Exposition at the State Fair Park.

This Consumers' Department is a new feature, organized under the heading of FEEDING THE FAMILY, where an interesting collection of exhibits helpful to the housewife in the solving of her food problems will be found—Prenatal Feeding, Correcting Undernourishment and Overweight, etc. The U. S. Children's Bureau, the University of Wisconsin, Wisconsin Board of Health, Welfare and Maternity Section, scores of Milwaukee organizations interested in health and diet.

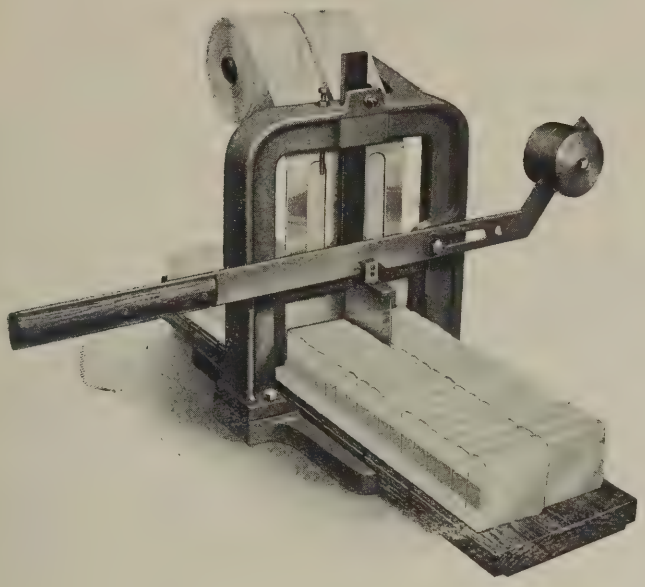
We, Milwaukee manufacturers, will have an interesting booth, showing new and attractive ways of serving ice cream. Everyone will be interested in seeing this.

Bring the wife. Write your friends from other states, and make a date to meet them at the reception booth of either department of the Show and look the exhibits over with them.

Yours truly,

WISCONSIN ASSN. OF ICE CREAM MFRS.
A. H. Kramer, President.

MILWAUKEE MANUFACTURERS OF ICE CREAM.
Bendfeldt Ice Cream Co.
Blommer Ice Cream Co.
Luick Ice Cream Co.
Geo. C. Mansfield Co.



Anderson "CUT-WRAP" MACHINE

"It Wraps as it Cuts"

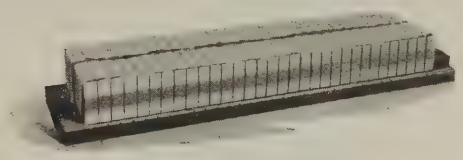
Simple—Practical—Fast—Low Priced

IN designing and experimenting on the Cut-Wrap idea, it was the desire to perfect a faster machine that would quickly cut ice cream slices wrapped on three sides. Our final accomplishment was greater than this, because while it does this rapidly, yet it as capably cuts quarts and pints. This wrapped idea is a good one for every Ice Cream Manufacturer — large or small.

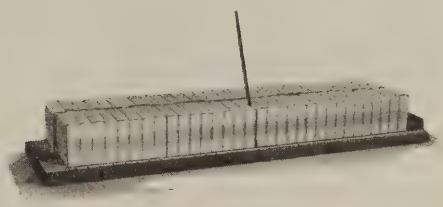
Send to-day for Literature and Price.

Manufactured by

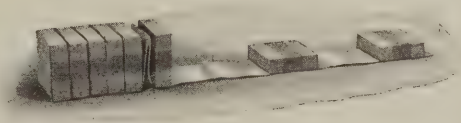
ANDERSON BROS. MFG. CO.
ROCKFORD, ILL.
U. S. A.



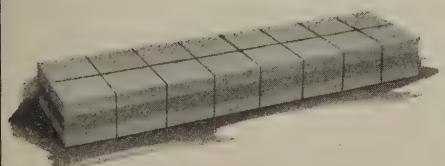
Sliced and Wrapped



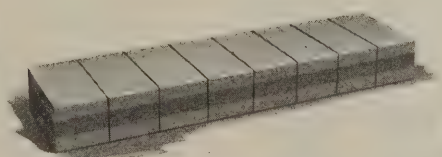
Quickly Slit for Individual Bricks



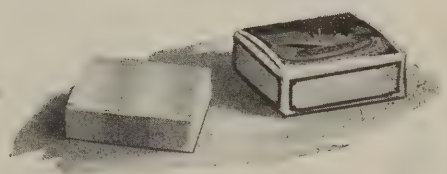
Ideal for Serving Large Gatherings



Pints Are Cut Uniform—2 at a time



Quarts Are Cut Uniform



Individual Bricks—Wrapped 3 Sides

The Dairy Exposition and the Ice Cream Industry

A Discussion of the Importance of the 1924 Dairy Exposition in Milwaukee and the New Orleans Convention to the Ice Cream Industry

*By O. S. JORDAN**

A STRONG, constantly developing milk producing industry in the United States and strong, healthily developing "milk converting" industries, that is, industries preparing for public consumption products composed of milk and other ingredients, are, I believe, requisites in the future economic development of the country.

As an outlet for milk, the ice cream industry's health and growth is of direct importance to the milk producers of the country. The interest of The Association of Ice Cream Supply Men is, of course, strictly in the development of the ice cream industry. It is true, however, that those whose activities relate chiefly or solely to ice cream are interested, in at least a general way also, in the progress of the butter, cheese and creamery industries as well as in the progress of the milk producers. It is also true that a percentage of the membership of The Association of Ice Cream Supply Men is interested to as great an extent in the butter, cheese and creamery industries as in the ice cream industry.



O. S. JORDAN.

The National Dairy Exposition undoubtedly is one of the great expositional events of American industry. It has been of great importance to the interests directly depending on the production of milk and will continue to have an increasing importance in that direction, undoubtedly, as milk production increases and becomes a still larger factor in America's total production of basic commodities. From the information that has reached me, I understand that this year's dairy exposition will, moreover, by the new arrangement that is to be in effect in the distinctive separation of the cattle show displays and displays of machinery and equipment for the industries using milk and cream as an important ingredient, afford the equipment and machinery manufacturers a medium more advantageous to their interests also.

The Asociation of Ice Cream Supply Men has always felt and exercised a hearty good-will toward the National Dairy Exposition as an institution designed to serve and advance the interests of those groups of businesses dependent directly and chiefly on that animal that might almost be termed the most remarkable productive "plant" known to mankind, the cow, and that hearty good-will is, if anything, stronger now than in the past.

*President, The Association of Ice Cream Supply Men.

Schedule of Days — National Dairy Exposition

Monday, Sept. 29	-	Milk Dealers' Day
Tuesday, Sept. 30	-	Creamerymen's Day
Wednesday, Oct. 1	-	Cheesemakers' Day
THURSDAY, OCT. 2	-	ICE CREAM DAY
Friday, Oct. 3	-	Evaporated and Powdered Milk Day

The work of The Association of Ice Cream Supply Men, of course, always has been consciously confined to the one field of ice cream. In that field, the event of chief consideration of the year is the annual convention of the National Association of Ice Cream Manufacturers, to be held in New Orleans in November. The Association of Ice Cream Supply Men as an organization is naturally impressed with the importance and necessity of the activities of the National Asociation of Ice Cream manufacturers. It believes that there can be no question of the exceptional importance of this year's convention of the national asociation. Conditions of extreme importance to the ice cream industry are current this year and will be discussed and analyzed and to some degree, undoubtedly, measures will be taken properly to meet them, by the ice cream manufacturers of the country at New Orleans. Many ice cream manufacturers undoubtedly will attend the National Dairy Show, but the prime interest of the ic ecream manufacturers this year, it is probably accurate to state—and the statement is made in no attempt to speak for the ice cream men of the country but only as a summing up of the views and sentiments that are generally to be encountered— is in the convention of their national association and in the consideration of matters there that directly and more exclusively concern their particular industry and their individual businesses.

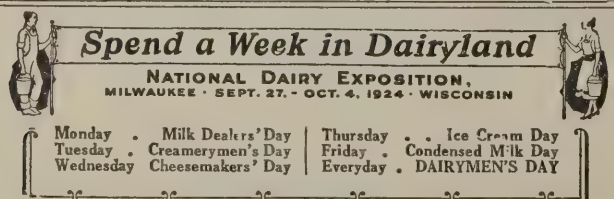
The Association of Ice Cream Supply Men is co-operating with the National Association of Ice Cream Manufacturers in many of the preparations for the New Orleans convention.



SUPPLYMEN TO ISSUE A CONVENTION EXTRA.

Announcement has been made by officials of the Association of Ice Cream Supply Men that that association will issue during the national convention at New Orleans, November 17 to 20, a publication to be called "Convention Extra."

This publication will be similar to the "Exposition Extra" issued by the association last year in connection with the Cleveland exposition. There will be three issues of the "Convention Extra," and all who wish can secure copies of these "Extras" in advance to be distributed by mail among friends of the trade.



Can You Say of *Your* Plant What *This* Ice Cream Maker Said?

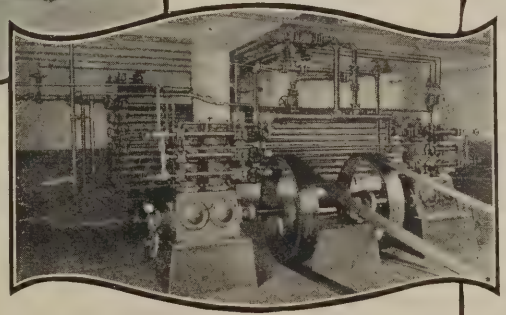
Do not fail to see our exhibit at the National Dairy Exposition, Booth 226, Machinery Hall.





SANGAMON DAIRY PRODUCTS PLANT

Springfield, Illinois



Two views of the two fifteen-ton HOWE Multiple effect Compressors installed in the Sangamon Dairy.

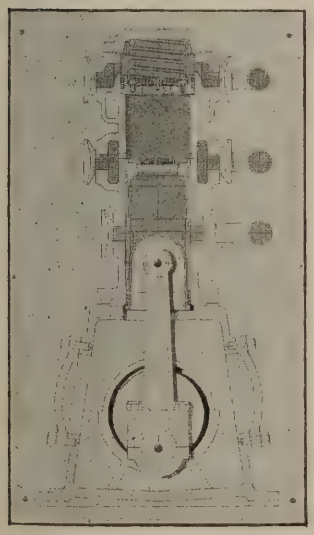
SANGAMON DAIRY PRODUCTS COMPANY
SPRINGFIELD, ILLINOIS

Howe Ice Machine Co.
Chicago, Ill.
Gentlemen:

Referring to the two Multiple Effect Refrigerating Machines which you furnished us, we have found them very satisfactory, and we have not had a minute's trouble with them since the plant was started.

We believe that we have the best and most economical refrigerating plant in the world of its size. The material furnished, the workmanship, and the manner in which the plant was erected, all exceeded our expectations.

Yours very truly,
Sangamon Dairy Products Company,
By L. W. Southard, Pres.



HOWE
That's Why

Mr. Southard speaks from experience—**he knows.** Will **you** be content with less when such supreme satisfaction is available? Neither are we. Then write, wire or phone us to send you the sectional working model shown at the left, which clearly reveals the interior working of the Howe Multiple-effect Compressor. A competent engineer will accompany it to answer any questions that may occur to you. Work it yourself—it's interesting as well as instructive—**it's fun.** Send the word. We assume all obligation.

N. B.—Ice Manufacturers: The same advanced engineering principles (embodied exclusively in Howe Compressors) that make the Sangamon Dairy "the best and most economical in the world," will effect similar savings in ice making and all other plants using mechanical refrigeration.

HOWE ICE MACHINE COMPANY

2825 Montrose Avenue **CHICAGO, U. S. A.**

SOUTHERN CONVENTION—NEW ORLEANS, NOVEMBER 14-15, 1924.

Consumption is Higher in States with Low Standard

Statistical Survey Shows Per Capita Consumption is Less Where Fat Standards are High

*By PROF. A. D. BURKE**

FOR the year 1920 the U. S. dairy division estimates the production of ice cream at 260,000,000 gallons, a certain trade magazine at 251,000,000 gallons, while the U. S. bureau of markets and crops figures about 281,866,282 gallons, based on the assumption of the reported production being about 50 per cent complete. From this it would appear that while "figures don't lie" they may sometimes "play hob" with conclusions. Accordingly I make no claim for the accurracy of figures and conclusions. Indeed I have learned better, having been duly censored by at least one state authority for taking government estimates which showed that the folks in his state apparently did not consume sufficient ice cream. Suffice it to say the production figures in this article are obtained from two reliable sources:

1. From the U. S. department of agriculture, bureau of dairying and bureau of markets and crop estimates, listed in the column "Figures by Government."
2. By writing directly to various state agricultural dairy bureaus or to the president or secretary of the state ice cream association and listed in the column labeled "figures obtained by the writer." Obviously the latter is incomplete for records in some states were unobtainable and such are left blank.

The government figures are assumed to be about 60 per cent complete, although they represent the actual production reports of ice cream factories received for the year 1923. As for the other figures I may say that the standards for ice cream listed in the first column are the latest obtainable from the U. S. department of agriculture.

THE population figures are those published in the 1920 census reports. To be sure our population has increased and present estimates can be obtained but too many estimates may vitiate conclusions. Hence for comparative purposes and the sake of accuracy the 1920 census figures are used. The last columns of the table are self explanatory. The average production and consumption figures are obtained by dividing the total production by the total population.

What the Figures Show.

From a study of Table 1 we may observe the following:

1. More ice cream is produced and consumed in those states with a low standard (8 per cent fat) than in those with a higher standard. Evidently our tastes favor a relatively "thinner" ice cream.
2. The higher the fat standard, exclusive of states with no reported standard, the less the per capita production and consumption of ice cream.
3. The production and consumption of ice cream is 2.35 pounds greater per capita in states with an 8 per cent standard than in those with a 12 and 14 per cent standard.
4. The production and consumption in states with no reported standard is exceedingly low. Some of the attributing causes may be
   1. Neighboring states with a relatively high standard.
   2. The majority are southern states and production in the South is less than in the North.
   3. A low quality of ice cream may be produced.
5. The average per capita production of ice cream in the United States
   1. Figured on the basis of 183,412,000 gallons as reported by the U. S. bureau of dairying and bureau of markets and crops, is about 1.73 gallons.
   2. Figured on the basis of the above estimate being 60 per cent of the total production,—is 2.78 gallons.
   3. Figured on the basis of 294,900,000 gallons as reported by the U. S. bureau of agricultural economics,—is 2.78 gallons.

These figures are based on the 1920 census reports. Assuming an estimated present population of 110,663,501 the above figures would be correspondingly less i. e.

1. 1.65 gallons.
2. 2.66 gallons.
3. 2.66 gallons.

From table 2 the following facts are apparent.

1. There is a great variation in fat requirements of ice cream in the different states, all of which tends to indicate that if a party from Wisconsin wished to market ice cream in Michigan and Illinois it would be necessary for him to manufacture three different grades or take a loss on his product in the two states, both of which require a lower fat standard than Wisconsin. The same variation may be observed in other states. Apparently a little more standardization of ice cream laws would not be out of place.
2. The greatest uniformity in fat standards is found among the middle Atlantic, south Atlantic and Pacific states.
3. The greatest production and consumption of ice cream takes place in the northern and upper Mississippi valley states and the least production in the South. Climatic conditions, quality of the product, population, markets and numerous other factors may be contributing causes for the noticeable variation.
4. The greatest per capita consumption and production occurs in the middle Atlantic states and the least in the East South central group. Noticeable variations in production and consumption may also be observed in mountainous and flat localities.

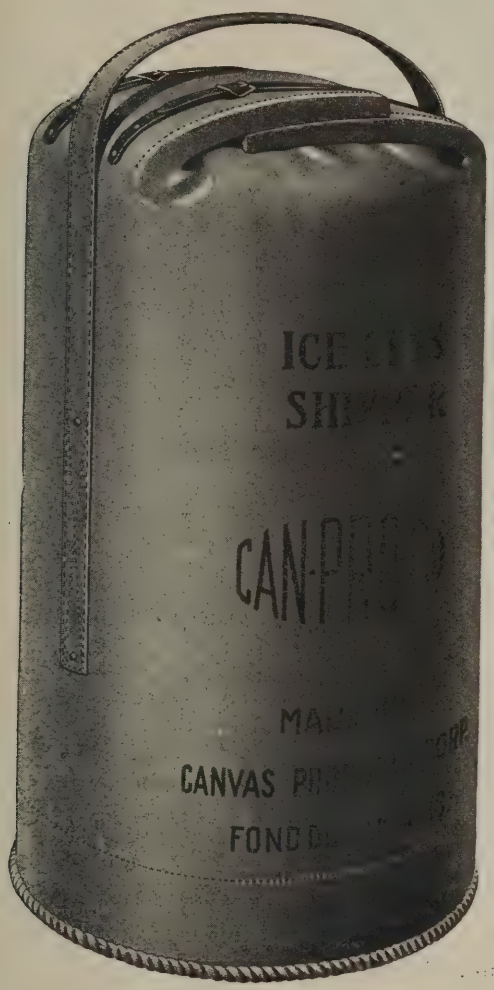
Undoubtedly much information can be gained by a study of statistics and although somewhat uninteresting and difficult to discuss, it is hoped that the above may prove of some value to readers of The Ice Cream Review.

(Tabulated Tables of Statistical Survey appear on pages 188, 190 and 192)

* Dairy Dept., Oklahoma A. & M. College. (Written exclusively for The Ice Cream Review.)

Fancy Ice Cream Forms
(Imported and Domestic)
Featuring
Hallowe'en and Thanksgiving
Leaves, W/Stem, Lace Papers
Imported Fruits, Pulps and Marrons
SCHALL & CO., New York
81 Barclay Street 16-18-20 W. Broadway

The New CAN-PRO-CO ICE-LESS SHIPPER



$5.50 EACH

20-Quart Size

NO ICE
NO SALT
NO PACKING

Weighs 1/5 of other Shippers (less than 8 lbs.)
Saves ½ the Delivery Charges
Increases Your Delivery Truck Capacity 500%
Preserves Ice Cream Eight to Fourteen Hours

PATENT APPL. FOR

The Can-Pro-Co Ice-less Shipper is constructed with insulating materials having a hard canvas inner lining, and hardened outer waterproof covering of heavy duck. Double bottoms and reinforcements where the greatest wear comes, gives the container long life.

There is nothing on the Can-Pro-Co Container and Shipper to get out of order. Nothing can break. Drop them—toss them around—up-side-down—any way. Lay them flat, all while holding can full of Ice Cream. This container is the **lightest—cheapest—strongest** Ice Cream Jacket yet devised.

The Can-Pro-Co Ice-less Shipper weighs less than eight pounds. The height of this container is less than 24" and the diameter is 12", made for regular twenty-quart cans. You can ship Ice Cream to your customers at less than half the former express charges. Think of this tremendous saving. Think of the ease of the delivery. No salt or Ice. No packing. Just drop the cans of cream into the container, buckle it up and you're ready. Load your truck. Any truck will do. Pile them up like cord wood, and you'll be surprised how many you can load. One man does the work of three. One truck carries the load of four as formerly.

FREE TRIAL OFFER We will ship this new container for free trial and examination, prepaid, to any Ice Cream Manufacturer. You will be convinced, and astonished at the ease and economy of this jacket, as well as the efficiency demonstrated. We will bill you in the regular way at $5.50, price of same, and if you do not find it the greatest little shipper you ever had—return it for full credit.

Manufactured exclusively by

CANVAS PRODUCTS CORPORATION

19-21-23 East McWilliam Street **Fond du Lac, Wisconsin**

Plans Go Forward for National Convention at New Orleans

Officials Moving for Highly Interesting Features at Twenty-fourth Convention
Ice Cream Special to Carry Many from Chicago and Surrounding Points

THE National Association of Ice Cream Manufacturers is shaping up its plans for the 1924 annual convention, which will be held in New Orleans November 17, 18 and 19, just at the close of the Southern convention in that city.

Assurance already comes from the South that much interest is being taken in the convention this year, and there is little doubt that the 1924 convention will find Southern ice cream manufacturers taking more interest in the affairs of the National Association than at any previous time in the history of the body.

Secretary N. Loewenstein recently issued a bulletin telling of the plans of the 1924 national convention, stating that the program committee is putting forth every effort to make this convention surpass all previous ones. He requested members to advise the nature of any subjects which they feel should be discussed, suggesting that they send in names of speakers that they would like to hear at the convention.

As previously stated in The Ice Cream Review, the Association of Ice Cream Supply Men is in charge of entertainment in connection with the national convention, and it is promised that some very novel and interesting features will be provided. Special entertainment features are being prepared for the benefit of the ladies expected to attend the convention, it being expected that there will be more ladies in attendance this year than at any past convention.

IT IS around the special train that is to go to the convention that much interest centers. An "ice cream special," made up of all-steel Pullman cars, with two diners and observation car, will leave Chicago over the Illinois Central railroad at noon Saturday, Nov. 15. This train will convey manufacturers residing in and about Chicago, or coming through Chicago. Arrangements will also be made for special sleepers out of St. Louis and other intermediate points for connecting with this train.

The secretary requests members to make this convention their vacation. He spoke as follows on this subject:

"Let your vacation be a trip for yourself and family to the convention. It will mean recreation and enjoyment for you, as well as putting you in touch with many men who have spent the greater part of their lives in the ice cream industry, and who are thoroughly conversant with the various problems the ice cream manufacturer has to meet. By this personal contact many of your problems may be solved for you.

"Do not miss this convention. Mark the dates on your calendar, if you have not already done so, make hotel reservations at once.

ARRANGEMENTS have been made with the United Fruit Company for the sailing of one of their finest boats from New Orleans on Saturday, Nov. 22, for a seventeen-day trip to Cuba and the Panama Canal Zone and return to New Orleans. The enclosed pamphlet will give you information in detail, indicating the wonderful trip which has been mapped out at a minimum of expense.

"Rates for the 17-day trip—'All Expense Cruise'—including side trips as well as hotel accommodations on the Isthmus, $250.00 and $285.00 per person for staterooms with running water. Each stateroom is provided with two beds instead of upper and lower berths.

"Cabin rooms, with bath, $680.00 for two passengers.

"Parlor cabin rooms, with bath, dressing table, etc., $800.00 for two passengers.

"Cabin and parlor rooms will also accommodate a third passenger for $250.00.

"In addition to the foregoing a government tax of $5.00 per passenger is charged.

"In view of the fact that a number of reservations have already been made it will be necessary, in order to secure desirable accommodations, that you communicate at once with B. J. Schilling, Transportation Manager, 620 Marquette Bldg., Chicago, Ill., who will also furnish you with full information and details regarding this trip."

Dixie Flyers Adopt Definite Exposition Plans

Officials and Committeemen Arrange for Record Exhibition and Elaborate Entertainment Features at New Orleans in November

FINAL approval was given the plans thus far formed for the exposition of the Dixie Flyers and the entertainment to be provided by the Dixie Flyers for the convention of the Southern Association of Ice Cream Manufacturers, at a meeting of the general committee at Roosevelt Hotel in New Orleans on Saturday, August 9. The committee took up in earnest the part the Dixie Flyers will play in the Southern convention to be held in New Orleans, November 14 and 15, which will be followed by the annual convention of the association of ice cream manufacturers, on November 18, 19 and 20.

The stamp of approval placed upon the entertainment plans of the Dixie Flyers gives assurance of what is expected to be the most elaborate entertainment program yet provided for an association that is famous for the social features of its convention. Elsewhere in this issue appears an announcement by The Association of Ice Cream Supply Men of the splendid entertainment features to be provided for the National Association of Ice Cream Manufacturers, the supply association having an understanding with the Dixie Flyers that the former will provide for the fun and frolic of the national delegates.

The general committee was attended by H. A. Benners, president of the Dixie Flyers; F. W. Hooton, vice-president; P. N. Miller, Jr., secretary; J. G. Moore, chair-

(Continued on page 16)



Increase Your Winter Sales Volume. Sell Packaged Sundaes. Use This Sales Winning Package

Boost your ice cream sales — increase your volume of winter business. Make and market Packaged Sundaes. Establish a steady income for the usual slow selling months. Each winter millions of our Package Sundae Kups are used by leading ice cream producers throughout the country. No other package is as attractive — no other as practical. It is the one package that establishes a profitable, ever increasing, packaged sundae business. Made of snow-white wood-fiber. Free from wax. Large unobstructed opening permits easy filling and removal of contents. Nest when empty. Snap-in, self-seating lid, with tab attached. Lids and packages printed in one or more colors with your own label. The Mono Spoon is part of the package. Ask for samples of "The Package That Protects and Sells Its Contents." Make your request now—prepare for increased winter sales. Duplicate the success of hundreds of regular users.

Mono Service Co.
NEWARK NEW JERSEY



KLEEN KUP



National Advertising is Recommended At New York Meeting of Ice Cream Officials

SUPPORT OF ADVERTISING CAMPAIGN TO BE ASKED AT NATIONAL CONVENTION

ONE of the important matters that probably will face the 1924 convention of the National Association of Ice Cream Manufacturers is that of national advertising. Action in this direction was started at a meeting in New York City on August 28, called by the committee on national advertising from the National Association of Ice Cream Manufacturers. The meeting was attended by officials of The Association of Ice Cream Supply Men, the president, Oliver S. Jordan, acting as chairman. Secretary-Manager Roberts Everett filled the role of secretary of the meeting.

Full endorsement of the attempt on the part of the national association's advertising committee and officers of the supply association was given in a resolution adopted at the meeting. The resolution, which is to be referred to the national convention in November, recommends that definite support be given for carrying out the advertising plan for one year on the following basis:

"One-half of one per cent of gross annual sales contributed by such members of supply companies as, in approximate figures, have total annual sales equivalent to 40 per cent of the estimated gross annual sales to the ice cream industry by members of The Association of Ice Cream Supply Men."

ICE cream men who have closely followed activities looking to a national ice cream advertising campaign are impressed with possibilities in this direction. Developments at the national convention will be watched with great interest.

Among those attending the New York meeting last month, which was held at the McAlpin Hotel, were:

W. A. Schwindeler, Carpenter Ice Cream Co., St. Louis, chairman; G. W. Kenison, Jersey Ice Cream Co., Lawrence, Mass.; A. E. Dixon, secretary North Carolina Ice Cream Manufacturers' Association, Fayetteville, N. C.; E. K. Finneran and F. W. Gentleman, Gardner Advertising Agency, New York City; O. S. Jordan, Brown & Shaw, New York City, president, The Association of Ice Cream Supply Men; H. H. Miller, H. H. Miller Industries Co., Canton, O., vice-president The Associatin of Ice Cream Supply Men; Thos. D. Cutler, The Ice Cream Trade Journal, New York City, treasurer The Association of Ice Cream Supply Men; B. B. Scott, Providence, R. I., director, The Association of Ice Cream Supply Men; E. W. Skinner, Sealright Co., Fulton, N. Y.; O. O. Lund, Eskimo Pie Corp., Chicago, Ill.; Roberts Everett, secretary-manager The Association of Ice Cream Supply Men, and Charles W. Caldwell, assistant secretary-manager The Association of Ice Cream Supply Men.

Dixie Flyers Adopt Definite Exposition Plans

(Continued from page 14)

man of the entertainment committee; E. K. Strahan, member of the entertainment committee, and O. E. Schupp, chairman of the boat-ride committee.

Benjamin C. Brown and E. B. Geisel of New Orleans represented the Southern Association of Ice Cream Manufacturers at the meeting, which was marked by the reading of detailed reports for the approval of the various committees. The program unanimously decided upon is virtually the same as outlined in previous issues of The Ice Cream Review.

The committee visited the Winter Gardens and made a thorough inspection of all facilities as well as conveniences for handling the visitors at the convention; finding conditions to be ideal, the committee instructed officers of the Dixie Flyers to proceed with final arrangements.

Heavy application for exhibit space in connection with the Southern convention has made it necessary to increase the number of booths.

The entertainment program formally approved at the meeting follows:

Friday, November 14, 9 A. M.—Opening of Exposition at Winter Garden.

Friday, November 14, 12 M.—Buffet Luncheon served at Winter Garden.

Friday, November 14—Luncheon by Ladies' Auxiliary. Place to be announced later.

Friday, November 14, 9 P. M. to 1 A. M.—Louisiana Jambalaya, Vaudeville, Dancing and

Saturday, November 15, 12 M.—Buffet Luncheon, Winter Garden.

Saturday, November 15, 2 P. M.—Matinee Party to Ladies' Auxiliary, Orpheum.

Saturday, November 15, 8 P. M.—Banquet Southern Association Ice Cream Manufacturers.

Sunday, November 16, 10 A. M.—All Day Boat Ride, Steamer Capitol, to Ellington Plantation.
Boat leaves New Orleans 10 A. M.
Arrives Ellington Plantation 1 P. M.
Leaves Ellington Plantation 3 P. M.
Arrives New Orleans 7 P. M.

In connection with the entertainment program, President Benners has made the following announcement concerning features. "The Famous Gold Jazzers" of the Steamer Capitol will furnish music throughout the entire day. Refreshments will be served on board.

"The Steamer Capitol is one of the largest and finest boats on the Mississippi River and will accommodate 3,500 persons.

"The Dixie Flyers now extend a most cordial invitation to the members and ladies of the Southern Association of Ice Cream Manufacturers and visiting ice cream manufacturers to join them in the biggest convention of ice cream manufacturers ever held in the South. We have provided a program which we are sure will provide a continuous and most delightful entertainment during your visit to New Orleans and as each and every member of the Dixie Flyers have appointed themselves a committee of one to look after your welfare, you are assured of a most enjoyable visit."

The traditional spirit of Southern ice cream men toward their ladies was shown in the following urgent request by President Benners:

"And most important of all, 'BRING THE LADIES,' as they will be our special guests."

BUTTER SCOTCH ICE CREAM

originated with SCOTCH BOB

Butter Scotch Ice Cream owes its amazing success to SCOTCH BOB, for this Kay-White product gives it the rich, distinctive taste of Old-fashioned Butter Scotch candy and pie.

With SCOTCH BOB you are *certain* to produce that same rapid-selling Butter Scotch Ice Cream that other manufacturers are running day in and day out.

SCOTCH BOB, not being a liquid or an extract — but *real Butter Scotch* — develops unusual smoothness.

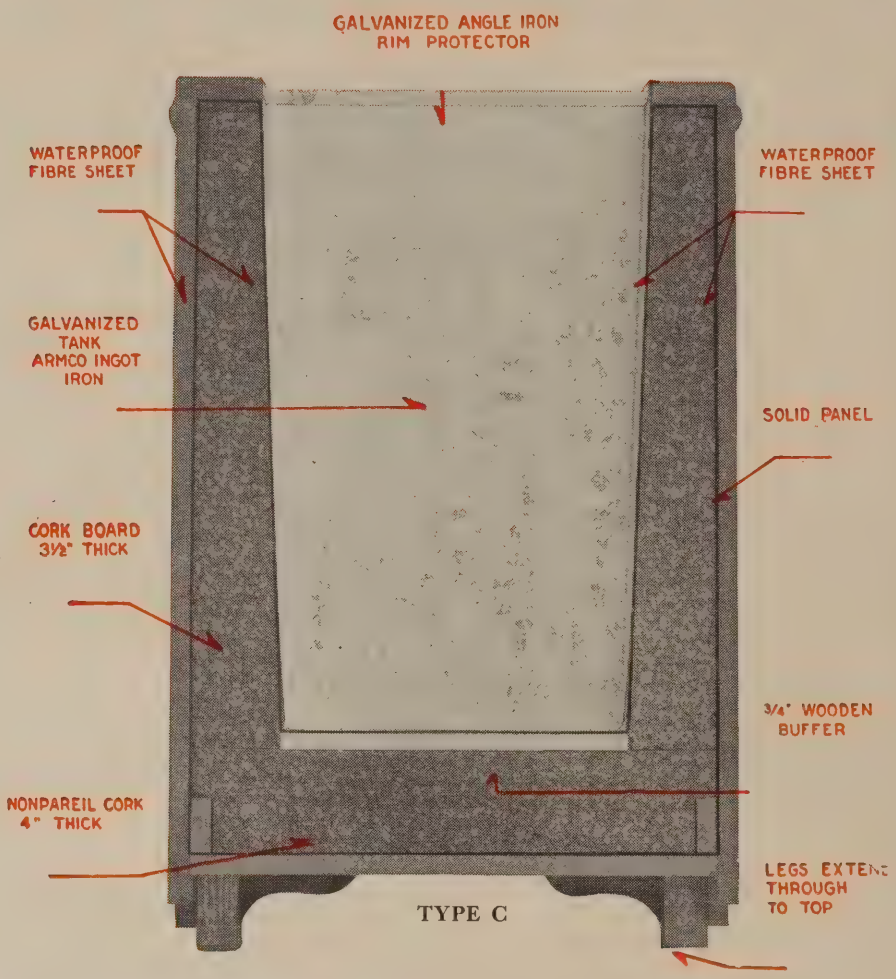
All these qualities: NEWNESS, TASTY FLAVOR and SMOOTHNESS, are what the Public wants. SCOTCH BOB is reasonable in cost and within the reach of every manufacturer. Send for trial keg at $10, and *try it!*

A GOOD HOUSE TO DEAL WITH — TRADE MARK

KAY-WHITE PRODUCTS INC

Eight West Broadway. New York City.

MOST ECONOMICAL OF
ECONOMY CABINETS



TYPE C

This ECONOMY CORKBOARD CABINET has created a sensation among the ICE CREAM MANUFACTURERS who have come to realize that superior insulation means money saved in ice consumption.

In addition to having superior insulation this cabinet has a tapered trough, conserving the ice and at the same time giving more insulation where the brine accumulates. This cabinet is equipped with cylinders, making it easy to replace a can of cream at any time.

Every MANUFACTURER owes it to himself to give this cabinet a thorough trial. Place your order now, increase your sales, by having your ice cream kept in the best condition with the least possible ice consumption, and INCREASE YOUR PROFITS.

This tapered cabinet has an average of 3" corkboard on the side and 4" on the bottom, lined on both sides by water-proofing paper. Equipped with ⅞" buffer board to protect bottom of cabinet, making a cabinet that is far superior to ordinary styles.

Tub Cabinets. This separate compartment is especially designed for rural trade, as one compartment alone can be used without being compelled to ice the entire cabinet. The tubs of the cabinets are especially treated to prevent leakage.

Dry Package Cabinets. Most efficient dispenser of Brick carton, dry bulk package, or Eskimo Pies. Each package goes to the customer in perfect condition, having had superior refrigeration in a container totally surrounded by ice, in a cabinet heavily insulated with cork.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

Homer Manufacturing Co., Homer City, Penna.

331 Dwight St., Springfield, Mass., New England Distributors



Ice Cream Carbonated Beverages

Price, $2.00

Written and Published by the

Warner-Jenkinson Co.

ST. LOUIS

A complete treatise, written in the fewest possible words covering ice-cream making in all its phases. No ice-cream maker can afford to be without a copy. The following subjects, among others, are amply covered:

Composition of milk and cream.
Standardization of the mix.
Standardized formulas.
Simplified methods of calculating any mix.
Laboratory testing methods.
Bacterial count.
Nature of Vanilla Extracts.
Certified Food Colors.

A copy of this work will be mailed free to any customer on our books who applies for one. Any ice-cream maker not listed as a customer can obtain a free copy by sending in the following coupon (trial order) with money order for any *one* of the items specified.

If you do not require any goods, send us $2.00 for our book anyway and if you do not think it worth the money, mail it back in five days and we will refund.

To the Warner-Jenkinson Co.,
St. Louis.

(Mark with a cross item or items desired)

Please express prepaid:

One Gallon Vanilla and Tonka	$ 5.50
One Gallon Mammoth Vanilla	8.00
One Gallon Vanessa (Concentrated)	22.00
One lb. Dry Egg Yellow Color	4.50
One lb. Dry Strawberry Red Color	5.50
Ten lbs. Red Seal Ripener	.90 lb.

And mail copy "Ice Cream. Carbonated Beverages."

Name.....

Address.....

.....



Put Your Display Signs on a better "footing"

"Hallowell" Steel Display-sign Foot

"Hallowell" Steel Sign Feet give your display signs a footing that is neat—attractive and designed to give the sign balance so it will stay upright.

They are easily put on and the "pocket"—with patented moisture drain—fits the sign snugly—keeps the base from rotting and the foot pocket from rusting. Equally as easily removed for compact packing in storage.

An all 'round economy for large and small ice cream manufacturers.

Order your supply early.
Prices on request.



Standard Pressed Steel Co.

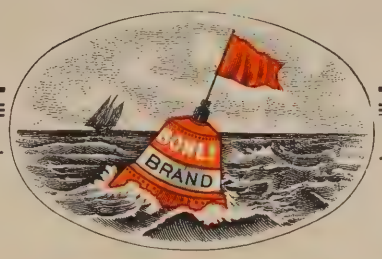
JENKINTOWN, PA.

(The "Pioneer" Steel Hanger People)



Two widths . . . . 17½" and 25".
Pocket widths . . . 13-16" to 2½".





To the Foresighted Ice Cream Manufacturers

You know the conditions in the Vanilla Bean Market. Prices are sky high, with no prospect of relief during the coming season. Protect your interests by contracting now for the finest vanilla flavor made. Keep down your costs and insure your supply for 1925 of

BOWEY'S VAN-COU Concentrate

"The Wonder Vanilla Flavor"

We have a fair stock of Van-Cou and can accept a limited number of contracts for 1925 at no advance over our 1924 quotations. Write for contract prices today and get in on the ground floor.

REMEMBER—

Van-Cou contains 62½% pure vanilla.

Van-Cou imparts to the ice cream that delicious, fresh smack of true vanilla.

Van-Cou will not freeze out even under prolonged storage.

Van-Cou is the most economical high grade Concentrate on the market.

Van-Cou has been adopted by many of the largest Ice Cream Makers in Chicago and Middle West.

Van-Cou is the flavor for You.

CLIP THE COUPON AND MAIL IT TODAY

MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St. CHICAGO, ILL.

Established 1895

Horine & Bowey Co.,
401 W. Superior St.,
Chicago, Illinois.

Please quote contract prices on Van-Cou. We will make approximately ..... gallons Vanilla Ice Cream next season.

Name .....

Street .....

City ..... State .....

Buyer .....



ONE HOLE **$17.60**

Capacity, 5 gallons.
Length, 19¼ inches.
Width, 19¼ inches.
Height, 32¼ inches.
Shipping Weight, 150 lbs.



TWO HOLE **$29.60**

Capacity, 5 gallons.
Length, 36¼ inches.
Width, 19¼ inches.
Height, 32¼ inches.
Shipping Weight, 250 lbs.



THREE HOLE **$39.75**

Capacity, 5 gallons.
Length, 53¼ inches.
Width, 19¼ inches.
Height, 32¼ inches.
Shipping Weight, 325 lbs.

TERMS:—3% 10 Days, 30 Days Net. F. O. B. Memphis, Tenn.

Ice Cream Manufacturers

Here is the proof that we are working to your interest.

ON THE MARGIN OF THIS PAGE WE DEMONSTRATE THE FACTS.

Price and Quality

Featuring a One-Piece Insulation and A Non-Leak, Metal-Lined Cabinet

Give us a trial on your fill-in orders and we will convince you that your troubles as to leaky Cabinets are at an end.

OUR 30-DAY GUARANTEE PROTECTS YOU AND MAKES A *Satisfied* CUSTOMER FOR THE

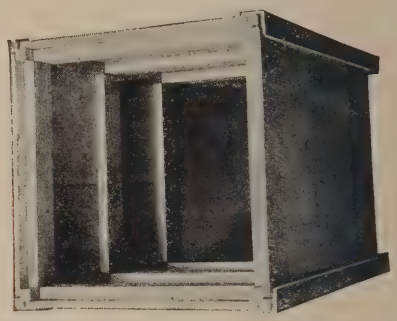
Stryker Cabinet

We are prepared to make immediate shipments.

THE STRYKER KOT-N-WOOD PRODUCTS CO.

Box 2307 Dept. C.

MEMPHIS, TENNESSEE



The super-structure of our Cabinets are made with 2x2" hardwood posts full length of Cabinet (note interlock of sides into posts), with three cross beams, and onto this is put our clear cypress panels.



Armco Ingot Galvanized Iron Can—Highest quality galvanized metal made. Note double thickness of top and brass valve with lock nut on both sides of the can. This prevents it from ever leaking.



This shows one-piece insulation. Its insulating qualities far surpass anything else you have ever used, and being in one piece it naturally strengthens the entire Cabinet—in other words, it makes the Cabinet a one-piece proposition. In putting our Cabinets together we first make our frame, then nail our panels to same, then our can with double top is nailed into frame, after which the Cabinet is turned upside down and our one-piece insulation is put in under pressure, after which the bottom is nailed on. This prevents the Cabinet from ever giving under the strain of packing same.

No *Reason* for Low Overrun on this Account

—Says Professor Baer in his book "Ice Cream Mix":

"Many times a factory reports a low overrun and cannot locate the difficulty. **Too much mix in the freezer, overloading** or taxing the freezer beyond capacity is often the cause of an unsatisfactory yield."

(Page 50)



Patented

Let the WEIBATCH Measure Your Mix to each Freezer.

100%** Accurate by **Weight.

You wouldn't grab into your cash drawer and give a customer a handful for his change "estimating" that the amount is correct.

No:—you COUNT OUT each bit of change to KNOW you are **exactly** right so that you do not cheat the customer or yourself.

Just so with your ice cream mix.

It takes change from your cash drawer to buy it and it should be just as carefully counted out for handing to customers as ice cream.

Too much mix in a freezer cuts down the overrun and cheats you out of your profits. Too little mix encourages a quality of ice cream that cheats the customer and dissatisfied customers ruin business. So chances are you cheat yourself both ways by not having each batch of mix **accurately** weighed.

GET A WEIBATCH AND **KNOW** WHAT YOU GIVE YOUR CUSTOMERS THROUGH YOUR FREEZERS.

Each and every batch Pulled by a Weibatch is exactly the same by Weight.

Put Your Freezing on a Business Basis. It costs nothing to convince yourself of the benefit of a Weibatch. Sold under a 30-day guarantee trial. Prices on request.

WEIBATCH LIQUID SCALE CO.

Grand Rapids, Michigan

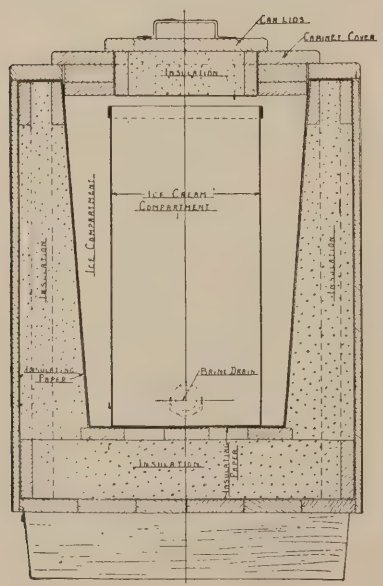
Perfect Insulation

Keeps Cold Air In

Saves Ice and Salt for Ice Cream Manufacturers



This diagram shows why A-B Ice Cream Cabinets cut your ice and salt bills to the lowest possible figure. Notice how cream compartments and ice and salt chamber are fully protected against warm outside air. No wonder the A-B Cabinet saves ice and salt!



A-B Ice Cream Cabinets are designed and built to save ice, save salt and save money for ice cream manufacturers. Fifty to 100 A-B Cabinets will actually save thousands of dollars for the average ice cream manufacturer every year.

Cream compartments and ice and salt chamber are fully protected against outside air by an unusually efficient insulating material which surrounds the ice, salt and cream compartments on all four sides. Even the lid is fully insulated, and fits tight. There is no chance for cold air to get out nor warm air in—consequently, each icing gives maximum service and economy. A single icing will give 48 hours' service should emergency require.

Cream compartments are square and perfectly dry. All sizes of bulk ice cream containers are inserted with greatest ease—square pockets permit carrying all package cream in compact facility.

A-B Ice Cream Cabinets cost less *by the year* than any other pack cabinet you can buy. They weigh 10% to 15% less than ordinary pack cabinets, hence place no strain on your floors.

Full details and prices gladly furnished on request. Write

Anheuser-Busch, St. Louis

Also Manufacturers of ABC Refrigerator Motor Truck Bodies and Wagons

A-B Ice Cream Cabinets

SOUTH CALLS LADIES TO SERVICE.

To the Ladies' Auxiliary of Southern Ice Cream Association and Dixie Flyers:

Ladies, do you realize that convention time is drawing very near and there are so many who have not registered nor paid dues for 1924? This, I know, is an oversight on the part of many of our members.

But, this year is to be the largest convention we have ever had, so I am sending an appeal to all members who have not done so to send their application for 1924 membership as soon as possible.



MRS. E. B. GEISEL.

To the ladies who have never joined our auxiliary, we extend a most sincere and hearty invitation to join. Anyone whose husband, brother or friend is a member of the Southern Ice Cream Manufacturers' Association or Dixie Flyers is eligible for membership.

The dues are only two dollars a year. These dues are to pay for a luncheon the first day of the convention, which will be this year, Friday, November 14. In this way, you meet the local ladies, who will take you in hand and guarantee to see that you are entertained and taken care of for the balance of the convention.

If you have never attended a convention before, make the men bring you this year. We will relieve them of all responsibility from the time you arrive in New Orleans until you leave.

The Dixie Flyers and Southern Ice Cream Manufacturers' members are planning wonderful things for the ladies this year. Our auxiliary must not be out-classed—come to our aid by attending the convention and making the auxiliary luncheon the largest and best we have ever known.

Only three months from today; so get busy and by an early reply make it possible for us to entertain you in a way that will make you all realize that you had one of the best times of your lives at the New Orleans convention of the Southern Ice Cream Manufacturers' Association and Dixie Flyers!

The program for the ladies is as follows:

Friday Noon:
Ladies' Auxiliary Luncheon—De Soto Hotel.
Friday Night:
"Jambalaya"—"A Dixie Treat of the Dixie Flyers."
Saturday:
Luncheon and Matinee.
Saturday Night:
Banquet.
Sunday:
All day Boat Trip.

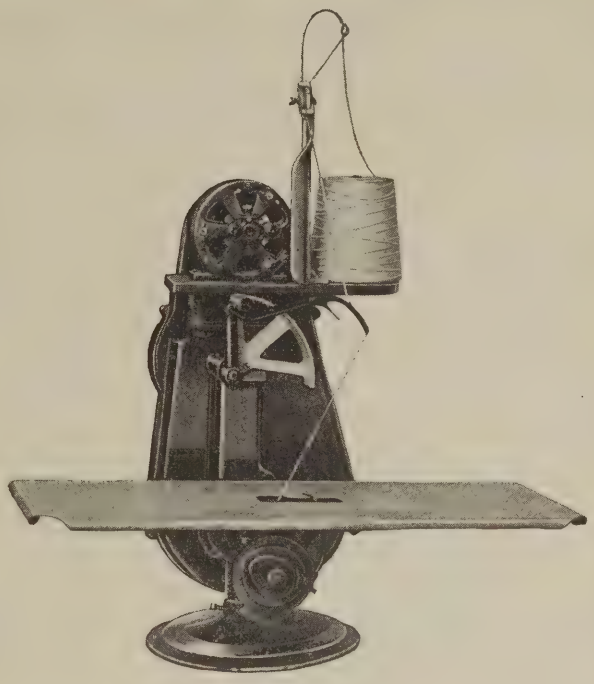
Send applications and dues to: Mrs. E. B. Geisel, secretary, P. O. Box 257, New Orleans, La.

I hope you will keep me busy from now on, and I shall be happy to give any information in regard to the auxiliary or convention that I can.

Any and all suggestions which the ladies may have which will add pleasure or convenience to their stay in New Orleans will be gratefully received by your secretary.

Trusting I shall have the pleasure of seeing all our old members and greeting many new ones, I remain,

MRS. E. B. GEISEL, Secretary.



Nearly 100% Popular in Chicago

Practically all the brick ice cream in Chicago passes over the platforms of "Saxmayer" Bundle Tyers.

These clever little machines have been almost universally adopted by Chicago ice cream manufacturers, who save thousands of dollars annually through their use.

Every knot is neat and uniform.

There is no waste string.

Operator needs no experience.

Does the work of several hand tyers.

Practically nothing to get out of order.

Automatically adjusts to various size packages.

Free Trial If You Wish

We would like you to try a machine for ten days, in your own plant, on your own work.

You may return it without question, if you are not convinced that you need it, and that it will pay for itself in a short time.

The National Bundle Tyer Co.

BLISSFIELD, MICH.

Progress of Ice Cream Industry Features America's Dairy Development

Approaching National Dairy Exposition Emphasizes Ice Cream Trade's Relation With Dairy Industry, and Their Interdependence

A REVIEW OF DAIRY HISTORY

DEVELOPMENT of the dairy industry in America, covering virtually the entire course of this country's history from early colonial days to the present age of mechanical magic, is featured by the extraordinary strides of the ice cream industry. The ice cream manufacturing business has set the pace for dairy production in America, its operations extending from coast to coast and daily growing in magnitude.

Dairy manufacturing is built on the solid foundation of the business of milking cows. This is hard to realize today. The present magnificent temples of industry in which the manufacture of ice cream is conducted have little to suggest the farmer and the milk pail. This only goes to show how far dairy manufacturing has developed from its early beginning as a "backyard industry." It has grown from a field of milkmaid romance to a mighty industry of highly colorful romantic achievement.

The milkmaids, like the poor, we shall always have with us, but commercial dairying has reached such great heights of development today that our modest lady of the dairy pail has been pushed far, far into the background.

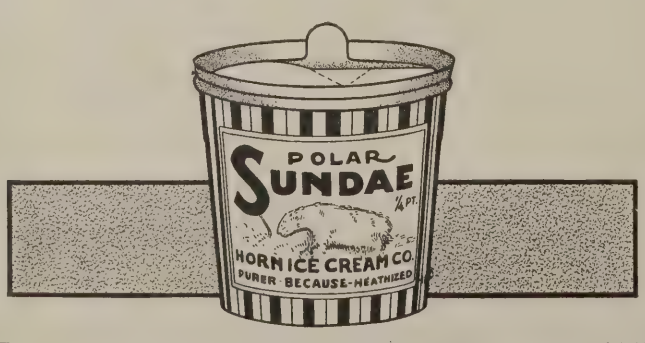
The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

PERFECT PACKAGE
TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



But instead of departing, the days of dairy romance are in their ascendency. Every line of dairy history in this country fairly pulsates with romance of high achievements, records of adventurous heroes along the pathways of trade enterprise; bold knights of battle who have strode forward in industrial development with a spirit of do and dare such as might be envied by any ancient hero that ever shied a lance at Lancelot, lowered the gage of battle to Camelot, or stole a kiss in a far corner of his maiden's cowlot.

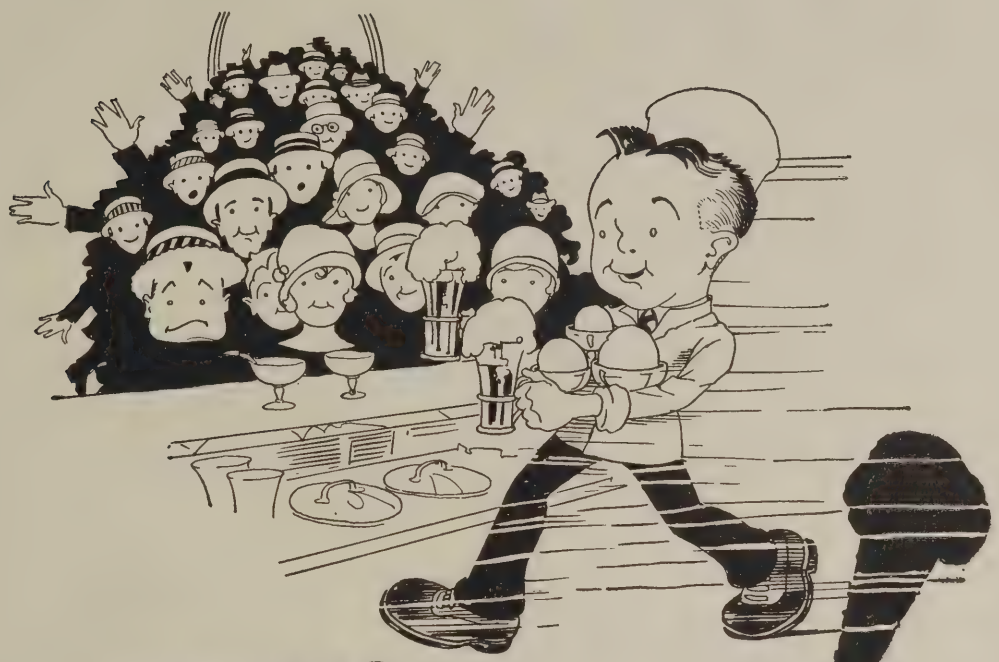
THE dairy cow is the cornerstone of one of the most remarkable passages of industrial romance ever recorded in this nation of magnificent trade achievements. Dairying in America has been carried to far heights of progress on the magic wings of commercial development. Intensified commerce is the story behind America's dairying progress. The farmer, formerly producer, manufacturer and merchant, now has had the greater part of his activities taken over by men who have gone far into manufacturing and merchandising sciences. This has given the farmer the opportunity to concentrate his efforts upon one thing—the production of good milk and cream. It has resulted in the breeding of better cows, the establishing of more efficient and sanitary methods of production. And the manufacturers and merchandisers of dairy products have been allowed to devote themselves entirely to their business of getting dairy products before the people on the largest scale possible at minimum cost and with due regard to public welfare.

Dairy commerce has enabled the farmer to get more for his efforts than ever could have been the case through methods of the olden days; it is this which is responsible for the great industries that today revolve around the gentle cow of the meadowlands.

THE most salient point in connection with America's dairy history and the relations of the ice cream manufacturer with the milk cows is the fact that as the ice cream industry continues in advancement, ice cream manufacturers themselves are drifting far from their base; we are getting away from fundamentals. Dairy observers are generally agreed that the modern tendency is too much toward industrial principles, with the ice cream men drifting away from the fact that the cow, after all, is the industry's great anchor, the fountain of supply.

This particularly comes to mind as we see the ice cream industry today at close grips with the matter of boosting consumption. The average ice cream manufacturer often finds himself forgetting the importance of the cow. Whereas, other branches of dairy manufacturing are giving their attention to the matter of spreading and intensifying dairy farming in America, some ice cream manufacturers show little interest in this line of endeavor. This is a tendency that must be corrected, many believe, if the advancement of the ice cream industry is to be as rapid as its champions wish.

It is highly significant that ice cream is being more



more business!

GOOD Ice Cream properly advertised will get more business. You know your Ice Cream, we know how to advertise it.

We've studied the advertising and selling of Ice Cream exclusively for fifteen years; worked with many of the largest manufacturers from coast to coast and are still working with them. Helped them to determine how much to spend and how and where to spend it. Supplied them with window displays, posters, direct mail pieces and newspaper campaigns; helped to build profitable business and, equally important, *saved them from frittering away good money.*

We serve one manufacturer in a territory and if your business does not conflict with someone we are now serving we should like to discuss advertising and selling with you. Write now, while you are thinking about it.

Barker Duff & Morris

Union Trust Building
Pittsburgh, Pa.

generally consumed, all other things considered, in those states where dairying is farthest in advancement—Pennsylvania, New England, Michigan, Illinois, Wisconsin, Iowa, Minnesota, Michigan, Ohio, Indiana and others. Love for ice cream is a part of the dairy appetite, an appetite that grows among the boys and girls who are brought up among dairy products—milk, butter and cheese.

The origin of ice cream, the subject of unsettled disputes among dairy historians, has no place in this discussion. It is not important to say when ice cream was first made in this country. While it is generally agreed that that charming Virginia belle, Dolly Madison, first introduced ice cream at a social at the White House (an extremely appropriate place for the introduction of a product that has become so firmly established as typically an American product, it might be said in passing), a survey of dairy records show that the production of ice cream on the wholesale principles now in vogue began about the time of the war between the states. Utah is supposed to have had an ice cream manufacturer in the form of a man named John R. Clausen of Salt Lake City in 1860. Ohioans were toasting the health of future republican presidents in ice cream at about the same time. It seems that J. T. Rausley of Cincinnati was the pioneer in that state.

JACOB FUSSELL is commonly hailed as the father of the ice cream manufacturing industry. It is recorded that he was making and distributing ice cream at Baltimore, Md., in 1851. In the year 1862, we find him plying his trade at Boston, Mass., while in 1864, this restless gentleman was in the same line of business in New York City.

Perry Brazelton of Mt. Pleasant, Ia., studied the wholesale ice cream business with Mr. Fussell in his Washington plant and later returned West and established a factory in St. Louis, and a few years later plants in Cincinnati and Chicago. Mr. Brazelton was the most successful of the earlier wholesale ice cream dealers.

The most rapid developments in the ice cream industry has taken place in the past twenty years, due largely to the great improvement in machinery and the increased use of mechanical refrigeration, principally the ammonia expansion system. The first real progress in artificial refrigeration was made in Germany in 1867, when it was used to a limited extent in breweries. Ice making soon followed and its use in ice making was discovered largely by chance, by a large ice manufacturing plant installing an ice cream department to utilize broken or waste ice.

Kansas did not have an ice cream manufacturer until 1882, according to one eminent chronicler of dairy history, Prof. M. Mortensen, instructor in dairying at the Iowa State University, whose speech on the "Early Development of the Ice Cream Industry," delivered befor the World's Dairy Congress at Syracuse in October, 1923, was published in the October 15 issue of The Ice Cream Review. But the investigation of the editorial staff of The Ice Cream Review brings to light the information that the Jack Rabbit state was one of the very earliest pioneers in the industry. It is recorded that ice cream was being manufactured in that state as early as 1866.

THE strangest kind of a paradox is encountered in compiling a history of the American ice cream industry when we get to the point where one part of the country, the cold and wintry North, begins rapidly to draw away from the mild and temperate South, where the art of manufacturing ice cream actually was introduced, according to what seems to be the most acceptable source of information. More than one reason is found when the matter is considered. It was at the time that the grim, black wings of war were hanging heavily over the Southern states that the development of the ice cream industry began.

People in that state were singing, "Maryland, My Maryland," and urging their legislators to take part in the rebellion at the time that Jacob Fussell was manufacturing his tempting frozen dessert in Baltimore. The close of the war found the Southern states in a state of complete financial collapse, with absolutely no currency. And while the rest of the nation was going forward with the exploitation of the industry, the Southerners were swapping potatoes for beans, wood for clothes, and were desperately working to re-establish a semblance of economy and industry.

It was due more to the resultant depression that gripped the Southern states than anything else that the manufacture of ice cream did not assume any important proportions until the early part of the twentieth century, a brief quarter of a century ago, and due to the aggressive competition offered by the soft drink manufacturers of the South, where that industry is in its greatest stage of development, the Southern ice cream men have been delayed in their efforts to boost consumption until the last two or three years.

A DEVELOPMENT that is expected to do more than anything else toward promoting ice cream consumption in the South has come about since the 1922 convention of the Southern Association of Ice Cream Manufacturers at New Orleans, when the association set forth with a highly laudable program of standardization to guarantee quality production in the South. This

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



Vacuum Pan.

Write for Prices.

We can furnish these small size equipments in vacuum pan sizes ranging from 8″ diameter to 36″ diameter, with suitable forewarmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U. S. A.

ECONOMY

It's economy to supply your trade with

Nelson Cabinets



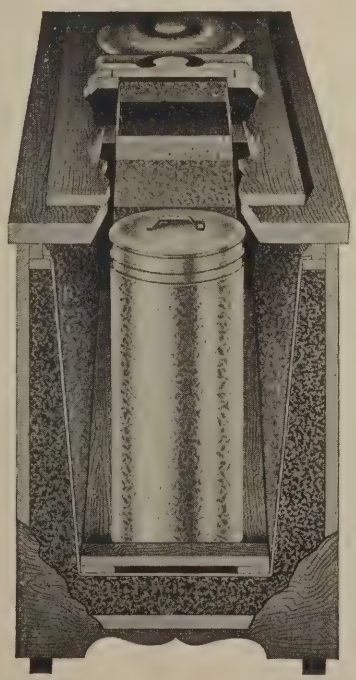
No. 25
Two-Hole Wood Compartment
Cabinet

The durable—dependable Ice Cream Cabinets — that keep Ice Cream in excellent condition at a minimum cost for salt, ice and labor.

Types for all conditions in

Bulk, Brick and Combination Styles

Constructed of CALIFORNIA REDWOOD
CORK INSULATED
PERFECT BRASS DRAINS



No. 335
Cross Section Metal Lined
Combination Cabinet

"Confessed the best when put to test"



Write for prices—today!



No. 515
21-Quart Brick Cabinet

C. NELSON MFG. CO.

2306 Division St. **St. Louis, U. S. A.**

plan would require every member of the association to maintain a certain standard of quality, and in so doing be entitled to display on the windows of his dealers and on the ice cream packers from his factories the "Seal of Quality" adopted by the association. The seal stands as a guarantee of merit, the public's mark of protection. The association's plan further calls for the extensive advertising of this seal to impress upon the public that members are producing a product of the safest and most wholesome nature.

THERE never have been accurate figures given as to the exact output of ice cream in gallons, due to the fact that much of it has been produced by foreigners who refused to give any figures for the government reports for fear of disclosing their methods and receipts," according to J. L. Swager, in a speech before the West Virginia convention last winter. "The last ten years have seen much improvement along this line.

"The figures available in 1913 indicated the gallonage in 1913 was one hundred fifty-five million gallons. E. C. Sutton of the Wheat Ice Cream Co. estimated the value of ice cream manufactured in the U. S. in 1922 at about one hundred sixty million dollars.

"Estimates made by L. O. Thayer for 1920, were two hundred fifty-seven million, eight hundred thousand gallons at a value of three hundred thirty-seven million, seven hundred forty-four thousand dollars."

Last year's production was in the neighborhood of 275,000,000 gallons.

THE ice cream industry really did not begin upon any important program of expansion until the introduction of scientific machinery, supplies and equipment with which to expedite and safeguard production and distribution of the product. The industry owes much to the supply houses of the early days which brought mechanical aid to the rescue of hands highly practiced but limited in their operations. It was about 1861, that the mechanical system of refrigeration was introduced on a practical commercial scale, this, incidentally, being introduced in the South. About the same time there came about the method of hardening ice cream with brine, and this made it possible for the ice cream man to turn to mechanical refrigeration. This served to bring about a great saving in labor and was more sanitary. The hardening of ice cream with brine came about at the same time.

At the present time, the fall of 1924, we find the industry fairly well along in its testing of what many believe will be the most remarkable agent of progress yet introduced to the industry—automatic refrigeration. While the principles of automatic refrigeration were being worked over for several years, it was not until the 1923 National Ice Cream Exposition at Cleveland, that cabinets providing iceless refrigeration were formally introduced to the trade. Thoroughly to treat upon this new-comer to the industry would require a separate article. It is sufficient to say that while it is probably necessary for much more work to be done toward perfecting the present system of iceless refrigeration to meet all practical demands, the champions of this commodity seem to be well justified in their belief that it is "here to stay," and that it will have an important bearing upon the future expansion of the industry seems to be clearly indicated.

The fall of 1924, finds iceless refrigeration rendering more or less satisfactory service in every state in the Union, with manufacturers of that type of equipment proceeding with enthusiastic plans for the coming spring.

WHAT seems to be a worthy ally of the iceless cabinets is the dry packer. Just as the iceless cabinet enables the dealers to keep ice cream in good condition at all times, with never any softening of the product from falling temperature with the opening of the cabinet from time to time, the dry packer enables the manufacturers to get the ice cream to the dealers in the best possible condition, proving of particular value in distance shipments.

Another development in the pathways of progress is promised in the form of a container that is expected to make it possible for ice cream to be delivered from the stores to the homes in the best possible condition, enabling the housewife to keep the ice cream hard until time to serve, either at the end of the meal or at the point in a social gathering that she deems best suited to her plans.

IT IS through iceless refrigeration, the dry packer and the promised container that some ice cream manufacturers see opportunities for the industry to make progress in the most promising field now open to the industry—the American home. It has long been recognized that the failure of ice cream consumption to be far more greatly developed than now is the case is due largely to the fact that the industry has encountered so many difficulties in getting the product into the home. Unlike milk, it cannot be delivered in bottles at the housewife's door every morning.

The present methods of delivering ice cream into the homes came about in the last decade, and it is since the coming of these containers that consumption has so steadily increased. The ice cream cone was an important introduction, making its appearance about 20 years ago.

(Continued on page 32)

MILLER
Refrigerator Bodies

"We SELL you one — you BUY more"



The MILLER Body will be exhibited at the National Dairy Exposition.

THE JOSEPH MILLER COMPANY

Manufacturers of Refrigerator Bodies and Ice Cream Cabinets
Using Miller Patented Tanks for Refrigerating

919 Third Avenue North MINNEAPOLIS, MINN.

The BEST Vanilla Sells the MOST Ice Cream

"But it doesn't mean anything"

You appear to save a few pennies by using "cheap" vanilla or vanilla substitute. But, as a famous cartoonist says, "It doesn't mean anything."



MICHAEL'S Mexican Vanilla Powder

"America's Flavorite"

saves you more in the end. Because your customers instinctively eat more ice cream when it is flavored with mellow-mild, true-bean Michael's Mexican. 25% more, as a matter of record. Would you like a 25% sales-increase? Then MAKE THE TEST!

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.

Make This Test at Our Expense

Place a trial order. Use all you need to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Powder does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.



This does not touch upon all of the important supplies and equipment introduced to the industry in recent years, but simply covers a few of those that have or promise to have a material influence upon the industry's future.

THE ice cream industry has had developed a degree of personal contact that has served to solidify the industry and stimulate its march of progress since the organization of the National Association of Ice Cream Manufacturers. Few understand the great work the national association has accomplished for the trade's best interests. Only those manufacturers who have been identified with the industry for many years, and who have faithfully followed the work of the association, can appreciate what has been done to correct old trade abuses, to discourage unwise and unworthy trade practices and in general to lift the plane of this business.

The ice cream industry was little known to the American people at large until shortly after a far-seeing band of men met at Chicago in 1907, organized the national association and launched forth upon a constructive line of action that has resulted in calling widespread public attention to the scientific, sanitary business of producing the frozen beverage. Today the ice cream industry ranks among the nation's greatest.

Just as the dairy industry has emerged from a backyard, over-the-fence system of commerce, just so has the ice cream industry emerged from a back-alley, turn-the-crank business to its present magnificent structures equipped with machinery and supplies of the most advanced thought.

A DISCUSSION of the growth of the ice cream and dairy industry in this country would not be complete without mentioning The Ice Cream Review and the other dairy publications of The Olsen Publishing Co. The Ice Cream Review made its appearance eight years ago.

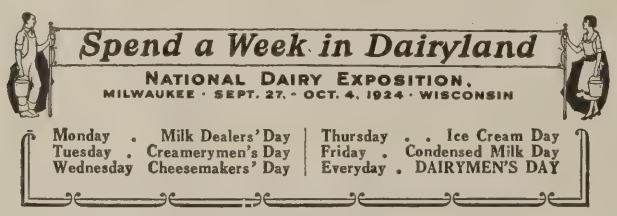
This publication immediately began to establish itself as the ice cream industry's foremost journal, spreading in popularity to all parts of the country, particularly being an influence for good in the ice cream industry of the Middle West and the South. It gradually extended its influence until today it is recognized from coast to coast, and in foreign countries where the industry is getting a foothold, as the ice cream manufacturer's silent partner. It is steadily going forward every day, leading in circulation, volume of advertising, general coverage of the industry, the presentation of helpful, informative and constructive articles, and is the unfailing friend of the men who wish to advance this industry through the medium of quality production.

It was shortly after the appearance of The Ice Cream Review that the Western and Southern states began to assume important proportions in ice cream production. The Ice Cream Review was the trade pioneer, the discoverer of the ice cream West and the ice cream South. Today it is read with equal popularity in the New England states and along the Atlantic seaboard.

The progress of ice cream production in America has been accelerated by the colleges of the country. Scientific methods for the production of wholesome ice cream are being taught in leading state universities.

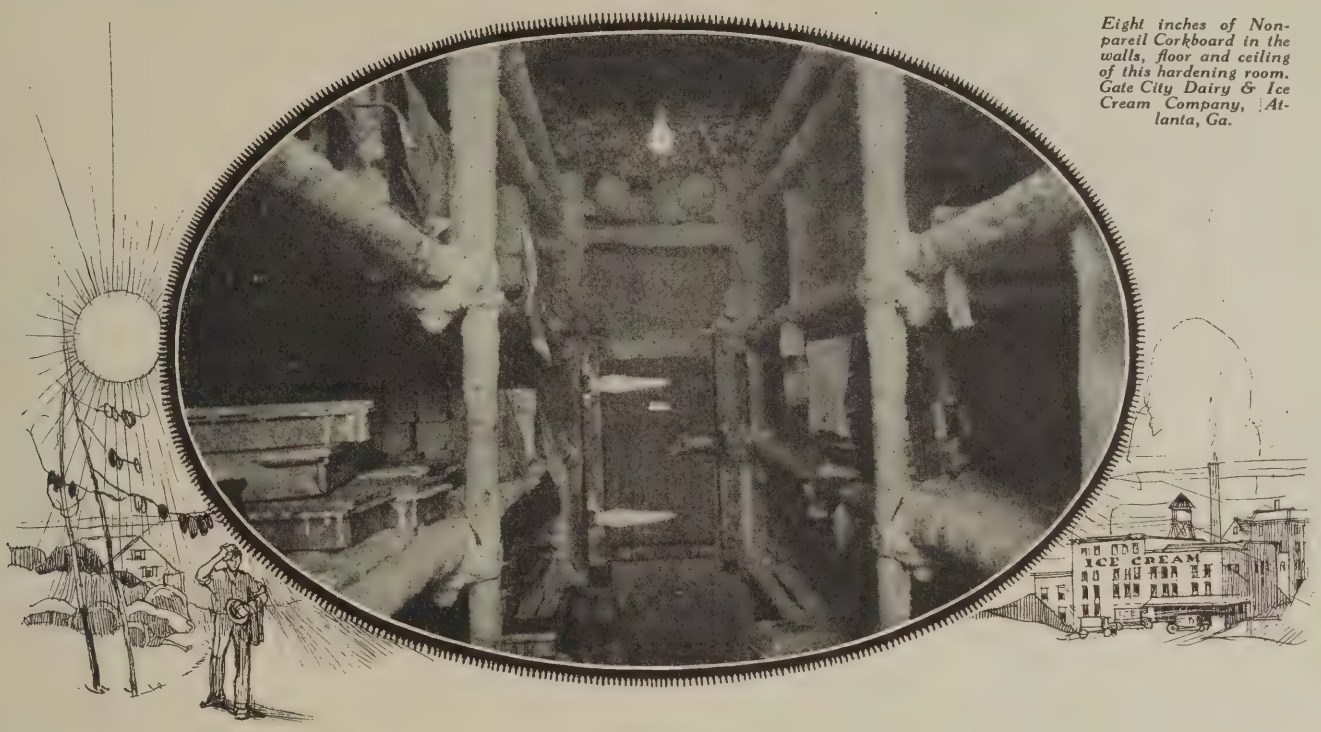
The ice cream manufacturers, through their state and regional associations, and particularly through the national association, have remained a step ahead of the legislative bodies, repeatedly calling in the food officials to co-operate in getting over constructive legislation.

AT THIS time the National Association of Ice Cream Manufacturers is engaged in two very important matters. One is the matter of ice cream standards, which is expected to be settled at an early date. The other is the matter of national advertising. Readers of The Ice Cream Review are familiar with the slogan campaign conducted by the slogan committee of the National Association of Ice Cream Manufacturers, under the direction of E. C. Sutton of Buffalo, chairman









Eight inches of Nonpareil Corkboard in the walls, floor and ceiling of this hardening room. Gate City Dairy & Ice Cream Company, Atlanta, Ga.

Eight Inches from Summer

Arctic cold in this room—zero or below—and only eight inches away is the blaze of Summer.

The explanation of how two such extremes can exist almost side by side is that the eight inches is Nonpareil Corkboard. Its insulating efficiency is the barrier that makes it possible to hold hardening room temperatures in the hottest weather with very little refrigeration, or with an overnight rise of only a few degrees when the refrigeration is off.

The days of experimenting with insulation are over. Costly failures of "cheap" insulation and of incompetent and careless workmanship in erection have had their effect. Every year that goes by piles up more evidence of the superiority of Nonpareil Corkboard and justifies the farsighted policy of this Company in building up an engineering and erection service that is the standard of dependability with the dairy products industry.

Summer heat and arctic cold—it is Nonpareil that stands between them in plants that are designed for efficiency, operated for economy, and built for permanence.

ARMSTRONG CORK & INSULATION COMPANY
164 Twenty-fourth Street, Pittsburgh, Pa.

Branches and Agents

*New York
Schenectady
*Boston
*Philadelphia
*Baltimore
*Atlanta
Charlotte, N. C.
Jacksonville, Fla.
Louisville
*Rochester
Buffalo
*Pittsburgh
*Cleveland
*Detroit
Grand Rapids, Mich.
*Cincinnati
Indianapolis
*St. Louis
*Chicago
Milwaukee
*Minneapolis
*Memphis
*New Orleans
*Dallas
*Houston
Tulsa
*Kansas City
Omaha
*Denver
*Spokane
*Seattle
*Portland
*Tacoma
*Los Angeles
*San Francisco

*Nonpareil Corkboard in stock

Nonpareil Corkboard Insulation

For All Cold Storage Rooms



Carry Out Pail *Cedar Tub*

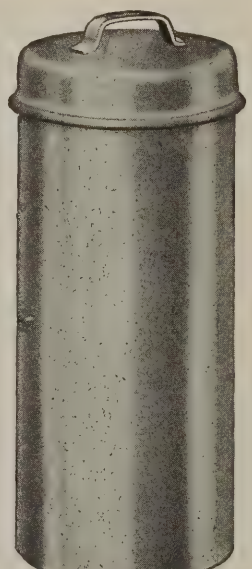
Better Packing

YOU cannot meet competition with poorly packed cream —

And you can't do good packing with poor tubs and cans.

Our Ice Cream Packing Tubs and Carry Out Pails are extra-heavy, seasoned, everlasting, Virginia White Cedar, painted inside and out. Heavy galvanized hoops and stamped steel handles. Illustration shows the regular Western Style Tubs.

Our Ice Cream Packing Cans embody all sanitary and retinning features claimed for seamless cans. Leakproof. There are no seams, and they are easy to clean and keep clean. Electric-welded inserted bottom — roll top edge.



Rolled Top Edge. Wire Ribbed Bottom.

It will pay you to examine your stock of tubs and let us have your order *now* before you run short. Always in stock for prompt shipment out of Syracuse.

Department B

"The HOUSE with the GOODS and the SERVICE"

GOWING DIETRICH COMPANY INCORPORATED Syracuse N.Y. U.S.A.

"Everything for the Handling of Milk and its Products"

of the committee. The winning slogan, according to plans worked out at the 1923 national convention, will be advertised to the public in all parts of the country. It is expected, through this slogan, to make ice cream as familiar a household word as flowers and flour, phones and phonographs, pies and pills.

Thousands of people are reminded of their pocketbooks every time they hear such slogans as "Say it with Flowers," "Drink Coca-cola, Delicious and Refreshing," "I'd Walk a Mile for a Camel;" and every housewife is familiar with the flour manufacturer who repeatedly tells people that his is the flour they will buy some day—"Eventually—Why Not Now?" Every housewife is familiar with the slogan of the bakers of America—"Bread is your Best Food, Eat More of It." Every schoolchild and grownup has been made familiar with the candymen's admonition—"Remember, Everybody Likes Candy."

The national ice cream slogan is expected to have the same wholesome influence upon the increased sale of ice cream that these other slogans have had for flour, flowers, candy and bread.

It has been said that the ice cream industry is in its infancy. After a half century's progress, this is strikingly evident to this day. In this discussion it has been shown how this industry has gone far in development, particularly in recent years. But in looking back over the progress that has been made in the past and giving thought to the virgin field yet unexplored, we are reminded that the greatest development of the industry lies in the future.

The time has come when we can truly refer to the manufacture of ice cream as a national industry. It is being consumed on an increasingly large scale in every state in the Union.

But the day of real achievements lies ahead for another historian.



ARCTIC COMPANY HOLDS SLOGAN CONTEST.

Ice cream men, who are thinking about a slogan for their products, will be interested in a slogan just adopted by the Arctic Ice Cream Co., Detroit, Mich., which was announced in the July number of The Arctic Circle, the company's house organ.

Walter F. Luebkert submitted the winning slogan in the Arctic Company's $100 prize contest. This slogan was, "Satisfying, Delicious, Always Nutritious."

Other slogans that won honorable mention:

"Morning, Noon or Nightfall Always Delightful." This was submitted by Charlotte Helwig, Detroit.

Arctic Brand Creates Demand"—Frank J. Bedell.

"Eat Ice Cream Always, All Ways"—Charlotte Helwig.

"It's Frozen Sunshine"—Gerald Von Kolken.

"More Ice Cream, Better Health"—Frank L. Laurence.

"Cone or Dish Fills the Wish"—W. T. Fripp.

"Ice Cream, the Food Supreme"—Floyd C. Feasal.

"A Food For All"—Robert G. Loomis.

"Treat Yourself to Arctic Cream"—Ben Perski.

"Arctic Best By Every Test"—Marie Vintner.

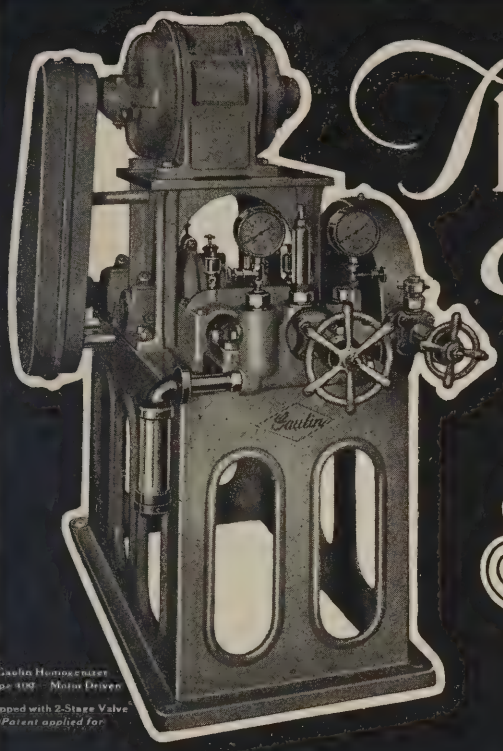
"Better Health By Eating Ice Cream"—Milton Shier.

"Eat Ice Cream, The Perfect Food"—Mrs. Hattie Vaillancourt.

"Oh, Boy, What a Scream, Ice Cream"—Orlo Swathwood.

"Right Now—Ice Cream"—George M. Matthews.

"North, South, East, West, Arctic Best"—Baby Vintner.



Gaulin Homogenizer
Type 10M Motor Driven
Equipped with 2-Stage Valve
Patent applied for

The Dependable Gaulin

The Dependable Gaulin

THE Gaulin Homogenizer is scientifically designed and built by Gaulin engineering experts who have spared no effort in producing a machine to meet every requirement essential to the manufacture of a quality product.

The "Gaulin" is a *Dependable Homogenizer*, and has no equal in quality or performance. Years of constant use by the leading ice-cream manufacturers the country over have proven its superiority over every other machine of its kind manufactured—they find the "Gaulin" *practically indispensable*. In length of service the "Gaulin" leads the field—*it is built to last.*

All Gaulin Homogenizers are now equipped with the Standard 2-Stage Valve, a recent development which insures a more thorough homogenization of the product than with the Original Gaulin Spring Valve. The dual valve feature not only increases the homogenizing efficiency over 100%, but is the only device manufactured that *positively controls viscosity.*

The results obtained by users of the 2-Stage Valve equipment have been very gratifying, and its many advantages over the single valve have resulted in its adoption as *standard equipment* in many prominent manufacturing plants where previously the single valve had been in use.

When the 2-Stage Valve was adopted as standard equipment, we had on hand a supply of Gaulin single valves, and to those who may wish to take advantage of special prices we are offering *Genuine* Gaulins equipped with the Original Gaulin Spring Valve at substantial reductions. Prices for the various sizes will be submitted upon request.

Gaulin Homogenizers will be on exhibition at the National Dairy Exposition in Milwaukee (Booths Nos. 116-117).
We invite your inspection.

"SPEND A WEEK IN DAIRYLAND"

MANTON-GAULIN MANUFACTURING CO., INC.
11 ELKINS STREET, BOSTON, MASS.

Write us for names of Gaulin Jobbers in your territory

Gaulin TRADE MARK REG. U.S. PAT. OFF.

Send for catalogue and descriptive literature on the 2-Stage Valve

"Only Gaulin Can Build a Gaulin"

Watch for the *Gaulin* Trademark

Activities of The National Dairy Council

How the Council is Spreading the Gospel of Dairy Health

*By M. D. MUNN**

THE request sent me was for a "History of the National Dairy Council." History relates to a finished act or a closed period of human activity. The National Dairy Council is very much of the present and tremendously potential for the future, and for that reason what I shall say is merely a brief summary of council organization and present activities, and not a history.

In 1912, a round table conference was held at the National Dairy Exposition in Chicago, out of which was finally developed the formation of a National Dairy Council. Dr. Henry Favill was the first president of the organization, and its board of directors consisted of leaders in the organization of the National Dairy Association.

During 1914-15 certain sums were contributed, purely for advertising in certain national magazines, and two or three pages of national advertising were carried in such publications as the Saturday Evening Post. No effort was made during that period to conduct or carry on direct educational work, beyond such as might be involved in newspaper and magazine advertising.

During the world war, however, all activities of the National Dairy Council were abandoned, and in 1919 the council was re-organized and the present National Dairy Council created. On July 10 of that year an office was rented and opened up for business. This re-organization provided for a board of fifteen directors, upon which were some of the members of the former organization and many new members.

The office force at this time consisted of the president, who was in active charge of the office, and one stenographer—this comprised the entire working force of the National Dairy Council in July, 1919.

The work of building the present National Dairy Council with its affiliated and co-ordinated units was thus begun. The great fundamental question confronting those who were thus organizing the work, was "What plan of procedure would be most effective in increasing the consumption of milk and dairy products —namely, whether to continue as purely an advertising organization, or whether to abandon that theory and begin to build an educational organization?" The latter plan, strongly urged by the president, was finally adopted, and has been followed ever since. It was urged that, by making the National Dairy Council an educational organization, rather than making it a commercial advertising organization, support could be secured from various educational and welfare organizations and agencies. As a result of this plan, we have been able to secure the hearty co-operation and support of all welfare organizations and are welcomed by educational and health associations in all cities where we are carrying on our work, through the schools, women's clubs and other civic associations.

In adopting this policy or plan of educational work, it was deemed wise to advocate the observance of other essential health reqquirements, and we took as our basis the eight health rules for the reason that milk and dairy products, while indispensable in the human dietary, are most effective as foods when these other health requirements are observed. For instance, children who have the necessary amount of rest, with plenty of exercise and fresh air, and who eat frealy of leafy vegetables and fruits, in addition to drinking a quart of milk a day, will show far better results in growth and health than they will if they do not observe these added health requirements.

THE purpose of this whole program as laid out and strictly adhered to by the natonal and affiliated council units, is to place milk and dairy products in their proper relationship as fundamental and vital in any health program or health educational work. By thus teaching health and the importance of milk in a general health program, we are creating in the mind of the child, as well as the parent, the idea that milk and health are inseparable, so that when they think of the one, they necessarily associate it with the other.

The scientific conclusions of Dr. E. V. McCollum of Johns Hopkins University were receiving much public attention when the present council was organized, and we determined to build the work of the council around and on the published results and conclusions of Dr. McCollum, and this we have always endeavored to do. This necessitates the changing of food habits in adults, and building correct food habits in children. This is not an easy thing to do and requires continuous educational effort. But great progress has been made along this line and unquestionably the people of this country are

* President National Dairy Council.

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES
Are Standard

Guaranteed to Comply with all National and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg. NEW YORK CITY

20 E. Jackson Boulevard CHICAGO, ILL.



There's always an extra *urge* in a dish or cone of ice cream made with Ucopco Gelatine. It's the kind of an urge that inspires quicker consumption, popularizes the dealer and makes fast friends all down the line.



Let this trade-mark, which appears on every barrel, be your guide in selecting gelatine.

NAME six of your leading competitors in the ice cream business and you will probably find at least three of them using Ucopco Wheel Dried Gelatine.

There are reasons for such universal acceptance. Investigate them today.

United Chemical & Organic Products Co.
Home Offices: 4200 So. Marshfield Avenue, Chicago
Branches:
New York New Orleans San Francisco Milwaukee Detroit

Ucopco Wheel Dried Gelatine

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

gradually but certainly changing their habits of diet by more carefully selecting foods, and are coming to realize that health depends very largely upon proper food selection.

In the past people have thought of foods only as a means of sustaining life, rather than as a means of building and sustaining health. The National Dairy Council does not claim to be responsible for all that has been accomplished in changing food habits and teaching proper health observance and requirements; but that the councils have exerted a far-reaching and stimulating influence in this work cannot be denied.

THAT this method of developing increased consumption of milk and dairy products as a fundamental essential in the growth of children and the health of both the child and the adult, has been successful, is shown by the enormous increase in the consumption of these products which has actually taken place since 1920. During 1920 there was produced in this country in round numbers 89,000,000,000 pounds of milk; in 1923 this had been increased to 109,000,000,000 pounds, and substantially all of this milk was consumed in this country in the form of milk and dairy products. This gives some idea of the far-reaching effect of this educational work. Less than four years ago the total amount of milk produced in this country, if put in ten-gallon cans standing side by side, would have reached nine times around the world; while the amount of milk produced in 1923 if placed in similar size cans standing side by side, would have encircled the earth eleven times.

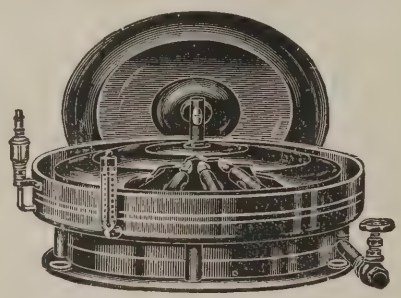
The per capita consumption of milk during that time increased from forty to fifty-four gallons per year.



Butyrometer (Test Tube) for Cream

ICE CREAM TEST
BY
"TROY-FUCOMA" METHOD
a new practical, ACCURATE and QUICK method to determine butterfat.

CREAM TESTING
with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND for 2 to 36 Tests

Skimmed--Condensed--Whole Milk
Quick and Accurate results will be obtained with our method.

Other Specialties:
Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.
154 Nassau St. *Specialists in Testing Apparatus* NEW YORK
Write for Illustrated Circulars

THE consumption of butter has increased nearly three pounds per capita per year in the same time. And yet at the present time we are consuming but little more than half the amount of milk and dairy products that should be consumed for best results in health, as well as in mental and physical efficiency.

While less than five years ago two persons were engaged in the work, we now have more than one hundred forty people carrying on this great educational work of spreading the knowledge of the food value of milk and dairy products and their importance in the human dietary. During the past four years there have been printed and distributed by the national and local dairy councils more than 10,000,000 booklets, pamphlets, leaflets, and posters, and more than 5,000,000 children, parents, and adults have been reached through lectures, stories, cooking demonstrations, plays, and food budget lessons. In carrying on this educational work, we have developed in the national and regional council units, very definite programs and plans of procedure. We have a department for food budget meal planning and nutritional work; a department for dramatics and play work; a department carrying on story telling, which stories always carry the message of what can be gained by observing the health rules and using a quart of milk a day for each child and a liberal quantity of dairy products.

In the department of food budget and food demonstrations are well-trained women who give demonstrations before mothers' clubs, parent-teacher organizations, supper clubs, and various other groups, on how to use milk and dairy products in various forms—in the kitchen, as well as by direct consumption. In this department meal-plinning is carried on, and hundreds of thousands of cards are distributed, outlining how to plan meals, and how to use dairy products in various forms.

WE HOLD periodical conferences of our workers at different points in the United States, which are always attended by many of those interested in the industry in the locality where the conferences are held. All of our material, methods of work, together with new plans, policies and forms of procedure are thoroughly considered at these conferences and agreed upon, so that our work throughout the United States is uniform and closely co-ordinated.

The value of the work being done through the council organizations is extending far beyond the boundaries of this country. The material which we have prepared has been translated into five different languages and is used in as many different countries.

We have been earnestly requested to and have sent three of our young women members of the working staff of the council to England and Scotland, for the purpose of demonstrating how we carry on our educational work, and to train and teach a group of women in those countries so that they will be able to carry on similar work there.

The requests for this assistance have come from educators, welfare workers, and especially leaders in the dairy industry in those countries where councils similar to the National Dairy Council have been, or are being organized. The expenses of these assistants are borne by the countries where they are rendering assistance.

Educators, welfare workers, and representatives of the dairy industry from six different countries have visited the council offices in Chicago during the past six months for the purpose of studying our methods of work, familiarizing themselves with our material and our methods of carrying on this educational work, with the idea of establishing similar educational work in their countries. These representatives were from Japan,

Large Savings On Your *Refrigeration* —NOW POSSIBLE

Climax Model C Rotary solves one of the biggest problems you have—refrigeration. And it does it in a surprisingly economical, easy way. Here *mechanical refrigeration* is most nearly perfected. Troublesome valves are eliminated. Frail working parts are unnecessary—only 3 moving parts are required, all rugged and durable. Opening the water valve and turning a switch starts it. Closing a water valve and turning a switch stops it.

CLIMAX MODEL C ROTARY

Is simple, compact, efficient and absolutely dependable. You must see this most radical and valuable forward step in refrigeration engineering. You will find it a real achievement—an invention that means more to you and your business than any other mechanical improvement of the decade, because it solves your biggest problem—the safe keeping of foods. You ought to know all about it for your own sake. Use the coupon now to get complete information.

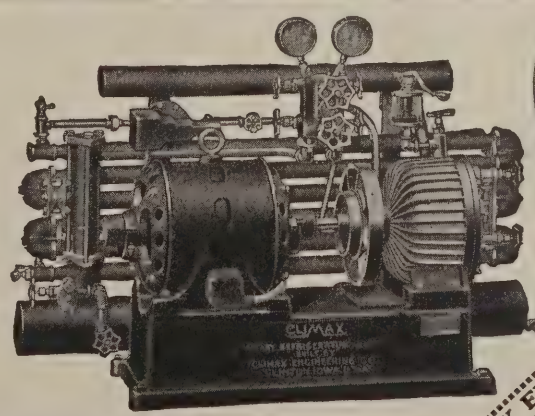
The fact that Climax Refrigerating Units are built and backed by a $2,500,000 corporation, having 22 coast to coast service stations, with sales offices in principal cities, insures safety as well as profit from any investment you make in this equipment. Send the coupon today.

Outstanding Features of the Climax Model C Rotary Unit

1—Rotary compressor a marvel of simplicity—positive and efficient in operation.
2—Model C operated by 1½ H. P. motor. No power wasted in belts or other transmission.
3—No valves—no small frail parts.
4—Only 3 moving parts—all heavy, rugged and permanent.
5—Most compact—Model "C" size only 52" long and 21" wide, and 36" high. Weighs only 750 lbs.
6—Compressor direct connected to electric motor.
7—Continuous flow of gas through the compressor.
8—All lubricating oil confined to the high pressure side of compressor.
9—No oil can come in contact with liquid refrigerant.
10—No violent fluctuation of hands on pressure gauges.
11—Simplest starting. Just open water valve to start, close water valve to stop.
12—No throwing of electric switches—tightening of belts—or clattering of valves.
13—Nothing to forget. Shuts off automatically in case of failure of cooling water supply.
14—Particularly adapted to automatic control.
15—All parts made interchangeable.
16—Each unit factory tested before shipment to produce refrigeration in excess of its rated capacity.

Climax Engineering Co., 1833 So. 4th St., Clinton, Iowa

22 Coast to Coast Service Stations — Sales Offices in Principal Cities



Driven by Gas Engine or Electric Motor.

ABOVE 33° SAFE FROM FREEZING

UNDER 40° SAFE FROM SPOILAGE

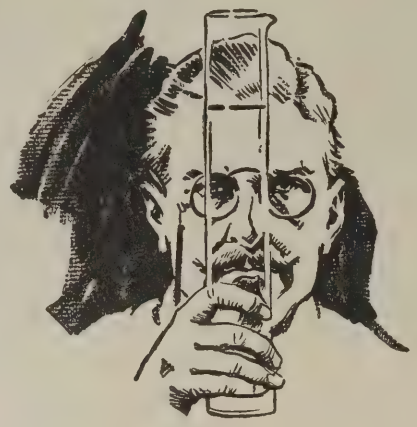
CLIMAX ENGINEERING COMPANY
1833 South 4th Street, Clinton, Iowa

Gentlemen: Please give further information about Climax Rotary Refrigerating Units.

Name_____

Address_____

Kind of Business_____



Worth More!
—yet it costs less

Atlantic Super-Clarified Gelatine costs as much as any gelatine should cost. Its comparatively lower price is the result of manufacturing efficiency, of skilled workmanship and volume buying of materials.

The same painstaking care in manufacturing that makes possible the low price, produces the gelatine of consistent high quality on which our reputation has been built.

Atlantic Super-Clarified Gelatine meets every pure food law squarely—and passes with flying colors. Its clarity, purity and high viscosity have stood for years as the standard by which all gelatines are judged.

Know that the gelatine on which you base your product is the best. Make a substantial yearly saving by using Atlantic Super-Clarified Gelatine.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 1019 Woolworth Bldg.

ATLANTIC
super-clarified
GELATINE

China, Australia, New Zealand, South Africa, and Holland.

The foregoing relates largely to the present. What of the future? Do we of the industry realize and recognize the obligations resting upon us?

Scientists and economists have said that the human race cannot exist without the products of the dairy cow. There is a tremendous "All for Health" movement under way. Health teaching is being made a part of the school curriculum. Milk and dairy products are indispensable to health and growth of children, and consequently are fundamental in any health work. Does not this very fact impose an obligation on those engaged in this industry that we are not fully recognizing?

A VERY large majority of the people, probably 80 per cent, know very little if anything about food values. Price and palate, rather than food values, control their selection of foods. This industry is obligated, by reason of these very facts, to tell and re-tell continuously to the public the vital importance of dairy products to child health and life and to adult health and efficiency. We have the products and the indisputable scientific facts supporting the food value of these products, and yet the industry as a whole seems to lack the vision and business acumen to recognize the obligation or take advantage of the unparalleled opportunities as rapidly as it should. It is true, great strides have been made by and through the council organizations, and many in the industry do see the vision. But everyone in this industry, from the owners of the cows, clear down through the line to the final distributors of the finished product, should each bear his proportion of the obligation of spreading the information and knowledge relating to these wonderful foods.

There are two potential moving factors that should prompt each one to do this, namely, human welfare and personal interest. This nation of ours is a great dairy nation, the leading dairy nation of the world. We own nearly one-fourth of all the dairy cows in the world, and yet in reality this industry has just begun to develop. Hundreds of millions of people will be brought some day to realize the facts relating to the food value of dairy products, and when this time comes, as it certainly will, there will be a world demand for these products. We, by the very force of circumstances, will be the dominant nation, in supplying these products.

Dietary scientists say that, for best results both in health and efficiency, we should double the consumption of these products among our own people. Just think what that means in the development of this industry! What a vision this gives of the future prosperity of this industry!

I have said nothing here as to the importance of this industry in the economics of agriculture. Time and space will not permit. Suffice it to say that this industry is vital to successful and stabilized agriculture, and this in turn only increases the obligations above referred to.

Let us awaken to the call of opportunity and close our ears to the cry of calamity!

The resume of the dairy history of America is continued on page 44.

MINNESOTA MANUFACTURERS VINDICATED.

Health officials recently brought action against ice cream manufacturers of Twin Cities. The case was dismissed after a hearing. We asked W. W. Dunn, Jr., president of the Minnesota State Association of Ice Cream Manufacturers, to write us about this case. This is what he had to say:

"In the latter part of June the city health department of St. Paul caused the publication of an article stating that complaints had been filed by the city prosecutor against three companies, accusing us of willfully manufacturing ice cream containing less butterfat than the law requires. On the individual counts the city chemist's tests indicated as low as 6 per cent butterfat in samples which were tested. The state law requires 12 per cent butterfat.

"We all pleaded not guilty and our case was set for trial July 23rd. As our only opportunity for acquittal on the charges placed against us lay in our ability to impung the methods and technique of the city chemist in running these tests, it was necessary to obtain depositions from leading chemists in the country and acquire the services of a number of local authorities to testify in our behalf concerning advanced methods for the determination of butterfat.

"All ice cream manufacturers involved were able to procure samples of their product manufactured and sold before the tests were taken by the city chemist and these samples were taken under affidavit by a private chemist, the results of tests made by this chemist indicating that our product was up to standard.

"The first witness called by the prosecutor, the city chemist, stated that he determined the amount of butterfat in the samples taken by the health department representatives by volume rather than by weight as is required by law, and immediately following this statement the presiding judge dismissed the case.

"From the small amount of space devoted to this case by the newspapers it seemed incredible the extent of interest that was shown by the public in our industry, and if any of the readers of this article find themselves in a similar predicament, it will be well for them to use every precaution to keep the distorted facts from the public. A facetious incident occurred shortly before our trial which gives some idea of the notoriety we received at the hands of the public. The wife of the presiding judge, a person of conspicuously large proportions, was a guest at a social function at which the hostess served ice cream. This portly judge's wife asked the hostess whose ice cream she was serving and upon being told, made this remark: 'Oh, that's fine, I can eat all I want because it contains no butterfat!' "

ENTERTAINMENT PLANS FOR NEW ORLEANS WILL INCLUDE NOVEL FEATURES.

Announcements issued from the office of The Association of Ice Cream Supply Men in the last month indicate that extensive entertainment plans are being worked out with gradual thoroughness for the period of the National Association of Ice Cream Manufacturers' convention in New Orleans, Nov. 17-20.

One or two well-considered departures in the provision and conduct of various entertainment features are being planned which will add noticeably, it is believed, to the individual comfort and enjoyment of both the ladies and men who attend the convention.

An altogether novel feature will signalize a general reception to be tendered to all ice cream manufacturers of the country, their wives, families, friends and associates, by the association on the evening of Nov. 17, it has been intimated. The details of this feature will not be announced until the evening of Nov. 17.

The Salesmen's Club of the association is co-operating in the preparations for the effective handling of the entertainment program.

The Dixie Flyers, an organization of Southern supply salesmen affiliated with the Southern Association of Ice Cream Manufacturers, will be in charge of entertainment for all the representatives of the industry who will be in New Orleans prior to Monday, Nov. 17.



Plain design cones are out of style. They are fast being discarded for the newer design having the Breakage Protection Nesting Ring. THIS VALUABLE FEATURE IS PATENTED BY McLAREN

McLaren's "Real Cake" (Double Ring) Cones are a big improvement over other brands, not only in practical design, but in taste and flavor as well. They're packed in a strikingly attractive three-color carton.

BE UP-TO-DATE — MEMBER — HANDLE "McLAREN'S"

THE ASSOCIATION OF ICE CREAM SUPPLY MEN

The McLaren Products Co.

PEORIA ILL. — DAYTON OHIO — KANSAS CITY MO.

National Dairy Association

A Resume of Past History

THE original charter of the National Dairy Show was issued in 1905 by James A. Rose, then secretary of state of Illinois, to J. A. Walker, W. W. Marple and L. C. Hamilton as commissioners to open books for the subscription of the capital stock of the National Dairy Show Association. On the charter it is shown that the object for which the association was formed was "to advance and promote the cause of dairying in an enlarged and general way, to inculcate the science of butter making through lectures and exhibits and the use of modern appliances by an exchange of approved means and methods and to increase the quality of the finished product." The location of the offices were to be in Chicago and the original stockholders were Huston Wyeth, L. C. Hamilton, J. A. Walker, E. Sudendorf and W. W. Marple. They in turn disposed of the stock held by them as commissioners to all of the different stockholders then of date and which list grew finally to number about 250.

There does not seem to be any record of the meetings covering the first show held in 1906, but in the 1906 show catalog J A. Walker is listed as president, L. C. Hamilton, treasurer and E. Sudendorf, secretary. The first minutes of record are of a stockholders' meeting held March 2, 1907, at the Briggs House in Chicago and we find those good old dairy names as being present: J. A. Walker, W. D. Collyer, W. W. Marple, H. E. Schucknecht, S. B. Shilling, E. Sudendorf, H. B. Gurler of DeKalb, Ill., A. O. Auten of Jerseyville, A. J. Glover, F. H. Schribner, F. B. Fulmer, Colon C. Lillie, W. B. Barney and D. H. Jenkins, represented by his son, Harry Jenkins. The minutes show that Mr. Lillie was elected temporary chairman to preside over the meeting and Mr. Glover was elected temporary secretary. A set of by-laws was adopted at this meeting in which it is stated that the object of the association shall be to create a greater interest in and appreciation of the dairy cow and dairy products, and after the adoption of the by-laws the following officers were unanimously elected: H. B. Gurler, president; Prof. H. E. Van Norman, vice-president; Granger Farwell, treasurer; E. Sudendorf, secretary and manager, and A. J. Glover, general superintendent of the live stock department. On the resignation of Mr. Auten from the board of directors on April 23, J. J. Farrell was appointed as a member of the board.

All the way through until 1908 these names stick in the different offices and on the board of the show. Then we find the coming in of E. K. Slater, J. D. Nichols, and J. G. Hickcox in the directorate with a list of the same people as stockholders and the same additional names such as George Haskell, E. M. Barton and Grace Durand, and the college men who have stuck clear through the entire time to date, with very few exceptions. By 1915 when the original charter expired, all of the old war horses of the dairy industry had become identified with the show, bringing in such men as R. B. Swift, J. B. Irwin, F. J. Macnish, Charles D. Ettinger and W. W. Marsh, in 1910, 1911 and 1912.

In 1912 a manager was employed and the show was taken from the columns of a more or less voluntary organization into a fully organized paid proposition. In 1916 it was determined to take the show to Springfield, Mass., and the shows of 1917 and 1918 were held at Columbus, Ohio. The place and dates of all shows are as follows:

Coliseum, Chicago, Feb. 15-24, 1906.
International Amphitheater, Chicago, Oct. 10-19, 1907.
Coliseum, Chicago, Dec. 2-10, 1908.
Auditorium, Milwaukee, Oct. 14-24, 1909.
Coliseum, Chicago, Oct. 20-29, 1910.
International Amphitheater, Chicago, Oct. 26-Nov. 4, 1911.
International Amphitheater, Chicago, Oct. 24-Nov. 2, 1912.

(Continued on page 46)

What Does the National Dairy Exposition mean to the Dairy Industry?

When we asked Mr. Skinner for information on the National Dairy Association, he said see the editorial published in the September 26, 1923, issue of the Butter, Cheese & Egg Journal on the subject. We did. We are reprinting it as follows:

"Year after year that question is being answered more fully. As dairy shows come and go they take on a deeper significance. The National Dairy Exposition has been graduated from the point of being good-naturedly accepted as an event to be tolerated because of its social, good-fellowship features.

"Sociability and good fellowship are important, but members of the industry are beginning to realize that where there is no vision neither people nor industry can survive. The dairy show enlarges vision.

"Dairying is going forward under full speed because of fuller understanding of this industry's possibilities. Inspiration is the compelling urge. It is an inspiration that comes of a larger vision of things to be accomplished and the means of accomplishing them. It is an inspiration which lifts producers, operators and supplymen from the hum-drum, every-day tasks and animates them with an overwhelming feeling that the dawn of a day of real, worth-while triumph for dairying is just at hand.

"Men engaged in the dairy industry merely as a way to make a living, going through their daily work in a matter-of-fact sort of way, begin to get a real vision of the industry's magnitude and future possibilities for growth when they look at the National Dairy Exposition.

"By taking a full view of the dairy scheme such as the dairy show affords, we can get a clear picture of the complete dairy cycle. A man peers from his own windows and his eyes roam over an expanse of ground to where the horizon falls. To the man who stays not far from these windows a great part of his time, it seems that his eyes take in a broad sweep of things. Yet, comparatively speaking, he has seen no more than an ant crawling over the surface of an apple. The most of the great, wide, wonderful world stretches out beyond his vision, far over the rim where his vision stops.

"In the dairy industry we see just our small part of the scheme. Just over the horizon the rest of the cycle stretches out beyond our ordinary vision. We can only see the other phases of the industry at the points where they touch our daily lives. The dairy show impresses us with how little is the progress we have made compared with what we can make.

"It would be difficult to measure the full value of such a show. It brings the different branches of the industry together to get a full view of the industry. It gives the members of the different branches a better understanding of their importance in the work of building for a bigger industry.

"It gives dairying a new meaning to the farmer. It gives him a new vision and a new faith. It makes more firm the industry's foundation. It takes us over the horizon of our every-day lives and unfolds the wonder-and splendor of the great, wide fields that otherwise we would know so little about.

"It gives to all of us a broader understanding of the part dairying plays in national prosperity and human satisfaction.

"It inspires greater and more intelligent effort.

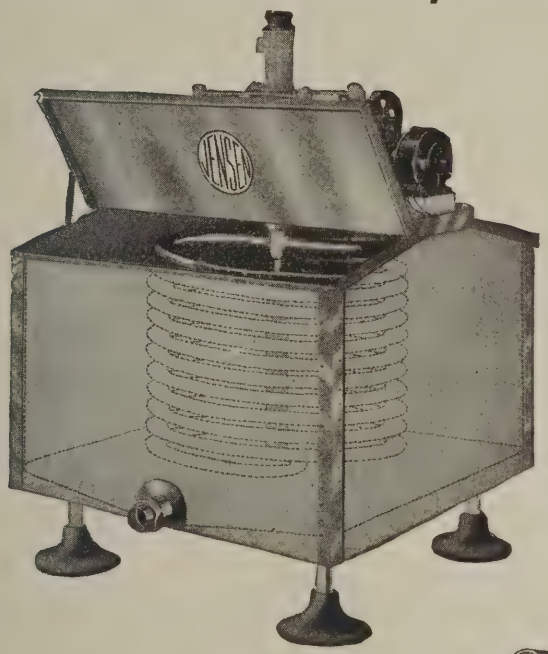
"The National Dairy Exposition is important not so much because it shows us what has BEEN done but because of the realization it creates of how much more there is we CAN do."

JENSEN

The Mark of Merit

The Ideal Batch Mixer

Jensen Vertical Coil in a Square Glass Lined Vat



The special mixing blades, combined with the square corners, and the vertical coil, remove the air and gases before the ageing period, thus producing a pure, sweet, natural flavored product.

COMPLETE ELIMINATION of Stuffing Boxes.

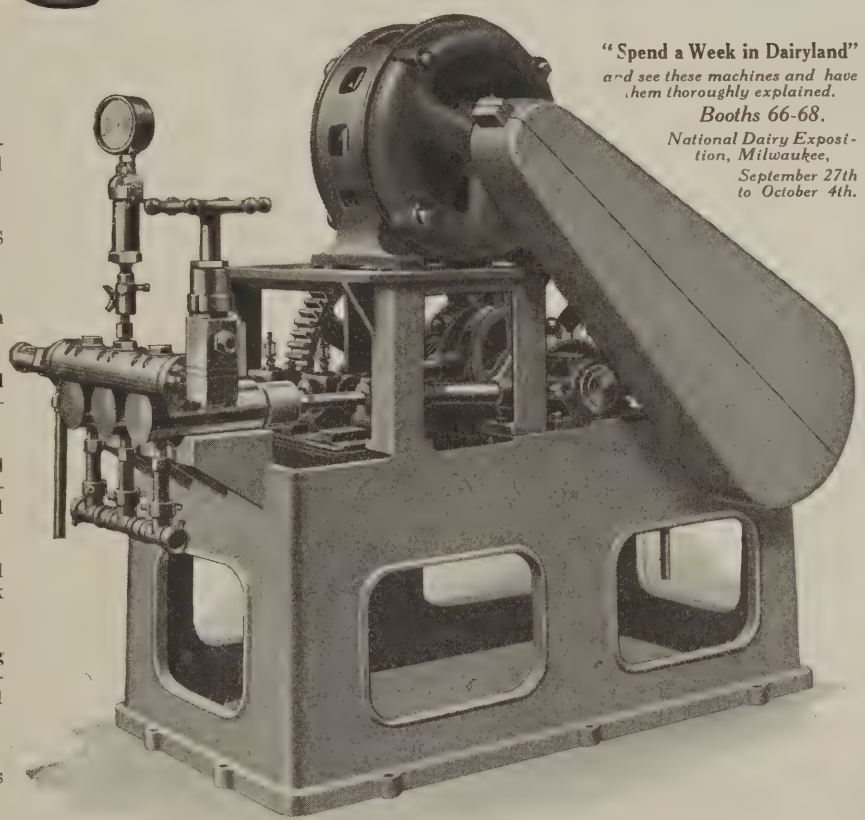
SQUARE CONSTRUCTION REQUIRES ONE-HALF FLOOR SPACE NECESSARY FOR OLD STYLE MACHINE. OPERATING POWER REDUCED ONE-HALF.

Jensen Equipment does more to eliminate Bacterial and Chemical troubles than old style machines because it employs the proper methods.

Homogenization

means

Heavy Work -:- High Pressure



"Spend a Week in Dairyland"
and see these machines and have them thoroughly explained.
Booths 66-68.
National Dairy Exposition, Milwaukee, September 27th to October 4th.

THE UNIVERSAL is built to withstand this extraordinary wear and tear.

THE UNIVERSAL ELIMINATES REPAIR BILLS BECAUSE IT HAS:

Individual Cylinders machined from rolled tobin bronze bars (not cast)

High pressure manifold machined from rolled tobin bronze having tensile strength of 55,000 pounds.

Individual shimming of cross-head slides, which maintains correct individual alignment of pistons at all times.

Chrome vanadium steel shafts. Monel metal pistons not affected by milk acids.

Internal spring type Homogenizing valve. Plug and seat made of an alloy of semi-precious metals so hard it can not be machined.

Built in belt or motor drive—sizes 200, 400 and 800 gallons.

Jensen Creamery Machinery Company

Builders of Equipment of Practical Efficiency

Bloomfield, N. J. **Oakland, Calif.**

International Amphitheater, Chicago, Oct. 23-Nov. 1, 1913.
ater, Chicago, Oct. 23-Nov. 1, 1913.
*International Amphitheater, Chicago, Oct. 22-31, 1914.
Springfield, Mass., October 12-21, 1916.
Columbus, O.—State Fair Grounds, Oct. 18-27, 1917.
Columbus, O.—State Fair Grounds, Oct. 10-19, 1918
International Amphitheater, Chicago, Oct. 6-12, 1919.
International Amphitheater, Chicago, Oct. 7-16, 1920.
St. Paul-Minneapolis—State Fair Grounds, Oct. 7-14, 1922.
Syracuse, N. Y.—N. Y. State Fair Grounds, Oct. 3-10, 1923.

In 1915 at the expiration of the original charter, the association was re-incorporated under the laws of the state of Illinois and no particular changes made in the make up of the organization. It was, however, at this time discussed as to the continuation of the organization as a stock concern, but not until 1917 were steps taken to remove all criticism that could be leveled against the show as being a money-making proposition instead of an educational exposition. On December 27, 1917, it was changed from a stock proposition to a membership organization under the name of the National Dairy Association. Most of the old stockholders have transferred their stock to memberships and new members have joined, making a membership of about 500. The desire is to establish a fund in perpetuity for the show in the hope that at some time in the near future before those great men who built the show shall have passed, there shall be a headquarters established and owned by the association itself. I think wherever you get an opportunity something should be said about every dairyman in the United States becoming a member of this association.

It is rather difficult to sit down in cold blood and write an article about this great show, because there is a deep, underlying sentiment, stronger than man is capable of portraying to his fellows except by word of mouth when the warmth of association brings up those things which are near and dear in the treatment of such a great work.

Management of the show during its existence has been as follows:

E. Sudendorf, secretary, 1906 and 1907.

E. Sudendorf, secretary, and A. J. Glover, general manager, 1908.

H. E. Van Norman, secretary and general manager, 1909 and 1910.

Wm. Hill, secretary; A. A. Auten, general manager, 1911.

C. D. Ettinger, secretary; W. E. Skinner, general manager, 1912-1916.

W. E. Skinner, secretary and general manager, 1917-1924.

Cattle Show.

1912.....567
1913.....658
1914.....711
1916.....894
1917.....597
1918.....489
1919.....662
1920.....645—Sale cattle, 92 extra.
1921.....835—Sale cattle, 63—Calf club calves 40.
1922.....763—Grade cows 52—Calf club calves 104.

*Owing to the epidemic of foot and mouth disease in 1915 no show was held that year.



DRAISS RE-ENTERS ICE CREAM BUSINESS.

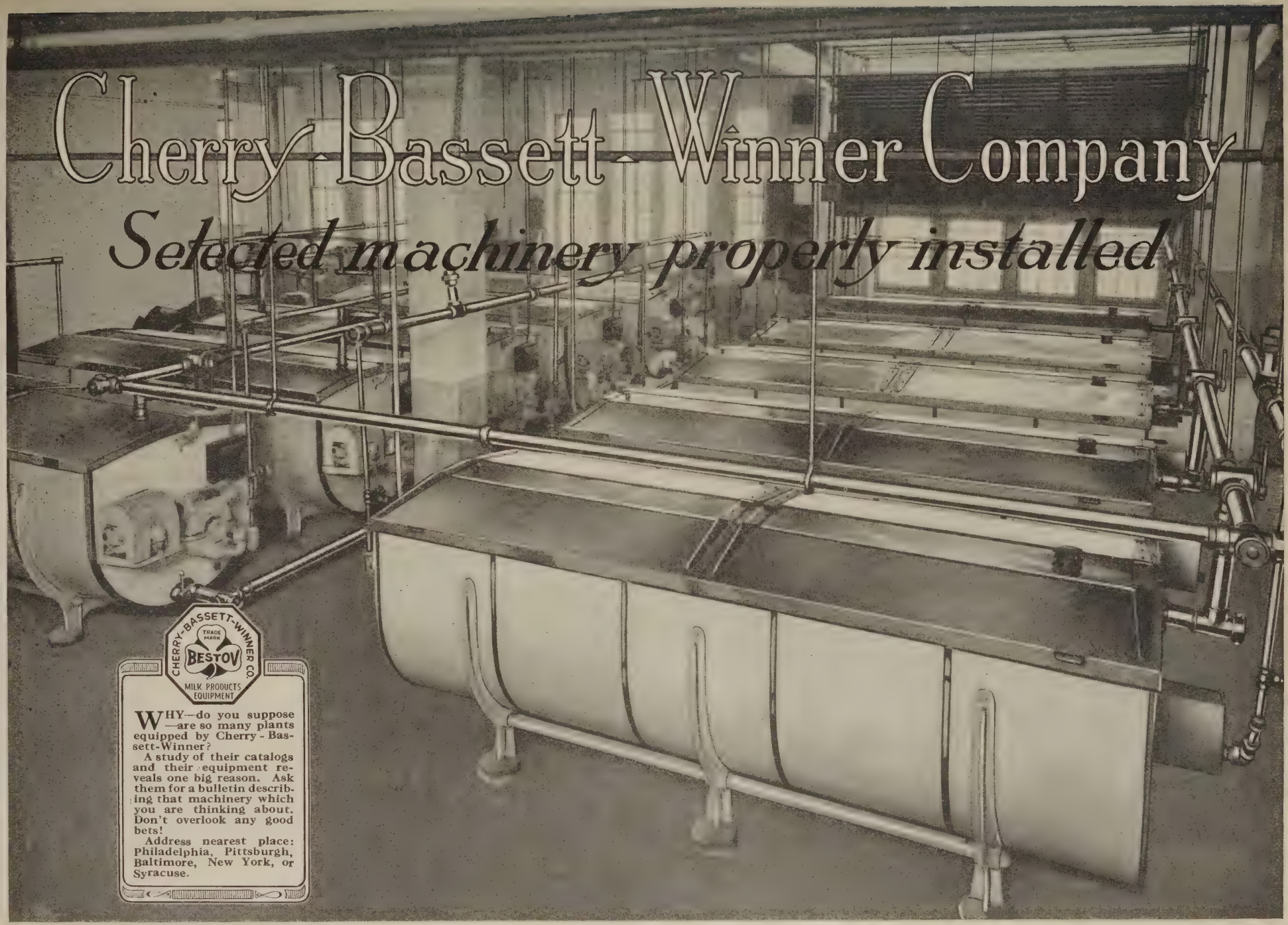
Phil. Draiss, former president of the Texas Ice Cream Manufacturers' Association, who sold his interest in the Shreveport Ice Cream Factory to Watson & Aven of Little Rock five years ago, has returned to the ice cream industry by buying back this interest and resuming active management. Mr. Draiss succeeds A. M. Thornton, who had managed the plant at Little Rock since Mr. Draiss withdrew. Mr. Thornton for many years has been active in association matters in the Southern states

The money involved in Mr. Draiss' return to the industry is said to be around $150,000. The factory was built by him in 1909 and 1912. It consists of two buildings. Mr. Draiss announces extensive plans for remodeling the building. The offices and retail departments will be rearranged, and he says the power system will be changed from steam to electricity, making this the first electrically operated ice cream factory in Shreveport.

DREW'S
Egg Yolk
Makes Better Ice Cream
SOLD IN ORIGINAL PACKAGE
Prices on Request
JAMES F. DREW & CO.
320 Broadway New York City

STOP Your Losses—
On Brick Cream. You can avoid complaints about soft Bricks and keep your customers satisfied with BROOKS' CABINETS. Three inches CORKBOARD in sides and four inches in bottom. Capacity six gallons, divided into two compartments.
"There Is a Brooks Cabinet For Every Need"
BROOKS CABINET CO., Norfolk, Va.





SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

Michigan Allied Dairy Association

*By R. F. FRARY**

IT WAS Edward A. Stowe, who 40 years ago was publishing in Grand Rapids a paper called the American Cheese Manufacturer, who conceived the idea of the importance of Michigan dairymen meeting in annual convention for the purpose of discussing ways and means of improving their products and developing the dairy industry by more efficient means and methods.

Mr. Stowe, after considerable correspondence with E. N. Bates, H. W. Horton, Governor Bliss and others called a meeting in Grand Rapids in February, 1884, and an organization was perfected, of which Mr. Wiggins was elected president and Mr. Stowe, secretary.

The association met for its second annual convention in Kalamazoo the following year, and through resolution, requested an appropriation from the state legislature with which said association was to publish its records and execute the purpose of its organization, namely, the furtherance of dairy development. This request was granted and the appropriation made.

Last February, again at Kalamazoo, the sons and devotees of the industry held their 40th annual convention. The spirit of interest manifested in Michigan dairymen speaks aloud each year through the show and convention conducted by those who still believe that the greatest growth and greatest improvement can come only through concentrated effort and a mingling of those who have made breeding, feeding, and manufacturing a scientific and life study.

*Secretary Michigan Allied Dairy Association.

THROUGH the last four decades, there have been many men who have sacrificed time and effort and expense, not alone that their coffers might be replenished, but that dairying as an industry and that Michigan as a great dairy state might enjoy the prosperity that is evident in every community where intensive dairying is conducted.

A list of the men who have been eminent during the last half century in helping to hold Michigan in prominence among the states in point of value of her dairy products would be long and interesting indeed, but among them, perhaps those worthy of especial mention are such men as H. W. Horton, E. A. Stowe, E. N. Bates, S. J. Wilson, Colon C. Lilley, and Ex-Governor Fred N. Warner.

To those as to many others, present-day dairy prosperity within the peninsular state owes a debt of gratitude which can never be paid, and as the progress of time constantly brings to the front new problems and perplexities, so organized dairying in this state under the banner of the Michigan Allied Dairy Association is valiently trying to keep abreast with the demands that the fast revolving years impose.

The HOUSE of Personal Gelatine Service

Hughes Gelatine Co.

1815 Franklin Street

DETROIT MICHIGAN

SPEAKING OF APPROPRIATE THINGS.

A very odd occurence took place at the 1923 convention of the National Association of Ice Cream Manufacturers. It will be recalled that in the November, 1923, issue of The Ice Cream Review there appeared a photograph showing three distinguished ice cream men at the convention—Chas. G. Norris of New Haven, Conn., president of the National Association of Ice Cream Manufacturers; Morden Neilson of Toronto, Can., vice-president of the National Association of Ice Cream Manufacturers, and H. L. Edwards, one of Great Britain's prominent ice cream manufacturers.



When a cameraman for The Ice Cream Review asked these gentlemen to pose for a photo he picked out what he thought to be an appropriate spot. Unconsciously, he picked out a spot more appropriate than he would have thought possible, had he really planned out the matter.

Note the lettering just over these gentlemen's heads —"America—Europe—Canada—Europe Mediterranean Cruises."

PLANT IMPROVEMENTS.

Tipton Ice Cream Co., Tipton, Ind., has made another addition to its building, besides improvements in the plant. The proprietors are Adderman & Marine and they are hustlers and making good.

BETTER SERVICE—LESS EXPENSE

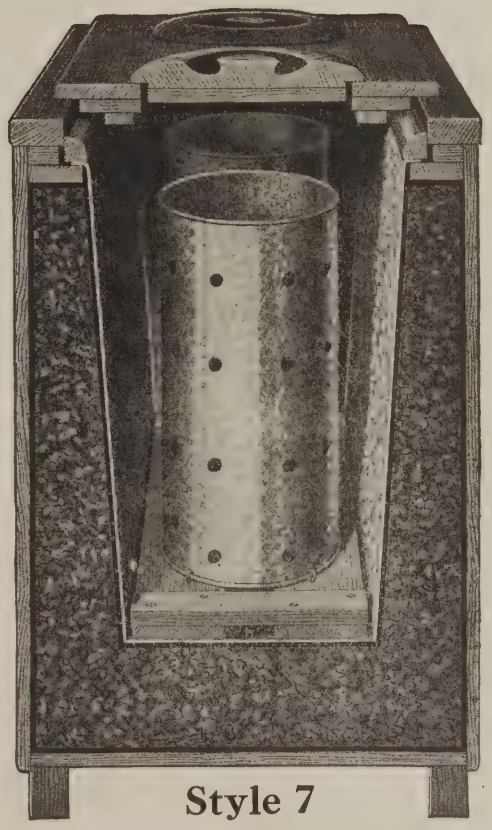
with

The Grand Rapids
ICE CREAM CABINET OF QUALITY

THE palatability of ice cream depends largely on how it is kept. Grand Rapids Ice Cream Cabinets protect the quality of your cream, hence assure perfect service to the consumer.

The excellent insulating quality which is the distinguishing mark of all our cabinets protects you equally against shrinkage—a big item when figured on a yearly basis.

Grand Rapids Ice Cream Cabinets effect big savings in two other important essentials. They reduce ice bills to a minimum. The dependable soundness of their construction insures many years of 100% service.



Style 7

The Most Highly Developed Ice Cream Cabinet Ever Built

SEND NOW for CATALOG AND PRICES

MEMBER

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W. **Grand Rapids, Mich.**

NEW ENGLAND SALES OFFICE AND WAREHOUSE, - MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
SOUTH EASTERN SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CENTRAL SALES OFFICE AND WAREHOUSE, - - CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
NEW YORK STATE SALES OFFICE AND WAREHOUSE. CHERRY-BASSETT-WINNER CO., 1139 Penn. Ave., PITTSBURGH, PA.
NORTH WESTERN SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y.
SALES AGENT FOR TEXAS, OKLAHOMA AND ARKANSAS 400 Canal Street, SYRACUSE, N. Y.
- A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
- C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS

History of Indiana Manufacturers of Dairy Products Association

*By R. L. HAMMOND**

IN 1915 R. F. Miller of Topeaka, Ind., a man of much foresight and vision, believing that much could be accomplished for the dairy industry within the state by a permanent organization of all interested in the industry, set forth to bring about such an organization. The result of his labors during that year was the organizing of the Indiana Manufacturers of Dairy Products Association. The first meeting of the association was held at Vincennes, Ind., on June 8, 1916, and work was started which would eventually elevate the dairy industry of the state to that high position of which it is so deserving.

Among the manufacturers of dairy products who took an active part in the association in its early days were: John Risch, Tip Top Creamery, Vincennes; E. A. Marple, Tip Top Creamery, Vincennes; Bert G. Moore, Clover Leaf Creamery, Marion; George Weber, Weber Milk Co., Indianapolis; Ed. C. Nance, Nance's Creamery, Brazil; Paul Barnett, Barnett Bros., Logansport; Henry Schlosser, Schlosser Bros., Indianapolis; George Fosdick, Fosdick Ice Cream Co., Crawfordsville; Charles Field, Ballard Ice Cream Co., Indianapolis; and C. W. Hale, Indianapolis. Mr. Miller served as the association's first president and Mr. Hale was the first secretary. To these men, the majority of whom still take an active interest in the affairs of the association, too much credit cannot be given for the time and effort which they have spent in the interest of the association.

From a small and obscure beginning, the Indiana Manufacturers of Dairy Products Association has now reached the place where it is recognized as the most stabilizing factor within the industry in the state. The accomplishments of the association in its work to build up the dairy industry of the state, while they have not been heralded by brass band methods, have proven to the manufacturers of dairy products that much can be accomplished through the proper kind of an organization and co-operation.

The object of the Indiana Manufacturers of Dairy Products Association is to bring together all persons interested in the industry in order that they may follow one common avenue of progress in developing the industry.

THE association has, since its beginning, sought to raise the standard of the dairy products manufactured by upholding and aiding in the enforcement of all state laws as such laws relate to dairies and dairy products. A friendly relationship has been established between the pure food and drug department and the association and each helps the other wherever possible. Also the association has always taken an active part in legislative matters as they relate to the industry and has sought to protect its members from unfair legislation.

Believing that research and scientific methods should be substituted for previous uncertainty and ignorance, the association has always co-operated with the dairy department of Purdue University. A research committee is maintained within the association, of which the chief of the dairy department is chairman. Each year this committee selects certain problems, one for each branch of the industry, relating to methods of manufacture and so forth and after thoroughly studying these problems reports its findings. The work of this committee to date has been of great value.

The association seeks to protect its members in the transaction of their business by discouraging all forms of commercial bribery, unfair advertising and business practices which are in any sense uneconomical and unethical. Instead it encourages methods of purchase,

*Secretary Indiana Manufacturers of Dairy Products Association.

Holiday Specials in....

Cassell Center Molds

HALLOWEEN — October 31st is the first Holiday of the season for entertaining, and for this occasion we have the

PUMPKIN

as emblematic of Halloween. This design is also used for

THANKSGIVING

for who ever heard of a Thanksgiving Dinner without a Pumpkin Pie.

Prices $1.35 each or $16.00 per doz.

Order now through your JOBBER, or write.....

W. W. CASSELL
VINCENNES, INDIANA



Grape-Pineapple

CLOSE your eyes a moment and try to imagine the bracing aroma of the vineyard blended with the juicy richness of Hawaii's finest fruit —that's Grape-Pineapple, the latest flavor for ice cream and ices!

It's new and distinctive, a striking departure both in color and flavor from other fruit ice creams. People call it the best surprise of the year.

Use two quarts to a five gallon mix just as when making any fruit ice cream. No color is needed.

Sign the coupon for one-half dozen No. 10 cans of Grape-Pineapple. You'll soon be wiring for rush barrel shipments.

The Cleveland Fruit Juice Co.

Cleveland, Ohio

Manufacturers also of Harvest Moon Special, Double-strength Chocolate, Honeymoon Special, Orange Pineapple, Fig Walnut, Black Walnut, Hazel Nut Sundae, Maple Concrete, and many other flavors.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

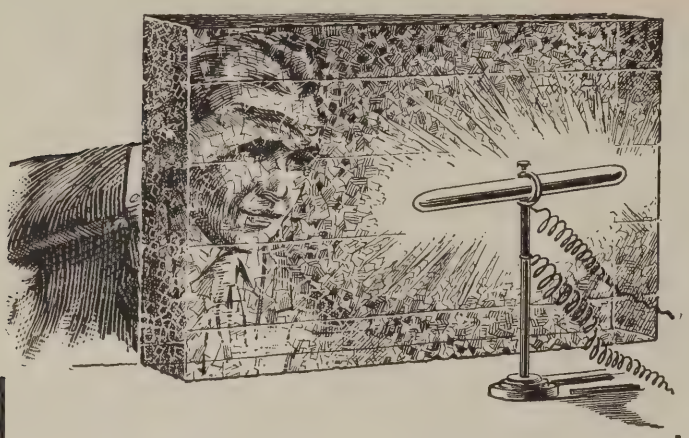
Mail this Coupon to THE CLEVELAND FRUIT JUICE COMPANY, Cleveland, Ohio

☐ Ship at once one-half dozen No. 10 cans of "Grape-Pineapple" @ $23.00 per dozen.

Company_____

City_____ State_____

Buyer_____



An X-Ray Would Reveal the Hidden Weakness in Corkboard

If you could apply the X-Ray to Corkboard, it would show why some makes have so little structural strength and why the sheets begin to disintegrate soon after installation. For you could then **see** that the millions of little cork granules in the **center** of the sheet were **not** cemented together — simply held in like pills in a bottle.

The reason for this is that the sheets were not baked long enough or at the right temperature to release the natural gum in the cork to bind the particles together. Or perhaps dirty, wet cork was used.

You don't have to use an X-Ray to satisfy yourself that

NOVOID Corkboard

is thoroughly baked. **You can see the very center of every sheet.**

Every two-inch sheet of this corkboard is a four-inch sheet cut **through the center.** It is also cut twelve inches wide from a twenty-four-inch sheet. Hence, one side of sheet represents the center of the original sheet. And as both sides of the two-inch sheet are uniform in color and texture, it stands to reason that the baking process has been thorough and complete from surface to surface. Naturally, if a four-inch sheet shows no green center, the thinner three-inch sheets also must be properly baked. Moreover, they are cut 12 inches wide from 24-inch sheets, exposing the center in every case.

No other corkboard is made this way. Therefore no other corkboard has the same strength and durability as Novoid.

Let us send you a sample and booklet. A postal card will bring them.

CORK IMPORT CORP.
345-9 W. 40th St., New York City
Branches in large cities

manufacture and distribution of dairy products and business practices which are economical and ethical.

PLANS and methods are devised by the association to promote the advertising of dairy products, to increase the consumption of dairy products by educating the consuming public as to the true food value of these products and their necessity in the human diet. Likewise, plans and methods are devised to encourage the producer of milk and cream to keep better cows, to improve his methods of feeding and breeding and to take better care of his product on the farm. Inasmuch as the manufacturer, the producer of milk and cream and the consumer form the equilateral sides of an economic triangle, it is important that their interests do not conflict and the association endeavors to protect the interest of all so far as possible.

Of late much time has been devoted to a campaign known as a cream grading campaign, the purpose of which is to improve the quality of cream produced on the farm. Certain sections of the state are now purchasing cream on a grade basis. The plan of grading being used is known as the "Four-Day-Plan" and was worked out by P. P. Triller, of the Wadley Co., Indianapolis. In the sections where this plan is being operated a marked improvement in the quality of the cream has been noted and plans are now being laid to start grading in other sections.

Meeting of the association are held from time to time for the purpose of spreading trade information and exchanging ideas relating to the industry. These meetings are of incalculable value to those who attend. A bulletin service is maintained by the association by which the members are kept informed concerning all important subjects relating to their industry.

The association has accomplished a great deal for the industry within the state in that it has been an important factor in promoting high standards, not only in the products bought, manufactured and sold, but in business practices generally. There is, however, much work yet to be done. The association, by working as it has in the past and by adding new projects from time to time, as the industry demands them, will continue its upbuilding work and be of great service not only to its members but to the general public.

MAKES WATER TANK ADVERTISE ICE CREAM.



As an advertising feature the Christopher Ice Cream Co., Los Angeles, Cal., has its water tank designed after an ice cream freezer tub, the shape being just the opposite of the usual tank in that it tapers toward the bottom instead of toward the top.

Constant care guarantees purity and flavor

With Golden State Powdered Skim Milk plus Golden State Pure Milk Fat or a high grade of pure unsalted butter, the Ice Cream Manufacturer can produce re-constructed cream that is identical, one day with the next—cream *that he can depend upon* both as to quality and flavor.

Think what that means! A *dependable cream supply!!*

Golden State Powdered Skim Milk is made from finest sweet milk, in model plants located in the heart of the country's best dairying sections.

Write our New York office for booklet describing Golden State methods.

GOLDEN STATE SALES CORPORATION
175 Franklin St., New York — 139 N. Clark St., Chicago
1301 Broom St., Dallas — 740 Terminal St., Los Angeles
425 Battery St., San Francisco

DISTRIBUTED BY:

C. E. Buell, Inc., *131 State Street, Boston*
Burgess Distributing Co., *64½ Walton St., Atlanta*
Blanke Mfg. & Supply Co., *214 Washington Ave., St. Louis*
Ernest W. Carlberg, *1104 Union Ave., Kansas City*
C. B. Shackelford & Son, *Iron Bldg., Omaha*
L. P. Carpenter Co., *Minneapolis*
Standard Brokerage Co., *Salt Lake City*
Ariss, Campbell & Gault, *Portland, Ore.*
James Farrell & Co., *Hoge Bldg., Seattle*

Golden State
POWDERED SKIM MILK & PURE MILK FAT



The Dairy Products Association of Kentucky

*By CARLTON BALL**

THE Dairy Products Association of Kentucky dates back to the spring of 1920, according to its available records which show the usual successes and lapses of interest that accompany the birth of such an organization.

Persistent demands for a permanent organization brought about a reorganization in July, 1923, to embrace three groups of dairy products manufacturers, butter, milk and ice cream, each as an auxiliary division. Then, with a stipulation that a full time general secretary be employed, the association was underwriteen by a number of the leading manufacturers, and a general secretary was put to work on the following October 1. In addition, supply houses were included as associate members.

While much credit is due other members of the association who worked for its reorganization, Chas. H. Vahlkamp, president at that time, immediately sounded quality improvement as the keynote for future projects and this policy has been religiously upheld by his successor, Harry A. Cuscaden. The association's activities have also been directed to important problems of legislation, taxation, transportation, publicity, trade practices and dairy development, principally through a friendly and hearty co-operation with outside agencies.

This co-operation from other sources has been of such a liberal and fair minded nature that it should inspire the whole dairy industry with faith in the possibilities that surround a trade association.

AS EXAMPLES of unbiased support: The college of agriculture put a man in the field to establish the four-day grading plan, and appointed the general secretary as an advisory member of the creamery license board; the state board of health commissioned the general secretary as a special investigator and has maintained an unselfish attitude in its educational efforts as well as in its steps for law enforcement; the Kentucky Bankers' Association, through its agricultural committee, unhesitatingly endorsed quality improvement projects and lent unlimited publicity to the necessity of cream grading in their official publication and by having individual letters sent to thousands of cream producers from the local banks, and some of the individual banks in the larger cities are preparing to publish a series of advertisements of milk, butter, ice cream, cottage cheese and cultured buttermilk with a view of increasing the consumption of dairy products; the railroads, through their baggage and development departments, have quickly appreciated the thought of mutual progress and have participated in every move for the betterment of the conditions effecting the industry, the Kentucky Live Stock Improvement Association earnestly solicited, from the manufacturers, the needs of the industry and as a result of suggestions received have placed more than 30 Jersey and Holstein bull calves, of excellent breeding, in the more backward dairy sections of the state.

Most of the creameries in the state operate on the centralizer plan, while the milk distributing plants and ice cream factories are either local to communities or else confine their business to naturally defined sections. Aside from the general meetings of the association, sub-organizations, such as the Dairy Club of Louisville, The Blue Grass Dairy Club and the Cumberland Ice Cream Manufacturers' Association, afford a means of serving the smaller manufacturers whom it would be difficult to otherwise reach.

Those who took part in the organization of this association are:

April, 1920.

Members.

Beatrice Creamery Co., Cincinnati, O.
City Consumers Co., Paducah, Ky.
Cuscaden's Ice Cream Works, Louisville, Ky.
Dixie Butter Co., Louisville, Ky.
Evansville Pure Milk Co., Evansville, Ind.
D. H. Ewing's Sons, Louisville, K. Y.
Furnas Ice Cream Co., Louisville, Ky.
Gray-Von Allman Sanitary Milk Co., Louisville, Ky.
Hughes & Company, Lexington, Ky.
C. W. Jean Company, Worthington, Ind.
Kentucky Ice Cream Company, Lexington, Ky.
E. K. Mack Creamery Co., Louisville, Ky.
National Ice Cream Company, Louisville, Ky.
Neill Roach Dairy Co., Louisville, Ky.
Sugar Creek Creamery Co., Louisville, Ky.
E. Yann Dairy Co., Louisville, Ky.

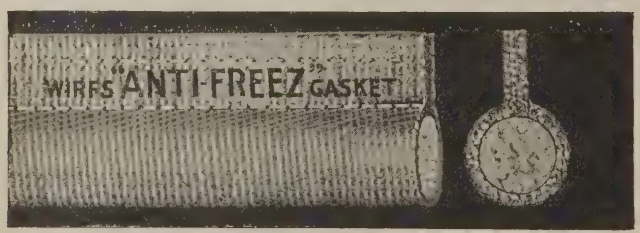
Officers.

Geo. W. Shortess, National Ice Cream Co., president.
Chas. G. Vahlkamp, City Consumers Co., vice-president.
H. H. Neel, D. H. Ewing's Sons, treasurer.
Neill Roach, Neill Roach Dairy Co., secretary.

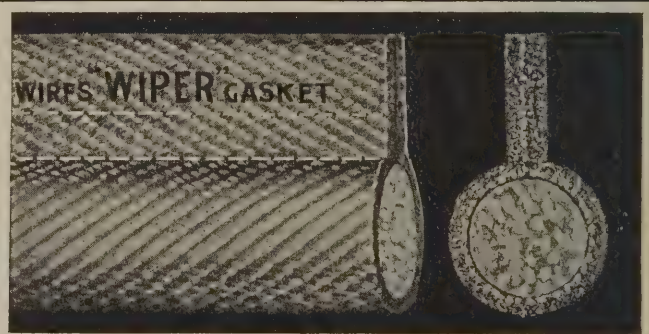
(Continued on page 56)

* Secretary, Dairy Products Association of Kentucky.

WIRFS' "AIRTITE" CUSHION GASKET



No. 25 WIRFS' "ANTI-FREEZ" GASKET
For Sharp Freezer and Hardening-Room Doors.
Has special heavy web covering and is impregnated with cold-test oil compound. Prevents frozen doors. Cut shows actual Size.



No. 40 WIRFS' "WIPER" GASKET
For bottom of Cold-Store Doors having bevel sill or no sill and angle iron set in concrete. Has very tough web covering. Cut shows actual size.
Prices on these "Special Gaskets" quoted on application; state quantity required, in lineal feet.

E. J. WIRFS 105 S. 17th Street, St. Louis, Mo.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Proving it to Yourself!

Harden a thermos bottle or jug of your ice cream in your own hardening room and take it home to satisfy yourself cream will last—hard until eaten or sold.

Our Five-Gallon Vacuum Insulated Canisters are just as iceless, and turn your gross profits into net profits available for dividends — all the money you are now dumping so generously into electric or salted ice cabinets and their attendant expenses.

We can sell your dealers our idea of keeping hard their own cream by revacuum insulation and Fridgeration and we are prepared to operate a display and service station in your community to display, demonstrate, and maintain full iceless efficiency.

We will do everything except the local financing. You can make money doing this as resident limited silent partner; $5,000 starts a station; minimum profit, $12,000 a year, plus a dollar per day per iceless stop. Does this interest you?

ICE DEVICES SERVICE, INC.
550 W. LAKE STREET, CHICAGO, ILL.

Did You Get Your Copy ?

OUR BOOK "Cork and Insulation"

contains 152 pages of practical information that every ice cream manufacturer will find handy to have about the plant.

No obligation for the asking. Write today.

Use Crescent CORKBOARD For Efficient INSULATION

Information on insulation problems -- practical--economical erection, etc., furnished by expert engineers.

United Cork Companies

BRANCH OFFICES

New York, N. Y.
50 Church St.
Philadelphia, Pa.
1042 Ridge Ave.
Cleveland, O.
1200 W. Ninth St.
Pittsburgh, Pa.
1331 Penn Ave.
Chicago, Ill.
Westminster Bldg.
Boston, Mass.
45 Commercial Wharf
St. Louis, Mo.
1444 No. Broadway
Baltimore, Md.
503 Munsey Bldg.

AGENTS

Los Angeles, Cal.
Warren & Bailey Co.
Seattle, Wash.
Seattle Asbestos Factory
Milwaukee, Wis.
Federal Asbestos Co.



Plant of United Cork Companies at Lyndhurst, N. J., where the 100% Pure "Crescent" Corkboard is made.

Reorganization, July 26, 1923.

The members who formed a nucleus for the reorganization were:

City Consumers Co., Paducah.
D. H. Ewing's Sons, Louisville.
Sugar Creek Creamery Co., Louisville.
Tip Top Creamery Co., Vincennes, Ind.
Dixie Ice Cream Co., Lexington.
Standard Milk Machinery Co., Louisville.
Hughes & Company, Lexington.

These members were immediately followed by sixteen others in underwriting the association. The attendance at the meeting was 31, Chas. G. Vahlkamp acting as chairman.

At this meeting the following officers and directors were elected:

Chas. G. Vahlkamp, City Consumers Co., president.
C. O. Ewing, D. H. Ewing's Sons, treasurer.
P. E. Bacon, College of Agriculture, acting general secretary.
E. Yoder, Swift & Co., Chr. Butter Div., vice-president.
W. A. Horneman, Sugar Creek Creamery Co., sec. Butter Division, vice-president.
John Klocker, Dixie Ice Cream Co., Chr. Ice Cream Division, vice-president.
W. A. Heuser, National Ice Cream Co., sec. Ice Cream Division, vice-president.
Geo. W. Schneider, Gray-Von Allmen S. M. Co., Chr. Milk Division, vice-president.
Harold Neel, D. H. Ewing's Sons, sec. Milk Division, vice-president.

J. O. Barkman, College of Agriculture, was later appointed by the Dean as the college's representative on the board of directors.



GERMANY'S FIRST ICE CREAM PLANT OPENED.

Ernest Lindewirth & Company have opened Germany's first ice cream manufacturing plant at Lubeck, according to information received early in August. Plans at that time were being perfected to have a larger factory in operation sometime in August, this plant to be equipped with the most modern American machinery to make ice cream in bulk, brick and Eskimo Pie. This company also expects to establish further factories at Hamburg, Dresden and other large cities.



BOTTLED ICE CREAM SODA.

A device that will make possible the bottling of ice cream sodas has been patented by E. E. Hills, according to a news item reaching The Ice Cream Review.

This device is said to be made of aluminum. It is described as being about seven inches long and five-eighths of an inch in diameter, with three curved fins projecting from the center. The whole thing is cast at one time from aluminum. Loaded with ice cream, the device is stuck into a bottle of pop, where the ice cream melts slightly and mixes with the pop to form an ice cream soda. It is to be consumed through a straw.

It is believed to be the most attractive device to make possible the serving of ice cream sodas without investing in an expensive fountain. Elimination of washing soda glasses is another feature.



A want ad for an office boy brought a job. He used his head.



Put It Up to a GMC!

PUT it up to a GMC Truck to save you some real money on your deliveries.

After you get a line on the economy of the first General Motors Truck that swings into your service, let anyone try to sell you any other truck.

GMC price is lower than that of other high grade trucks. Participation in the vast purchasing resources of General Motors Corporation and long, uninterrupted years of truck building experience keep GMC production costs way down.

GMC upkeep is very low. Extra strength is designed into every GMC part. Simplicity and accessibility of all parts minimize the attention necessary to keep a GMC fit and ready to go.

These are only a couple of the high spots of the low cost of GMC Trucks. Put the burden of proof right square on GMC — and learn the whole story from your profit sheet.

Ask for a catalog!

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC, MICHIGAN

General Motors Trucks

GMC

Clip and Mail

General Motors Truck Company,
Dept. 33,
Pontiac, Michigan.

Send me the GMC catalog.

Name .....

Business .....

Address .....

Minnesota, The Dairy State

*By CHRIS HEEN**

THE growth of the dairy industry in Minnesota has been quite remarkable. From a small beginning it has grown into a giant industry. It now brings more money annually into the state than that of any other industry. As recently as 1890, it would have been a bold statement to predict that Minnesota would gain pre-eminence as a dairy state. We were then noted principally as a grain raising state, and lumbering was an important industry. The pines were considered "inexhaustible," and Minnesota was foremost among the states known as the granary of the world.



CHRIS HEEN.

We have since then witnessed a wonderful transformation on the farms of Minnesota. In place of the large fields of waving wheat, we now see more corn, oats, and barley fields; also large herds of cows on thousands of farms. It was being discovered that in nutritive quality and abundance of its grasses, these could be grown not only on the rich soils in the southern part of the state, but just as abundantly on soils in the northern cutover areas. During these years varieties of corn have been developed that will ripen in nearly all the counties of the state. As a result, we now find thousands of silos which can be seen from all highways, standing as a testimony that Minnesota is now a dairy state. In spite of these natural resources, Minnesota might have remained dormant, and not made such rapid progress in dairying. This state was especially fortunate in having a heavy inflow of European racial migrations from the northern countries from whence came good farmers, Scandinavians in the majority, but almost as many Germans.

Competent leadership in the pioneering stages of dairying was another fundamental factor that carried us over many obstacles, which otherwise would have slackened progress. The state was fortunate in securing Professor T. L. Haecker to take charge of, and to establish the dairy school. Upon his arrival in 1891, he immediately made a survey of dairy conditions in the state, and such as he found them were not satisfactory. Most of the butter was churned on the farms under varied conditions. The butter was traded to the grocery stores, and brought from six to twelve cents per pound in trade for groceries. This was not satisfactory to the farmer who did not receive enough to pay for the feed for his cows. There were only a few butter plants in operation. The managers of these plants had but a meager knowledge as to sanitation, and the product turned out was not satisfactory to the consumer. The price paid to the producer was on a par with that paid for butter at the stores.

AT THAT time co-operative creameries were being organized in the state. They were fortunate in being put in charge of competent management, and proved to be successful from the start. Much higher prices were paid to the producer than he was accustomed to receiving for his butter at the corner grocery. Professor Haecker quickly sensed the situation. He had found that the secret for successful dairying was the co-operative creamery. Under this form of organization each farmer had but one vote, and all abided by the wish of the majority. The news of the higher prices paid by these co-operative creameries was quickly flashed over the state.

From far and near came requests for aid in organizing co-operative creameries and in furnishing competent buttermakers. Classes in practical buttermaking were started at the dairy school to supply the want for competent operators. Thus was started a co-operative movement in Minnesota that has not been equalled by any other state. This new system brought cash payment at the stores every month, more money in the banks, better roads, and better homes. Dairying also brought needed fertility to the soil and an increased yield of crops.

The income from butter has increased from $8,700,000.00 in 1890, to $90,291,766.00 in 1923. It is estimated that the total income for all dairy products for 1923 will be about two hundred million dollars. Thus, the income from the dairy cow today surpasses that of all other industries in the state.

*Dairy and Food Commissioner.

Ice Cream Molds

For Large and Individual

FANCY SHAPES

Will Increase Your Sales

Send for Our Booklet

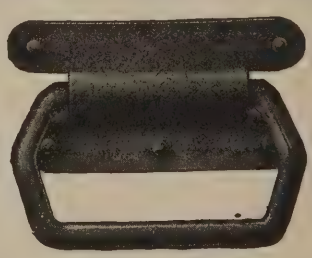
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Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street ST. LOUIS, MO.

Don't take chances losing ice cream sales by allowing dealers to be without an adequate supply of Havacones during the next 3 months.

Keep a stock on hand
Havacones stay crisp.

Havacone

REG. U. S. PAT. OFFICE

So good—folks go out of their way to buy them.

Their goodness is reflected in the volume of Havacones shipped from the factories each day.

Cone Co. of America

CHICAGO 6001-33 So. Western Ave.
NEW YORK Long Island City

Havacones are made under the most sanitary conditions; they are absolutely pure and contain

No Animal fat.
No Binder.
No Preservative.
No Coloring Matter.
Baked to their own color.

History of the Dairy Industry of Pennsylvania

*By W. H. MARTIN**

THE dairy industry of Pennsylvania was born when the Swedes and the Dutch, bringing their cattle with them from Europe, settled in the eastern part of the state in the early part of the seventeenth century. Little did they realize that Pennsylvania was to become one of the leading dairy states. Ranking third in the total value of all dairy products, leading all other states in the manufacture of ice cream, its market milk industry only excelled by New York, rating second in the amount of cottage cheese, second for farm butter, third for condensed milk, seventh for all varieties of cheese and nineteenth for creamery butter, the Keystone state today occupies an enviable place in the dairy world.



W. H. MARTIN.

Very little is known of the early history of dairying in the state. Dairy cows were kept by the settlers primarily to furnish milk for their own needs, but with the growth of the cities they began to furnish them with dairy products. As early as the Civil War times, Jared Darlington, located in Delaware county, had gained a wide reputation as a dairyman. He had the distinction of furnishing butter for General Grant, the Vanderbilts and Astors at one dollar per pound. The second centrifugal cream separator to come to the United States was installed in a creamery owned by John I. Carter at Catham, Chester county, Pa.

THE real rapid growth in the development of dairying in eastern Pennsylvania began when the demand for liquid milk became general. Borden's of New York opened up many milk receiving plants, absorbing many of the smaller co-operative creameries; Supplee's and Abbot's became large buyers of milk for Philadelphia consumption. In spite of the outlet for liquid milk, there are still a great many butter making plants in existence.

Today Pennsylvania is primarily a market milk and ice cream state. With Philadelphia in the east, Pittsburgh in the west, New York near by, and a large number of smaller cities located within its borders, an excellent outlet for dairy products is afforded. A survey of figures will show how the industry has shifted from butter and cheese to fluid milk and ice cream. During the period from 1849 to 1879 butter made on farms increased from 39,878,418 pounds to 79,336,012. Since then production has decreased to 32,909,640 pounds in 1923. Creamery butter production has taken the same trend, 453,020 pounds ranking fifth with the other states was produced in the creameries of the state in 1879 and the amount continued to swell until it reached its peak in 1899 with a production of 37,137,161 pounds. Since then the yearly production has diminished to about 12,803,000 pounds.

WHILE the butter industry was diminishing in size, other lines of manufactured dairy products were gaining. The condensed milk made in the state has increased from 2,862,000 pounds in 1899 to 159,079,000 pounds in 1923. The ice cream industry has also prospered. The first commercial ice cream was made in Philadelphia about 1880. Robert Crane was one of the pioneers of the business. Figures showing the growth are not available, but starting from almost nothing in 1880 the production has mounted by leaps and bounds to 34,100,000 gallons in 1923. Taking the industry as a whole, the value of milk, cream, butterfat, farm butter and cheese has increased in value from $42,808,802 in 1909 to $99,617,373 in 1919.

This remarkable growth in the industry has created more interest in dairying. The Pennsylvania State College as early as 1893 offered the first dairy short course; at the same time instruction was given in ice cream making. The dairy department since then has grown

*Associate professor of Dairy Manufacture, Penn State College.

WHEN you need all the refrigeration your equipment will develop you are discounting the possibilities of your own equipment if you do not u se a refrigerant of superior grade. Carbondale C-3 Calcium Chloride enables the development of 100% refrigerating capacity. Its economy will prove itself by trial.

Carbondale Calcium Co.
Carbondale, Pa.

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TRADE MARK

73 to 75% Calcium Chloride
Free from Magnesium

Ask for Bulletins No. 5 and 36

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Chicago
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Philadelphia
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Buffalo
Kansas City



Why Milk Proteins Vitally Affect Ice Cream Quality!

A SERIES of extensive experiments that we have just completed in the Gumpert Research Laboratories are of tremendous value to YOU. They show conclusively how you can make better ice cream. As you know, milk composition varies from 84% to 90% water and 10% to 16% "solids." Of the solids 20% to 45% consists of *Casein.* This protein is a vital factor in ice cream production as these tests with milk prove.

Note these two test tubes. The milk used in them is identical. Observe in the test tube on the left how Gumpert's Ice Cream Improver has worked on the *Casein, so that when it is precipitated it is soft, flocculent and easily digested. But note especially in the other test tube what happens when Gumpert's is absent—the Casein is tough, stringy and indigestible.

(*Casein precipitated by Van Slyke Method)

You realize that ice cream quality can differ widely even when identical materials are used. Why is it that it so often lacks the full, smooth rich taste that creates large demand? The answer is the hidden factor in ice cream production—the soluble proteins.

But note what happens to the protein when Gumpert's Ice Cream Improver is added. Consider its effect on the Casein (Protein). Just as Gumpert's Ice Cream Improver softens the Casein in milk when precipitated by the Van Slyke Method, so when Gumpert's is added to your mix it *softens the milk solids.* That's why you make ice cream which is smoother and more velvety—ice cream with a wonderfully delicious richness of taste—with Gumpert's Ice Cream Improver.

Some 2000 progressive ice cream manufacturers now make better ice cream the Gumpert way. They sell more ice cream, win preference for their product because of its finer quality. YOU can do likewise. You can impart a richness of taste to ice cream by the use of Gumpert's Ice Cream Improver.

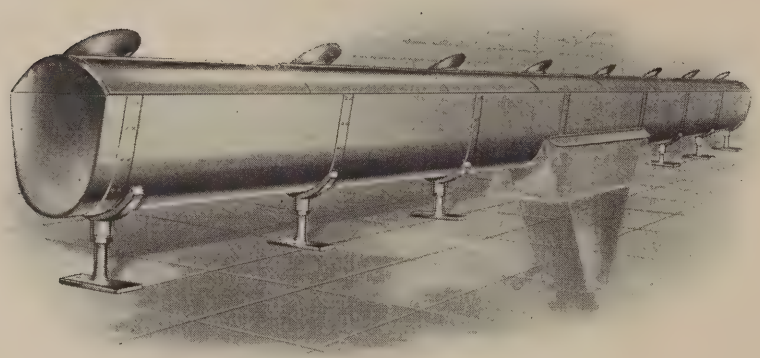
If You *are not now using Gumpert's Ice Cream Improver, we will gladly send you a generous sample.*

S. GUMPERT CO., INC.

Bush Terminal *Brooklyn, N. Y.*

Gumpert's *Ice Cream Improver*

MOJONNIER ADDS
for eliminating waste in the



Mojonnier Ice Cream Hopper, refrigerated and insulated for keeping ice cream in perfect condition. (Patented.)

Eliminating Waste

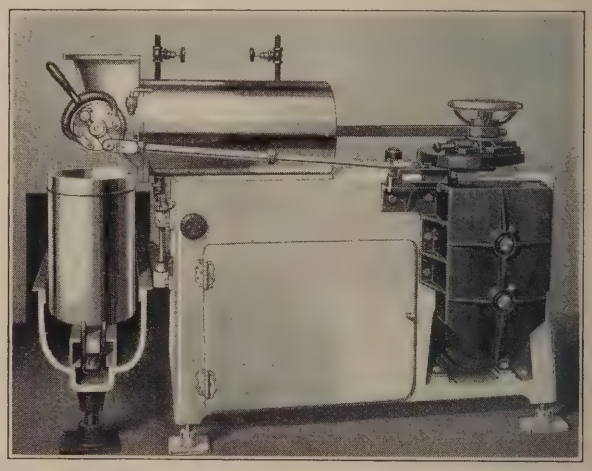
Mojonnier method of handling ice cream automatically from the freezer to the delivery truck makes "peak loads" easy and helps solve labor problems. It shortens route from freezer to hardening room from ten minutes to two and one-half minutes. It eliminates waste of overfilling the cans.

Hopper System

This hopper system may be applied to any size ice cream plant. It guarantees a minimum loss in overrun and shrinkage. It eliminates melting after the freezing process. It saves labor. It increases the output of the freezers, making it unnecessary to use freezers as filling machines.

Can Filling

Mojonnier Can Filler accomplishes two things making it an absolute necessity in every modern ice cream plant. Fills cans uniformly and prevents overfilling, so common when cans are filled by hand method. Substitutes mathematical precision for "guesswork." *Insures placing of frozen ice cream into the hardening room in a minimum amount of time.*



Mojonnier Automatic Ice Cream Can Filler. Fills ice cream cans with exact predetermined volume of ice cream. (Patented.)

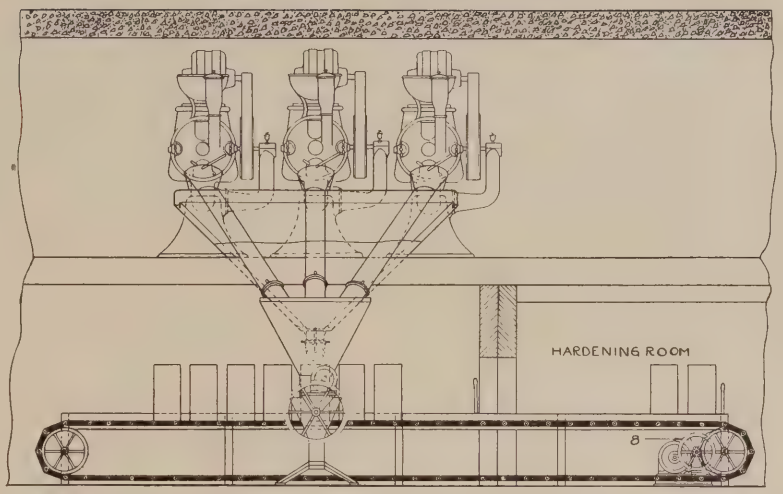
EFFICIENCY PRODUCTS Mojonnier

Mojonnier Bros. Co.
MILK ENGINEERS

4 MORE SERVANTS manufacture of Ice Cream

Ice Cream Conveyor

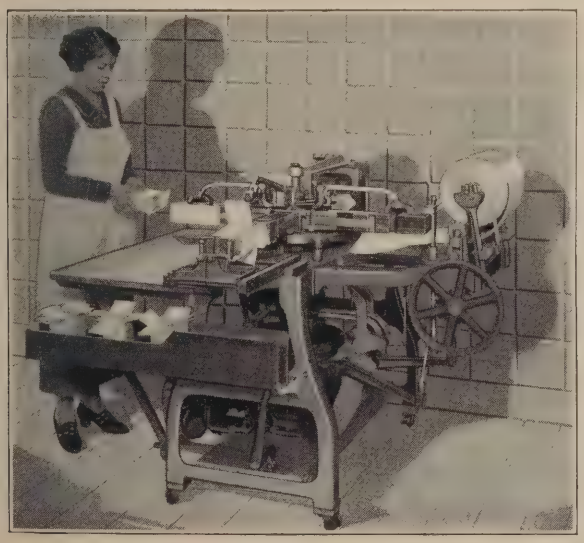
This is an entirely new, simple and inexpensive conveyor for handling either empty or filled ice cream cans. It eliminates trucks completely. It greatly increases hardening room capacity; saves refrigeration. Necessary in any size ice cream plant, enabling the smaller plants to operate with same degree of efficiency as the larger plant.



Typical installation of Mojonnier Ice Cream Handling System for three-freezer plant. Mojonnier Ice Cream Can Conveyor shown at bottom for conveying cans into or out of coolers. (Patents Pending.)

Automatic Carton Liner

This machine, with the Mojonnier Ice Cream Packaging Machine, has completely revolutionized the making of packaged ice cream. With these machines working together, packaged ice cream may be made at a cost a trifle more than bulk ice cream. Either 30-lb. or 40-lb. parchment or wax paper may be used. Parchment is fed off a roll, automatically slotted, folded and formed ready to be inserted into carton. The lined carton is delivered directly to the packaging machine at the rate of 1500 an hour, or as fast as the cartons are filled by packaging machine. In moderate sized plant, machine pays for itself the first year.



Mojonnier Automatic Ice Cream Carton Lining Machine for automatically lining "tuck end" cartons with parchment or wax paper. (Patents Pending.)

The other Mojonnier Servants:—

Milk Tester,
Vacuum Condensing Unit,
Overrun Tester, and
Packaging Machine

are well-known to the Ice Cream Industry. They, too, have been a means of greatly reducing waste in the ice cream industry.

Let a Mojonnier Engineer determine the possibility of eliminating waste in your factory.

Write or wire for our representative.

SEE OUR EXHIBIT AT

National Dairy Exposition

Milwaukee, Wis.

BOOTH Nos. 3, 4 and 5

Chicago, Illinois

EFFICIENCY PRODUCTS Mojonnier

4601 W. OHIO STREET

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

and each year turns out 25 to 30 trained men for the dairying industry of the state.

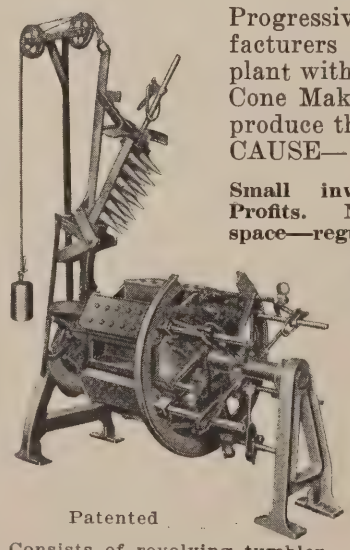
DAIRY organizations have also been an important factor in advancing the industry. The Pennsylvania Dairy Association started in 1874. It was an outgrowth of the Crawford County Dairy Association which started in 1871. In 1898 the name was changed to the Dairy Union, and later merged with the Live Stock Breeders' Association. The purpose of this organization was to improve the quality of dairy products, by holding meetings and having talks on subjects of interest.

As the state gradually shifted from dairy products to a market milk state, dairy farmers found it advisable to have marketing organizations. The state naturally divides itself into three important market centers, Philadelphia, Pittsburgh and New York Territory. The Dairymen's League, Philadelphia Interstate Milk Producers' Association and Dairymen's Co-operative Sales Company at Pitttsburgh are three of the large marketing organizations operating in the state. It is through their agencies that milk and dairy products are being advertised in an attempt to insure their consumption.

REGARDING the outlook for dairying in the future it can safely be said that for years to come Pennsylvania will be a great dairy state. Conditions are especially favorable for the dairy industry in the state. The fact that most sections have good pastures and are well adapted to forage crops make the state well suited for dairy cows. The great demand for milk, cream and ice cream greatly stimulates the interest in dairying. The dairy industry of the state has gone through a transition period, not only regarding methods used on farms and in milk plants and factories but the whole industry is becoming adjusted to business and economic laws. The future of the industry depends on the quality of dairy products produced in our plants and on our farms, together with more economical production of milk and dairy products. Farmers and plant operators realize that the present state-wide campaign to moderate tuberculosis among dairy cattle, that college and scientifically trained men in their plants, that assistance in solving feeding and breeding problems given by the extension department of the college, and that organized effort in marketing dairy products are some of the things that will make for a more prosperous dairy industry in Pennsylvania.

(The writer wishes to acknowledge the information furnished by F. A. Doyle of the Sharples Milker Company, West Chester, Pa., Bruce S. Griffis of the Gowing Dietrick Company, New York City, P. M. Sharples, West Chester, Pa., T. I. Mairs, State College, Pa. Statistics and data were taken from the 14th Census Report and Crop and Live Stock Report, Department of Agriculture, Harrisburg, Pa.)

NEW FIELD Opens for Ice Cream Manufacturers



Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones BECAUSE—

Small investments net big Profits. No extra labor or space—regular salesmen solicit orders — helpers bake cones. Fresh, Crisp, Delicious Cones increase ice cream consumption.

Patented

Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

This machine saves time, space and positively produces a better cone at less cost than any other machine on the market — Write for details today.

THE PHILADELPHIA ICE CREAM CONE MACHINERY AND ART METAL WORKS.

68 N. Fourth St. Philadelphia, Pa.

A Review of American Dairy Science Association

*By J. B. FITCH**

THE present American Dairy Science Association was organized in 1906, as the National Association of Dairy Instructors and Investigators. After a few years the name of this association was changed to the Official Dairy Instructors' Association. The membership includes dairy instructors and investigators connected with colleges, research institutions and with dairy companies. In fact anybody interested in the dairy industry who has had technical training is eligible for membership. In 1918 the name of the association was changed to the American Dairy Science Association and in that year they started the Journal of Dairy Science.

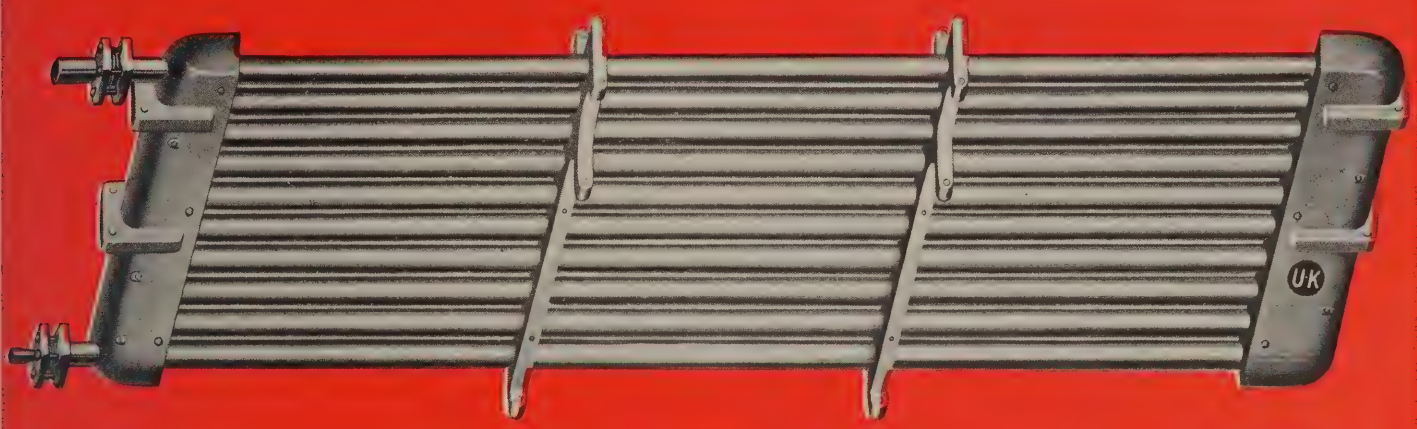
THIS journal is published bi-monthly and is used as the official organ of the American Dairy Science Association. In 1922 the American Dairy Science Association was divided into four sections, Section I having to do with the production side of dairy husbandry; Section II dairy manufactures; Section III extension; Section IV official testing.

By dividing the association in this way those interested in the above subjects can associate themselves with other persons interested in the same things. After a short general meeting of the association the members adjourn to their respective sections, which also have a chairman and secretary, and proceed with their discussions. In 1923 the eastern division of the American Dairy Science Association was formed.

This was followed by the southern division and last year the western division of the American Dairy Science Association was formed. This gives an opportunity for the members of the association to get together oftener than is possible with the one large association. It is the hope of the officers of the association that we can enroll all who are interested in a technical way in dairying and have frequent opportunities of getting together and discussing subjects of importance to the dairy industry.

*Secretary American Dairy Science Association.

You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.



The Last Word in
Direct-Expansion Coolers

U-K Direct Expansion Sections have been pioneers in the development of this phase of milk cooling. A direct expansion section on a tubular cooler utilizes ammonia gas direct from the refrigerating machine, requiring no brine, brine tank and pump, etc. If operated with reasonable attention such a section is distinctly economical.

For ice cream plants direct expansion sections are quite easy to install and prove more satisfactory, everything considered, than increased capacity in brine sections, whenever it's necessary to add cooling capacity to the present equipment.

U-K Direct Expansion Sections are made of 2 inch steel tubes **with a nickel silver tube drawn over them.** All U-K Direct Expansion Tubes are made with them. Such construction is far superior to the tinned steel tubes or tinned copper drawn over steel commonly used. Frost on the pipes is reduced to a minimum. Nickel silver will not wear off, nor rust.

These Coolers are made of the solid surface type, and the joints are all welded and are guaranteed against any leakage whatever. The ends are covered tight with a U-shaped casting of brass, as well as supporting yokes in center of Cooler.

Summing up we do not hesitate to state that this Cooler is the finest and highest grade Cooler that has ever been made—being complete in efficiency, durability, (will last forever) and everything that is required to enable us to present the highest quality Cooler that has every been offered.

Uhlmann-Kinsey Co. Incorporated PHILADELPHIA, PENNA.

"If it's U-K *it's* O K"

Uhlmann-Kinsey Co., Inc.

Manufacturers and Dealers in

MILK MACHINERY

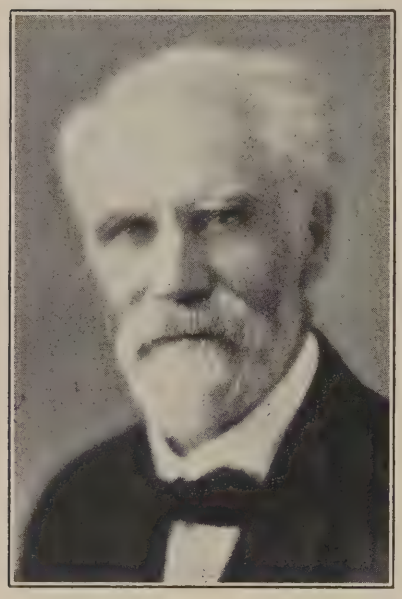
25-27-29 South 20th St. PHILADELPHIA, PA.

The Wonderful Story of Wisconsin's Dairy Industry

Fifty Years of Dairying Achievement in World's Greatest Dairy State

By J. Q. EMERY, Dairy and Food Commissioner

THE editor requests a communication from me for a special edition, concerning the early development and progress of the dairy industry in Wisconsin, and he indicates the scope of his request by specifying just how dairying came to be established in Wisconsin, who were some of the early pioneers, where our good breed cows came from, who I believe has done most for the development of dairying in our state, what has contributed most to its progress, who opened the first dairy plants, how much butter, cheese and ice cream were produced in the earliest years of which I have a record, what the status is of the industry at this time and what I think of the future.



J. Q. EMERY.

Causes are very elusive things with which to deal, and especially is this statement true as to first causes. Fundamentally, the splendid fertility of Wisconsin soils, her geographical location as to latitude and in the embrace of Lakes Michigan and Superior, that give to Wisconsin's climate an average of temperature and degree of moisture that united with her crystal pure waters, are highly conducive to an abundant yield of excellent grasses, the maize plant and cereals, for the feeding of legions of dairy cattle for the production in great abundance and variety of dairy products of superb quality, are natural conditions that have been contributory to the great Wisconsin dairy industry.

These favoring and assured soil and climatic conditions, coupled with the security furnished by the laws, liberties, free and safe democratic institutions guaranteed by Wisconsin's constitution, allured to these munificent opportunities b ainy men and women from New England and other eastern states, well versed in dairy knowledge and well established in good dairy habits, among their number those possessed of intellectual endowments and vision, qualifying them for brilliant, capable and reliable leadership; and they also allured sturdy, industrious and frugal Scandinavian, German, Swiss, Dutch, English, Irish and other immigrants from the Old World, who, impelled by the habits acquired in their Fatherland, contributed to that splendid body of pioneers who laid the firm foundations for the 185,000 dairy farms, with their many modern dairy barns, modern equipment and greatly improved dairy herds, the 2,500 cheese factories, 611 creameries 67 condenseries, and the Niagara of market milk, the stupendous dairy manufacturing plants, the premier dairy press, the world's pioneer practical dairy school, constituents all of the colossal present-day dairy industry of Wisconsin.

THE beginnings of dairying in Wisconsin were individualistic and empyrical. The time was the pioneer stage until about 1873. The place was the pioneer farms. The personalities were the pioneer farm woman and her husband. The cow was the ordinary native. The dairy barn was the straw stack. The feed was straw and marsh hay in winter and the wild grasses in summer. The dairy house, creamery, cheese factory, condensery or receiving station was the pioneer farm kitchen, well and cellar. The buttermaker or cheesemaker was the pioneer farmer's wife. Her helpers were her children. Her dairy implements were tin milk pans, tin skimmers, the old-fashioned dasher churn, wooden bowl and ladle, for buttermaking and a like meager primitive outfit for cheesemaking. The market was the grocery store, and that often far away and glutted. There butter was "swapped" for groceries, paying twenty-five cents a pound for sugar and similar prices for other groceries. The transportation was by "foot and walker's line," or per chance by ox-team. The cows freshened in March or April, ran at large during the summer, and were dried off in November and December. There was no winter dairying. Indeed, during this primitive period, dairying was merely incidental to the great paramount industry of growing wheat.

Some evolutionary changes occurred in this primitive period, when there was the "first" this, and the "first" that, and the "first" some other isolated unit, thing or practice, but it was not until the year 1873 that any revolutionary changes occurred.

The humble chinch bug performed no insignificant part in initiating the great dairy movement in Wisconsin; for it was when Wisconsin farmers had become panic stricken by the destructive ravages of the chinch bugs, following the continual cropping of the land with wheat, ravages equal in their destructiveness to the plagues of Egypt, that a few seers organized in 1873 the Wisconsin Dairymen's Association, the third of its kind, which proved to be a Moses that was to lead the disheartened farmers out of the bondage of soil robbery, across the Jordan and through the Dead Sea of their despair, into the promised land of Dairy Husbandry, howbeit after wanderings many in the forest of doubt and ignorance, where, contrary to the voice of wisdom and warning from the intellectual Pisgah of their seers, they at times bowed in adoration of beefy, dual purpose idols, they had made unto themselves.

IN THE year 1873, under the superb leadership of that "inspiring genius of the dairy movement, and the subsequent prophet and seer of Wisconsin dairying —nay, of American dairying, if not world dairying," former Governor W. D. Hoard, the Wisconsin Dairymen's Association was organized at Watertown, Jefferson county, and Wisconsin entered upon its since world famous career of organized effort in promoting the dairy industry.

For at least three decades that association, filled to overflowing with missionary zeal, held its annual meetings in different parts of Wisconsin, criss-crossing the state at every angle. Beyond cavil, the Wisconsin Dairymen's Association was for at least a third of a century subsequent to its organization, the most potent single



RITCHIE ICE CREAM CANS

Convenient and Time Saving

DO YOU remember how naturally your customers took to packaged goods? They liked them from the start, for many reasons. They were convenient and time-saving. It seemed logical to have goods all measured out and nicely prepared. They were attractive, too.

You also liked them because they saved your time and prevented waste for one thing, but principally because they appealed to your trade.

Perhaps both you and your customers would prefer if everything in your store could be so handled—packaged and ready on the shelf or counter to be picked up and carried away.



Ritchie Cans printed with your trade-mark or advertisement have great sales value. Both top and side can be printed—the top in one or two colors, the side in one. This is an exclusive RITCHIE feature.

But all goods cannot be treated in this way. A large number of sales must be "put-up" when the purchase is made or a short time before.

The RITCHIE Can has been originated so that the put-ups in your store can be in a class with the finest packaged goods you sell; so that time can be saved—yours as well as the customer's; so that losses are avoided; so that trade may be genuinely pleased and brought back again.

Old-fashioned paper bags and buckets could never do all this. In their time they have wasted more goods, spoiled more clothes, and made more housewives peevish than any other occurrence incident to housekeeping.

But RITCHIE Cans will do everything that you would expect the right container to do. They are compact and substantial, so made and crimped at the bottom that they hold liquids perfectly. They prevent waste of time in filling and handling.

USE RITCHIE NO. 21 CANS FOR ICE CREAM AND SAVE MONEY

A special can has been designed for ice cream—the RITCHIE No. 21. This can is not recommended or sold regularly for liquids, but for ice cream it is not equalled as a carry-home container. Costing less than the regular can, and serving ideally, it is just what you've been seeking.

With RITCHIE No. 21 Cans, selling ice cream is made simple and more profitable.

Use RITCHIE Cans. You'll find them convenient and time-saving.

If you haven't already seen them or don't already know how they would build good-will and promote business, ask your jobber or write us on the enclosed card and we will see that you get attention at once.

W. C. RITCHIE and COMPANY

831 W. Van Buren Street CHICAGO, ILL.

force in the state for the advancement of the dairy industry.

Under the secretaryships successively of former Governor W. D. Hoard, D. W. Curtis and General George W. Burchard, model programs were prepared for the annual meetings for the carying out of which the most competent, experienced talent was employed, much reliable information and experience was given, great enthusiasm was aroused in the localities where the meetings were held, and everywhere dairying sprung into life in the wake of these meetings.

W. D. Hoard, Stephen Favill, W. S. Green, Chester Hazen, H. F. Dousman, A. D. Favill and H. C. Drake, the organizers of the Wisconsin Dairymen's Association, and others of like splendid personalities who joined them along the tide of years, conspicuous among whom were, Hiram Smith, the "Nestor" of Wisconsin dairymen; Chas. R. Beach, "rugged as the Berkshire Hills;" White of Kenosha, "preacher of the gospel of kindness;" Uncle Perry Goodrich, pre-eminently competent and self-effacing; General George W. Burchard, A. D. Deland, Dean Henry, D. W. Curtis, H. C. Adams, H. C. Thom, C. H. Everett, Fanny Morley, Mrs. Kelly, Mrs. Howie, H. C. Taylor, Fred Scribner, the Hills, W. J. Gillette, H. D. Griswold, the Elmers, the Stauffachers, the Martys, the Luchsingers, were among the pioneer workers and promoters of the dairy industry in Wisconsin,

> "Who wrought in deep sincerity;
> And builded better than they knew."

The term, "Old Guard," was commonly applied to this group of sturdy pioneers.

IN THE feeble beginnings of the Wisconsin dairy industry, the adaptability of Wisconsin's climate, soils, grasses, water and dairymen to the production of high-class dairy products was yet to be determined. Our surplus dairy products had to compete in the Eastern and European markets with the products of New York and Canada, which already had a reputation established for high quality in the markets of the world. Speaking of conditions as they were at that time, Hiram Smith once said that the manufacturers of Wisconsin cheese had to leave it to be sold at the country stores, one or two at a place, and replenish as sold; and mail carriers and peddlers disposed of all they could. At one time it was feared that the lightning rod man and the insurance agent would hav to be called in to dispose of the accumulating stock.

To overcome this prejudice, to solve the market problem of their day, these pioneers sought, first to produce cheese and butter honestly worthy of the best markets of the world. Having done this, they conceived and executed the plan of making exhibits of Wisconsin cheese and butter at the Centennial Exposition in Philadelphia in 1876, where Wisconsin received a larger percentage of the medals than was awarded any other state or country. With these victories and others gained at the great International Dairy Show in New York, Wisconsin gained recognition in home and English markets as a dairy state. Like victories followed at the Chicago World's Fair and at the New Orleans Cotton Centennial. They were leading the way from the making of cheese and butter exclusively on the farms and were erecting cheese factories and creameries where they manufactured the choicest of dairy products, attested by their having gained the highest awards in the world's competitive contests.

They lacked transportation facilities for reaching the world markets, such as refrigerator cars and reasonable

Now they use MAPLEINE *and save money!*

Ice Cream Manufacturers now find they can use Mapleine in their chocolate flavored ice cream—get better results than with a vanilla mix—and save considerable money. Mapleine is a natural ally to chocolate flavor—try this formula and prove it to yourself:

Take 20 pounds powdered cocoa, 10 pounds sugar, 10 gallons milk. Thoroughly mix in steam kettle till this comes to a boil. Turn off steam and add 16 ounces Mapleine. Cool. Add one gallon this solution to each 4½ gallons plain mix.

MAPLEINE ICE CREAM, plain or with nuts, also sells well—in many places it ranks with chocolate and strawberry. Two ounces Mapleine will color and flavor each 10 gallons finished ice cream. Mapleine will not freeze out—the flavor holds true through any storing.

Try Mapleine—convince yourself

Order of your supply house or write us. Warehouse stock in 14 States.

See Us At Booth 185
NATIONAL DAIRY SHOW
Milwaukee, Wis.
Sept. 27th to Oct. 4th

Crescent Manufacturing Co.
1054 Railroad Ave., So.
SEATTLE, WASH.



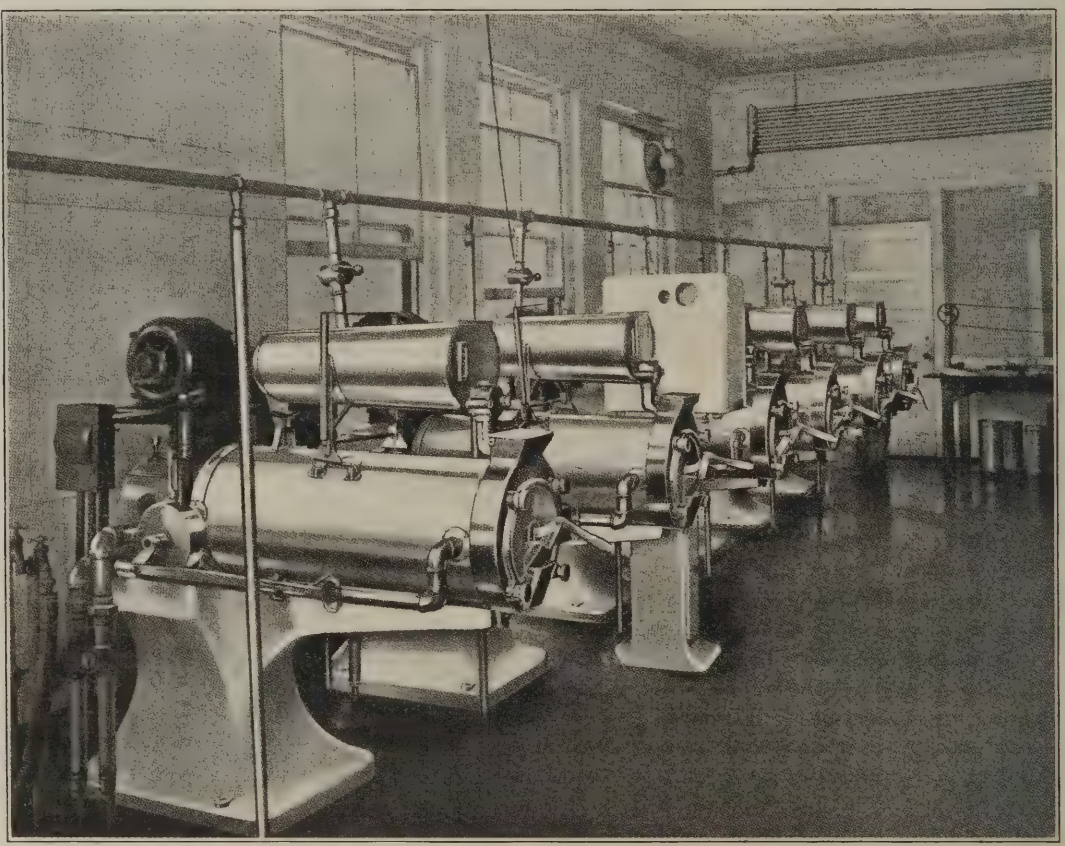
MAPLEINE



BARBER

Everything for the Dairy Industry





Battery of U. S. Heavy Duty Freezers in Plant of Tauber Absopure Ice Cream Co., Chicago

The U. S. Heavy Duty Brine Freezer

THE Tauber installation is typical of many that we have made in large plants throughout the Middle West — and hundreds of smaller plants are using one, two or three U. S. Freezers, with equal satisfaction and profit. Here are some of the featurs that will give you a better product — and a better profit — with U. S. Freezers:

1—Automatic batch weigher that regulates mix and helps you to produce a uniform cream.

2—Patented removable bronze bearing for front end of dasher, which eliminates wear on cover and keeps whipping device in correct alignment.

3—Substantial brass hopper which simplifies the filling in of fruits and flavors.

4—Convenient hinged cylinder cover — always out of the way.

5—Rotary brine control valve which gives complete control of the rapidity of the freezing process.

6—Rapid vertical discharge for quick emptying.

There are seven sizes of U. S. Brine Freezers, ranging in capacity from 40 to 160 quarts. Ask for complete information and prices.

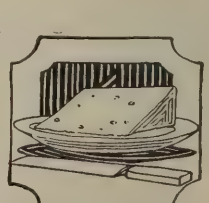


A.H.Barber-Goodhue Company

(Formerly A.H.Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



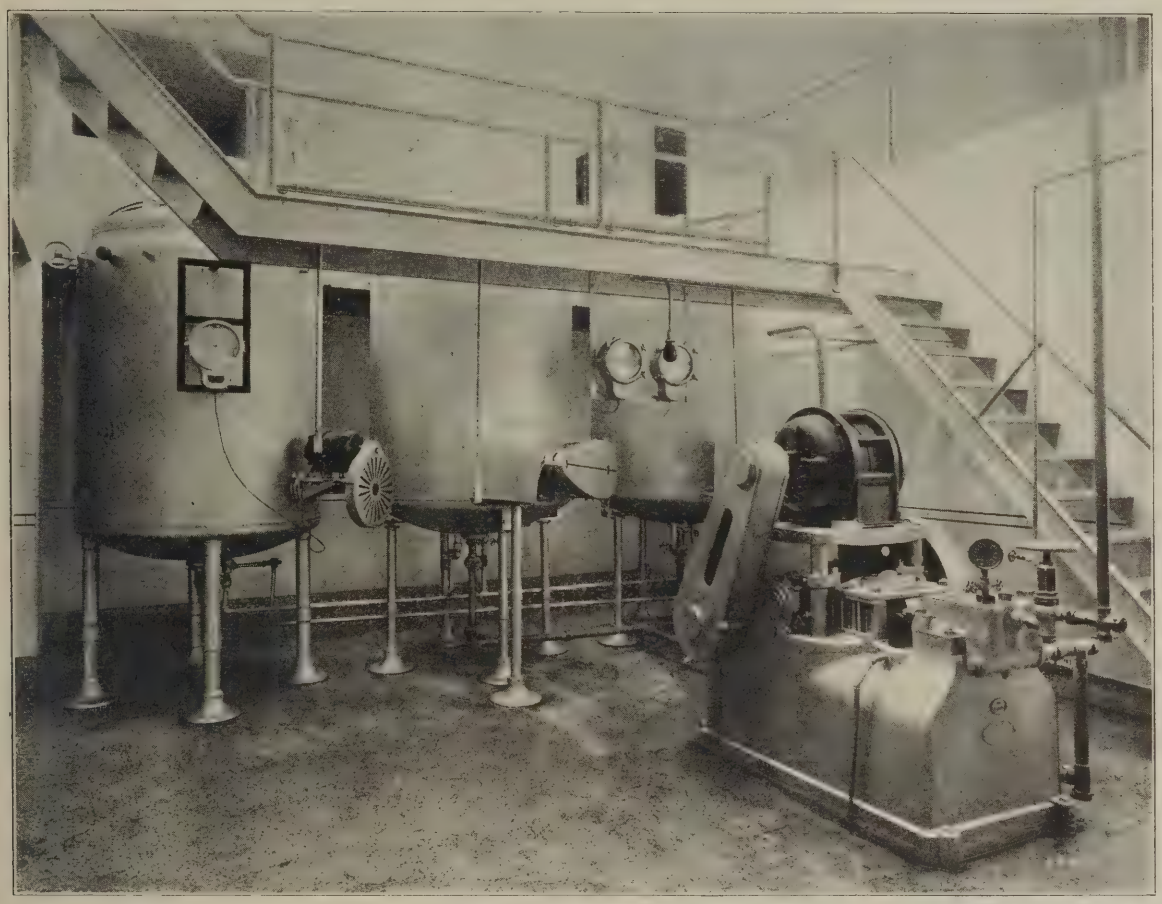
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



BARBER

Everything for the Dairy Industry





One 800-gallon Viscolizer and Motor Drive Glass Lined Ageing Tanks in the Plant of Ives Ice Cream Co., Minneapolis, Minn.

The Viscolizer

THE Viscolizer will give you a smoother, richer feeling ice cream, by dividing the butterfat finely and uniting it firmly with the filler, sugar and gelatine. It develops a fine quality cream from sweet butter and skim milk, or skim milk powder. The Viscolizer unites the solid ingredients so that the butterfat will not separate while standing in can or bottle.

Furnished for either motor or belt drive, in five sizes, to meet the needs of any plant, large or small — capacities 100 to 800 gallons per hour.

The Viscolizer will pay you a handsome dividend upon your investment; we shall be glad to help you select the size best suited to your needs.

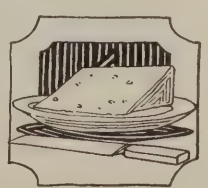


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SOUTHERN CONVENTION—NEW ORLEANS, NOVEMBER 14-15, 1924.

rates. They waved the magic wand of their influence over railroad officials and in response refrigerator cars were placed at Wisconsin dairy centers to be loaded with Wisconsin cheese and butter, to be borne at satisfactory rates to the best dairy markets of the continent, or to the seaboard and thence to the great dairy markets of the world, there, by their merits, to command the highest prices.

Their thoughts and experiences gained in the evolution of the dairy industry of the state were chronicled in the dairy press, to which their own necessities and their own genius gave birth, which has led the march of dairy progress across the continent and influenced for good the dairy thought of the world.

IN THEIR need and extremity in the beginnings of their co-operative efforts in dairying in cheese factory and creamery, they called for some easy and accurate means for measuring the butterfat content of milk and cream, and the response came in the test which immortalizes the name of Dr. Babcock.

In their own eager struggles for knowledge and light, and the best practices to follow, they conceived the necessity of a dairy school that should, like the lofty mountain peaks, catch the earliest gleams of scientific dairy knowledge and in its teaching and practice make application of that knowledge, and the Wisconsin Dairy School —the first dairy school on the continent—became a reality.

They inspired and aided in bringing into existence great institutions that have made discoveries and inventions which have revolutionized not only their own thought and practice but that of the dairy world. In 1900, at the meeting of the Wisconsin Dairymen's Association in Watertown, Dean Henry said: "This dairy association is the parent of the Wisconsin College of Agriculture. What that college is today, and what its ambitions are, rests largely in the backing and help it receives from this association; as a child, we are loyal to our parent."

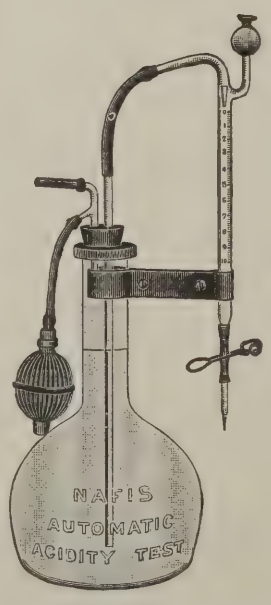
AND it was Dean Henry who organized, directed and developed the pioneer activities of that great institution, the Wisconsin College of Agriculture and Agricultural Experiment Station, and who in so doing called into the service of the state the renowned Dr. Babcock, whose original scientific investigations brought into existence great well known contributions to the dairy industry, and whose contribution of his own lofty ideals and personality is a matchless model for all dairy scientists who follow him. It was Dean Henry who also called into the service of the state Prof. H. L. Russell, to devote his energies to the then uncultivated field of dairy bacteriology, and whose original discoveries in that field and their publication, were not only of incalculable value to the dairy industry, but in token of which, later the mantle of Dean Henry fell upon his shoulders, and his activities widened to include those of Dean of the College of Agriculture and the directorship of the Experiment Station; Dean Henry it was who called into the service of the state Prof. King, whose original investigations in agricultural physics and publication of the same, became the rock of safety in the solution of many dairy problems, notably among these, silo construction and the King system of barn ventilation. Dean Henry it was who called into the service of the College of Agriculture and the Experiment Station Prof. R. A. Moore, who, by his industry and almost miraculous genius in organization, has brought about results that have not only safeguarded the dairymen of the state from many crop failures, but has been the direct or indirect means of robbing the miller of large profits by promoting home grown protein feeds and increasing the yield of crops, at certain times and in certain places, essential to the prosperity of the dairy industry.

This great institution it was that called into its service Doctors Hart and McCollum, whose marvelous discoveries as the result of long continued investigations and experimentations, are such as almost to stagger estimate as to their influences and benefits not only to the dairy industry but to the civilized world at large.

The list of other luminaries in the service of this great institution, whose lives have been a reliable guide to the dairy industry is too long to be given here. However, the pioneer farmers' institutes, conducted under the auspices of the Board of Regents of the University of Wisconsin and the Wisconsin College of Agriculture, must not be omitted from the list of potent agencies which have developed the stupendous Wisconsin dairy industry.

RESPONDING to the repeatedly urgent requests of the Wisconsin Dairymen's Association, as expressed in its resolutions at its 15th, 16th and 17th annual sessions, 1887, 1888 and 1889, that the legislature enact a law to prevent the manufacture and sale of any form of adulterated cheese for the pure article, and to provide for a dairy and food commissioner whose duty it should be to ferret out and prosecute all adulterations of butter and cheese and the sale of the same as well as of other foods, declaring that imitations of butter were being sold in Wisconsin in violation of laws to the in large quantities, robbed of its natural fat, filled with lard and other foreign fats and not stamped as required by law, that adulterated and impure milk flooded the prejudice of honest goods, that cheese was being made

LET THE
Nafis *Automatic* Acidity Test



aid you in controlling uniformity of your ice cream by using it in grading milk and cream for acidity and in determining ripeness of ice cream mix during aging.

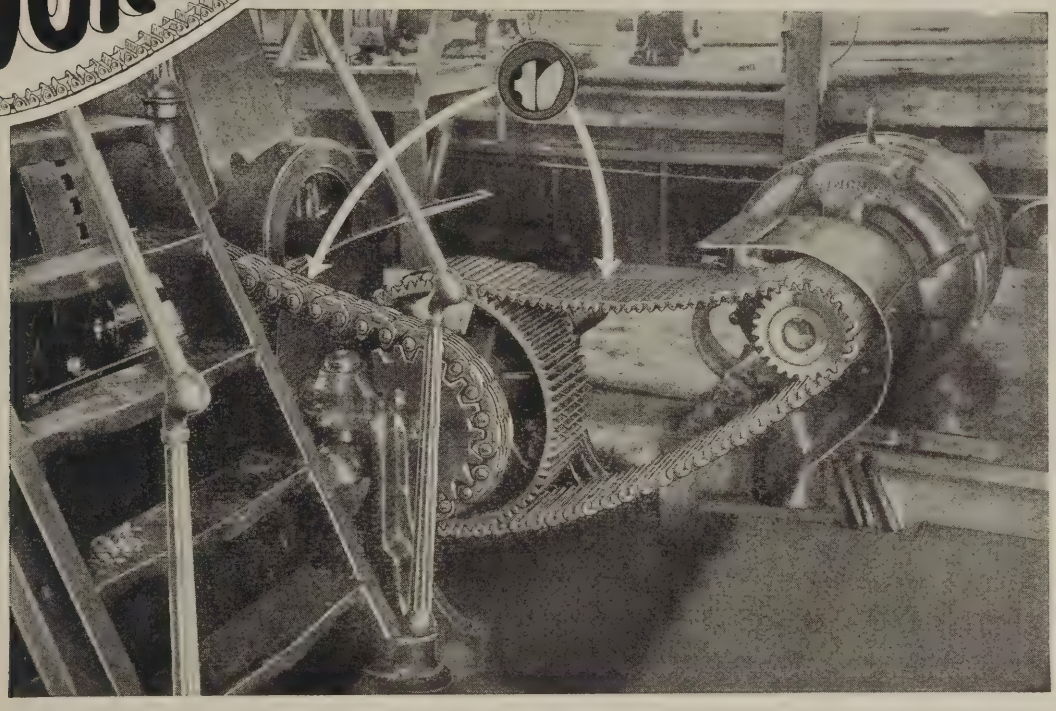
Accurate
Rapid
Economical

Buy through your jobbers. If they do not stock NAFIS GLASSWARE write for our catalog and the names of our distributors in your territory.

Louis F. Nafis, Inc.
Manufacturers of Scientific Glass Apparatus for Testing Milk and Its Products.
17-23 North Desplaines St., CHICAGO

Ask the Men Who Use It

MORSE SILENT CHAIN DRIVES



75 H. P. Morse Chains driving ice machine.

The power drive that improves the freezer

After all, the overall economy that can be secured from any ice cream freezer, depends in large measure on the drive transmitting the power from the motor to the freezer.

Morse Silent Chain Drives continuously transmit, year after year, 98.6% of the developed horse power. They cannot slip, operate on short or long center distances as desired, permit a convenient arrangement of machinery. They run slack without excessive journal friction, and are sufficiently flexible and elastic to cushion or absorb all jars and shocks, thereby safely protecting the motor armature and other rotating parts.

The outstanding characteristic of the Morse Silent Chain is the rocker-joint which substitutes rolling or rocking friction for sliding friction at the joint, insuring long life and negligible wear.

Morse Engineers are at all times glad to advise with those desiring to improve their freezer drives the 98.6% efficient Morse way.

MORSE CHAIN CO., ITHACA, N. Y.

There is a Morse Engineer near you

ATLANTA, GA., 702 Candler Bldg., Earl F. Scott & Co.
BALTIMORE, MD. . . . . 1402 Lexington Bldg.
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CHARLOTTE, N. C. . . 404 Commercial Bank Bldg.
CHICAGO, ILL. . . . . Room 803, 112 West Adams St.
CLEVELAND, OHIO . . . . . 421 Engineers Bldg.
DENVER, COLO. . . 1761 Wazee St., R. M. Parsons
DETROIT, MICH. . . . . 7601 Central Avenue.
NEW YORK CITY . . . . Room 1871, 50 Church Street
MINNEAPOLIS, MINN., 413 Third Street, S., Strong-Scott Mfg. Co.
PHILADELPHIA, PA. . . . . 612 Franklin Trust Bldg.
PITTSBURGH, PA. . . . . Westinghouse Bldg.
SAN FRANCISCO, CAL. . . . . Monadnock Bldg.
ST. LOUIS, MO., Railway Exchange Bldg., Morse Chain Co.
WINNIPEG, MAN., CAN., Dufferin St., Strong-Scott Mfg.Co.



2181-30

markets of the towns and cities, that drugs were made useless, drinks were made poisonous and nearly all the articles of human food were diminished in value by adulteration, Governor W. D. Hoard, in his message to the legislature in 1889, urged the establishment by the legislature of a commission clothed with the necessary power and means for the suppression of the fraudulent manufacture and sale of imitation butter and cheese as well as the sale of adulterated, impure or diluted milk, and the widespread and rapidly increasing adulteration of the food of the people, pointing out that the then existing laws on this subject were practically inoperative, because there was no well established agency for their enforcement.

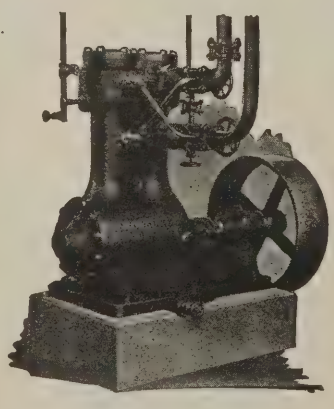
In that year, the legislature created the office of dairy and food commissioner and prescribed as one of his duties, to enforce all laws that then existed or that might thereafter be enacted, regarding the production, manufacture or sale of dairy products and the fraudulent imitations or adulterations thereof, by prosecuting or causing to be prosecuted violators of those laws.

WHAT the organized dairymen of the state asked and what the state granted was not mere special privilege, but a law providing a square deal, protection against fraud and deception, a thing of incalculable value to the upbuilding of the dairy industry and the general prosperity of the state. For be it said that the constitution guarantees to no person or corporation the right to defraud the public.

That Wisconsin is the premier dairy state in the Union, that the high quality of her dairy products has been so outstanding that she has outstripped all other states in total volume, is due in no small measure to the service of the Wisconsin dairy and food commission and its championship of high quality.

Vilter

Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us submit quotations on your requirements —no obligation to you.

The Vilter Manufacturing Company
ESTABLISHED 1867
830 Clinton Street Milwaukee, Wis.

It is well known to biologists that there are certain types of animals in which life and energy permeate them with such vigor and profusion that multiplication is effected by what is termed division. A piece of the original animal when divided from the parent goes on its life way, develops and multiplies.

In its beginnings, the Wisconsin Dairymen's Association functioned in numerous capacities, concerning itself about the production of good pure milk from healthy cows; the proper caretaking of that milk; the selection, breeding, feeding and caretaking of the dairy herd; the tillage of the soil; the variety, adaptability and economy of feeds, the procuring and storing of same; the silos filled with the golden corn; barns stored with the "lush, fragrant, dead plunder of the sweet-scented meadows of June"; the manufacturing of butter; the manufacturing of cheese; the marketing of each; the gaining and maintenance of reputation; the making of dairymen; but as the evolution progressed and life grew more and more vigorous in the organization, new dairy organizations began to come into existence, narrowed in scope and specializing to meet their respective interests.

In 1893, the Wisconsin Cheese Makers' Association was divided from the parent association and became the largest organization of its kind in the world, whose avowed business, purpose and object is to educate all its members for better work in the art of cheesemaking, the care and management of factories, the sale of their products and the weeding out of incompetency in the business of cheesemaking.

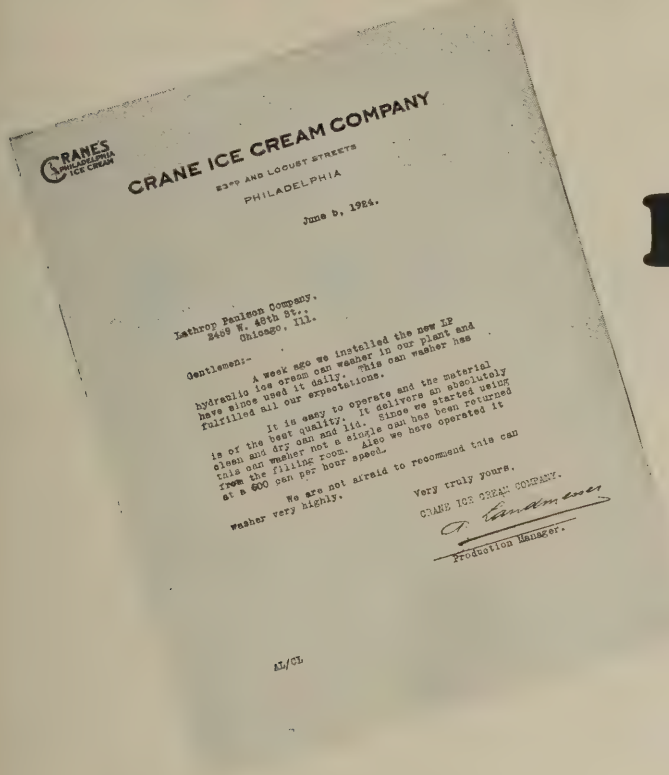
In about the year 1900, the Southern Wisconsin Cheese Makers' and Dairymen's Association was organized with the primary aim and purpose of promoting the growth and development of the cheese industry of the foreign type—namely: Swiss, brick, Limburger, and others, in southern Wisconsin — the Switzerland of America.

IN 1901, the Wisconsin Butter Makers' Association was organized, as an offshoot of the Wisconsin Dairymen's Association, whose avowed purposes and objects were the education of its members in a better practical knowledge of creamery operation, promoting progress in the art of buttermaking, in the care and management of creameries, in the sale, transportation and storage of butter, and in the weeding out of incompetency in the business of buttermaking, and to promote the enactment and rigid enforcement of such laws as would protect the manufacture and sale of pure dairy products against fraudulent imitations.

The state encouraged the pioneer missionary educational activities of the Wisconsin Dairymen's Association, and of the other associations I have named, by granting a moderate annual bounty as an aid and stimulus to those activities. To these different dairy organizations, the state's modicum bounties bestowed, were veritable lifesavers cast to them on stormy seas. To the state, the bestowal of these bounties was a casting of bread upon the watters which has returned to the state with the artesian effect of the widow's cruse of oil, namely: the fruits of good citizenship manifest in the industry, frugality, opulence, sobriety, progressiveness,

Spend a Week in Dairyland
NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27. - OCT. 4, 1924 · WISCONSIN

Monday . Milk Dealers' Day
Tuesday . Creamer, men's Day
Wednesday Cheesemakers' Day
Thursday . . Ice Cream Day
Friday . Condensed Milk Day
Everyday . DAIRYMEN'S DAY



CRANE ICE CREAM COMPANY
23rd AND LOCUST STREETS
PHILADELPHIA

June 5, 1924.

Lathrop Paulson Company,
2459 W. 48th St.,
Chicago, Ill.

Gentlemen:-

A week ago we installed the new LP hydraulic ice cream can washer in our plant and have since used it daily. This can washer has fulfilled all our expectations.

It is easy to operate and the material is of the best quality. It delivers an absolutely clean and dry can and lid. Since we started using this can washer not a single can has been returned from the filling room. Also we have operated it at a 600 can per hour speed.

We are not afraid to recommend this can washer very highly.

Very truly yours,
CRANE ICE CREAM COMPANY.
Production Manager.

AL/CL

L.-P.

ICE CREAM

Can Washer

Fast, Efficient and Fool Proof.

Washes All Sizes of Cans and Covers from 5-gal. Down to Smallest. Small Cans May Be Washed Together with Larger Ones Increasing Capacity to 1200 per Hour.

Cans Are Fed in and Delivered at the Same End of Machine.

This machine embodies many of the L. P. features of efficiency, simplicity and durability which characterize L.-P. equipment.

600 Cans and Covers or Brick Pans Per Hour

Absolutely Clean, Sterile and Dry

THIS machine has two speeds—600 and 300 per hour. At the 600 speed it will efficiently wash, sterilize and dry all ordinary city and shipping cans, and at the 300 speed it cleans, sterilizes and dries the dirtiest of cans. Handled at 600 per hour, cans, brick pans and covers come from the machine **absolutely clean, sterile and dry.** Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. The machine will also handle brick tanks up to 12-qt. size.

Each Can Receives 17 Distinct and Intensive Treatments

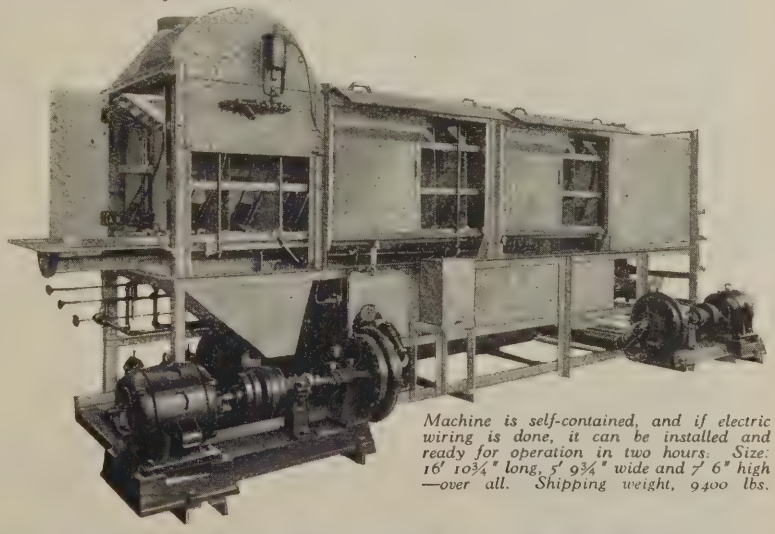
All cans are placed in machine upright. They are first thoroughly rinsed with preliminary tempered water, which thoroughly flushes out the cans, freeing them from refuse. This rinse water is caught in a separate tank and carried away. They are next washed inside and out with six separate intense soda solution treatments under 40 lbs. pressure; they are then entirely freed from soda and thoroughly drained before receiving six clear hot water washes, which are followed by scalding hot unused water rinse. Next comes the steam, inside and out, thoroughly sterilizing the cans, lids, pans and covers. They then pass over two hot air jets (the same as are used on all L.-P. Can Washers) and are delivered absolutely dry and ready for immediate service.

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed.

There are two powerful pumps operated by 10 h.p. and 7½ h.p. motors in separate units. No other power required.

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. patent Soda Regulator.

This machine has passed its experimental stage. It has stood the most rigid tests in actual operation, and is sold on a results-guaranteed basis. Write for full information and names of users.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size: 16′ 10¾″ long, 5′ 9¾″ wide and 7′ 6″ high —over all. Shipping weight, 9400 lbs.

THE LATHROP-PAULSON COMPANY

2459 West 48th Street *There Is an L.-P. Representative Near You* **CHICAGO, U. S. A.**

You Can See One of These Machines in Actual Operation at Milwaukee When You Attend the N. D. E.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

vast contribution to the general prosperity, public spirit and patriotism of those who comprise the magnificent dairy industry of the state; for it is as true today as it was twenty-three centuries ago when uttered by that great Athenian, Thucydides: "Where the rewards of virtue are the most liberal, there will be found the best citizens."

UNDER the inspiring leadership of that great seer, former Governor Hoard, Wisconsin was seeded down with ideas of dairying, among which were that for successful dairying, the special purpose dairy cow as distinct from the dual purpose cow is a necessity. Some of these ideas as seeds at first feel by the wayside where the fowls of the air came and devoured them. Others fell on stony ground where there was not much earth and still others among thorns that choked them. But later the seed fell into good ground that bore fruit more than a hundred fold and so developed that the breeding of pure bred dairy cattle became prevalent and organizations for promoting the different breeds of dairy cows were instituted and have been maintained to the present time.

One of the "Old Guard" it was, H. C. Taylor, who developed "Brown Bessie" of Chicago World's Fair fame. Another one of this group, Fred Scribner, developed "Lorretto D" of St. Louis-Columbian Exposition fame. Mr. Gillette was the proud owner and breeder of the renowned "Colantha 4th Johanna," and the Hills were the proud owners of "Old Benjamin" of Guernsey fame, and they were pioneer breeders of pure-bred Guernseys.

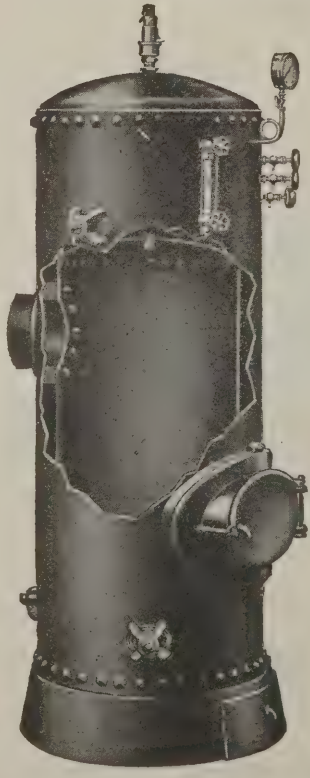
What are the results? 56,000 head of dairy cattle were purchased in Wisconsin in 1923 by dairymen from other states. Foreign shipments went to Japan, New Zealand, South America and Mexico, yet Wisconsin has left in 1924 the handsome balance of 2,217,000 dairy cows and heifers, 453,000 in excess of its nearest competitor.

AS THE years advanced and the Wisconsin dairy school functioned, the activities of the dairy and food commission broadened, and the Wisconsin Cheese Makers' Association, the Southern Wisconsin Cheese Makers' and Dairymen's Association, and the Wisconsin Butter Makers' Association developed "as bees swarm and boys and girls marry and go for themselves," the technique in the various phases of the dairy industry received less and less attention from the pioneer organization which then concentrated its efforts very largely upon cow testing associations. Under the secretaryships of A. J. Glover and Paul C. Burchard, respectively, and in co-operation with the Wisconsin Agricultural Experiment Station and the National Department of Agriculture, the activities and the beneficial results of those organizations have been developed to stupendous proportions. These associations now number 168, far in excess of any other state. Later the Central Wisconsin Butter and Cheese Makers' and Dairymen's Advancement Association has sprung into vigorous life and activities in the more recently developed dairy areas.

The Wisconsin ice cream industry which in recent years has developed into such magnificent proportions, if not indeed a distinct branch of the dairy industry, is certainly an ally. Over six million gallons of ice cream were produced in Wisconsin in the year 1923, valued at more than six and a quarter million dollars. This means an enlarged market for the dairymen's produce. The Wisconsin Association of Ice Cream Manufacturers is of recent origin and is timely. In its personnel it furnishes a leadership that appears to have a vision and an appreciation of the opportunities within the grasp of such a state organization and such an industry. Its members have the wisdom to discern and the experience to confirm that the production of genuine ice cream of high quality is as a business proposition and practice greatly to their own interest, as well as to that of the consuming public. It was this organization that at the session of the legislature in 1921 took the initiative in the enactment of standards for ice cream in Wisconsin unexcelled if not unequalled by any other state. The members of this organization seem to be allied not only with the present Wisconsin dairy industry but with the spirit of the pioneers of that industry who sought to build upon the solid foundation of high quality and integrity.

As the past more than fifty years of organized dairying in Wisconsin rises before us, and as we view the great panoramic procession, we recognize that there

Do Away With Flue Troubles



The Gem Flueless Boiler is just the thing for the Creamery and Cheese Factory.

It cuts down the cost of repairs.

It has little or nothing that can get out of order.

It develops steam quickly and economically.

BUILT IN
1½ to 30 H.P. Sizes

Send for Bulletin 1223 describing this Flueless Boiler

The Gem City Boiler Co.
Dayton Est. 1895 **Ohio**

ICE CREAM MIX
New and Enlarged Edition

A book every ice cream man should have handy

Contains formulas for making mix of all ingredients. Tells how to figure formulas, costs, etc.

PRICE $1.00

Send anywhere postpaid on receipt of remittance

The Olsen Publishing Co.
Fifth and Cherry Sts. **Mllwaukee, Wis.**

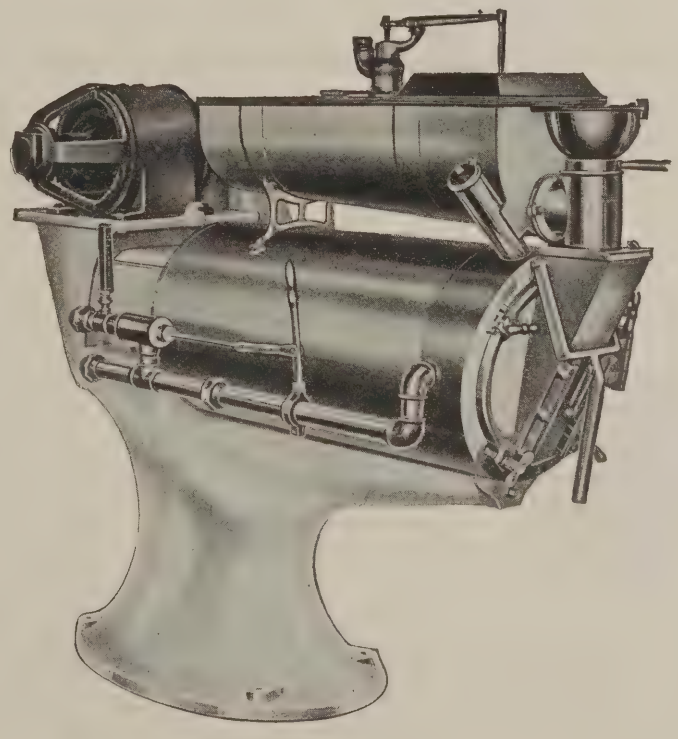


MEET Old Friends

WHETHER or not you attend the *Dairy Show* you'll find many of your "old friends" looking and feeling well satisfied with business so far this year.

As we look over our sales record for the past year we are proud to have numbered among our customers so many of the *bigger concerns.* This sales record indicates a *strong leaning* toward Emery Thompson Horizontals with their time, labor and material saving refinements.

Incidentally, at the Emery Thompson booth we'll be mighty glad to "meet old friends." Look over the new machine.



EMERY THOMPSON MACHINE & SUPPLY CO.

271-275 Rider Ave. NEW YORK CITY

Nutting

Ice Cream Can Truck



You can handle large numbers of cans with this truck—with less labor and less time! It is speeding up the work of handling empties in hundreds of plants.

Investigate this method and our better, stronger trucks, made by truck manufacturers. Ask your jobber or write us.

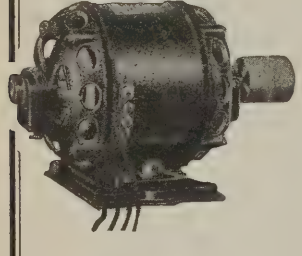
NUTTING TRUCK CO.

1208 Division Street Faribault, Minn.

Floor Truck Specialists for the Dairy Industry

Century

Repulsion Start Induction SINGLE PHASE MOTORS



Illustrating the 5 HP Motor

are the result of over 20 years experience in producing a motor to handle such loads as refrigerating machines, Pumps, Compressors, etc.

Because

They Keep-A-Running

they are popular with manufacturers who distribute combined equipment.

⅛ to 40 Horse Power.

Temperature Rise Not More Than 40° Centigrade.

CENTURY ELECTRIC COMPANY

General Office — 1827 Pine Street

ST. LOUIS, MO., U. S. A.

SALES OFFICES AND STOCKS IN PRINCIPAL CITIES

were giants in those days who laid a broad and deep and strong and well-proportioned foundation whereon to build a towering dairy super-structure.

The proportions of the colossal Wisconsin dairy structure as it now stands, is briefly and tersely told in the stupendous figures given in the following tabulation:

WISCONSIN DAIRY STATISTICS FOR THE YEAR 1923.

	Pounds	Received for or valued at
Cheese produced in factories, other than cottage, skim milk, cheese curd, cooked, buttermilk and cream cheese	343,313,245	$77,433,752.75
Cottage, skim milk, cheese curd, cooked, buttermilk and cream cheese	5,570,002	368,438.79
Cheese produced on farms	308,117	98,599.00
Butter produced in factories	147,823,584	66,388,231.38
Farm made butter	8,666,037	4,733,556.00
Condensery products:		
Evaporated, condensed, powdered, concentrated milk and evaporated cream	512,134,253	38,581,438.16
Evaporated, concentrated powdered and condensed skim milk	6,297,697	189,124.55
Value of milk used in manufacture of malted milk, etc.		1,433,891.08
Ice cream (gallons)	6,031,996	6,260,250.43
Milk produced other than furnished cheese factories, butter factories, condenseries, and ice cream plants (pints)	960,621,235	28,818,637.05
Skim milk	2,808,699,346	10,953,927.25
Whey	3,191,292,487	6,223,020.35
Estimated value of milk and cream shipped to Chicago, St. Paul, Minneapolis, Dubuque, and other points outside of Wisconsin	276,936,482	5,732,585.17
Total		$247,215,451.96

IF THE secret of the power and influence which this organized group of people wielded be sought, I think the answer must be found in the fact that they were a group of brainy and self-effacing people who had learned and practiced the teaching of that one of Aesop's Fables entitled, "The Father and His Sons": "A father had a family of sons who were perpetually quarrelling among themselves. When he failed to heal their disputes by his exhortations he determined to give them a practical illustration of the evils of disunion; and for this purpose he one day told them to bring him a bundle of sticks. When they had done so he placed the faggot into the hands of each of them in succession and ordered them to break it into pieces. They each tried with all their strength and were not able to do it. He next unclosed the faggot, and took the sticks separately, one by one, and again put them into their hands, on which they broke them easily. He then addressed them in these words: 'My sons, if you are of one mind, and unite to assist each other, you will be as this faggot, uninjured by all the attempts of your enemies; but if you are divided among yourselves, you will be broken as easily as these sticks.'"

The Wisconsin pioneers in dairying practiced the precepts of this fable, and the various units of the modern dairy industry should profit by their example.

But you ask, "What do you think of the future?"

Coming with my parents to Wisconsin before I was three years of age, I have lived seventy-seven years in this state. Therefore, what I have herein recounted has come within my own observation and personal knowledge, so that I may say, "All of which I have seen and a part of which I was." But tell me, who can, what could I have said as to the future of dairying in Wis-

25% Off Gross Weight On Glacifiers

On Oct. 1st the new express rate is effective

And the gross weight of Glacifier—five gallon size—packed ready for shipment, is 90 pounds.

When the tub costs.....	$0.77	$0.84	$0.89	$1.08	$1.26
The Glacifer costs	.46	.49	.52	.64	.74
Saving by use of Glacifer..	.31	.35	.37	.44	.52

The gross weight of Ice packed tubs—five gallon size, ready for shipment is 155 pounds.

Note this rate effective now in

NEW YORK
PENNSYLVANIA
MAINE
VERMONT
MASSACHUSETTS
OHIO
TENNESSEE
IOWA
ILLINOIS
WISCONSIN

With Glacifer packers you pay the rate on 67 pounds.

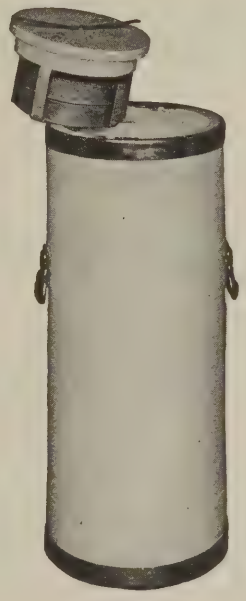
With Ice-packed tubs you pay the rate on 115 pounds.

With Glacifer you save the rate on 47 pounds in every 5 gallon shipment.



20 Quart Brick

And you save the cost of 60 to 95 pounds of ice—*on every five gallon shipment.*



5 Gallons Bulk

And you save twenty to thirty per cent on the cost of handling—*on every five gallon shipment.*

And you save the wear and tear (due to corrosion) on your packing and delivery equipment.

And—now—as a plus in all this:

You save 25 per cent on the gross weight!

Figure it out for yourself.

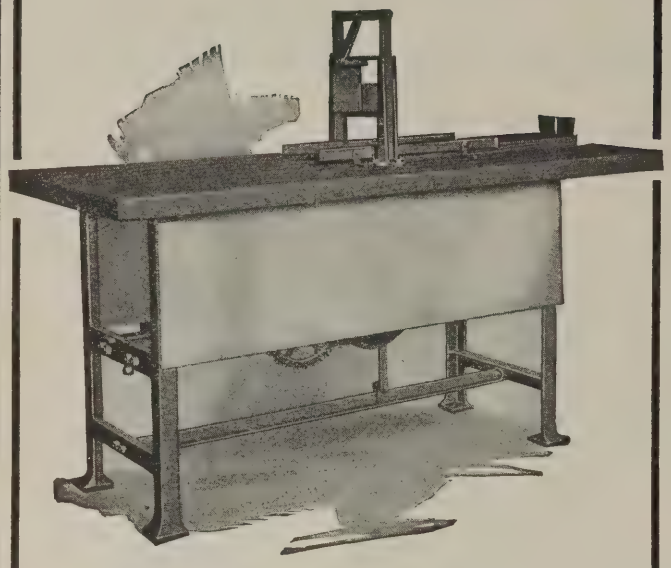
Write us your requirements and we will tell you just how much Glacifer will save you based on these requirements.

Glacifier Packers are made in 1 gal., 3 gal. and 5 gallons for bulk and brick cream.

Send for cost comparison and express rate comparison.

The Glacifier Co.

15 Miller St. SOMERVILLE, MASS.



The New Era

Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten days' trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich. Columbus, Ohio Cleveland, Ohio Cincinnati, Ohio	John W. Ladd Co.
Philadelphia, Pa. Baltimore, Md. Pittsburgh, Pa. New York City Syracuse, N. Y.	Cherry-Bassett-Winner Co.
Cedar Rapids, Ia. St. Paul, Minn.	J. G. Cherry Co.
Chicago, Ill. St. Paul, Minn.	A. H. Barber-Goodhue Co.
San Francisco, Cal	Geo. W. Prising Co.
Salt Lake City, Utah	Cannon Supply Co.
Louisville, Ky	Standard Milk Machinery Co.
Boston, Mass	Wright-Ziegler Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

consin, when at the time on my father's farm in Dane county, I saw with my own eyes, the ravages of the fields of barley, of wheat, of oats, of corn, by the chinch bugs!

NOW looking upon the prodigious Wisconsin dairy industry, I see in it the achievements of the American pioneer spirit, that "Has tamed the savage continent, peopled the solitude, gathered wealth untold, waxed potent, imposing, redoubtable," the spirit which has with magic hand carved the progress of the centuries.

I recall that the American pioneer is a complex of different nationalities, comprising those of Norwegian descent, with their kindred the Swedes, a race of which it has been truthfully said, "The heroes who followed Charles the Twelfth, who ravished and conquered Normandy and carried victorious arms into England and Scotland, who planted their sturdy colonies on the coasts of Ireland and Great Britain, and who have even left their monuments on the shores of New England, were of a blood of courage and persistent power;" the Irish element or group whose characteristics are typified in this country by that of fighting General Phil. Sheridan, whose soldier tent is pitched on fame's eternal camping ground; the German element, descendants from a race or nation that has required an alliance of nearly all the great nations of the earth to keep it within its own reservation; Frenchmen in whose veins courses the blood of the race of that great chieftain, General Foch, who said to the advancing German legions, "You shall not pass"; the Scotch element whose characteristics find expression in that great statesman and orator, Patrick Henry, who, when the making of a choice seemed imperative, said, "Give me liberty or give me death"; the Welsh element of the race of the little statesman who guided the destinies of a nation through the great world war; the Swiss element of the race of William Tell, with a ruggedness suggestive of the Alps; and that it is the blood of each and all of these elements which mingles with the blood of the Pilgrims who landed on Plymouth Rock and constitutes the American pioneer.

Observing the present towering Wisconsin dairy industry as the achievements of this American pioneer spirit, my answer to your question shall be that which the poet put into the mouth of the great Admiral sailing an uncharted sea, seeking an undiscovered country:

"What shall I say, brave Adm'r'l, say,
If we sight naught but seas at dawn?"
"Why, you shall say, at break of day:
'Sail on! Sail on! Sail on! and on!'"

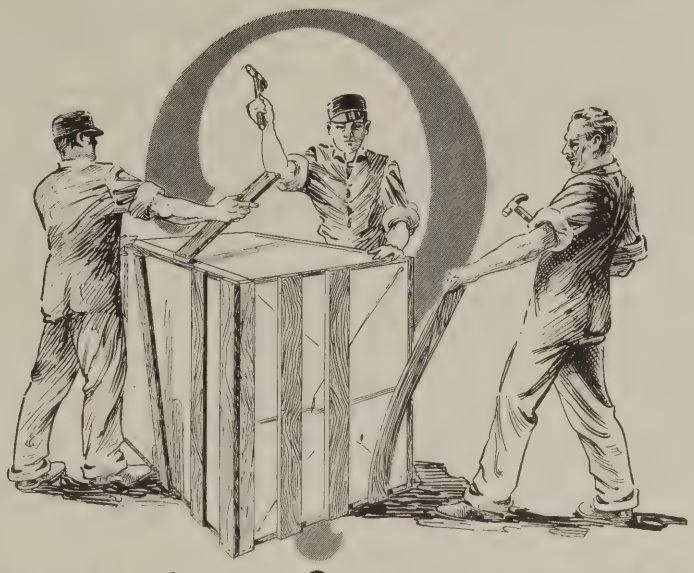


DAIRY AND POULTRY PRODUCTS IN BRITISH COLUMBIA.

The British Columbia Department of Agriculture and trade papers have issued figures showing the value and production of dairy and poultry products for the year 1923 as follows, states Luther K. Alther, clerk in the American consulate-general in a report received in the department of commerce. The value of poultry was $1,989,567; eggs, $1,963,412; dairy products, $9,234,576. Under dairy products were included: Butter, 4,221,704 pounds; fresh milk, 12,000,070 gallons; evaporated milk, 213,199 cases; and ice cream, 419,701 gallons. The goats' milk produced exceeded the quantity and value for 1922.



Don't be without a position, when at a small cost you can locate one through the Want Department in "The Ice Cream Review."



The NEW PRODUCT? OF AN OLD FIRM

A new idea (?) built around an old theory

WHEN this crate is opened, there will be revealed an ice cream cabinet that will not only astonish manufacturers everywhere, but will revolutionize the hardest phase of the ice cream industries—perfect preservation at a minimum.

After two whole years of exhaustive tests made under all sorts of conditions, we have perfected an ice cream cabinet which we know is worthy of sharing the honors with our other refrigeration products. It took us that long to be absolutely certain that we had a new commodity worthy of the Jamison name plate.

It is unfortunate that you have been deprived of the Jamison Cabinet during the experimental period, but our twenty years of success is based on the manufacture of proven products, and now we are able to unreservedly offer you the best and most practical cabinet on the market, and—at a fair price.

When you see the Jamison Cabinet, you will most likely say: "Why hasn't this been done before!" So easy, so simple is the method used to enforce rigid economy in this new cabinet.

Thirty days more and you will be told all about

Jamison Cabinets

JAMISON COLD STORAGE DOOR CO.
HAGERSTOWN, MARYLAND, U.S.A.

Michigan Dairy Progress Covers Period of 25 Years

*By T. H. BROUGHTON**

MICHIGAN became quite a dairy state in 1898. During the immediately previous years a number of cheese factories and creameries were established. The report of the dairy and food commissioner for that year indicates that there were 250 such factories. It is very probable that they were mostly new factories. The first cheese factory established in Michigan was located in Lenawee county in 1862. In 1898 this county had 15 cheese factories but since that time cheese factories have gradually decreased until at the present time there is only one cheese factory left, this being operated by the Horton estate. The decrease has been due to the demand for whole milk in the territory near to Detroit. The cheese factories gradually moved north and most of those operating are located in the upper peninsula, many being in Menominee county. There are at present 60 cheese factories in Michigan.

Many of the creameries remained in Michigan and they increased in number until 1913, when there were 284. Since that time the number has decreased slightly, there being at the present time 238 creameries. The tendency since 1913 has been toward larger creameries and less in number. Several of the larger creameries now operating are co-operative plants.

The first condensery was registered in Michigan in 1903 and the number has gradually increased until now there are 36 condenseries in the state.

THE market milk business has become a great part of the dairy business in southern Michigan. In 1923, 35 per cent of the milk produced was consumed in the natural state with 44 per cent used for cream to make butter. The number of market milk plants buying milk from three farms increased from 11 in 1905, to 83 in 1910, 115 in 1920 and 308 in 1923.

The production of creamery butter has increased from 35,500,000 pounds in 1909, to 71,600,000 pounds in 1923. In 1923, the state manufactured also over 12,000,000 pounds of cheese and over 188,000,000 pounds of condensed, evaporated and powdered milk. The amount of milk used for household purposes, including cream, was approximately 1,500,000,000 pounds and the amount of ice cream was over 11,000,000 gallons.

The number of ice cream manufacturing plants has gradually decreased from 478 in 1910, to 313 in 1915, 273 in 1920 and 289 in 1923, while at the same time the production has increased.

Michigan was one of the pioneer states in the organization of The State Dairymen's Association. In 1909, under the administration of Governor Warner, who was an operator of several cheese factories, the Michigan Dairymen's Association received an appropriation from the state. From 1892 to 1910, S. J. Wilson was secretary of the association and from 1911 to 1917, George H. Brownell was secretary. Some time afterwards the association became known as the Allied Dairy Association. Previous to the change the different branches of the industry were identified as units and these divisions have more or less existed until the present time. R. F. Frary is secretary of the Creamery Managers' and Owners' Association and is also secretary of the Allied Dairy Association. For a number of years the allied association has had an annual convention with exhibits of dairy equipment, etc.,

Michigan Dairy Production 1923.

	Amount Pounds	Amount milk used
Creamery butter	71,676,820	1,505,213,220
Dairy butter (estimated)	20,000,000	420,000,000
American cheese	6,720,705	
Brick, Cream, Italian, etc	2,444,421	
Cottage	2,609,137	117,742,630
Farm cheese (estimated)	40,000	
Sweet condensed milk	71,762,437	
Evaporated milk	95,824,115	467,090,993
Plain bulk condensed milk	19,249,845	
Powdered milk and cream	3,578,594	28,979,152 1,702,438
Ice cream (gals.)	11,093,805	152,497,818
Milk used for household purposes (including cream)	1,496,591,279	1,496,591,279
Milk fed calves and lost on farms	298,312,226	298,312,226
Total		4,488,129,756

NEW ENGLAND CONVENTION DATES.

The dates for the 1925 convention of the New England Association of Ice Cream Manufacturers have been set for January 21 and 22, according to announcement by Secretary W. P. B. Lockwood of Boston.

The convention hotel had not been decided upon last month. Convention committees are expected to be appointed in the near future.

*Bureau of Dairying, Michigan Department of Agriculture.

"Hy-Speed" Mixer
WITH
"PUSH-PULL" Propellers



Saves Time and Money

Portable!
Clamps to any tank in one minute.
Makes any holding vat a mixer.

Dissolves Sugar and Powdered Milk in a fraction of the time required by other methods.

Connects to lamp socket.

Absolutely Sanitary.

TYPE No. 4
Cap. 20 to 200 gal. Price $75.00

Sizes from 5 gal. Cap. to 1000 gals.
Price $37.50 to $135.00 complete.

ALSOP ENGINEERING CO.
49 West 63rd Street NEW YORK CITY

Crown Fruit Products

The QUALITY FRUITS

for Discriminating Ice Cream Manufacturers

Crown Fruit & Extract Co., Inc.

418-420 West Broadway

NEW YORK

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Promoting Iowa's Dairy Production

*By M. MORTENSEN**

PRIOR to the year 1876, Iowa butter was not known in the Eastern markets. In the Eastern states, New York butter was recognized as being the best butter obtainable. The reason for that was Iowa butter was made entirely on the farm. It was bought up by the storekeepers and it was then shipped in big barrels to the market.

In 1872, two producers, dealers at Manchester Ia., decided to form a co-partnership and start a creamery. This creamery was started in 1872 at Springbranch, Ia. The manager of the plant was John Stewart, and his partner, Van Dusen, was the buttermaker. The plant was not modern, as those of today. The main work room was a room 36 feet long, 16 feet wide, and 12 feet high. The churn room occupied 16x12 feet. The rest of the room was used for setting the cream in pans so as to allow the cream to separate. The equipment of the plant consisted of a box churn and a Bennet butterworker. The power consisted of a sweep which was revolved by an old gray horse which later lost its life when it fell into an old well, and as they decided it was cheaper to bury it right there, than to make a new grave, they levelled the well with dirt, and although no tombstone is placed on the grave, the old settlers still say that they can show us the very spot where the old blind horse was buried.

There were at first many handicaps to overcome. The cost of manufacture was too high, and the outlet for the butter unsatisfactory, as there was no one in the East who would care to eat Western butter; the only demand was for New York butter, at that time, until in the year 1876, when Stewart and Van Dusen exhibited butter at the Centennial Exposition in Philadelphia. On that exposition their butter won first prize and gold medal and became a world-known product. They experienced no difficulty in disposing of their output after this exposition and their business continued to grow as fast as their facilities would permit, but they were greatly handicapped on account of the cost of transportation of milk and the cost of handling the milk in the plant. They had to continue to work under those handicaps until the introduction of the cream separator.

After the invention of the cream separator in Europe, a Danish-American by the name of Jeppe Slifsgaard, who was living seven miles from Waterloo, decided to visit his native country. While there he became interested in the cream separator and on his return trip he brought a separator along with him. This machine reached New York in July, 1882. It was kept in the custom house at New York for two months as the officers were unable to determine whether the machine was constructed from steel or iron. They finally decided that it was constructed from steel and fixed the duty at $93.00. It is claimed that a cream separator had been operated in the state of New York prior to that time, but Mr. Slifsgaard introduced the first cream separator to the state of Iowa.

After the introduction of the cream separator, dairying began to develop extensively and the creameries multiplied at an enormous rate. In 1889 Iowa already had 693 creameries and 164 cheese factories.

The ice cream industry has developed at a tremendous rate during the past year. During the year of 1923 the consumption in Iowa reached the high average of about 32 gallons per capita. The first wholesale ice cream factory was established by F. D. Hutchinson of Sioux City, in 1890. Telling about the pioneer days, Mr. Hutchinson writes: "I remember the Fourth of July of 1890, we shipped out nearly 300 gallons, all frozen by hand power." The second large ice cream factory was established by the Hanford-Hazelwood Company in Sioux City in the year of 1900.

The improvement of herds and dairy products has been the result of various organizations. In the year of

(Continued on page 126)

* Professor of Dairying, Iowa State College.

BAKER

System Refrigeration



Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order —"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65D It's chuck full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.

Write for the new

Ice Cream Powder Preparations

Improve Ice Creams and Ices at reduced costs

HELP
Richness
Smoothness
Viscosity
Ageing

Supplied only in 100 lb. containers.

SOLE DISTRIBUTORS
CHITTENDEN, TURNER & CO.,
LONG WHARF **Importers** BOSTON, MASS.



"MILWAUKEE is next"

Pfaudler

NATIONAL DAIRY EXPOSITION

SEPT 27th *to* OCT 4th



RESERVE SEPT. 27TH TO OCT. 4TH
TO INSPECT PFAUDLER GLASS
LINED EQUIPMENT

Catch that Milwaukee Flyer! ~

And spend a week at Pfaudler Booths Nos. 63 and 64. If you can't stay that long make a day of it, and learn of some of the mechanical features which have made glass lined equipment the Favorite of Modern Dairy Practice. Don't forget to visit some Pfaudler-Equipped Milwaukee Plants.

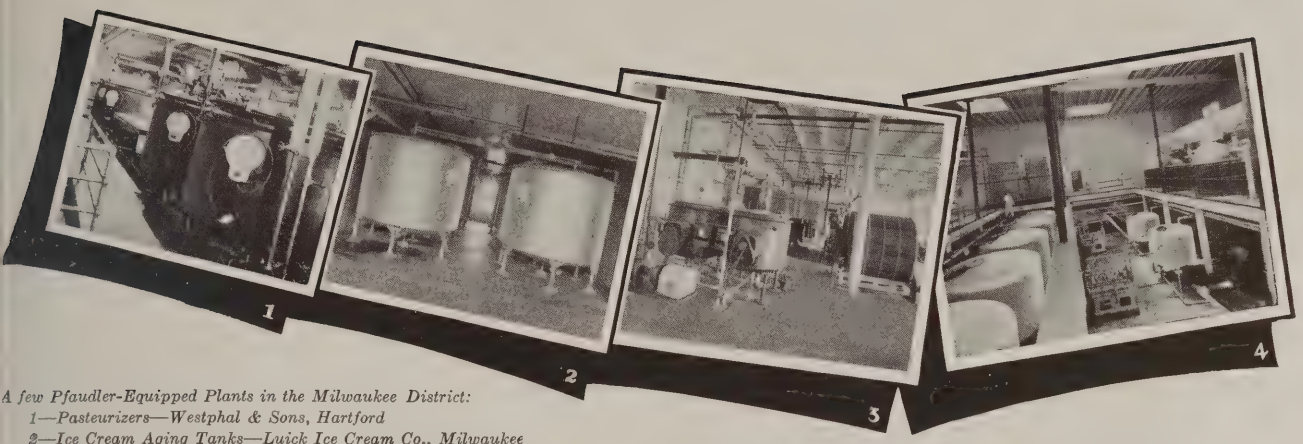


Pfaudler Glass Lined Milk Pasteurizers (Elyria Division)—Gridley Dairy Co., Milwaukee, Wis. Altogether this concern has 31 pieces of Glass Lined Equipment.

Pfaudler

GLASS LINED

NATIONAL DAIRY EXPOSITION



A few Pfaudler-Equipped Plants in the Milwaukee District:
1—Pasteurizers—Westphal & Sons, Hartford
2—Ice Cream Aging Tanks—Luick Ice Cream Co., Milwaukee
3—Starter Cans and Ripeners—Blue Valley Creamery Co., Milwaukee
4—Condensery—Carnation Milk Products Co., Oconomowoc

Be Sure to Visit a Milwaukee Plant!

In the Meantime ~

Consider *this one big feature* of our equipment which is not duplicated in any other—NAMELY, THE GLASS LINING. With that miracle coating of silicate goes a host of advantages, which the user of glass lined equipment alone, can fully appreciate—greatest facility in cleaning, heavy reduction in bacterial counts, better-flavored milk.

We are living in an age of glass.

The future of better dairy practice lies in more sanitary handling methods, which can associate themselves *only with glass as* THE *sanitary conveyor of perishable food products.*

Put yourself ahead of the crowd by buying Glass Lined Equipment NOW.

Or, perhaps you'd sooner wait until the Show.

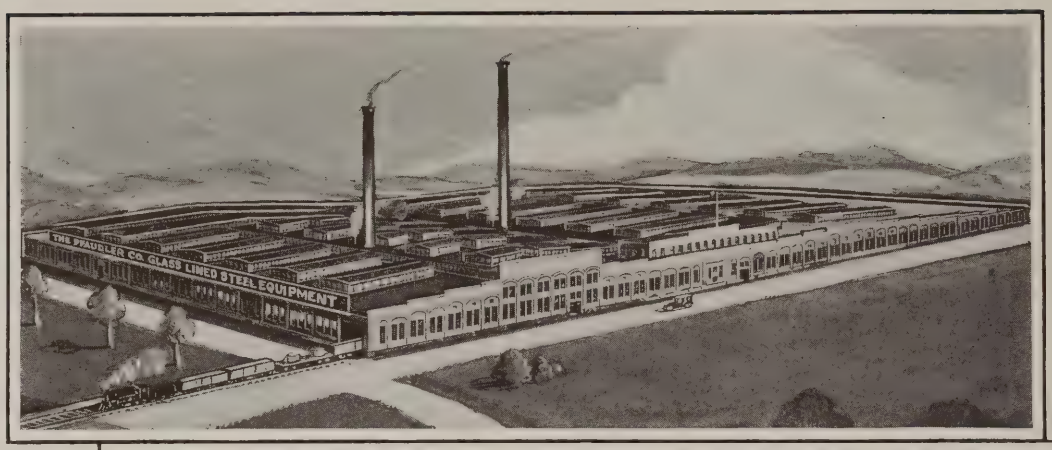
If so, we'll be there to tell you about it.

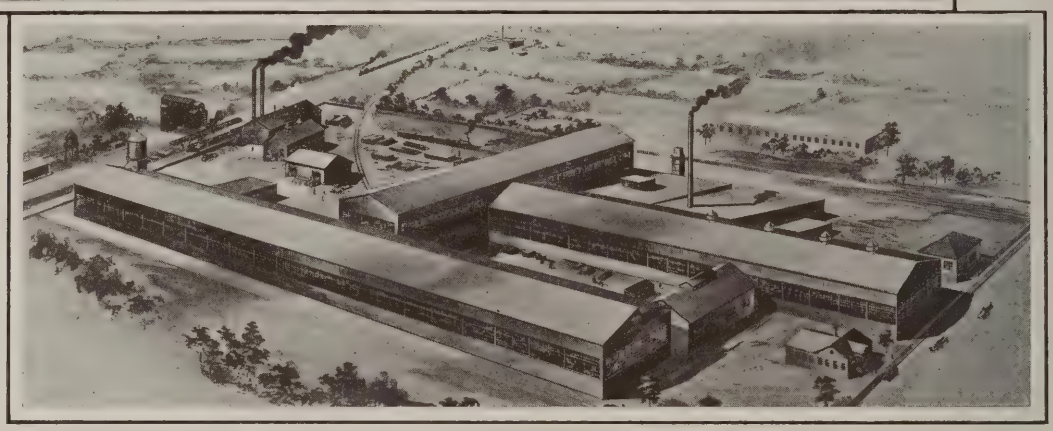
(*Turn to next page*)

STEEL EQUIPMENT

Pfaudler

MILWAUKEE ~ ~ SEPT. 27th *to* OCT. 4th





Above—Rochester (N.Y.) Plant of The Pfaudler Co., fully equipped to handle your most urgent orders.
Below—Elyria Plant of The Pfaudler Co., equally well equipped. Located at Elyria, Ohio.

And when finally you take that same Milwaukee Flyer home ~

Bear in mind that two big factories are at your service to give you immediate shipment on any standard Glass Lined Equipment you may require. These factories are strategically located, and they tie up with a sales and engineering organization which covers the United States, Canada, and several foreign countries in a most thorough manner.

Give our equipment and service the most exacting test you can think of.

Literature on any Pfaudler Equipment may be obtained at our Booths Nos. 63 and 64, National Dairy Exposition, Milwaukee, or by writing—

THE PFAUDLER COMPANY

Originators and World's Largest Makers of Glass Lined Steel Equipment

ROCHESTER, NEW YORK

Branches in Main Centers

Factories

ROCHESTER, N. Y. ELYRIA, OHIO

Domestic Sales Offices

NEW YORK, 8 West 40th St. CHICAGO, 1442 Conway Bldg. SAN FRANCISCO, 206 Sharon Bldg.

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Enamelled Metal Products Corporation, Ltd., London, W.C. 2 England; Mauri Bros. & Thomson, 121-123 Castlereagh St., Sydney, N.S.W. Australia; Crossle & Scott, Collins House, Melbourne, Australia; Pfaudler Werke, A. G.,Schwetzingen, Baden, Germany

Pfaudler

Meet in Milwaukee

Sept. 27th to Oct. 4th

This section of The Ice Cream Review
is dedicated by the

MILWAUKEE — WISCONSIN

Manufacturers, Jobbers and Dealers
of Dairy Products Machinery,
Equipment and Supplies

to the

NATIONAL DAIRY EXPOSITION

MILWAUKEE WISCONSIN

Dairyland Awaits and I

ALL is in readiness for the 1924 National Dairy Exposition. There is generous evidence that it will be the greatest event in American dairy annals. The dairy battalions have formed in all parts of American dairydom and are proceeding on the dairy capital of the country on an extended line of march spreading from the distant meadowlands of the South to the rugged boulders of the Canadian Northwest. Many visitors from foreign countries now are on the high seas, enroute to obtain more practical knowledge, drawn by the widespread advertising of America's dairy glory.

The exposition holds more interest for ice cream men this year than ever before. Manufacturers are expected from many states. There will be the largest exhibit of ice cream supplies, machinery and equipment ever staged outside of the exhibits of The Association of Ice Cream Supply men, which body has decided not to hold an exposition in 1924.

Ice cream men are coming to the realization that the dairy exposition is an event of importance to them. There is a growing realization of the importance of dairying's relationship to the ice cream industry. As the cornerstone of our industry, dairying is the foundation of the development of the ice cream business.

George D. Mansfield, chairman of the Ice Cream Division of the National Dairy Club of Wisconsin, the organization engaged in preparing for the exposition, has been in communication with officials of state organizations, who have been requested to let their members know that a royal welcome awaits them in Wisconsin.

Mr. Mansfield has been a most aggressive figure in the activities preceding the exposition. As the time draws near for what surely will be the greatest gathering of dairymen and dairy manufacturers ever held in America, this Milwaukee man stands out as the loyal champion of his industry and an earnest worker for its greatest representation at the exposition.

Largest Ice Cream Ex
Association Exposition
Exposition, Milwaukee,



Here's Where the Fun Will Take Place — Milwaukee Au

J. D. Hughes of the Luick Ice Cream Co., Milwaukee, is chairman of the reception committee for the ice cream manufacturers. It will be this committee's pleasant duty to extend the glad hand of welcome to all of their clan visiting the exposition.

Other members of the committee are:

J. D. Hughes, chairman, Milwaukee; A. H. Kramer, Madison; F. E. Caughey, Madison; Chas. Touton, Janesville; D. D. Smith, Fond du Lac; J. R. Fess, La Crosse; Arthur Mory, Appleton; Geo. Morey, Stevens Point; Chas. Carver, Oshkosh; A. E. Sorge, Reedsburg; C. E. Wright, Beloit; Mr. Nelson, Racine; C. R. Jeffrey, Waukesha; Walter Bendfelt, Milwaukee; Geo. Blommer, Milwaukee; A. R. Ruttan, Milwaukee; C. C. Mueller, Milwaukee; Ralph J. Baker, Marshfield; S. J. Dufner, Eau Claire; H. S. Russell, Superior; Mr. Bruner, Monroe; D. Blaesser, Manitowoc; Prairie du Chien Creamery Co., Prairie du Chien; H. A. Hass, Madison; Edward Barclay, Green



vites the Ice Cream Men

Outside of National Feature 1924 Dairy nber 27 to October 4.

Bay; C. A. Walther, Green Bay; Mr. Huebner, Shawano; Mr. Duma, Sheboygan; O. A. Elliot, Chippewa Falls; J. A. Kleinheinz, Wausau; Keifer Products Co., Wausau.

Wisconsin manufacturers have let it be known that they mean business. The Wisconsin association will not hold its annual convention at the exposition for the reason it wants

Just how much space will be given over to consumers' features had not been determined when this issue was ready to go to press, though it was definitely known at that time that the large amount previously set aside for this purpose would hardly be adequate.

Ice cream men of Wisconsin have made plans extensively to push ice cream to the front in connection with this feature. Manufacturers of the state have agreed upon a special brick to be sold just prior to the show as the "Dairy Show Special."



, Scene of Ice Cream Exhibits — 1924 Dairy Exposition.

its members to be foot-loose to do the honors to visitors. They have made their plans well, and any man engaged in the manufacture of ice cream is sure to find himself in the atmosphere he loves when he comes up to the dairy classic.

The dairy exposition will be marked by the most ambitious effort to teach the public something about ice cream and its food value to children and grown-ups alike ever undertaken. For the first time in the history of the dairy exposition, there will be a consumers' division. This will be featured by food exhibits and contests. It is under the direction of H. E. Van Norman, president of the Natoinal Dairy Association, and Mrs. C. E. Hatch, chairman of the consumers' division of the National Dairy Club of Wisconsin.



Mr. Van Norman, in these exhibits, will feature methods of what he calls "Feeding the Family." The exhibits will take up a vast amount of space on the lower floor of the Milwaukee auditorium, where will be held all the exhibits of interest to ice cream men.

In addition to this, expert dietitians will be on hand to tell the public about ice cream.

Just how valuable will be this advertising is understood when it is pointed out that there will doubtless be more than one hundred thousand people to attend the dairy exposition, among these being bankers, manufacturers, railroad men, business leaders and many of their ladies and children.

Ice cream men will feel at home at the exposition. There is every reason why there should be a large attendance from the ranks of this industry. In no way will the show conflict with convention dates of the ice cream associations.

Come and profit by a visit to America's Dairy Capital." A journey through some of Milwaukee dairy and ice cream plants will prove interesting, as many of these plants were designed especially by their operators and have been used as models for plants constructed in many parts of the country.

Milwaukee is waiting for you. A good time is assured for everybody. You will find a bunch of the most wholehearted good fellows in the country with nothing on their minds except making you feel at home.

Milwaukee, the Dairy Capital, Bids for Laurels as Foremost Ice Cream City

Wisconsin's Metropolis Stands to Fore With Some of the Most Up-to-date and Modern Ice Cream Factories in the World

MILWAUKEE, long recognized as America's Dairy Capital, has made such rapid strides in ice cream production in recent years that it has threatened Philadelphia's position as the ice cream capital of the country. Although the Quaker City has a good lead in gallonage, Milwaukee is fast cutting down that lead, and in point of quality production, Wisconsin's metropolis yields to no city.

It is significant that Milwaukee and Philadelphia, cities in different parts of the country, with entirely different types of people, have made such gigantic strides in ice cream production and are following so closely to the lines of quality. There could be no greater assurance that a quality product will boost consumption in any part of the country.

More than anything else it is due to Milwaukee's excellent cream supply that the ice cream produced in the dairy capital is of such uniformly good quality. Milwaukee people have been educated to expect good ice cream; anything else would fail to "go over" here. Far-sighted ice cream men in the city saw this opportunity years ago, and as a result, production has pushed forward at a surprisingly rapid rate.

IF THE ice cream industry as a whole is in its infancy, this is particularly true of Milwaukee, Wis., which, for the last 50 years, has been establishing itself as the world's greatest dairying state, long gave so much attention to other branches of dairy manufacturing that the ice cream industry did not get a foothold until creameries and cheese factories were established in various parts of the state, and the tide had begun to shift toward market milk.

The good work done in the short time that ice cream has been in the ascendancy in this state, however, is strikingly shown in the fact that while the per capita consumption of the nation as a whole is around two and one-half gallons, Milwaukee's per capita consumption is something more than four gallons.

One-half of the six million gallons of ice cream manufactured in Wisconsin is made in the city of Milwaukee, whose sixteen ice cream factories are among the most up-to-date in the world.

IT IS worth a trip to the National Dairy Exposition just to look through Milwaukee's dairy plants, and ice cream manufacturers will find the local ice cream factories veritable storehouses of information. Many of the plants were designed particularly by the owners, and manufacturers everywhere in the country can get valuable information from these plants, both as to construction of plants and as to layout of machinery and equipment. These plants are the last word in scientific perfection.

It was related in the August issue of The Ice Cream Review that Milwaukee manufacturers and their neighbors out in the state have put their shoulders to the wheel and are working for the success of the national dairy exposition. They have invited members of their industry from every state to visit the exposition, appointing committees to show visiting manufacturers around Milwaukee and the Milwaukee plants.

Milwaukee long has been one of America's greatest convention cities. It is a favored gathering place for dairymen and dairy manufacturers. Ice cream manufacturers of the state favor Milwaukee as their convention city.

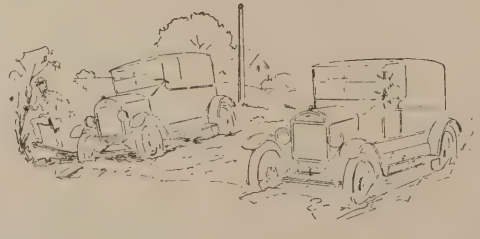
MILWAUKEE'S large auditorium is admirably suited to the purpose of the exposition. It is in that building that visiting manufacturers will find the exhibits of interest to them. Definite assurance has been given that it will be the most complete ice cream exhibit the National Dairy Association ever has staged. It has been so arranged that the exposition will not take up much of the time of any of the visitors; ice cream men are expected in the city on only one day—Thursday, October 2. Remember that day. You can reach the city the night before, meet a bunch of jolly good fellows in the Wisconsin reception committee, find friends from other parts of the country at your hotel, spend the most of the following day at the auditorium, with a run out to the cattle and dairymen's exhibit at the state fair grounds, if you wish, and then hop right back on the train that night and pick up the loose ends of

(Continued on page 96)

"THE WALTER" NON-SKID DIFFERENTIAL

Drives Your FORD *Where You Could Not Go Before*

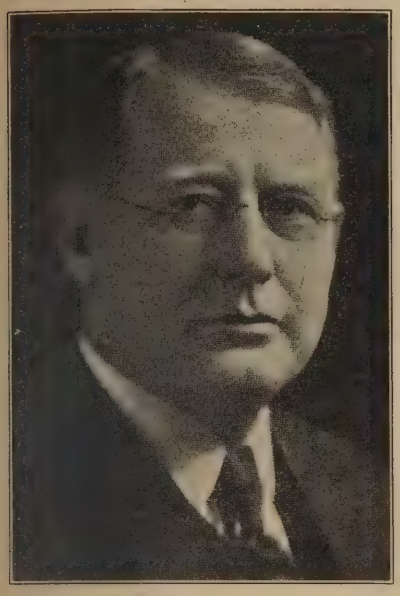
Both Rear Wheels DRIVE
Both Rear Wheels BRAKE
100% Traction
A Real Investment



THROUGH
Snow, Sand, Mud, Rough Roads, Up Hills, Etc.

Write for Particulars

MILWAUKEE FORGE & MACHINE CO. (Dept. O) Milwaukee, Wis.



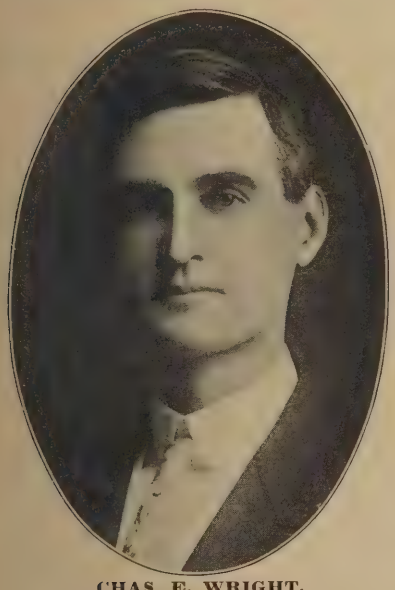
GEO. D. MANSFIELD,
Head of the George C. Mansfield Co., Milwaukee, and chairman of the Ice Cream Division, National Dairy Club of Wisconsin.



A. H. KRAMER,
Of the Kennedy Dairy Co., Madison; president, Wisconsin Association of Ice Cream Manufacturers.



WALTER H. BENDFELT,
Of the Bendfelt Ice Cream Co., Milwaukee; treasurer, Wisconsin Association of Ice Cream Manufacturers.



CHAS. E. WRIGHT,
Of the Sturtevant, Wright & Wagner Dairy Co., Beloit.

Some of Wisconsin's Ice Cream Leaders



D. D. SMITH,
Of the Session Ice Cream Co., Fond du Lac.



A. H. GRAESZEL,
Of the Mansfield Ice Cream Co., Milwaukee; secretary, Wisconsin Association of Ice Cream Manufacturers.



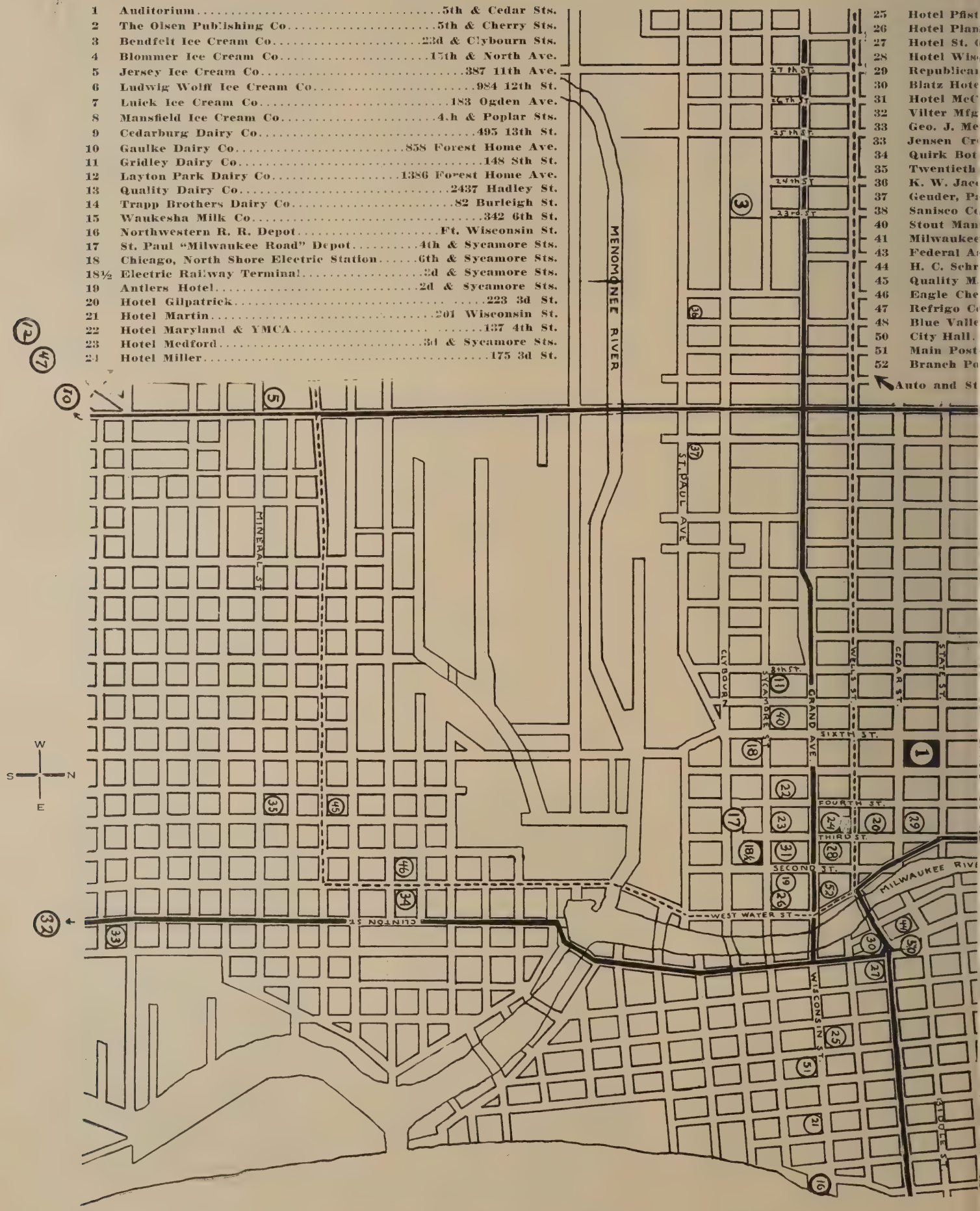
WILLIAM F. LUICK,
Head of the Luick Ice Cream Co., Milwaukee, and past president National Association of Ice Cream Manufacturers.



T. J. GIBSON,
Of the Gibson Bros. Ice Cream Co., La Crosse.

A "Milwaukee" Map for the Convenience of L

1	Auditorium	5th & Cedar Sts.
2	The Olsen Publishing Co	5th & Cherry Sts.
3	Bendfelt Ice Cream Co	23d & Clybourn Sts.
4	Blommer Ice Cream Co	15th & North Ave.
5	Jersey Ice Cream Co	387 11th Ave.
6	Ludwig Wolff Ice Cream Co	984 12th St.
7	Luick Ice Cream Co	183 Ogden Ave.
8	Mansfield Ice Cream Co	4th & Poplar Sts.
9	Cedarburg Dairy Co	495 13th St.
10	Gaulke Dairy Co	858 Forest Home Ave.
11	Gridley Dairy Co	148 8th St.
12	Layton Park Dairy Co	1386 Forest Home Ave.
13	Quality Dairy Co	2437 Hadley St.
14	Trapp Brothers Dairy Co	82 Burleigh St.
15	Waukesha Milk Co	342 6th St.
16	Northwestern R. R. Depot	Ft. Wisconsin St.
17	St. Paul "Milwaukee Road" Depot	4th & Sycamore Sts.
18	Chicago, North Shore Electric Station	6th & Sycamore Sts.
18½	Electric Railway Terminal	3d & Sycamore Sts.
19	Antlers Hotel	2d & Sycamore Sts.
20	Hotel Gilpatrick	223 3d St.
21	Hotel Martin	201 Wisconsin St.
22	Hotel Maryland & YMCA	137 4th St.
23	Hotel Medford	3d & Sycamore Sts.
24	Hotel Miller	175 3d St.
25	Hotel Pfist	
26	Hotel Plan	
27	Hotel St.	
28	Hotel Wis	
29	Republican	
30	Blatz Hote	
31	Hotel McC	
32	Vilter Mfg	
33	Geo. J. Me	
33	Jensen Cr	
34	Quirk Bot	
35	Twentieth	
36	K. W. Jac	
37	Geuder, Pa	
38	Sanisco Co	
40	Stout Man	
41	Milwaukee	
43	Federal A	
44	H. C. Schr	
45	Quality M	
46	Eagle Che	
47	Refrigo Co	
48	Blue Valle	
50	City Hall.	
51	Main Post	
52	Branch Po	



iry Show Visitors

	Jefferson & Wisconsin Sts.
on	West Water & Sycamore Sts.
es	City Hall Square
n	172 3d St.
use	3d & Cedar Sts.
	East Water & Oneida Sts.
Randolph	13 3d St.
	935 Clinton St.
Mfg. Co	576 Clinton St.
ry Co	576 Clinton St.
ase Works	234 Reed St.
tury Machinery Co	396 Greenbush St.
Cooperage Co	1907 St. Paul Ave.
ke & Frey Co	1432 St. Paul Ave.
ny	1019 3d St.
turing Co	610 Sycamore St.
ry Supply Co	3100 Burleigh St.
os Co	931 30th St.
Co	501 E. Water St.
e & Mfg. Co	486 National Ave.
l Co	210 Hanover St.
ration	1112 Forest Home Ave.
eamery Co	9th & Prairie Sts.
	E. Water & Oneida Sts.
e	Jackson & Wisconsin Sts.
ffice	Caswell Bldg., 112 Grand Ave.

Car Route (West) to Fair Grounds.





MILWAUKEE, THE DAIRY CAPITAL BIDS FOR LAURELS AS FOREMOST ICE CREAM CITY.

(Continued from page 92)

your business where you left off a few hours before. No trouble at all.

All branches of the dairy industry will have special days, and it is on Thursday, October 2, that the ice cream men will have the stage to themselves, the cheesemakers, buttermakers, condenserymen and market milk people not being in on the fireworks of this occasion.

Come to Milwaukee and see what these gentlemen have done to put the Cream City in the running with Philadelphia as America's ice cream capital.

DAIRY laurels hang high as widespread organized activities shape up for a mighty movement upon America's dairy capital when the industry's exposition extraordinary is staged September 27 to October 4. While the rank and file of American agriculturalists and economists form their battalions for an enterprise of high adventure in dairyland, a sweeping survey shows the situation has resolved itself into nothing more or less than a nationwide urge to solve the economic problems of outside states before the high court of dairy prosperity.

Such a survey has been made by the writer under the direction of abler and wiser men who have helped to put Milwaukee and Wisconsin at the pinnacle of dairying and dairy manufacturing development. This effort was inspired by the astonishing early interest in the 1924 dairy classic. By far the most interesting phase of this expedition into cause and effect are the striking revelations of what Milwaukee offers visitors who wish to know why this city is entitled to be known as the nation's dairy capital. The investigators deserved to be startled by the discovery that Milwaukeeans themselves know much less of the importance of their city in dairy manufacture than many people in other states. For in this respect Milwaukeeans run true to form in human nature, which is just the same everywhere today as it was when early prophets were not properly appreciated in their own country.

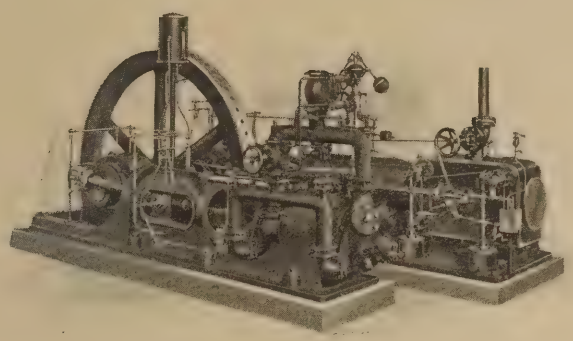
THE tide of dairying hosts now surging toward Milwaukee is nothing more than a greatly extended order of the pilgrimages made almost every day in the year by people from every state and many parts of the world to whom Wisconsin's dairy fame has spread. Milwaukee dairy plants are widely recognized as models, and visitors attracted to these plants range all the way from school children and college students to community capitalists, dairy experts of high authority and scientists of various fields. They come to pay tribute to the sound economic scheme of dairying fashioned in Wisconsin, for the high standards of dairy production in Milwaukee are due to nothing so much as the progressive system of dairy development that has been underway since the industry was given a solid foundation, a half century ago, by constructive legislation, proper attention to purebred cows and active interest in the growing of feedstuff necessary to high quality production at minimum cost.

For sometime men close to the situation have held the opinion that Wisconsin dairy products hold high rank in quality. Milwaukee and Philadelphia for many years were regarded as the country's leading cities in production of quality ice cream. There are reasons to believe this condition is ended—that Milwaukee is well in the lead. Men who tour the ice cream centers in various capacities are virtually unanimous in this verdict.

(Continued on page 98)

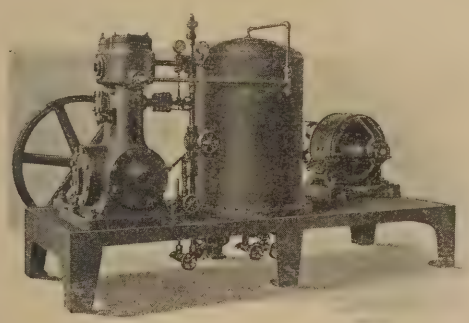
Vilter

Refrigerating and Ice Making Machinery



Vilter equipment for refrigerating and ice making plants includes not only various types of ammonia compressors, two of which are illustrated, but also a complete list of ammonia fittings, ammonia valves, special pipe work, double pipe brine coolers, etc.

The Vilter horizontal medium speed type ammonia compressors are available in many different sizes and arranged for several different types of drives. This unit illustrated is direct connected to a Vilter Corliss engine and has proven to be a most desirable unit for dairies and condensed milk plants where steam for power purposes is usually available. For ice cream plants this type of unit direct connected to a synchronous motor has been very successful, the compressor in this case usually being of the duplex style. Our Bulletin No. 10 fully describes these units.



The self-contained unit illustrated consists of a Vilter enclosed type twin cylinder ammonia compressor mounted on a substantial base, together with the ammonia condenser and liquid receiver, as well as the motor required for operating the compressor. This unit and also the Vilter twin cylinder compressor, arranged for belt drive, or direct connected to a vertical steam engine, also other equipment utilized in the smaller size plant are fully described in Bulletin No. 29-R.

The Vilter organization is equipped to design, build and install refrigerating and ice making plants of all capacities, and complete data and estimates will be promptly forwarded upon application to the nearest office.

When Spending That Week in Dairyland Visit Our Exhibit—Space No. 260

The Vilter Manufacturing Co.

ESTABLISHED 1867

830 CLINTON STREET MILWAUKEE, WIS.

SALES OFFICES:

ATLANTA.....112 South Gordon St.
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KANSAS CITY....324 Finance Bldg.
LOS ANGELES...2650 Santa Fe Ave.
MINNEAPOLIS.....707 Globe Bldg.
NEW YORK.....220 Broadway
NEW ORLEANS....706-708 Julia St.
PHILADELPHIA...932 Chestnut St.
PITTSBURGH.....314 Curry Bldg.
SAN FRANCISCO .....
.....607 Robert Dollar Bldg.
SALT LAKE CITY.....
.....254-6 W. 1st South St.
SEATTLE.....106 West Roy St.
ST. LOUIS.....2723 Bennett Court

MILWAUKEE'S argument is strongly upheld by the fact that Wisconsin sweet cream is shipped to eastern and southern cities to be made into ice cream and also to be retailed. Milwaukee dairies successfully compete with the greatest dairy organization of the East in their own field. It is estimated that approximately 1,500 carloads of sweet cream are shipped to eastern cities from Wisconsin every year. One local milk plant alone shipped 65 carloads last year.

This advanced system of merchandising dairy products by rail is made possible by specially constructed refrigerated baggage cars. The appearance of these cars, an industrial epoch in itself, is largely due to dairy advancement in this state.

While other cities in Wisconsin may be of more importance as concentration points in dairy manufactures, Milwaukee business received many of the dairy-dollars from the state-at-large as well as those actually involved in the city itself.

AS DAIRY honors are falling thick and fast for the dairy capital, other cities of the country look on with all the more eagerness. Milwaukee is opening its gates to all comers. The nation has been assured that the exposition is for the country and what Milwaukee and this state have done in dairying, everybody will be made welcome to see for themselves. Our dairy guests will be given the utmost in courtesy and no pains will be spared to let them get an insight into the dairy scheme here and vision opportunities for similar development in their own section.

They are extremely interesting cavalcades. Representatives of acres that long have groaned under unbalanced farm programs are particularly interested.

Few people know that the metropolis of the world's greatest dairy state has the largest ice cream factories, the largest milk plants, the largest cheese factories and the largest butter-producing plants in the state.

Many of Milwaukee's dairy plants were especially designed by their operators. They are used as models for plants constructed in other cities. Dairy manufacturers of many states visit local plants for ideas on construction for both sanitation and expediency in production.

WISCONSIN'S dairy production has a farm value in the neighborhood of a quarter of a billion dollars, the most of which eventually finds its way into local marts of trade. This does not take into account the 34 factories and branch offices in Milwaukee that employ several hundred persons in the production of dairy plant supplies, equipment and machinery used in every state in the Union and many foreign countries, repeatedly making large shipments to Europe, Asia, Africa and the Latin Americas. Production of much of this machinery involves a very large turnover of capital.

This local dairy supply industry takes in products ranging from cream cans to ice machines, automatically refrigerated ice cream cabinets and giant milk-bottle-washing machines. These dairy supply houses are among the nation's leaders, and many firms of this kind are establishing branch offices in Milwaukee and other dairy centers of the state every year.

Capital employed in the operation of Milwaukee plants engaged in the manufacture of butter and cheese is approximately $55,425, and the value of the products is established at $3,636,431. The milk dealers of the city employ capital of approximately three and one-half milion dollars and the value of their product is in the neighborhood of twelve million dollars. Total sales of one large milk distributor alone amounted to about $7,500,000.

Each of Milwaukee's principal ice cream factories represents an investment of about a half million dollars in plant, machinery and equipment. Approximately $20,000,000 worth of butter, cheese, milk and ice cream are prepared for market in Milwaukee every year.

Two hundred thousand quarts of milk are distributed to local homes and factories in bottles every day, and about 4,000 gallons are sold to local hotels and restaurants in bulk form.

In 1923 Milwaukee produced about onehalf of the 6,000,000 gallons of ice cream made in the state, shipping much of it to points in Michigan, Illinois and far into northern Wisconsin. The average shipping distance, though, is within a radius of 150 miles.

Local dairy plants, not including the supply houses, last year paid out about $3,000,000 in wages.

In deciding upon Milwaukee for its 1924 exposition, the National Dairy Association selected a city that is very popular with dairy delegates, many organizations of creamerymen, cheesemakers, milk producers and ice cream manufacturers have favored the dairy capital as a gathering place for many years.

IT IS largely because of Milwaukee's advanced ice cream industries that many ice cream men are expected to attend the exposition this year. In past years the ice cream men have not been so interested in the dairy exposition as other branches of the industry. Officials of the National Association of Ice Cream Manufacturers, The Association of Ice Cream Supplymen, the Southern Association of Ice Cream Manufacturers, and organizations of ice cream manufacturers of the Pacific coast have signified their intention to attend. W. E. Skinner, secretary of the National Dairy Association, at a recent luncheon of the National Dairy Club of Wis-

FORTUNE PRODUCTS TRADE MARK

FORTUNE COCOA

Specially prepared for use in the making of ice cream

"DARKO" (DUTCH PROCESS) Dark
"MAHOGANY"— Medium Dark
"SUPERIOR"— Medium

Write us for working samples.

Manufactured by

Fortune Products Company
420 S. Desplaines Street
CHICAGO

Makers of Fortune "Thinflo" Chocolate Coating for Eskimo Pies

Hearty Greetings of Welcome

and a cordial invitation to
visit us while in Milwaukee

from the manufacturers of

STOUT

Schroeder-Perfection

Ice Cream Cabinets

and

Shipping Tubs

"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

FOOT OF WALNUT ST. -•- MILWAUKEE, WIS.



consin, announced that the interest of the ice cream supply houses in the exposition is one of the important factors contributing to the outlook for a record exhibition of all kinds of dairy plant supplies, equipment and machinery. This will make the exposition more all-round representative of the industry as a whole than any past event of its kind.

Cities that contested Milwaukee for the honor of staging the 1924 exhibition have announced preparations to send especially large delegations to study the features that make this city such a desirable place for the exposition. Among these are Louisville, Kansas City, Columbus, Detroit, Denver and St. Louis.

In many ways the exposition will be in the nature of a determined movement to bid for shares of the dairy prosperity that has given Milwaukee such economic security. The attraction is not alone from the important dairy industries operated in the city, but also for the surrounding dairy prestige that has had such a happy influence upon general business conditions here.

Milwaukee is the home of the largest plant in the country producing dairy educational and advertising literature, in addition to publishing three dairy trade publications that are widely admitted as the leading journals of their field. The Olsen Publishing Company has been in operation here for fifteen years.

MILWAUKEE'S prestige as a dairy metropolis comes principally from the fact that it is the center of the most intensive scheme of dairying activities in the world. If St. Louis is entitled to be known as "the city surrounded by the United States," Milwaukee certainly wears well the distinction of being "the city surrounded by the dairy industry." For it is from Wisconsin that the dairy industry is radiating into other sections. Farm and economic leaders of other states look to Wisconsin for purebred cattle and advanced ways of conducting dairy farming. Hundreds of heads of Wisconsin dairy cows annually are being imported into southern and western states.

And just as these outside leaders look to the Wisconsin dairy-industry-at-large, it is to Milwaukee that advanced dairy plant operators of the country are looking for advanced thought in plant construction and operation methods.

WHY has Milwaukee become so widely known outside the state in connection with dairying when it formerly was thought of only in connection with the beer industry? It is not that this industry has only lately been developed in the city, but that prohibition has made it possible for others to see that dairying for many years has been the bulwark of this city's economic foundation. The failure of any crisis to appear when the large breweries of Milwaukee were closed by the eighteenth amendment served strikingly to call the attention of outsiders to just what an important factor dairying is to Milwaukee's stability. Dairying has prevented Milwaukee from ever experiencing the "breadlines" such as are caused in other cities when particular industries undergo periods of depression. Dairying has had much to do with the consistent flow of money in the city, keeping much of it at home.

When the agricultural crises of other sections of the country made it necessary for Wisconsin's dairy cows to be called upon, Wisconsin dairy farmers and manufacturers also were drafted. These dairy farmers have told the story of advanced dairy plants. As more Wisconsin men leave for the South and the West every year, the fame of the city continues to grow.

But what is the future of the industry? Has Wisconsin reached its limit of dairying development? Far, far from it, say local experts. There is a great tendency toward dairying in the northern part of the state, where cut-over timberland offers considerable additional space for dairying farming. Among the sections of the state where the outlook is especially bright for more intensive dairying are the vicinities of Marshfield, Wausau, Rhinelander and Shawano.

In the extreme northern part of the state, Polk county particularly is undergoing a dairying urge at this time.

Milwaukee's point of vantage in a territory peculiarly adapted to the growing of good dairy cattle feed is one of the principal reasons for the excellent milk supply that makes qquality production of dairy products possible. The soil of southern Wisconsin is particularly favorable to grain and hay crops, good grass, and to corn for silage. This section of the state for many years has been populated with excellent cattle and is a very large breed center. Waukesha county, from which Milwaukee draws much of its milk, has more purebred dairy cows than any other county in the United States.

During the month of May approximately 700,000 pounds of milk was shipped into Milwaukee daily for milk distributors, representing a farm value of $1,400,000. A large part of this daily income by outside citizens is spent in the city. Milwaukee ice cream plants consume about 9,000,000 pounds of cream annually from sources other than the milk dealers' supply, which comes through the Milwaukee Co-operative Milk Producers and unorganized producers operating within a radius of 40 miles. Buttermakers in Milwaukee draw into the city about 180,000,000 pounds of milk a year in the form of cream.

MILWAUKEE furnishes many of the advanced workers in the different dairy associations of the country. John LeFeber, who began one of the first milk dis-

TRIAL ORDERS

We will be glad to submit samples of any of our grades, sufficient for practical or laboratory tests, without charge. Trial orders are shipped subject to customer's approval with privilege of return if for any reason found unsatisfactory.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

CRYSTAL GELATINE CO.

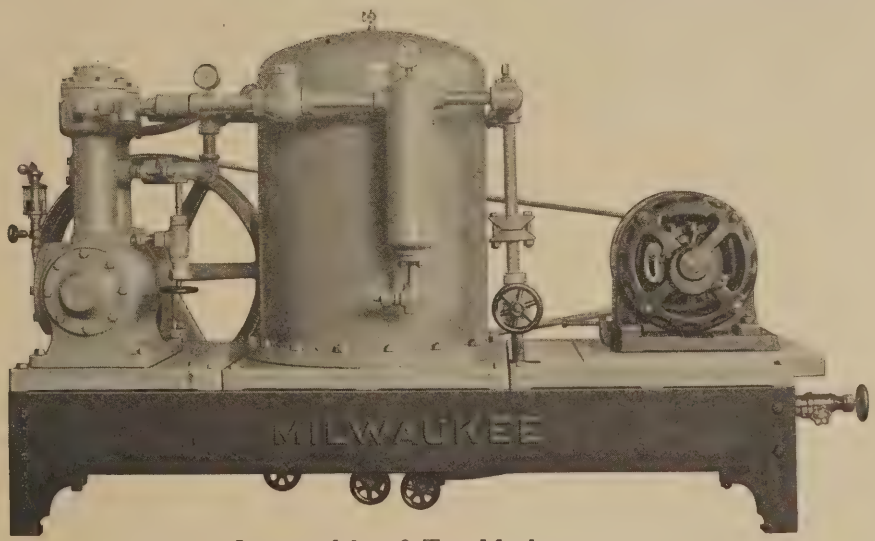
121 Beverly St. BOSTON, MASS.

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Milwaukee Ice Machines

SIMPLE
COMPACT
SILENT
EFFICIENT



Improved 2 to 3-Ton Machine

There are over 200 Installations of "Milwaukee" Ice Machines in Milwaukee and Vicinity

A Home Market, Recognition of Quality and Satisfactory Performance.

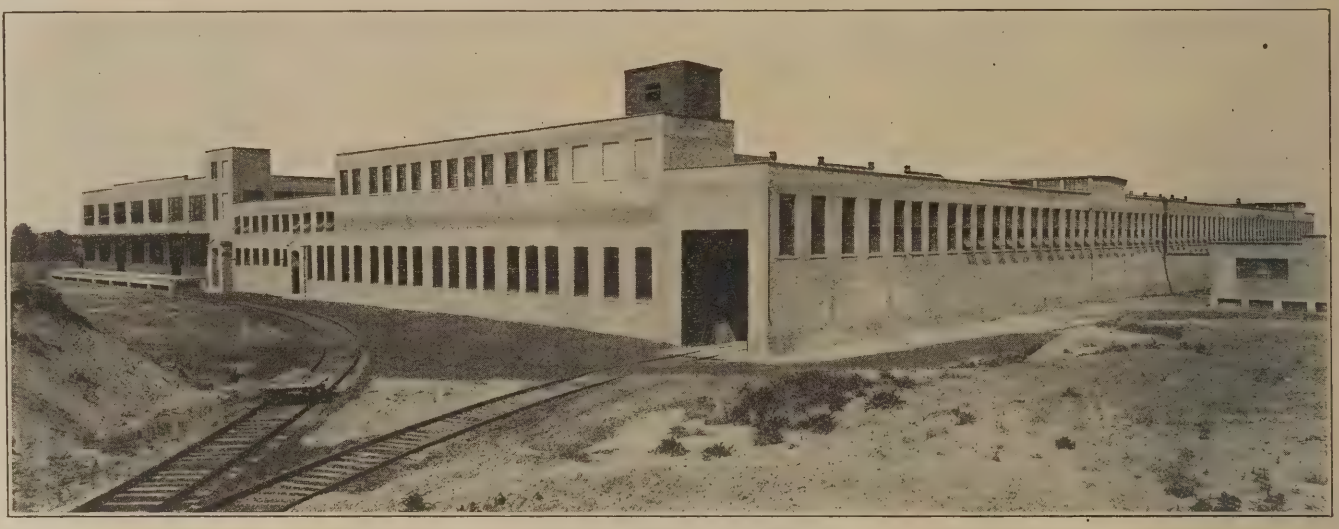
Don't fail to investigate during your visit to the National Dairy Exposition why so many Milwaukee industries have selected Milwaukee Ice Machines for their refrigeration requirements.

Built in capacities from one-half to ten tons

Send for catalog and our estimates on installation costs.

Milwaukee Steam Appliance Company

WEST ALLIS - - WISCONSIN



The $2,000,000 Plant at Carrollville, Wisconsin

World's Largest Gelatine Factory

invites you to visit this wonderful, sanitary plant, located on the banks of Lake Michigan, 12 miles south of the Auditorium. Easily accessible by auto from Highway 15 en route to Chicago or frequent service by Interurban to the main gate at Carrollville.

United States Gelatine Co.

Factory: Carrollville, Wis. Milwaukee, Wisconsin

Phone us at Cudahy 40 and we will make arrangements to have you personally conducted through this wonderful GELATINE factory. Let us tell you of the benefit of GELATINE TO CALVES.

Dairymen and Ice Cream Manufacturers should not miss this opportunity to learn about GELATINE



The Processing Room, 610 Big Tanks, where the Gelatine Stock is held for 14 weeks



The "Cook House" where the "Boilings" are made and the Gelatine Run Off.

STANDARD
HANSEN'S
OF THE WORLD

Investigate!

A *purely vegetable* annatto color, *unequalled in shade, strength and purity* and superior to any vegetable or aniline color on the market. Try a gallon of

HANSEN'S
June Cream
Ice Cream Color

and you will be convinced that it will not only give you **more coloring power per dollar invested,** but whether you desire a pale cream color or a rich yellow egg shade, the result will be just what you want in your ice cream.

HANSEN'S
Ice Cream Rennet

A pure rennet enzyme, unadulterated, in handy liquid form, especially prepared and packed for the ice cream trade. The specific action of Hansen's Ice Cream Rennet is to increase the viscosity of the mix, thereby increasing the smoothness and apparent richness, enhancing the flavor and making the desired overrun more uniform and certain.

Try a gallon now, and be convinced that **Hansen's Ice Cream Rennet** will do better work, if used as an improver, **at less than one-tenth the usual cost.**

Ask your dealer or write us for prices, giving us your dealer's name and we will send you an interesting little booklet by W. W. Fisk, the well known expert in ice cream manufacturing, "**Some Ice Cream Problems Solved,**" without charge.

Meet us at Booth 200 in the Auditorium at the National Dairy Exposition September 27th to October 4th.

CHR. HANSEN'S LABORATORY, Inc.
Western Branch: **Milwaukee, Wis.**

tributing plants in the city in 1896, and was the first to bottle milk and one of the first to pasteurize the product, is a past president of the International Association of Milk Dealers. An idea of the growth of the milk distributing business is given by the fact that in the early days two milk routes were considered a big undertaking. One firm here now operates 285 milk routes. Lester LeFeber of Milwaukee is a director of the International Association of Milk Dealers.

William F. Luick is a past president and now a director of the National Association of Ice Cream Manufacturers. George D. Mansfield is a past director of the same association. A. H. Graeszel is secretary of the Wisconsin Association of Ice Cream Manufacturers and W. H. Bendfelt is treasurer.

H. P. Olsen, president of The Olsen Publishing Co., is secretary of the National Dairy Club of Wisconsin, and active in dairy organizations of all branches of the industry and in various sections of the country.

Edward K. Slater, former dairy and food commissioner of Minnesota, has long been identified with dairying activities in Milwaukee and the state, and is widely known in association circles of the country. He is secretary of The Olsen Publishing Co.

This is to say nothing of the 100 or more loyal dairy workers who gather every two weeks at the luncheon-conference of the National Dairy Club of Wisconsin and help make ready for the greatest dairy delegation in the history of the industry. The importance of their work is understood when it is pointed out that the 1924 exposition is expected greatly to eclipse the 1923 exposition, when delegates from thirty foreign nations and every state in the Union gathered at Syracuse.

Milwaukee's star of destiny shines high over American dairydom as local dairy manufacturers prepare to bid welcome to friends from far and wide.

FAVORS 8 PER CENT AS MINIMUM ICE CREAM STANDARD.

With regard to the matter of standards in the ice cream industry, James H. Heald, North Carolina food inspector, recently made the following announcement, which was published among the members of the North Carolina Ice Cream Manufacturers' Association in a bulletin issued by the secretary, A. E. Dixon of Feyetteville:

"I am heartily in accord with the most of the arguments presented by the committee and favor a minimum butterfat standard of 8 per cent, such as we now have in North Carolina. I believe this standard to be particularly applicable to the warmer Southern states, where a higher standard would not be so palatable.

"I believe the 8 per cent minimum standard should apply to all flavors, including fruited and nut creams. If a slightly higher standard vanilla mix is necesary to take care of the reduction in fat due to the addition of fruits, nuts and flavors, then it should be used. The vanilla cream itself would not be harmed as it can carry considerable more than 8 per cent without becoming unpalatable.

"While not mentioned in the report, I desire at this point to express myself as unfavorable to the term 'compound ice cream' as applied by our state law to cream between 4 per cent and 8 per cent. As it may be made in exactly the same way as 'standard ice cream' but with lower fat content, but I fail to see how the term 'compound' applies, and I consider it a misnomer. There may be some justification to the term 'imitation ice cream' for that below 4 per cent fat.

"I believe the argument of the committee that ice

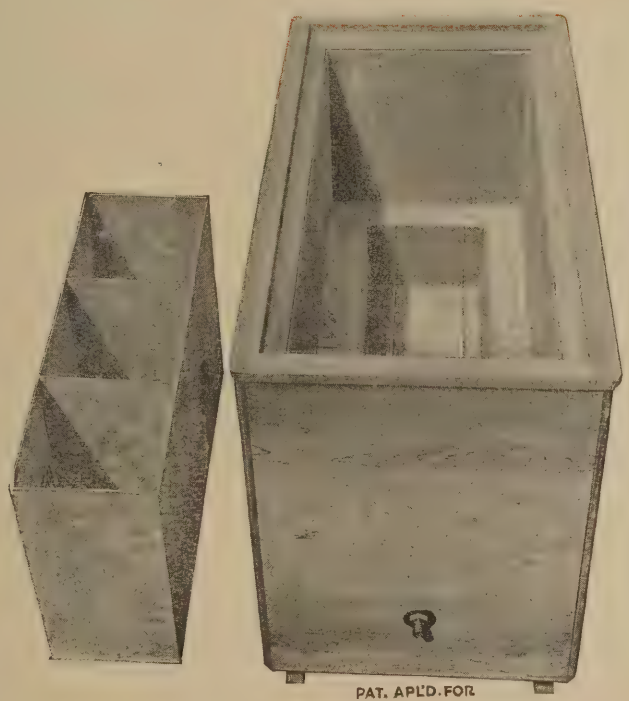
See the Latest in Cabinet Construction

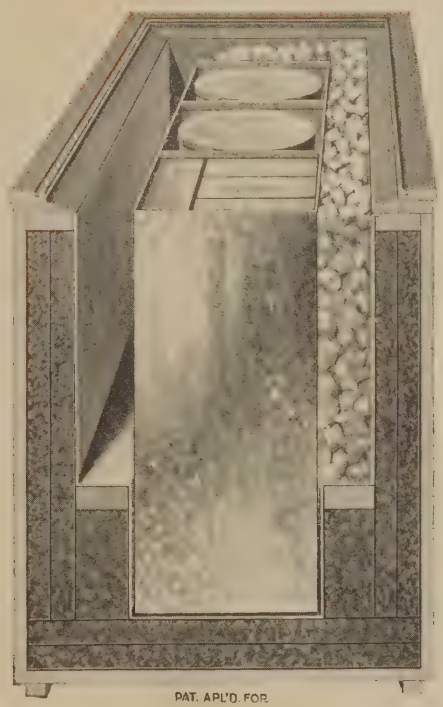
The



STOUT

Brine Well Cabinet





--at the Dairy Show in Milwaukee

the principle is right
the materials are right
the construction is right

You'll Recognize Its Superiority When You See It

STOUT MFG. CO. 610 SYCAMORE STREET Milwaukee, Wis.

cream should be kept in the 'food' class and out of the 'confection' class is sound.

"The economic argument in favor of the greater use of solids not fat I believe to be well taken. This highly nutritious portion of milk should not be lost sight of in the desire for excessive fat content."



B. F. SPRINGER.

JOHN SCHROEDER LUMBER COMPANY.

The John Schroeder Lumber Co. was incorporated in the year 1881, and was established about ten years earlier by John Schroeder, who was the father of the company's present president, Fred J. Schroeder. The present plant was erected about twenty-five years ago and since that time a number of additions have been made. The company originally was capitalized at $200,000, while its surplus at the present time is $2,000,000.

Referring to the approximate yearly output, yearly contributions to the ice cream and dairy industries—it is estimated that the products manufactured for these industries amount to somewhere between $200,000 and $300,000 during the course of a year. This includes ice cream cabinets, shipping tubs and special boxes, crates, etc., for the dairy industry.



H. C. WETZEL.

The officers of the company are as follows:

Fred J. Schroeder, president and treasurer; B. F. Springer, secretary; W. J. Merkel, vice-president; E. H. Schroeder, vice-president; J. E. Schroeder, vice-president, and A. H. Schroeder, vice-president.

H. C. Wetzel is manager of the manufacturing division, which produces the supplies for the dairy industry. Mr. Springer established this department a number of years ago and Mr. Wetzel served as his assistant for some time. About six years ago, when Mr. Springer was made secretary of the firm, Mr. Wetzel assumed full charge of this department. Mr. Wetzel and Mr. Springer are quite well known to the ice cream and dairy trade.

You'll make better ice cream if you get "The Ice Cream Review."

GROWTH OF THE MANSFIELD CO.

The Geo. C. Mansfield Co. of Milwaukee has grown to be one of the truly great dairy manufactories of the country. The success of this company has drawn widespread attention to George D. Mansfield, the present head of the company, which was founded by his father, the late George C. Mansfield. The Mansfield company does an annual business of $1,250,000.00.

This company was established in Johnson Creek, Wis., in 1860, by George C. Mansfield, now deceased.



Mansfield Plant.

The old home plant is now operated as a condensery, under the management of Fred C. Mansfield, one of the founder's sons.

The Milwaukee plant originally was a branch of the Johnson Creek plant, being operated on this basis from 1904 to 1908. During that time the company did business in rented property. The first unit of the present plant, at Fourth and Poplar Sts., Milwaukee, was built during the winter of 1907-08. The second unit was erected during the summer of 1919, for a total plant investment of $400,000.00.

The Mansfield company is one of Milwaukee's ranking industries. The present plant is one of the industrial show places of the city.

Officers of the Mansfield company are: George D. Mansfield, president and treasurer; Fred C. Mansfield, vice-president, and Arthur H. Graeszel, secretary.

For many years the business of the company was operating creameries, and wholesaling butter and eggs. When operations began in 1908, the business was confined to the manufacture of wholesale ice cream, wholesale butter and eggs, and public cold storage. At the time of building the new addition in 1919, the manufacture of artificial ice was begun.

JERSEY ICE CREAM CO.

The Jersey Ice Cream Co., has made rapid progress since it was established in 1915. The present owners took over the business from two brothers by the name of Herro in 1918.

The investment in the business at that time was approximately $25,000. The plant produces in the neighborhood of 75,000 gallons of ice cream a year.

The officers of the company are Charles C. Mueller, president, and Carl F. Mueller, secretary.

A Simpler Way To Test Overrun

The smooth, simplified cup with no weights to adjust makes the overrun testing process a faster and more certain operation. The accessibility of the cup hanger is also a great advantage while the reading always shows itself in large illuminated letters through the bullseye indicated by the arrow. The direct front view reading is positive. The adjustment for specific gravity variation is made on the tester itself. Write for descriptive literature and price.

Damrow Brothers Company

FOND DU LAC, *Manufacturers* WISCONSIN

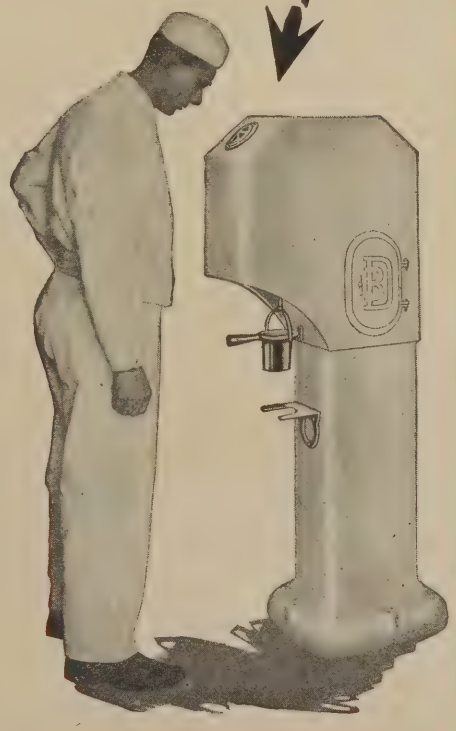
Spend a Week in DAIRYLAND
NATIONAL DAIRY EXPOSITION
Milwaukee, Wisconsin
SEPTEMBER 27th to OCTOBER 4th.

Booths 86 and 87

SommerS

ICE CREAM

Overrun Tester



The Luick Ice Cream Company

Six Hundred Gallons of Ice Cream Every Twelve Minutes Possible in this Plant

THE plant of the Luick Ice Cream Co. of Milwaukee is one of the outstanding dairy plants of the country. It has attracted wide interest in the dairy industry, particularly among manufacturers of ice cream who have for years given study to the construction of a plant along scientific lines for the production of a scientific, quality product.



Original Home of the Luick Ice Cream Co.

William F. Luick, widely known in the ice cream industry, a past president of the National Association of Ice Cream Manufacturers, has been in the ice cream industry in Milwaukee for a number of years, having virtually been reared in this industry. Mr. Luick's father was an ice cream manufacturer for several years. The present home of the Luick Ice Cream Co. was completed in the spring of 1923. It is five stories high, the main plant being 120 by 120 feet. Each 20 feet of space forms a panel, and there is a barn drain through each panel, thus affording drainage for each floor. The floors and wainscoting are of terrazzo. Part of the first floor is devoted to a show room as a place to receive and entertain clubs, dealers, and members of the public. The public is invited to attend the plant often to see how ice cream is made.

The Luick Co. has concentrated upon brick ice cream. It probably sells more of this product than any other ice cream company in the country. The company makes its own vanilla extract, importing most of the vanilla beans direct from Mexico.

The laboratory is one of the distinctive features of the plant. Every day's output is mixed on paper before going into the tank. Mr. Luick himself personally samples every batch of ice cream made. Visitors will be particularly interested in this remarkably complete laboratory.

The freezing room is a group of twenty freezers, each with a capacity of 30 gallons every 12 minutes. These machines are Mr. Luick's own design, and he claims that they contain a number of improvements over other machines the company has been using for twenty years. There are twelve 30-quart freezers for bulk and six for brick ice cream.

Space does not permit a complete description of this plant, and readers will recall that the plant was completely described in the June, 1923, issue of The Ice Cream Review. It is worth while at this time, however, to point out that dairy show visitors will be much interested in not only visiting the Luick Ice Cream Co.'s plant but also in going through the power house, which is separate from the plant, being equipped with the most modern machinery.



New Luick Factory, Completed Last Year.

A high salaried man on your staff—



Mr. F. J. Paddock a reader of The Ice Cream Review who operates three ice cream plants has this to say:

"We appreciate the interest you take in our business.

"We consider the information obtained from your magazine one of the greatest helps in solving our problems.

"In fact every month in the "Review" we find something that improves our business; and we consider it worth as much to us as though we had a high salaried man on our staff for this information."

Ice Cream Men get all this for little effort and small cost.

The advertiser, too, obtains the services of the high salaried man—at little cost. The "Review" brings regularly to the ice cream industry news and information on meritorious products, supplies, machinery and equipment that ice cream manufacturers use.

THE VILTER MANUFACTURING CO.

The history of the Vilter Manufacturing Co. dates back to the year 1867 when this company was first established in a small frame building in the city of Milwaukee. The name of the firm at that time was Peter Weisel, which name was retained until 1879 when Ernst Vilter acquired a half interest and the name of the firm changed to Weisel & Vilter.

In 1886 the business was incorporated as The Weisel & Vilter Manufacturing Co. and a re-organization was effected in the year 1893, immediately after a most disastrous fire in the city of Milwaukee, which destroyed, among other things, the entire plant of The Weisel & Vilter Co. This was on October 28, 1892.

After the fire the re-organized company, which has ever since been known as The Vilter Manufacturing Co., moved to a new location and erected entirely new shops. Officials say the business, which from its earliest beginning had shown a most consistent growth, continued to grow and it was necessary to add new departments and new buildings from time to time, as well as the acquirement of additional land, until today the company has established a very complete system of shops, including pattern shop, carpenter shop, foundry, machine shop, with all smaller shops contributory thereto, such as fitting departments, small machine parts department, and, of course, large and commodious erecting and test floors.

The company also maintains large modern pipe shops and welding departments for the fabrication of low pressure and high pressure parts of refrigerating and ice-making plants.

The present officers are Emil Vilter, president; E. F. Goes, vice-president; Wm. O. Vilter, secretary and treasurer, all three of whom were with the company prior to the re-organization in 1893, having commenced their association with the organization about the time the first refrigerating machine was placed on the market. Theo. Vilter, formerly president of the company, was associated with the business from the earliest days of the company's participation in the ice-making and refrigerating field up until the time of his death, which came quite suddenly in the fall of 1919.

W. R. Kremer is a member of the board of directors and also general sales manager. F. C. Trubshaw is a director of the company and superintendent of erection. Prominent in professional engineering circles are J. G. Keller, chief engineer; C. G. Bach, assistant chief engineer; E. S. H. Baars, engineer in charge of research and investigation, and Harry Sloan, consulting engineer.

BLOMMER'S 20 YEARS' SERVICE IN MILWAUKEE ICE CREAM INDUSTRY.

The Blommer Ice Cream Co. has been doing business in Milwaukee for nearly twenty years, though it was not until 1909 that this present company was incorporated. The business was established by Conrad Blommer, and in 1909 the present building was erected at a cost of about $35,000.

This company has about $75,000 invested in building and equipment. Officers of the company are Conrad Blommer, president; A. C. Blommer, vice-president; George C. Blommer, secretary-treasurer, and John J. Blommer is second vice-president and general manager.

The company has an annual output of about one-half million gallons, including the ice cream made in two branch plants, one at Wisconsin Rapids and another at Kenosha, Wis. The mix is made at the Milwaukee plant and shipped to the branch plants, though the Kenosha plant makes its own bulk and the Wisconsin Rapids plant makes its own brick ice cream.

Visitors will find it very worth while to look over this plant.

BENDFELT ICE CREAM CO.

The Bendfelt Ice Cream Co. was established in Milwaukee in 1916 by W. H. and H. A. Bendfelt. This company has taken its place among the ranking ice cream concerns of the state. The Bendfelts have taken an active interest in matters concerning the industry's advancement, and they have given valuable assistance in connection with the preparations for the dairy exposition by the ice cream division of the National Dairy Club of Wisconsin.

The officers are: W. A. Bendfelt, president; W. E. Telling, vice-president, and H. A. Bendfelt, secretary-treasurer.

When ordering flavor for Maple-Nut Cream

Specify

ELPAM

If you are not using this flavor, ask us for a FREE SAMPLE.

A trial will convince you of its SUPERIORITY.

MANUFACTURED BY

G. W. Wardrop Company, Inc.

450 Broadway
Boston 27, Mass.

MEMBER

G. W. Wardrop Co. Inc., 450 Broadway, Boston 27, Mass. Send Sample of ELPAM for trial purposes.

Name .....

Address .....

Cut off this tab and mail.



We Recommend and Sell

THE SANISCO MACHINE

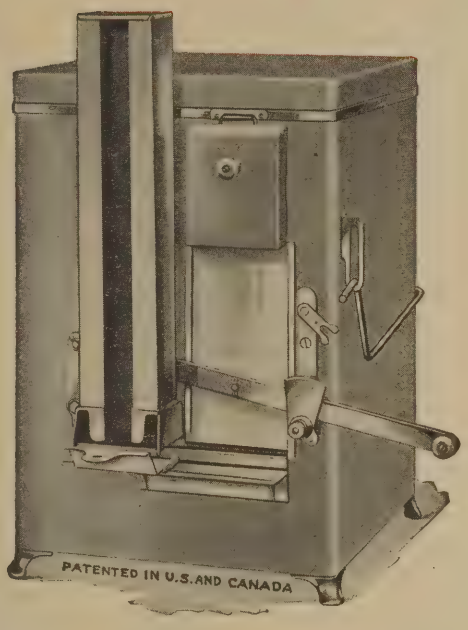
We supply the CREMO WAFERS for these machines

ORDER A CASE FROM THE

CONSOLIDATED WAFER CO.

2628 SHIELDS AVENUE CHICAGO, ILL.

A Real Sales Builder



Sanisco Ice Cream Sandwich Machines make it possible for you to sell ice cream in a practical, convenient way in many places that are otherwise hopeless sales opportunities. The proof of this is in our records of results and increasing sales of Sanisco Machines to successful ice cream manufacturers.

Sanisco

Ice Cream Sandwich Machines

are light in weight, quickly moved from place to place. The machines are self-advertising. They are the fastest —biggest money making means of serving ice cream to crowds ever developed.

Ask us how you can get Saniscos in your selling territory without cost to you.

Beatrice, Nebr.
4/23/24

Sanisco Co.
Gentlemen:

I ran two of your Sanisco Machines for the last 2 years and about 30 days ago bought one of your Model E. Am figuring on two about the 10th of June, that is, the large ones. I have fairs, parks and picnics around this county and several exclusive rights. I am in the market for 2 Model E machines.

C. C. CARPENTER,
512 Scott St.

P. S.—On July 7th last year I did $417.00 with one machine at Nelsen, Nebr., in 8 hours.

See our Booth No. 186 at the
NATIONAL DAIRY EXPOSITION

THE SANISCO COMPANY

Manufacturers

1019 Third Street **Milwau**

MANUFACTURE OF ICELESS CABINETS IN MILWAUKEE.

Milwaukee is one of the greatest manufacturing centers in the United States.

Its large machine shops, foundries, car shops, knitting works, tanneries and similar industrial enterprises are known throughout the land. In the advertising pages of national magazines there are more products manufactured in Milwaukee than in any other one city.

To this long list of nationally known products there has recently been added a small automatic refrigerating machine. This machine is specially designed for the refrigeration of the household icebox, ice cream cabinets, soda fountains and small semi-commercial uses such as grocery stores and delicatessens. The machine referred to is known to the trade as Refrigo, and is manufactured by the Refrigo corporation with its factory and general offices at 1112 Forest Home Ave.

The history and development of this company is exceedingly interesting. In 1919 an engineer conceived the idea of designing and building a small ammonia refrigerating machine. He worked over his plans and drawings at night.

When he had his design perfected he knew that his machine was in conformity with the best mechanical and engineering practice. But like a great many other inventors he did not have the necessary resources to build his first model.

Finally he found a man with business ability and a little cash. They formed a corporation and began experimenting and perfecting this wonderful little refrigerating machine.

A factory was purchased, machinery installed, an office equipped and skilled mechanics employed. Many difficult problems had to be solved from time to time. But all were successfully met.

Now the shop is running overtime. They will soon be compelled to erect larger quarters, officials say. Recently the company has adapted its machine for the mechanical refrigeration of ice cream cabinets.

The Refrigo corporation is reported to be in very sound financial condition. It is believed that in a comparatively short time it will be one of Milwaukee's most thriving enterprises. Thus it appears that the early struggles of the company are now being justly rewarded with success.

The following are the officers of the company: Alex Prengel, president; Joseph Ellmauer, vice-president and engineer; Julius E. Kiefer, secretary-treasurer and general manager.



Ludwig Plant.

LUDWIG ICE CREAM CO. HAS RAPID GROWTH.

The Ludwig Ice Cream Co. is one of Milwaukee's fastest growing ice cream concerns. This company was organized in 1920, and has made rapid progress in the four years it has been in business, manufacturing a quality product. The business was established by Peter J. Wolf and John H. Ludwig. A $50,000 plant was erected at that time.

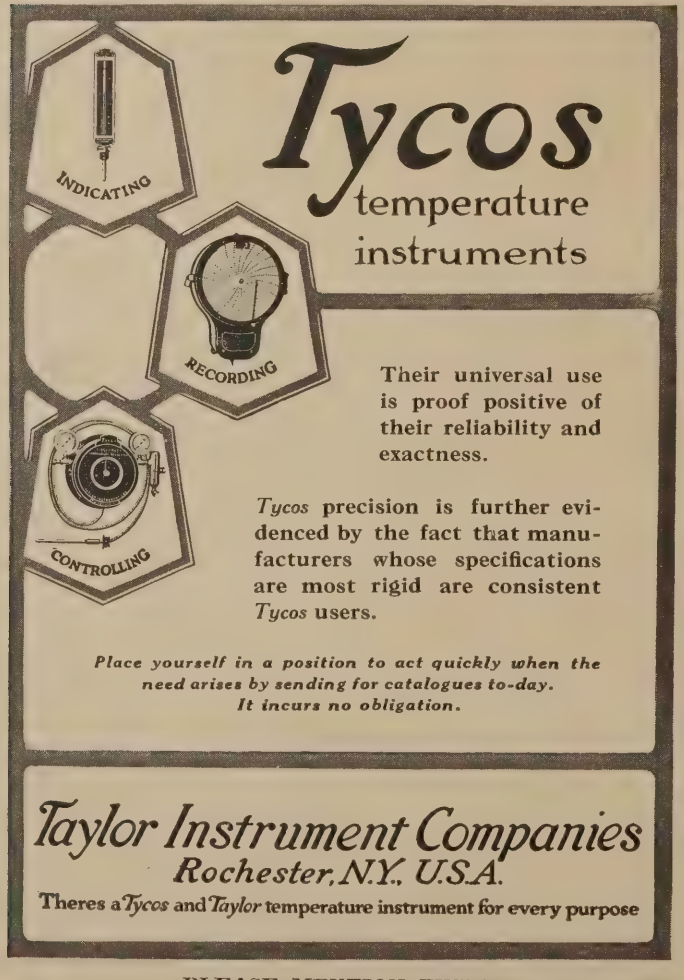
The business at present is under the management of F. C. Schultz, president and treasurer; A. R. Ruttan, vice-president, and George Johnson, secretary. These gentlemen at this time are moving with plans to erect a garage.

The company does no shipping business, confining its activities to the city of Milwaukee, having built up an annual output of 100,000 gallons.

It is likely that the new garage will not be completed in time for the visit of National Dairy Exposition delegates, but visitors no doubt will be much interested in the modern, up-to-date plant which is in operation by the company.

Messrs. Schultz and Ruttan have taken much interest in the work of the ice cream division of the National Dairy Club of Wisconsin. This division has worked up very interesting plans for the entertainment of the ice cream men during the dairy exposition.

You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in The Ice Cream Review.



Cream City SANITARY MILK CANS
AND ICE CREAM PACKING CANS



"The Cans with the Strong, Straight Breasts"

Visit our Display at the National Dairy Show, Booth Nos. 48 and 53



WESTERN PATTERN

An exceptionally well made, low priced can, very popular with the farmers for use in delivering to Cream Stations.

The breast hoops are butt welded, shrunk and swaged on to the breast. The strong bottom hoops are electrically butt welded, terne coated, and securely riveted and soldered to the outside of the body, the body and bottom of the can resting on the inside shoulder of the bottom hoop, thereby eliminating any strain on the rivets.

Note straight cone-shaped breast construction preventing breast from caving in at the neck or from being dented.

	With Deep Rimmed Covers Round Handles			With Seamless Stamped Covers Round Handles			With Rimmed Umbrella Covers Round Handles		
6 Inch Neck									
Nos.	**05**	**08**	**010**	**5**	**8**	**10**	**50**	**80**	**100**
Gal.	5	8	10	5	8	10	5	8	10
Av. Wt. ..	11	15½	17	11	15½	17	12	16½	18
7¼ Inch Neck									
Nos.		**087**	**0107**		**87**	**107**		**870**	**1070**
Gal.		8	10		8	10		8	10
Av. Wt. ..		16	17¾		16	17¾		18	19¾

WESTERN PATTERN WITH CURLED BOTTOM.

Nos.	**055**	**088**	**01010**	**55**	**88**	**1010**	**500**	**800**	**1000**
Gal.	5	8	10	5	8	10	5	8	10
Av. Wt. ..	11½	16	18½	11½	16	18½	12½	17	19½

(*SEE OTHER SIDE*)



JERSEY PATTERN
(Tiger Style)

Single Neck on 5 Gal. Double Neck on 8 and 10 Gal. Sizes.

Where a medium weight shipping can is desired with the popular Jersey bottom we strongly recommend this type as it will stand hard usage.

The strong breast hoops are butt welded, shrunk and swaged on to the breast.

The double neck construction of the 8 and 10 gallon sizes, adds greatly to the strength of the can and eliminates the inside seam generally found at the juncture of the breast and neck.

The pressed steel extra heavy hoopless bottom is drawn to form an outside channel into which the body of the can is inserted, securely riveted and smoothly floated with solder, making this practically one solid rim as shown in the center cross section. These heavy bottoms will permit stacking the cans high without denting the bottoms.

6 Inch Neck

	With Deep Rimmed Covers			With Seamless Stamped Covers Round Handles			With Rimmed Umbrella Covers		
Nos.	051	081	0101	51	81	101	52	82	102
Gal.	5	8	10	5	8	10	5	8	10
Av. Wt.	12½	21	23	12½	21	23	13¼	21¾	23¾

With Malleable Upright Handles.

Nos.			01014			1014			1024
Av. Wt.			23¾			23¾			23½



7¼ Inch Double Neck
Round Handles

Nos.					83	103		85	1005
Gal.					8	10		8	10
Av. Wt.					22	24		24	26

With Malleable Upright Handles

Nos.						1034			1054
Av. Wt.						24¾			26¾

EXTRA HEAVY IOWA PATTERN
(Cleveland Style)

Where an exceptionally heavy shipping can is required we suggest this type of can.

The double deck construction not only adds greatly to the strength and life of the can, but also eliminates an inside seam at the juncture of the breast and neck.

The heavy half-oval breast hoops are butt welded, shrunk and swaged onto the breast. The heavy inside bottom hoops are terne coated, and securely riveted to the can, the weight of the can resting on top of the hoop, removing all strain from the rivets.

7½ Inch Double Neck

With Seamless Stamped Covers. Malleable Upright Handles		With Rimmed Umbrella Covers Malleable Upright Handles		
			With 6" Single Neck	With 7¼" Double Neck
No.	37104	Nos.	654	38104
Gal.	10	Gal.	5	10
Av. Wt.	25½	Av. Wt.	16	27½



WISCONSIN PATTERN
Round Handles

	6 Inch Double Neck	7¼ Inch Double Neck		6 Inch Double Neck	7¼ Inch Double Neck
Nos.	2510	3510	Nos.	2610	3610
Gal.	10	10	Gal.	10	10
Av. Wt.	23	24	Av. Wt.	25	26

With Malleable Upright Handles

Nos.	25104	35104	Nos.	26104	36104
Av. Wt.	24	25	Av. Wt.	26	27

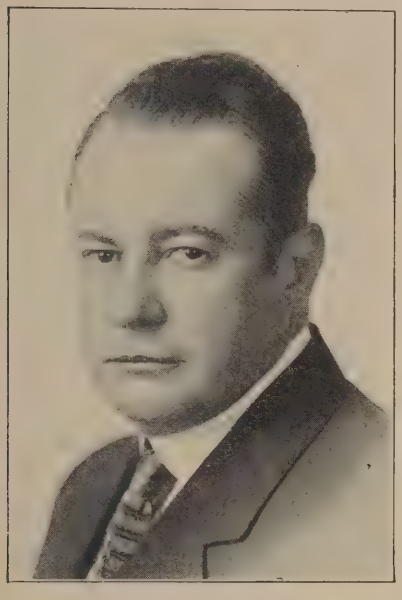
NEW YORK PATTERN
7¼ Inch Double Neck.

With Seamless Stamped Covers Malleable Drop Handles				With Rimmed Umbrella Covers Malleable Drop Handles		
Nos.	37059	37089	37109	Nos.	38059	38089	38109
Gal.	5	8	10	Gal.	5	8	10
Av. Wt.	15	22	25	Av. Wt.	16	24	27

GEUDER, PAESCHKE & FREY CO., *MANUFACTURERS* 24--15th St., Milwaukee, Wis.

THE MIDWEST GLACIFER CO.

One of the new-comers to the Milwaukee ice cream colony is W. B. McCormick, president and general manager of the Midwest Glacifer Co., a concern Mr. McCormick recently organized. He can hardly be called a stranger to the Wisconsin dairy industry, for formerly Mr. McCormick was connected with the McCormick-Roberts Co. of Wausau, which still is serving dairy manufacturers of the state.



W. B. McCORMICK.

The Midwest Glacifer Co. is handling the distribution in the Middle West for the Glacifer Co. of Somerville, Mass., and Philadelphia, Pa. Immediately after making Milwaukee headquarters for the company, Mr. McCormick has proceeded with efforts to explain to ice cream manufacturers why Glacifer packers keep ice cream in good condition, without ice or salt, for 15 to 36 hours. These packers, which the manufacturers say are widely used in transporting ice cream, are a real connecting link between the manufacturer and the dealer, it is pointed out by Mr. McCormick, especially in cases where there have been installations of iceless cabinets.

The territory of the Milwaukee concern embraces Wisconsin, Illinois, Iowa and Minnesota.

Glacifer packers, which are supplied for brick as well as bulk ice cream, are described as being constructed of a seamless tube of heavy gauge, hard, vulcanized fibre. Corkboard is used for insulation. The inside of the package is finished with a complete metal liner of rust-resisting material.

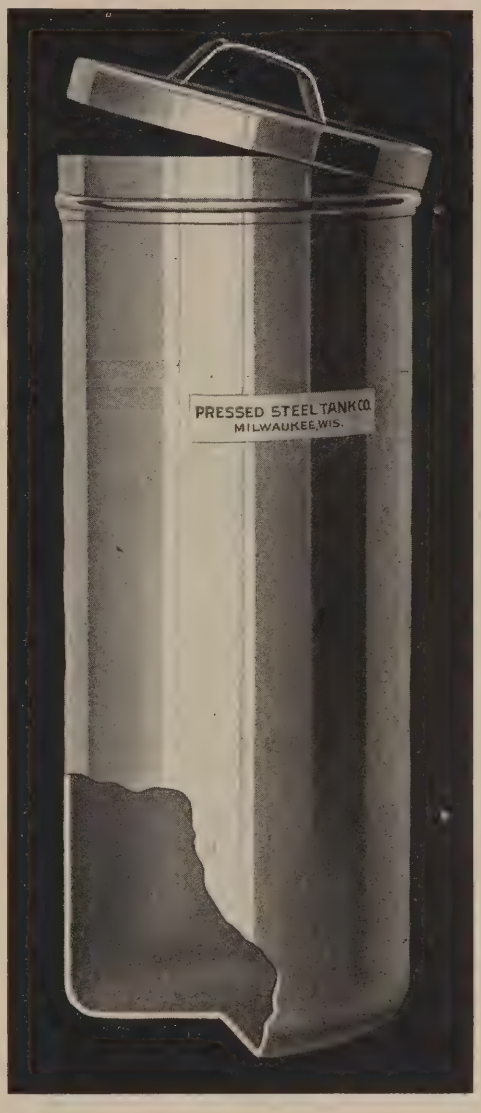
SCHWAB-LEZOTTE BOILER CO.

The Schwab-Lezotte Boiler Co. was established in Milwaukee in 1896 by Philip Schwab. The present plant was erected in 1919 at a cost of $75,000.00. The officers of the company are Philip Schwab, president and treasurer; Martin Schwab, vice-president, and John Ewecker,

ICE CREAM PLANT OPENED AT SHREVEPORT.

The Dickson Ice Cream Co., Inc., is one of the new industries to be established at Shreveport, La. This company, which was organized on May 17, 1924, began operations on June 7. The company was organized with a capital stock of $25,000, fully paid. S. Allen Dickson is president and treasurer of the company, E. J. Lieindecker is vice-president, and C. B. Dickson is secretary. The officers and W. K. Henderson and E. R. Jones make up the board of directors.

The plant is equipped with glass lined equipment and has a daily capacity of 500 gallons of ice cream, with storage capacity of 12,000 gallons, and a milk room with a capacity for storing 300 gallons of milk and cream.



The Can that Lasts
Standard sizes, 10, 12 and 20 quarts

When Buying Cans Consider the "Upkeep"

The cost of retinning "Seamless" Steel Ice Cream Cans is reduced to the minimum because there is nothing to come apart. You will have no explaining to do because of short measure after cans have been retinned, for there are no parts to be re-assembled.

"Seamless" cans are drawn from a single flat plate of flange quality steel and double coated with pure tin.

For information on "Cans that Last," address

Pressed Steel Tank Company
MILWAUKEE, WIS.

New York: Woolworth Bldg.
Chicago: 208 So. La Salle St.

The Ice Cream Angle of the Dairy Exposition

Progress and Profit

*By H. E. VAN NORMAN**

PROGRESS is built on exchange of ideas. New countries differ from old in the ease and rapidity with which men try new ideas, new methods, new machines, discarding the impracticable, holding fast to the useful and profitable.

France recently awarded prizes to families now living on farms which had been longest occupied by their ancestors. The highest honor went to a family who for over 700 years lived on the same farm.

Contrast the slow change possible in a country with a long history of family and business custom and tradition, with those of our country of quick change.



H. E. VAN NORMAN.

The marvelous growth of our ice cream industry is only possible because of quick exchange of new ideas.

A new freezer, some testing device, a better flavor given to the public today finds its way to the far corner of the nation tomorrow, because leaders, thoughtful, observing men, from every state gather at the annual exposition by the hundreds to see the new apparatus, compare experiences, exchange ideas and then in thousands of factories, former practices and equipment give way to the new.

*President, National Dairy Association.

"Yes, indeed, I will be there," said the head of a big ice cream company, "I cannot afford to take a chance that something new will be sprung and I not there."

THIS is the spirit of the men who lead the way, they and those who are quick to profit by their example have raised ice cream making from a "chef's dessert" to a manufacturing business, amounting to millions of dollars annually.

It is the actual seeing of new equipment at a national show, the oral exchange of ideas that saves a dollar here and adds a sale there from day to day in the months following attendance at a Great National Dairy Exposition. A few days away from home business brings a new and keener view of its problems and perplexities. Yes, go to the exposition, meet your friends, your competitors, the maker of your equipment, and the fellow with the new ideas you are all looking for.

⚜

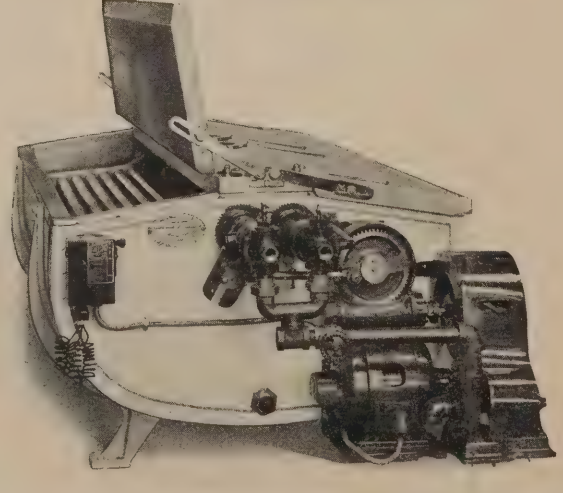
HUBER AGAIN CONTROLS HUBER ICE CREAM CO.

Announcement has been made that Earnest C. Huber, who organized the Huber Ice Cream Co. at New Albany, Inc., some six years ago and last October sold controlling interest to W. B. Gallemore and Earnest Denk of the Seymour Ice Cream Co. of Seymour, Inc., has purchased all of the stock owned by Messrs. Gallemore and Denk and again is in complete charge of the management of the business.

With the resignation of Messrs. Gallemore and Denk, as officers and directors of the company, the new officers are Earnest C. Huber, president, treasurer and general manager; Ben E. Rowe, vice-president; and Catherine C. Huber, secretary.

The business has grown rapidly under the management of Mr. Huber, and it is expected that it will continue to expand.

"AMERICO" Pasteurizer — Ripener
Mixing Vat — Holder
MOST SANITARY VAT ON THE MARKET
No Stuffing Boxes — No Churning or Foaming
— UNIFORM TEMPERATURE —

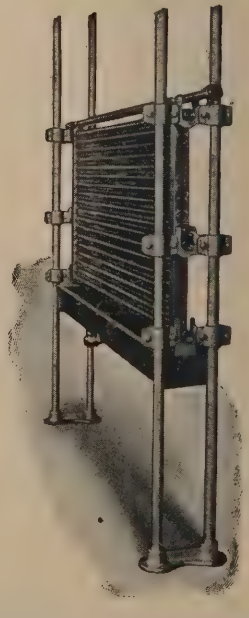


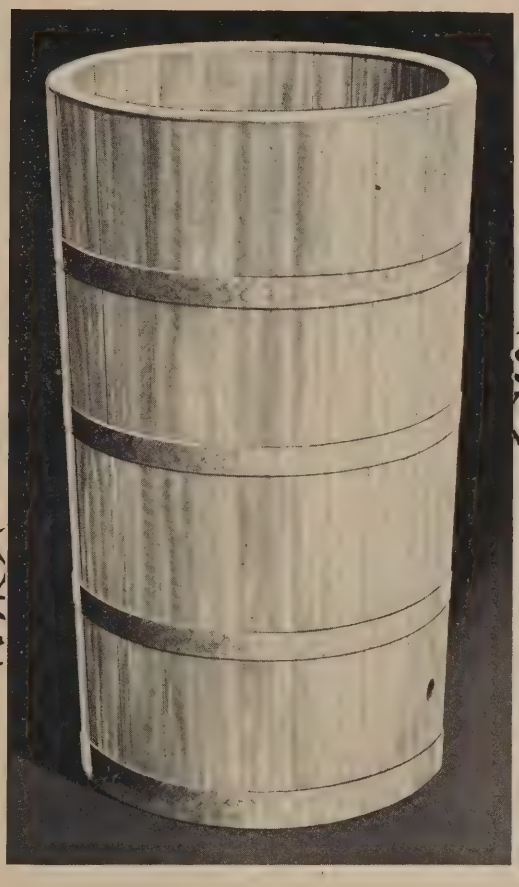
Do You Know

That cream held in the "Americo" does not take on metallic flavors.

Let Us Explain Why

American Copper & Brass Works
610-616 E. Front St.
Cincinnati Ohio
Mfrs. of Dairy Equipment





?

How many trips do your tubs make

Reliance Tubs
(DOUBLE BOTTOMS)
give many times the average service

Scientific tests and the results of every-day service have conclusively demonstrated that Reliance Double Bottom Tubs give many times the average service.

How much more economical then, would a tub be that would give you two or three times as many trips?

Send for our latest price list and complete construction details before placing any tub orders.

Reliance Woodenware Co.

Wabeno, Wisconsin

Milwaukee Ranks at Top in Manufacture of Chocolate

[Industry Has Advanced on Basis of Safeguarding the Public]

MILWAUKEE is one of the ranking chocolate-producing cities of the world. Millions of dollars are invested in plants and equipment for the manufacture of chocolate in the city known far and wide in connection with dairying achievements.

This city's position in the manufacture of chocolate cannot be traced to prohibition, nor can dairying be said to have been responsible for early development; but since the advent of the Eskimo pie, chocolate is playing such an important part in the ice cream industry this product virtually can be classed as a dairy product, especially when it is considered that thousands of gallons of milk and cream are used annually in the making of chocolate.

For a long time, in discussing chocolate, the custom has prevailed of dipping back into the original habitat of the highly useful cocoa bean, which, year after year, is growing in importance. But what happens to the bean after it reaches Milwaukee is the really important part of the program insofar as the ice cream manufacturer is concerned.

IT CAN safely be said that the manufacture of chocolate has advanced to an industry of high ranking for the simple reason that every precaution has been taken to safeguard the public. It is a habit of American business, famed throughout the world for being practical and solid in all of their commercial buildings, to give earnest thought to the consumer before going to any great effort in other phases of the business. In other words, American business men understand that the buyer must be offered something which is good for him, which will satisfy his wants without any "kick-back."

American food manufacturers have formed the habit of not merely complying with food regulations but of staying a step or so ahead, often working with food officials in putting over legislation offering the public greater protection.

It is this assurance of protection in connection with chocolate which is making for the industry's progress. Ice cream men recognize this as a potent factor in their own industry's progress. As we advance this industry in the confidence of the public, just so rapidly shall we find consumption increasing.

THIS is by way of saying that Milwaukee chocolate is of high standard. This business was being built up on the solid basis of quality away back in the early days, when the stuff that "made Milwaukee famous" was being brewed. The coming of prohibition had the effect of turning over to the chocolate industry additional manufacturing space and equipment.

It is for this reason that the present investment in the manufacture of chocolate in Milwaukee will run far, far into the millions, one plant alone having an investment of something like fifteen or twenty million dollars.

Though for a number of years milk and cream have

Indispensable—And a Matter of Cold Profit!

THERE is one paramount reason why progressive ice cream dealers and dairymen throughout the country have chosen Lipman Full-Automatic Refrigeration to serve them: *It is a money-saver and pays for itself!* And that isn't a line of "poppycock." We can show you dozens of testimonials from satisfied Lipman owners telling us they have profited over the old messy ice system from the day of installation to this.

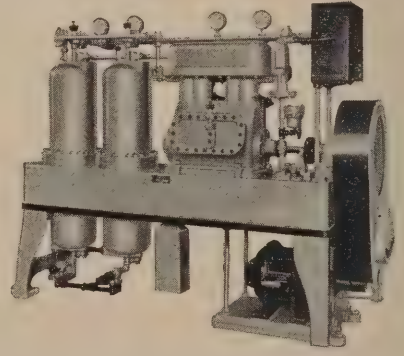
Lipman refrigeration is automatic. It takes up every little space. It needs no attention except occasional oiling. It keeps your products fresh, cold and saleable. And, above all, it saves enough money for you to pay for itself—after that the saving is clear refrigeration PROFIT for you.

Lipman equipment includes several full-automatic models—a machine for every requirement. Details furnished on request.

FREE INSPECTION SERVICE

Get expert advice regarding your present refrigeration equipment by having an engineer from our nearest distributor's inspect your equipment and give you an impartial estimate. Write

LIPMAN REFRIGERATION CO.
Dept. H H-9 BELOIT, WIS.
65 Sales and Service Stations in U. S.



Lipman Full-Automatic Refrigerating Machine Model 420. Gives as perfect and as economical refrigerating service as can be obtained on the market.

Lipman
FULL-AUTOMATIC REFRIGERATING MACHINES

Two Friends
That go hand in hand
to make purer, better dairy products

ZEROBAC

is the arch-enemy of bacteria. A small quantity will attack the largest colonies. Complete destruction is the outcome of an attack and thoro elimination of bacterial traces thru its super-rinsing qualities.
Such is the friendship Zerobac extends to you. It's a military alliance that puts you on the successful defensive to destroy and eliminate those trouble-makers that mark down the quality of your products while you sleep.

Zerobac is a powder—packed in 5 and 10 pound cans—six to a case, and does not increase your cleansing cost because it takes less washing powder to accomplish the desired sterility.

KAO

is Zerobac's big brother. It rids the surface of dairy utensils and equipment of foreign substances so that Zerobac can get in its effective work. KAO is a heavy artillery dairy cleanser that lays down a barrage no foreign substance can withstand.
A leader in Wisconsin for 10 years without injury to hands or equipment.
You'll appreciate an acquaintance with the sterling qualities of KAO.

Some trial packages will make a lasting acquaintance

Send for them

Eagle Chemical Co.
Milwaukee, Wis.

Meet us at the Dairy Show



A Private Affair

THERE are times when you want privacy in operation — buying — selling—seeking—or acting in any way; when for a short time you would prefer to act independently of those associated with you.

At such times a classified advertisement will prove to be an ideal agent, working discreetly and privately. It will not reveal your identity nor disclose more details than you are willing to have disclosed. It operates silently and efficiently, introducing you to other individuals with whom you can negotiate by mail or in person.

Classified advertisements in The Ice Cream Review are the dairy products man's *confidential agent.* Insert them under any of the following headings:

Wanted-to-Buy
For Sale
Business Opportunities
Employee Wanted
Position Wanted

Cost is but 2c per word. Write out your advertisement and mail with check or money order to The Ice Cream Review, 5th and Cherry Streets, Milwaukee, Wisconsin.

Classified Advertisements are found in the last pages of this issue.

been used in the manufacture of chocolate, this product did not fully take its place in the ranks of dairy products until the coming of the Eskimo pie. It is easy to understand that ice cream and chocolate are natural affinities—they pair off well. Long before the coming of the Eskimo pie many people enjoyed munching a chocolate candy between spoonfuls of ice cream. More than one man must have thought, in the years gone by, of what a nice dish could be made by combining manufactured chocolate and the frozen beverage.

MILWAUKEE stands at the top in candy production. In late years it has started a swift climb toward extremely high ranking in ice cream production. The chocolate bar is keeping step with this march.

A list of the chocolate manufacturers of Milwaukee would read like a page from the directory of the leading chocolate manufacturers of the country.

Somebody has suggested that the coming of the Eskimo pie was in the nature of something to settle an argument. While this writer has never yet heard of any kind of argument being settled by anyone, it must be admitted that an admirable method was made to effect a compromise in this case.

The story goes that certain people liked chocolate better than they did ice cream, while some of their friends liked ice cream better than chocolate and candy. The ice cream people pointed out—quite correctly—that ice cream is more wholesome than candy, whereupon the lovers of chocolate sprang up with the assertion that so is chocolate more wholesome than what is generally termed confectioneries. The only thing then to do was to put the two together, which pleased both the lovers of ice cream and chocolate.

THERE is no way of establishing the fact that the chocolate industry has been a considerable means of developing the ice cream industry of Milwaukee, for there is ample evidence that Milwaukee is promoting ice cream consumption solely on the quality and goodness of the product, and local ice cream manufacturers like to believe that it is the quality of their product alone that is pleasing the public.

But the fact remains that a considerable part of a very large chocolate business in Milwaukee is going into the ice cream industry, for chocolate manufacturers of the "Cream City" are distributing their product into far corners of the industry.

The Milwaukee chocolate manufacturing industry is among the great industries of a city famous for many and diversified lines of industrial activity.

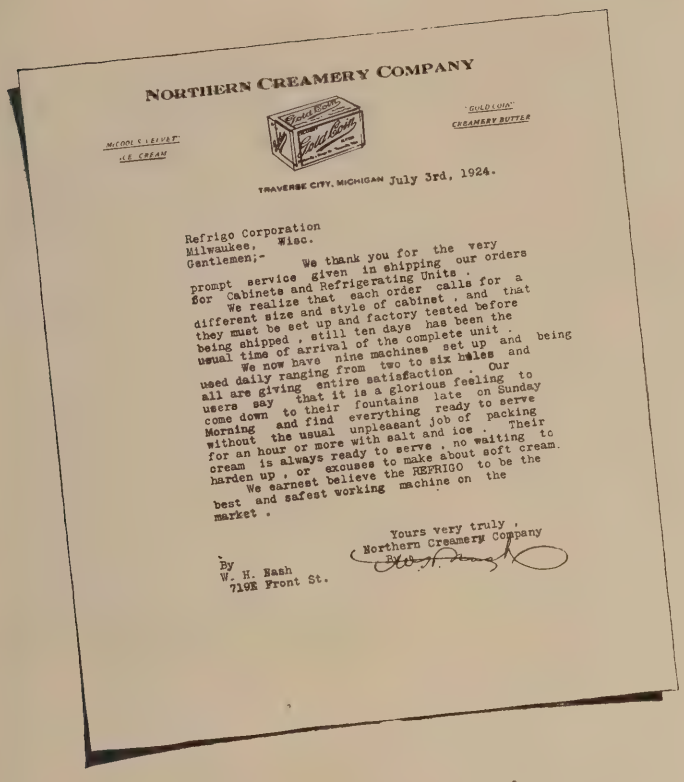


BENDFELT BUYS SHEBOYGAN PLANT.

The Grasse Milk and Produce Co., 1420 Kentucky Ave., Sheboygan, Wis., has been purchased by the Bendfelt Ice Cream Co. of Milwaukee. In making this announcement, W. H. Bendfelt, president of the company, stated that his company has established a separate local branch in Sheboygan and will conduct the business as an entirely local concern. Bendfelt ice cream is being delivered by trucks of the Sheboygan plant. The milk business of the company will continue to be operated by Barney Grasse.

Two new trucks have been added by the Bendfelt company to the four operated by the former owners. Included in the equipment the Milwaukee company has taken over is the ice machine, storage room, hardening room, ice house, office and garage.

The Bendfelt Ice Cream Co. is said to be the second largest concern in Wisconsin.



NORTHERN CREAMERY COMPANY

"GOLD COIN" CREAMERY BUTTER

TRAVERSE CITY, MICHIGAN July 3rd, 1924.

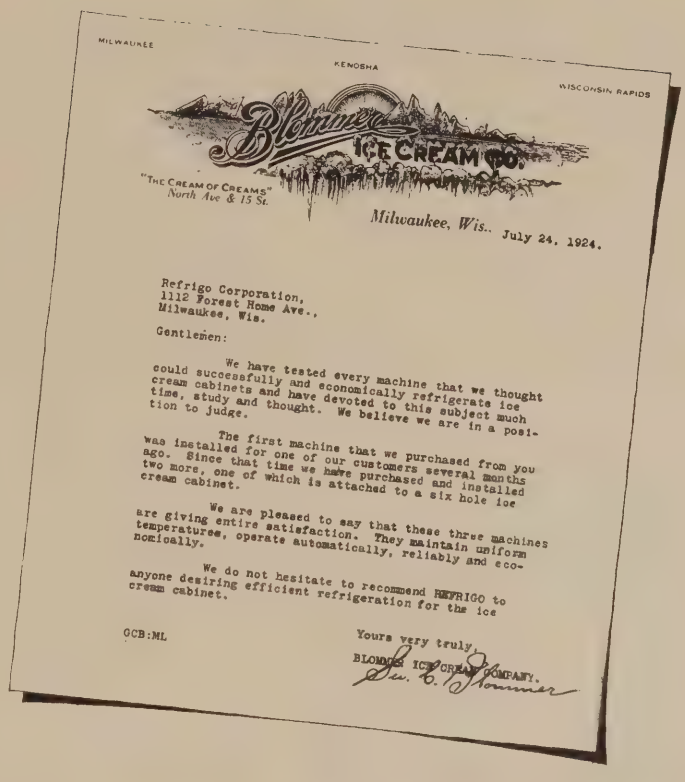
Refrigo Corporation
Milwaukee, Wisc.
Gentlemen;-

We thank you for the very prompt service given in shipping our orders for Cabinets and Refrigerating Units. We realize that each order calls for a different size and style of cabinet, and that they must be set up and factory tested before being shipped, still ten days has been the usual time of arrival of the complete unit.

We now have nine machines set up and being used daily ranging from two to six holes and all are giving entire satisfaction. Our users say that it is a glorious feeling to come down to their fountains late on Sunday Morning and find everything ready to serve without the usual unpleasant job of packing for an hour or more with salt and ice. Their cream is always ready to serve, no waiting to harden up, or excuses to make about soft cream.

We earnest believe the REFRIGO to be the best and safest working machine on the market.

Yours very truly,
Northern Creamery Company
By
W. H. Nash
719E Front St.



MILWAUKEE KENOSHA WISCONSIN RAPIDS

Blommer ICE CREAM CO.

"The Cream of Creams"
North Ave & 15 St.

Milwaukee, Wis., July 24, 1924.

Refrigo Corporation,
1112 Forest Home Ave.,
Milwaukee, Wis.

Gentlemen:

We have tested every machine that we thought could successfully and economically refrigerate ice cream cabinets and have devoted to this subject much time, study and thought. We believe we are in a position to judge.

The first machine that we purchased from you was installed for one of our customers several months ago. Since that time we have purchased and installed two more, one of which is attached to a six hole ice cream cabinet.

We are pleased to say that these three machines are giving entire satisfaction. They maintain uniform temperatures, operate automatically, reliably and economically.

We do not hesitate to recommend REFRIGO to anyone desiring efficient refrigeration for the ice cream cabinet.

GCB:ML

Yours very truly,
BLOMMER ICE CREAM COMPANY.
Geo. C. Blommer

Satisfaction comes to those who use them.



Send for calalog

REFRIGO

for the Ice Cream Cabinet

THAT "ever dissatisfied dealer" is the bain of the ice cream business. And,—many times the dealer has a right to be dissatisfied. Everlastingly cleaning up around a mussy ice cream cabinet—dishing out soft ice cream that robs him of his profits, certainly adds no pleasure to the job of selling your ice cream. Neither is the "ruin"—caused by ice and salt—compensated by his profits.

Read what these well and favorably known ice cream manufacturers have to say about REFRIGO Cabinets and Dealer Satisfaction.

Mechanically, too, Refrigo gives entire satisfaction. The refrigerating agent is ammonia—giving maximum refrigeration with little power. The automatic thermostatic switch saves power and insures a uniform temperature.

Refrigo Corporation

MILWAUKEE WISCONSIN

DIXIE MAIL BAG

ARKANSAS TRADE CONDITIONS STABLE.

Stuttgart, Ark., July 23, 1924.

Editor The Ice Cream Review:

Just got over our July winter in the "Sunny South" and you can imagine the hole it knocks into the ice cream manufacturers' profits when you have almost a light frost every night for ten days in July, and this after a late, cool spring. According to the weather records, the last Fourth of July was the coolest since 1879.

However, we are not complaining. Every manufacturer to show a profit at the end of this season.



G. A. MEYER

When we take into consideration the price-cutting and the slashing which naturally causes a lower quality in the product in our neighboring states, we feel that the manufacturers in our Grand state of Arkansas are in a better condition than they are in those states. While the manufacturers in this state need a lot of faith in their competitors, a better price for cream is received and there is a better quality. This is the result of a real live association which we are fortunate to have in this state.

Manufacturers will be represented in a large number at the Southern and national conventions at New Orleans in November. Quite a number have made the statement that they will attend.

G. A. MEYER, Vice-President
Arkansas Ice Cream
Manufacturers' Association.

JAPAN LIKES ICE CREAM SODAS.

The record made by Japan in the importation of American soda fountains calls attention to the fact that ice cream sodas are displacing tea in the affection of the Japanese. U. S. Department of Commerce figures show that fountains exported to England last year were valued at $37,920 and Japan was in second place, having bought $18,850 worth of our soda fountain equipment.

FLORIDA'S SUMMER ICE CREAM TOURISTS.

I am again on deck, but was very sick from February until May, as I had to have a mastoid operation and was confined at my home in Baltimore most of the winter, but am happy to state the good Lord who watches over the ice cream supply salesmen spared me, for which I am truly thankful.



SAM A. LANDAU.

I am just returning from a trip through Florida, where I found conditions flourishing, and, to my surprise, found the state filled with tourists in the summer months. Now that Florida is spending some money advertising its merits as a resort in summer, as well as in winter, I can assure you they are getting results and, of course, the ice cream manufacturers are reaping the benefit. Found them all satisfied, and you know at times that is hard to do. Our friend, Mr. Stiling at Daytona, was all smiles, and had to wait my turn to get a few words with him, as he was as busy as a ticket seller in the New York subway. Mr. Barrit, Jr., at Orlando, is expecting soon to get into his new building, while our friend, J. G. Berrier, is in his new building at Jacksonville and, of course, very happy.

Mr. Sherrill of Ashley Ice Cream Co., Charleston, S. C., reports very fine business, and in fact they are all very optimistic.

Sincerely yours,
SAM A. LANDAU,
Baltimore, Md.

INDIANA PLANT ENLARGED.

The Jersey Creamery of New Castle, Ind., is taking steps thoroughly to familiarize its community with the richness and food quality of the ice cream manufactured by this company. The company is planning an extensive advertising campaign and has distributed a large number of tickets entitling the holder to a free dish of ice cream wherever the Jersey product is sold in New Castle. This last step has been taken to convince people of the city that the quality of the Jersey Creamery Co.'s ice cream has been greatly improved in the past months. The officials say they have taken all steps necessary to produce a high quality product in their modern plant.

Joseph and Rinehold Schuhardt took over the management of the plant in 1915, and it is reported that the business has progressed nicely under its present management. This is verified by the fact that a new building valued at $100,000 was erected and all the latest style and best devices for making butter, pasteurizing milk and making ice cream have been installed. Two 15-ton compressors furnish pressure and water, while the creamery makes its own ice, having a capacity of 5 tons at one time.

Six trucks and wagons are used to collect the milk from their 800 farmer patrons, and the same number is used to distribute the finished products.

150 BRISTOL Recording Thermometers Check Efficiency Here



WHEN it comes to convincing a buyer that a certain piece of equipment will maintain a certain degree of temperature under various conditions it is essential that a manufacturer KNOW by a **record** of **actual performance** what that piece of equipment **will** do—not only what it should do.

It is equally essential that the testing apparatus should be of recognized standard and high in efficiency, and give an unquestionably authentic record. Thus after long and severe tests, the Nizer Corporation of Detroit have installed 150 Bristol Recording Thermometers to give them reliable records of what each cabinet will do. They have placed themselves in the position where they KNOW.

You, too, as an ice cream manufacturer can place implicit confidence in the record of Bristol Thermometers to tell you what it is essential to KNOW in the manufacture of YOUR product.

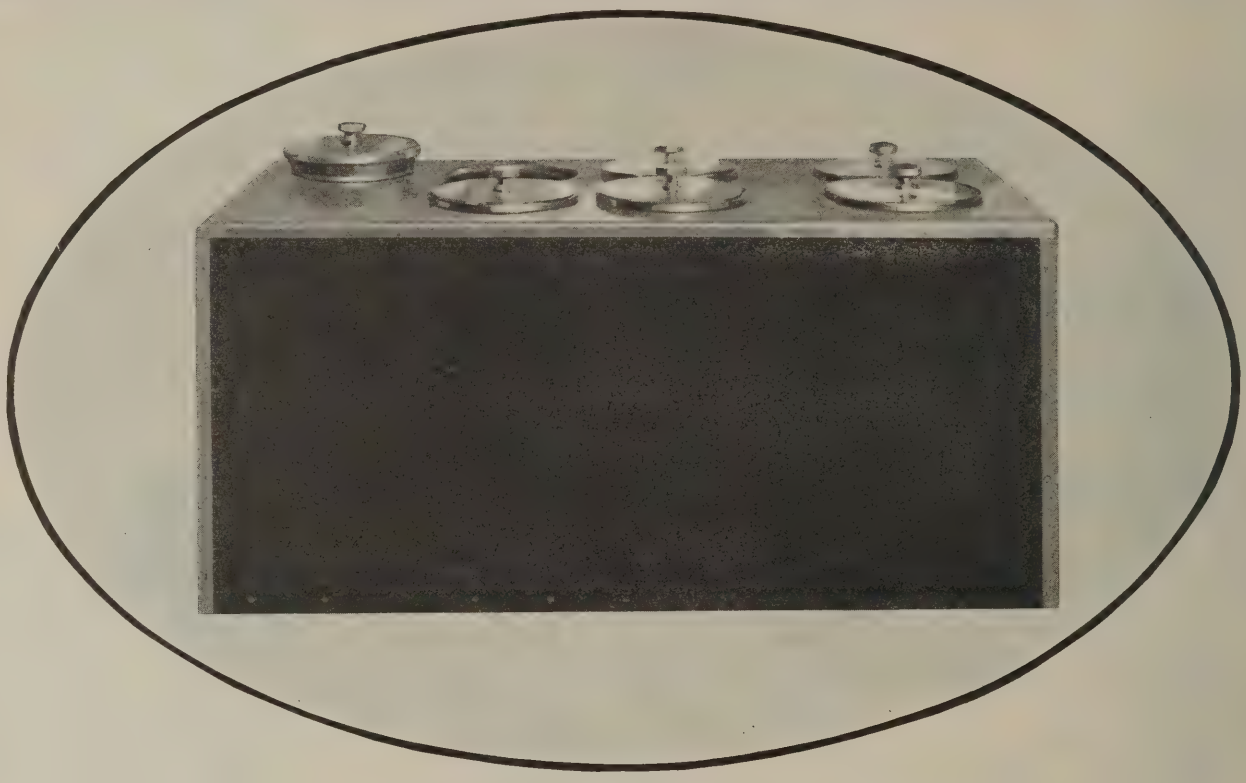
The Bristol Company

Waterbury, Conn.



Showing 150 Bristol Recording Thermometers testing ice cream cabinets for efficiency in the plant of the Nizer Corporation at Detroit.

See the
BRISTOL EXHIBIT
at the
National Dairy Exposition



Points to Check

ICELESS cabinets are no longer a matter of guess work. Sufficient facts have been established by actual long-term operation to permit you to judge them by definite standards. Here we have outlined the more important standards. If your results do not compare favorably, we suggest that you look into the Nizer proposition.

OPERATING COST

Cost of electricity and water, the year 'round, should average 1¼c or less per day per hole (5 gal.). This figure is based on electricity at 5c per K. W. and water at 65c per 1000 cubic feet.

SHRINKAGE

Temperature should be so perfectly maintained that loss from shrinkage of the ice cream is less than ¼ of what it is in ice and salt cabinets.

SIZE

Width should not exceed 30 inches, for that is the standard width of fountain interiors. 30 inch width insures that the cabinet will not project into the aisle behind fountain.

DESIGN

For use in the average store, the refrigerating mechanism should be located within the cabinet. This permits quiet, inexpensive installation of a cabinet and quiet, inexpensive removal.

SERVICING

One trained service man should be able to take care of the field inspection and repair on 200 cabinets. Trouble calls should not average above 3½ per year per cabinet.

CONDITION OF ICE CREAM

The temperature maintained should be such as to eliminate all "graining" and spoiling of flavors. Neither brick or bulk should ever be too hard or too soft, winter or summer, for perfect serving.

LENGTH OF LIFE

This depends largely upon the number of hours per day that the refrigerating mechanism is compelled to run. The year 'round average should not exceed 50 minutes per day per hole. The full life of a cabinet which meets this standard should be much greater than ten years.

QUIET RUNNING

The compressor unit or refrigerating mechanism should be mounted on spring supports so as to absorb the vibrations and thus prevent noise.

You are cordially invited to visit our Booths at the various Expositions and our Detroit plant. Our staff of practical ice cream men and engineers will gladly discuss with you all questions arising from the standards stated above and also give you complete data on ice cream delivery costs, cabinet financing, cabinet patents, etc.

Nizer Corporation

Branch
Marbridge Building
34th and Broadway
New York

Main Offices and Plant
7424 MACKIE STREET
DETROIT

Branch
Sharples Building
Washington Blvd. at Jefferson
Chicago

NATIONAL DAIRY EXPOSITION, BOOTH No. 258

Users of the Nizer

THE experience of the Companies on this selected roster covers practically every condition of climate, location, delivery, competition, finance and size. Each Company named has operated ten or more Nizer Cabinets for a sufficient period to have accumulated valuable data.

"Abel's,"
Easton, Pa.

Acme Ice Cream Co.,
San Francisco, Cal.

***Arctic Dairy Products Co.,**
Detroit, Mich.

Arctic Dairy Products Co.,
Kansas City, Mo.

***Baker-Evans Ice Cream Co.,**
Cleveland, O.

Baum Ice Cream Co.,
Cleveland, O.

Banner Creamery Co.,
Ogden, Utah.

Bendfelt Ice Cream Co.,
Milwaukee, Wis.

Bethlehem Ice Cream Co.,
Bethlehem, Pa.

Blommer Ice Cream Co.,
Milwaukee, Wis.

Brown, Geo. K. Co.,
Chattanooga, Tenn.

***Burdan Bros.,**
Pottstown, Pa.

Cameron Ice Cream Co.,
Lowell, Mass.

Carry Ice Cream Co.,
Washington, D. C.

***Chapin-Sacks Corp.,**
Washington, D. C.

Clark Creamery Co.,
Seattle, Wash.

***C. A. Connor Ice Cream Co.,**
Owosso, Mich.

Consumers Ice & Creamery Co.,
Detroit, Mich.

Crowell Co.,
Waterloo, Ia.

Cushman, F. H. Ice Cream Co.,
Taunton, Mass.

Dairy Made Ice Cream Co.,
Paterson, N. J.

Dairy Products Co.,
Greensburg, Pa.

Detroit Creamery Co.,
Detroit, Mich.

Eck & Fisher,
Allentown, Pa.

Erie County Milk Association,
Erie, Pa.

Franklin Ice Cream Co.,
Kansas City, Mo.

Fussell-Young Ice Cream Co.,
Washington, D. C.

French Bros.-Bauer Co.,
Cincinnati, O.

Galliker Ice Cream Co.,
Johnstown, Pa.

Gibson Ice Cream Co.,
LaCrosse, Wis.

Harding Cream Co.,
Omaha, Neb.

Hershey Creamery Co.,
Harrisburg, Pa.

Hey Bros.,
Sterling, Ill.

Hoffman, W. E. Co.,
Tyrone, Pa.

Hoffman Ice Cream Co.,
Barnesboro, Pa.

Hoffman & Runk,
Phillipsburg, Pa.

Hoffman Bros.,
Altoona, Pa.

Houston Ice Cream Co.,
Houston, Tex.

I. X. L. Creamery Co.,
Friedens, Pa.

Johnstown Sanitary Dairy Co.,
Johnstown, Pa.

Keystone Ice Cream Co.,
Clearfield, Pa.

Keeley Ice Cream Co.,
Salt Lake City, Utah.

Larmore Ice Cream Co.,
St. Louis, Mo.

Liberty Ice Cream Co.,
St. Louis, Mo.

***M-B Ise Kream Co.,**
Dallas, Texas.

Mifflin Creamery,
Mifflintown, Pa.

Milk Producers Co.,
Battle Creek, Mich.

Miller Bros. Creamery Co.,
Oakland, Cal.

Moore, George Ice Cream Co.,
Atlanta, Ga.

National Ice Cream Co.,
San Francisco, Cal.

Neuman, H. L. Company,
York, Pa.

Niser Ice Cream Co.,
Cincinnati, O.

Norwood & Trump Co.,
Flint, Mich.

Pacific Ice Cream Co.,
Long Beach, Cal.

Pearless Ice Cream Co.,
Kansas City, Mo.

Penn-Cress Ice Cream Co.,
Cresson, Pa.

Peters & Jacoby Co.,
Allentown, Pa.

***Piper Ice Cream Co.,**
Kalamazoo, Mich.

Plymouth Rock Ice Cream Co.,
North Abington, Mass.

Seattle Ice Cream Co.,
Seattle, Wash.

Sharpless-Hendler Co.,
Wilmington, Del.

Sheboygan Dairy Products Co.,
Sheboygan, Wis.

Southern Cal. Assn. I. C. Mfrs.,
Los Angeles, Cal.

St. Louis Ice Cream Co.,
St. Louis, Mo.

Stroh Products Co.,
Detroit, Mich.

***Telling-Belle Vernon Co.,**
Cleveland, O.

Tri-State Ice Cream Corp.,
LaCrosse, Wis.

Union Ice Cream Co.,
Nashville, Tenn.

Velvet Ice Cream Dayton Co.,
Dayton, O.

Walker Creamery Products Co.,
Warren, Pa.

Walker, H. W. Co.,
Somerset, Pa.

White Ice Cream Co.,
Flint, Mich.

White Owl Ice Cream Co.,
St. Louis, Mo.

Williams Ice Cream Co.,
Saginaw, Mich.

Williams Ice Cream Co.,
Scranton, Pa.

Wilson Ice Cream Co.,
Port Huron, Mich.

* Companies with plants in several cities.

PROMOTING IOWA'S DAIRY PRODUCTION.

(Continued from page 84)

The Iowa State Dairy Association was organized in the year of 1891. This was later re-organized under what was known as "The Iowa Butter, Cheese and Egg Association." The latter had become rather inactive, and the new association started along definite lines of work mainly for the purpose of improving the dairy cattle and the quality of dairy products, with particular reference to butter. This organization is still functioning and is the parent organization of the dairy cattle congress, which is held annually at Waterloo, Ia.

The Iowa Buttermakers' Association was organized about 1910. The first officers elected were E. Miller, president, and J. J. Brunner, secretary. This organization was again re-organized in 1920 and has always been active and working for improvement in general. This organization is now employing a paid secretary whose business it is to work with and for the buttermakers and the creameries. It is the rule of the organization that a buttermaker must make good; otherwise his name will be dropped from the membership. It is largely due to the work of this organization that so much progress has been made in Iowa during recent years, especially in reference to quality.

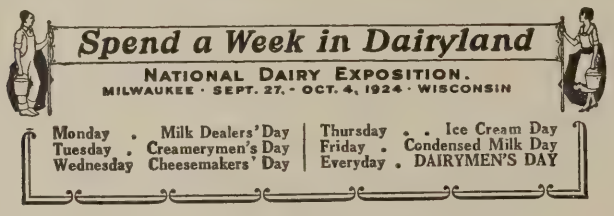
The Iowa Association of Creamery Secretaries and Managers, the Iowa Buttermakers' Association, and the Iowa Dairy Council, are all organizations working for the promotion of better products and better methods of manufacture and better markets for our products.

The Iowa state trade mark for butter was established by legislation in 1915. Creameries qualifying for the Iowa state trade mark must manufacture butter 75 per cent of which will score 93 points and no score is permitted lower than 92. At present 21 creameries are permitted to use this trade mark.

The improvement of herds and dairy products has been the result of various organizations. In the year of 1903 the state dairy commissioner appointed the first inspector, or he was known as the "assistant dairy commissioner." This was P. H. Keiffer, who is now the president of the Gude Brothers-Keiffer Company of New York. The number of inspectors increased from year to year until we today have a large force of dairy and food inspectors.

Considerable improvement has been made in the dairy herds of the state. Originally the foundation breed for our dairy cattle was the Shorthorn. At present all of the leading dairy breeds are well established throughout the state and a great deal has been done along the lines of improving the scrub herds. At present fifty-nine cow testing associations are active in the state.

It is felt by most of those who are in touch with the situation in Iowa that the progress which has been experienced during recent years is largely a result of true co-operation among all of the various dairy interests of the state.



Envy stands between many a man and success. Until you are a big enough man to honestly and sincerely glory in the promotion of a fellow worker—you'll never get far in the business world.

LACALAC

POWDERED PRODUCT

Specially prepared for use in the making of Ice Cream—Contains approximately 8% Pure Butterfat, and contains the average milk solids found in Powdered Skim Milk.

"LACALAC" gives the Ice Cream Manufacturer the largest percentage of Milk Solids in proportion both to its bulk and *cost.*

Write for samples—Contract prices submitted on request.

WARD DRY MILK COMPANY
WASECA, MINN.

They are Coming from Far and Near

TO THE

World's Greatest Dairy Exposition

Progressive dairymen everywhere are making their plans to attend the National Dairy Exposition at Milwaukee. Special trains will come from the four corners of the continent and many special cars will be made up from both nearby and far distant points.

In addition to the big Factory Machinery and Supply Exhibits in the Milwaukee Auditorium — right in the heart of the city—and the dairy cattle, dairy products, educational and nutrition exhibits at the Fair Grounds, there will be meetings and conferences daily.

International Association of Milk Dealers' Convention
September 29th, 30th and October 1st

American Dairy Science Association Meetings
September 29th and 30th

National Creamerymen's Conference
September 30th

American Dairy Federation Meeting
October 1st

Ice Cream Manufacturers' Day
October 2nd

AND MANY OTHERS

COME—mingle with dairy leaders from everywhere —see every branch of dairying in its Annual Exposition.



Spend a Week in Dairyland

National Dairy Exposition

MILWAUKEE · Sept. 27 - Oct. 4 · WISCONSIN

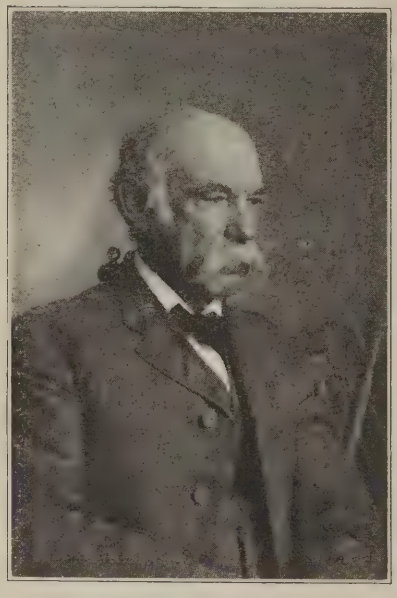


Georgia's Dairying Development

Industry Has Made Gigantic Strides in Last Three Years

*By PETER F. BRANHAM**

DAIRYING as a business never began at all in this state until after the Civil War. It is true that there were imported by Andrew Reid, of Putnam county, some Shorthorn cattle of the dairy type. The DeJarnette family of the same county brought some Ayrshires along about the same time. Just after the war Captain Sidney Reid brought a purebred Jersey bull from Kentucky, which greatly improved the dairy cattle in middle Georgia.



DR. B. W. HUNT.

In 1876, Dr. B. W. Hunt came from Pennsylvania to Putnam county, bringing some registered Jerseys with him, of the then leading families, and he has continued buying from that time up to the present, and just here I want to say that Dr. Hunt has perhaps done more for the dairying interests than any one single man of our state. He has given his time, his money and his influence to the propogating of good dairy stock and the distribution of the same in middle Georgia.

No one was more devoted to the Jersey breed than Richard Peters, whose pasture just after the war was in what is now the heart of Atlanta, on the most fashionable residence street, Peachtree. However, the first commercial dairy that I recall was established by Ex-Governor Rufus Bulloch, about twenty-five miles from Atlanta, in 1866 or 1867. A little later J. B. Wade brought some thoroughbred Jerseys and established a commercial dairy in Kirkwood, which is now a part of Atlanta.

BUT commercial dairies did not flourish in Georgia even after the war for many years, because of the fact that servants were plentiful, cheap land was abundant and the native grasses, such as bermuda, lespedeza, etc., were sufficient to keep cattle from six to eight months in the year and every family kept its cow or cows. What butter was bought was either country butter or Goshen butter, but as land has increased in value and the negroes have gone to the cities, many of them to the North and West, commercial dairies began to grow and for the last several years they have grown rapidly. Dr. Hunt, with the assistance of Mr. Nelson of Louisiana, is responsible for the beginning of the creamery business in Georgia. The first creamery was located at Eatonton, Ga. At the present time the commercial creamery of Eatonton is shipping the yield of from 3,000 to 3,500 cows, all pure or highly bred Jersey cows. This cream goes in the summer to the ice cream manufacturers, in winter to Florida tourist resorts. There are now located in Georgia twenty creameries, which are making around 300,000 pounds of butter per month.

The main thing that we need is permanent pastures and the improvement of some of our methods, the principal one of which is to weigh behind the cow and to cut out the boarders.

NO MAN, no community, no nation has ever radically changed their way of doing business until driven to it by necessity; up until a few years ago a kind providence had so blessed the people who lived in Georgia that they could make a living by working from four to eight months in the year, producing cotton, but under changed conditions produced by an undesirable citizen known as the boll weevil, we have been compelled to change our method of doing business.

As I said in the above statement, no people change or revolutionize their business methods unless compelled to. Denmark never became a rich dairying country until they could not raise oats and rye. Wisconsin never became the leading dairy state in the Union until the chinch bug destroyed their corn and they were unable to raise wheat. The South has now come to the parting of the ways, and we are rapidly developing, in a crude way, our dairying interest and it is only a few years and a question of a little time and education until this state will blossom as the rose and smell like a dairy.

*Georgia State Dairy Inspector.

DAIRYING IN THE SOUTH.

By Frank D. Lowden.*

I AM farming in one section of the South now and have been for many years and I know of no part of our country which has so many natural advantages for dairying and in which other interests have been predominant over dairying as the southern part of our country. They raise legumes of all kinds in most parts of the South more easily than we do in the North. They have an advantage in the way of climate which permits the cattle to find green pastures during the larger part of the year that we do not find in the North. They also require less expensive buildings for shelter for the cattle than we do in the North.



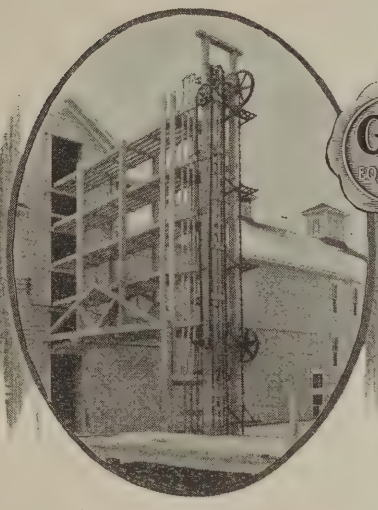
HON. FRANK D. LOWDEN.

The students of agriculture in the South have deplored for many years the fact that the South has been so largely dependent upon cotton. In view of the ravages of the boll weevil in recent years, I think the sentiment has been growing in this part of the country in favor of a more diversified agriculture and especially in favor of the dairy interests.

*Formerly governor of Illinois.



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a well-built Elevator

An ice elevator that gets out of order is a costly proposition. Delays cost money—and so do repairs.

G-W Perpendicular and Gig Elevators are first of all *designed right*—and, secondly, they're *built right*. It takes experience to properly design and build these elevators—and we've had many years of it. Hundreds of G-W Elevators have been installed and the excellent service they have given is convincing evidence of their high efficiency and sturdy construction.

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ICE HANDLING MACHINERY AND TOOLS

See Gifford-Wood Co.'s Advertisement on page 177

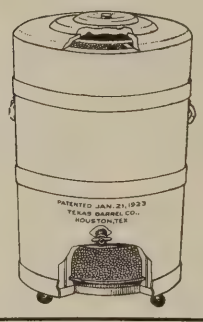


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has been the first choice of discriminating ice cream manufacturers ever since in was introduced. They will buy no other, for this tub is backed by a three year guarantee. Let us tell you more about it.

Below is the new-style Ice Cream Cabinet we are now manufacturing. It is a vast improvement over the old-style box cabinets. It is equipped with cut steel

Patented Jan. 21, 1923



rollers and galvanized handles and can be moved from place to place without aid of a delivery wagon, simply by catching hold of one handle and the rollers do the rest.

Texas Barrel Co.
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From A to Z in the Ice Cream Industry

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Every phase of the ice cream business is discussed in this book.

THE EDITION IS NEW — REVISED AND ENLARGED WITH MANY NEW FEATURES.

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KANSAN MADE ICE CREAM IN '66.

The report of the Kansas State Board of Agriculture just published for the quarter ending March, 1924, contains a chapter on the Dairy Manufacturers in Kansas by Prof. N. E. Olson, department of dairy husbandry, Kansas State Agricultural College. Included in the facts and figures presented by Professor Olson is the following interesting history of the development of the ice cream industry in this state:

The manufacture of ice cream as a business in Kansas dates back to the years immediately following the Civil War, and so far as the writer was able to learn, the city of Lawrence has the honor of being the birthplace of the industry in this state. A. M. Field commenced the manufacture of ice cream for sale in Lawrence in 1866. Two years later (1868) William Weideman opened an ice cream business in the same city. According to his wife and daughter, who are still living in Lawrence, Mr. Weideman shipped ice cream to Topeka and other cities in the early days. For power Mr. Weideman first used hand power and later water power and horse power (treadmill) before the development of electricity in the West. This store is still operated by other parties under the name of "Weideman."

In Topeka, Henry C. Scott began making ice cream in a small way in 1882, and in 1884 Mr. Baughman, father of the present Baughman Brothers, opened the business, which is still carried on.

Probably the first really commercial ice cream business was started in Wichita in 1882, when Nicholas Steffen added ice cream to his bakery and confectionery business. In 1889 the firm of Steffen & Bretch was formed, an ice and ice cream factory built, and a shipping business inaugurated. By 1902 the business had developed to the point that shipments were made over a territory 500 to 600 miles in diameter, including the cities of Fort Worth, Tex., and Roswell, N. Mex. This concern froze with brine and hardened in brine tanks. In 1902 the Steffen-Bretch Ice and Ice Cream Company was incorporated, and in 1905 C. M. Beachy, the present manager, took charge.

The big development of the ice cream industry in the United States dates from the time of the Chicago World's Fair in 1893, and in Kansas from about 1900, when artificial ice plants began to make their appearance over the state.

The ice cream industry of the state has grown rapidly since 1900, until at the present time the annual output is over 3,000,000 gallons, with a value of almost as many dollars.

There are at present some 200 ice cream factories in the state, varying in size from a few gallons a day to over a thousand gallons per day in the busy season. Most of the larger ice cream plants in Kansas are combined with some other dairy manufacturing business, such as butter and market milk; others are in combination with the ice business, while the smaller plants are a side line to the confectionery and soda-fountain business.

⚜

WEST VIRGINIA CONVENTION DATES.

The 1924 convention of the Ice Cream Manufacturers' Association of West Virginia is to be held at Clarksburg, W. V., December 9 and 10, according to the announcement by C. F. Jamison of Huntington, secretary of the association. Hotel Waldo will be headquarters. The program will be announced later.

⚜

Never mind the business outlook. Be on the lookout for business.

An Air-Cooled Type Ice Cream Cabinet Now Completes the Frigidaire Line

Frigidaire, equipped with the air-cooled compressor has been rendering such excellent service in household use that Delco-Light engineers have applied the same principle to ice cream cabinets.

Frigidaire Ice Cream Cabinets can now be obtained in all standard sizes, equipped with air-cooled compressors, and they will be found to give the same dependable refrigerating service as the water-cooled type cabinet.

The lower price of the cabinet equipped with air-cooled mechanism, combined with its reduced installation expense, *no pump or water connections required,* makes this type of Frigidaire cabinet very desirable for use in many localities.

With the addition of this air-cooled compressor, the line of Frigidaire Ice Cream Cabinets now meets all requirements of city or rural installation.

Our national sales and service organization is in a position to make prompt and satisfactory Ice Cream Cabinet installations and to render efficient service in every section of the United States.

Delco-Light Distributors are located in all principal cities. See the nearest Distributor for further details and prices, or write

DELCO-LIGHT COMPANY, Dayton, Ohio

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Frigidaire

ELECTRIC ICE CREAM CABINETS

Relation of The Ohio State University to the Ice Cream Industry

*By PROF. R. B. STOLTZ**

THE work of the department of dairying is threefold: teaching, extension and research work. Our chief duty is teaching, that is, to prepare men so that they may go into the production and manufacture of dairy products. Our regular course is four years in length. This course is open only to high school graduates. Besides this course, we give short courses of four and eight weeks each. Our graduates have been successful in a comparative way, that is, when we compare our graduates with those of other universities and colleges. We have placed men in practically all of the more progressive ice cream plants in Ohio, as well as men in twenty or more other states. Fifteen years ago there were very few college men that worked in milk plants or ice cream factories. At about this time ice cream plants were beginning to install laboratories. We felt very proud at that time if a company hired a graduate as their chemist or bacteriologost. We are no longer satisfied to turn out men who are only qualified as dairy chemists and men to operate laboratories, but it is our endeavor to train men who are qualified to do not only laboratory work, but know enough about the business so that they can become superintendents and general managers.

It has been our desire to give our men a training so that with the proper experience and guidance they will be qualified as a dairy engineer, with an ambition of finally becoming the manager of the ice cream plant, creamery, milk plant, cheese factory, or what ever special line of dairying they may choose to follow. During my association with the manufacturers of this state, I believe that this is the first opportunity that I have taken to attempt to explain our relationship to one another. One of our jobs is to train men to suit your wants and needs. Our greatest weakness in the past has been that the services of these men have been over-sold. I do not believe that their being over-sold is due to the fact that we claimed more for them than they could do, but the man who had been in the ice cream business all of his life, especially if he had not had the opportunity to take a technical training, expected a college graduate to know everything about dairying, both from the practical and technical side. In other words, they expected the college graduate to be a finished product, while as a matter of fact he has only received the fundamentals of his education.

The larger electrical companies, such as the Westinghouse Company, have been employing graduates of the engineering colleges for a good many years, and they would not think of putting these men directly into a responsible position, but enter them in a school of their own where they are carried along for two years or more. It would seem that the ice cream manufacturer must follow a similar plan. He must expect to weed out from several graduates one or two good men. We have experienced only recently some of our own graduates employing men in the laboratory who had not had a college education and their excuse was that so many college graduates were not satisfactory. The man without the education can learn to do a particular kind of work just as quick as the college graduate, but as a whole the college graduate will grow faster and develop more.

I WONDER how many men realize the value of your organization? Suppose you were to lose your plant, your trade and your money (not credit), but held the personnel of your organization together, would it have any value? Don't you think that your organization alone is the most valuable asset that a growing concern pos-

* Dairy Department, Ohio State University.

A Magic Transformation

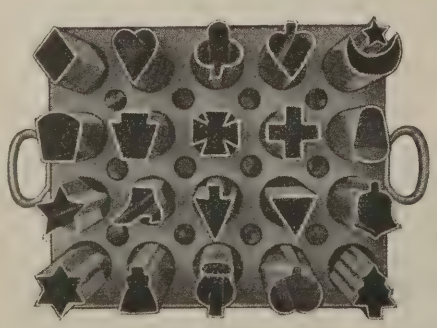
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Telling's Idea for Brick Ice Cream

A different brick each week in the year. Choose some design and see the results. Something new is the life of business. If you have an idea, send it in and we will advise whether mold is practical. Sherbets and water ices used as a Center are always appreciated and save butter fat.

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It is easy to estimate the value of JAMISON features: Multiple seals between door and frame, where others have but one. Automatic self-tightening fastener that gets tighter with age, and the adjustable spring hinges that extend over half the width of the door, making the pressure controllable and renewing the seat against the multiple seals of contact at will. Three times the material weight found in the hinges and fasteners of other makes, all bolted, not screwed in place—these are some of the reasons why you will find JAMISON equipment in all corners of the world. Jamison hardware is made for hard wear.

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Door satisfaction in every plant we equip.

Refrigerator Door prob'ems are quickly solved by consulting our catalog No. 11. Send for your copy now.

Jamison Doors

for better refrigeration

JAMISON COLD STORAGE DOOR COMPANY, Hagerstown, Md., U. S. A.

sesses? If this is true, then is it not a fact that the personnel of your organization should be selected from the very best material available? A large number of people point to the average graduate and compare him with an exceptionally successful non-college man. Remember, that the man who has not had a technical college education has been sifted, hand-picked and is the survival of the fittest of hundreds of other men, while a college graduate might be compared to the run of mine and the better ones must be picked out as they have finished their training.

Even though our students are of excellent material, they have had no experience in handling men, and it is hardly fair to put a college man out on the job who is very familiar with the technical end of the busines, but who is very apt to fall down when he is required to handle a large group of men. It would, therefore, seem necessary that each employer give enough attention to these graduates so that they may be watched and guided in the proper channels. If the executive in charge of the ice cream plant would realize that these boys are not finished products, that they should be further developed, in time, by selection, your organization will be stronger. It costs no more to hire a college graduate. If they don't progress they should not be advanced, but if they are superior they should be advanced accordingly. The Ohio State University is your school. You are supporting it. If it is not giving the proper training, we invite constructive criticism. Encourage your young men who expect to follow the ice cream business to obtain a technical education.

THE second phase of the dairy department is extension work. Attending this meeting is an example. We prepare exhibits for the state fair, the national ice cream convention, etc. The university has never supported an extension man in dairy manufacturing, as is practiced in some other states. The small amount of work that has been done was by the resident teaching force.

The third phase of our work is experimental. We have done some work on comparing ice cream made from mix which had been emulsified, viscolized, homogenized, and mix that had received no treatment. We have made ice cream out of various constituents, finding that the high per cent of milk solids not fat is a very important factor.

Since there is a keen interest at this time in regard to service charges, we have collected some data from seventeen different ice cream companies located in Ohio, which we believe you will find interesting. Thinking that the ice cream manufacturer may ruin the industry by being over zealous to establish sales agencies, we have collected these figures for the month of August. We assume that a profitable stop must purchase at least fifteen gallons of ice cream per week, or sixty gallons per month, during the season. If this is not the proper amount, you may raise or lower the classes according to your condition. We have divided all the customers into four classes: First, those that have purchased more than 120 gallons of ice cream during the month of August. Second, those that have used between 90 and 120 gallons of ice cream during the month. Third, those that have used between 60 and 90 gallons, and, fourth, those that have used less than 60 gallons of ice cream during the month of August.

YOU will be surprised how many poor customers you are serving. In order to determine the average number of gallons per customer in each class, the total number of gallons sold in each class divided by the number of customers in that class. The most interesting thing is the last column, which is the per cent of sales of each class of the total sales. One company had over 90 per cent of their sales to fall in the first class. Another one had less than 2 per cent of their sales to fall in the fourth, or poorest class. These figures go to show that there are more ice cream dispensers that are a detriment to the ice cream manufacturer than there are dispensers that use more than thirty gallons of ice cream per week. All of these 1,951 stops may not be a loss, but one-third or one-half could surely be eliminated. Why should the small dealer be served?

The most logical reason is that he may grow to be a larger dealer and another reason, or excuse, is that he may have a stop where an advertisement is worth the difference in the loss of the service he is given. Have you ever considered why he should not be served? He invariably wants three kinds of ice cream, and as you know when ice cream is sold slow it is not appetizing. The ice cream is not reaching the consumer in a satisfactory manner, and yet it is your ice cream and you are receiving the bad advertising of that particular stock. It would be better for you to have this small consumer come to the ice cream plant and give him his ice cream free of charge. You would be better off, financially, than to give him the service and charge him for the ice cream. We were interested to note from the reports sent in that the companies located in cities where the price was low had a much smaller number of stops in the fourth class. One would naturally expect the newer companies to have a larger number of fourth class stops.

The ice cream industry is growing rapidly, and it is time to study its efficiency. When you go home don't you think that it would be time well spent to separate your customers in these four classes, or similar ones, for each month of the year?

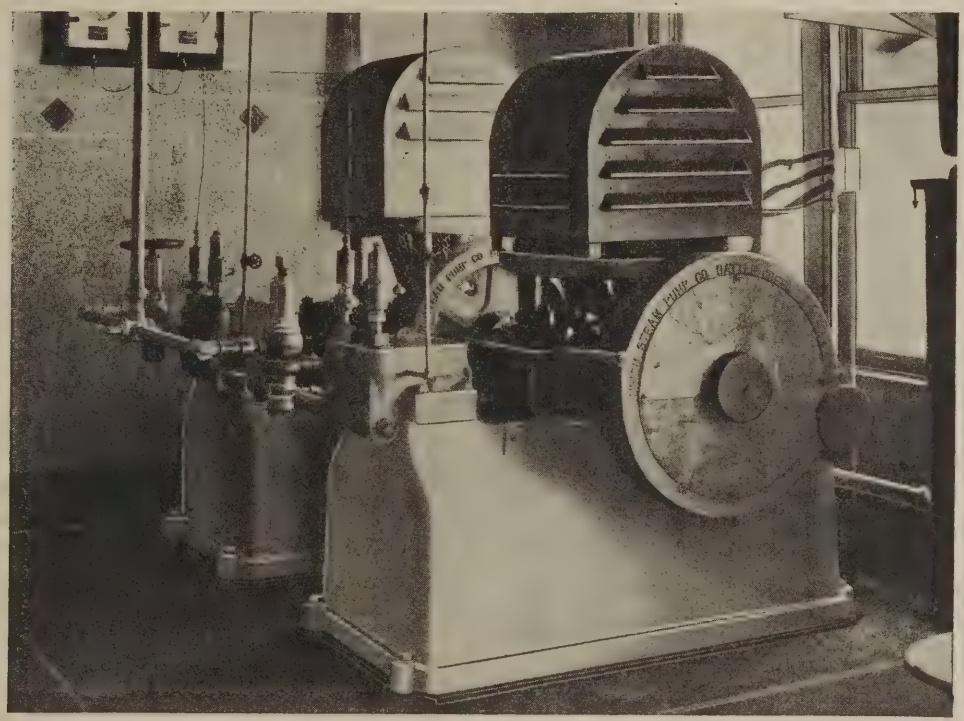
We wish to take this opportunity to express our thanks and appreciation to the ice cream manufacturers in Ohio for the co-operation received, and especially to those in Columbus and vicinity, for the courtesies shown our classes when visiting their plants.

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CABINETS LEAD!
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WRITE FOR DETAILS
TIFFANY & COMPANY
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A CABINET IS AS GOOD AS ITS TANK

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Monday . Milk Dealers' Day
Tuesday . Creamerymen's Day
Wednesday Cheesemakers' Day
Thursday . . Ice Cream Day
Friday . Condensed Milk Day
Everyday . DAIRYMEN'S DAY

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NATIONAL DAIRY SHOW—BOOTH 211

History of the Dairy Industry in Colorado

*By CHAS. SHEPARDSON**

COLORADO, located astride the Continental Divide and usually considered a mining and range state, is fast developing into one of the leading dairy states of the Union.

The dairy industry had its beginning in small local plants scattered throughout the state. In 1899, the earliest figures available, the state dairy commissioner reported 65 creameries and cheese factories, with an investment of $195,000. The cheese output was 1,779,375 pounds, and the total butter output was 4,270,500 pounds, of which about one-half was farm butter. The total value of dairy products in the state for that year was given as $3,257,325.

The next three years showed a marked increase in the industry. In 1902, there were 86 plants, with an investment of $264,000. The cheese output showed little increase, but the creamery butter output jumped from 2,135,250 pounds annually to 6,716,000 pounds. In addition, the first milk condensery was established at Fort Lupton by the Colorado Condensed Milk Company. This marked the beginning of the Fort Lupton Johnstown dairy district. At the present time there are four condenseries operating in this district, and it is known throughout the state as the most prosperous farming section in this territory.

The total value of dairy products in 1902 was $6,629,988, or over double the value in 1899.

During the next ten years the development was slow. Through the activities of promoters, many plants were put up which afterward failed and caused a considerable depression in the industry. The annual cheese production dropped from nearly 2,000,000 pounds to about 250,000 pounds. However, during the latter part of this period the centralizer creameries became active, and much progress was made in butter production. In 1916 the creamery butter output amounted to 11,995,443 pounds and the cheese output amounted to 377,021 pounds. The number of plants was decreased to 75, while the valuation jumped from $219,000 in 1910, to $1,402,560 in 1916, and the total value of dairy products was estimated at about $10,000,000. Since 1916, the growth has been rapid. In 1922 the butter output was 19,934,255 pounds, compared with a consumption of 16,374,400 pounds, so that the state had passed over into the exporting class. The cheese production had increased about 900 per cent in six years to the high point of 3,210,294 pounds and the total value of dairy products for the year was estimated at $20,214,794.61.

The present status of the industry is shown by the following statement prepared by the state dairy commissioner's office:

COLORADO DAIRY PRODUCTION.
July 1, 1922, to July 1, 1923.

Manufacturing Plants:			
Creameries making butter			80
Ice cream plants			69
Goat cheese factories			21
Cheese factories			7
Condenseries			5
Dried milk plants			1
Manufactured Products:			
Butter, lbs.	15,319,765		$6,587,498.95
Ice cream, gals.	1,768,168		2,033,393.20
Condensed milk, cases	435,848		1,841,028.00
Cheese, lbs.	1,407,073		267,343.87
Dried milk, lbs.	852,656		261,320.44
Ice cream mix, gals.	149,919		151,418.19
Goat cheese, lbs.	250,000		75,000.00
Buttermilk:			
Condensed, lbs.	226,540	$ 6,116.58	
Dried, lbs.	375,800	24,802.80	
Plain, lbs.	487,767	24,388.35	
			55,307.73
"400"			47,156.08
Condensed Skim:			
Plain, gals.	87,760	$19,746.00	
Sweetened, lbs.	103,200	7,740.00	27,486.00
Eskimo pie, dozs.	17,101		7,524.44
Total value of factory products			$11,354,476.90
Estimated value of milk consumed, 48,390,900 gal. @ .555c lb. butterfat			9,238,790.63
Estimated value of farm butter, 6,406,952 lbs. @ .43c lb			2,754,989.36
Total estimated value of milk consumed and farm butter			$11,993,779.99
Total Value of all dairy products			$23,348,256.89

Butter, condensed milk and ice cream are exported while a small amount of cheese is imported. In fact the exports for 1922 practically equal the imports of 20 years ago at which time the state was importing about $5,000,000 worth of dairy products.

For the past 11 years the office of the state dairy commissioner has been located at the state agricultural college and these two agencies have done much in educating and developing the industry.

Among the pioneer commercial concerns who have aided in this growth, mention should be made of the Beatrice Creamery (formerly the Littleton Creamery), the Boulder Creamery, the Frink creameries and cheese factories, Carlsons and Corbetts Ice Cream Companies and the Windsor Farm Dairy at Denver, also the Sinton and Holland Dairies at Colorado Springs, the Helvetia Condensing Company in the Arkansas Valley and the Colorado Condensed Milk Company, the pioneer condensory of the West, at Fort Lupton.

Among the familiar names of early Holstein-Friesian breeders in Colorado are those of Canon and Penrose, Carlos W. Hall and Dr. Hubert M. Work. All of these men and particularly Dr. Work are in a large measure responsible for the unusually high class of Holstein-Friesian cattle that exist generally, throughout the state. A number of the early purebred importations to Colorado were made from New York state though, particularly in the Johnstown district, much of the foundation stock is of Wisconsin breeding. Several excellent bulls have been brought to Colorado from time to time and it is quite largely the off-spring of these bulls that have been disseminated throughout the state and therefore done the greatest good in developing a high quality of

(Continued on page 172)

* In charge of dairy manufactures, Colorado College of Agriculture.

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Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention. *Better*

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QUALITY PRODUCTS

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Powdered Whole Milk

Powdered Skimmed Milk

Liquid Cream

Powdered Orange Juice

Powdered Lemon Juice

The Daily Clean-up at Our Milk Plant

AT the end of each day every piece of apparatus in the Merrell-Soule plant is taken apart and each separate unit thoroughly cleansed by hand-operated brushes. The entire piping system, connected by easily removable flanges and valves, is removed and the heavily porcelain-lined pipes are washed and rinsed to the point of absolute cleanliness. When the piping system has again been connected, live steam is shot through the entire system. As each employee leaves the plant he turns in the white uniform supplied him at the beginning of the day. The next morning, when reporting for duty, he is handed a freshly laundered outfit which he wears for that day only.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

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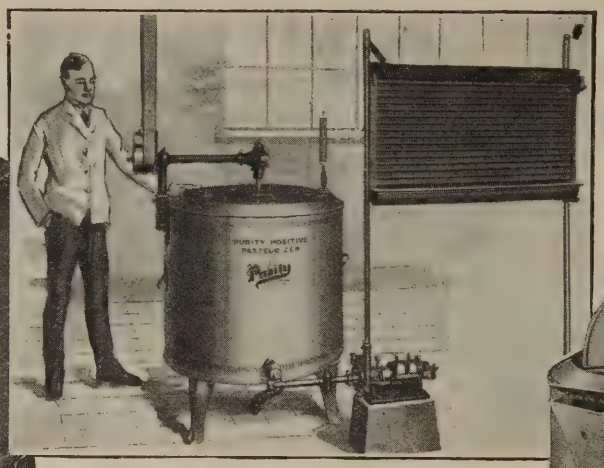
Great interest is being displayed by ICE CREAM MANUFACTURERS in this series of advertisements outlining the production of our chief product, POWDERED MILK. There are three more. Write for the complete series, available in leaflet form to ice cream manufacturers.

MERRELL-SOULE CO.
Syracuse, N.Y.

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.



The PURITY Pasteurizer and Ice Cream Mixer is furnished with either belt or motor drive, as desired.



The PURITY Pasteurizer when used in connection with a small cooler makes an ideal pasteurizing unit, and it costs less to buy and operate than an extra coil machine.



The PURITY is very easy to clean. As shown, the working parts lift out and the drive head swings aside, leaving the inner copper can easily accessible for washing.

The Purity Ice Cream Mixer

HAS a powerful double motion agitator of the famous propeller type, which provides the maximum of thorough but gentle agitation.

This produces a *smooth, perfect ice cream mix.*

A *special current deflector throws* the mixture constantly toward the center, where the propellers suck it down in little whirlpools. This makes the PURITY mixer particularly successful for emulsifying powdered milk.

The PURITY is also very useful for pasteurizing and holding cream or small special amounts of milk.

It is entirely lined with tinned copper, which prevents rust.

This up-to-date piece of PURITY equipment will *improve your ice cream and increase your profits.*

Write *today* for circular and prices.

Department D

Made Only by **OAKES & BURGER CO. Inc.** CATTARAUGUS, N. Y.

O&B Purity Line — Cattaraugus N.Y. U.S.A.

Established 1873

Fifty Years of Honest Equipment



Eskimo Pie Section

Views and Reviews of the Chocolate-Coated Bar Industry

IT HAS been shown that just what the ice cream manufacturer can do with Eskimo pies depends almost altogether upon the ice cream manufacturer. It has been less than three years since this so-called novelty knocked upon the door of the ice cream industry. It created quite a furore of excitement, even among men seasoned and scarred from long experience in the industry. Many of those frankly interested at the outset were equally frankly doubtful that the Eskimo pie would prove to be little more than a novelty; some called it a "flash."

Men of commerce know only too well the meaning of the word "flash." It suggests something on which you can "clean up" for the time being, if you step right into action immediately, and be prepared to step right out again equally as promptly.

It was for this reason that many conservative members of the ice cream industry laid down a "hands-off" policy with regard to the chocolate-skinned new-comer to the trade. Wise in their ways, sophisticated in their generation, they gently side-stepped and discreetly confided to themselves that they were getting "out from under."

There is nothing more interesting than looking back upon the course followed by a line of merchandise after it has plowed through the trade-fields of doubt and uncertainty. A few years ago we saw manufacturers going into the chocolated-bar business in large numbers. Some of them were not just sure why they were taking up this line. Others thought they had weighed the matter carefully and found it was worth "taking a chance." It would be hard to say just how many—or how few—really felt convinced that this Eskimo pie business really had a place in their business.

"As a winter novelty," several manufacturers took a hand. It was generally expected that the new-comer would help build up winter business. Actual results served to justify this judgment.

At the present time the chocolate-coated ice cream people are insisting that the ice cream bar has a place in the trade all the year around. It has been pointed out that many manufacturers are making money from pushing the bat at all stages of the game. At a convention in the East last year, one of the principal features was the speech of a gentleman whose company has built up a considerable trade in the bars. He explained how. This will be touched upon on another page in this issue.

The "flash" has not gone. Manufacturers who have held aloof have seen the ice cream bar hold its ground, slipping at times and regaining at other times, occasionally pushing forward.

Is it to win a place for itself just as the ice cream cone has done? Many of us remember how, twenty years ago, manufacturers, wise in their ways, said the cone would not stay long. The cone is an established institution now.

Is the bar to emulate the ice cream sundae in remaining a permanent fixture? Has it not certain points of merit so strongly recommending it to public popularity that it can be built up into a profitable place in the ice cream industry's scheme?

The Ice Cream Review is frank to state that its only interest in the matter is the ice cream manufacturers' interests. This publication, from the outset, has been on record as favoring anything that stands for the industry's advancement; we believe in any course, as an able statesman once said, "as long as it is forward."

It is for this reason that features of the chocolate industry are covered in more or less detail in this issue. We have seen the chocolate bar people stand on trial before the high court of trade opinion. These people have made out their case. There are those who believe it is a good case. They are investing money on the strength of what has gone before.

But to say, with the definiteness of snapping the trigger, that every manufacturer who takes up the ice cream bar can make money out of it would hardly be the proper thing. Some merchants who couldn't sell shoes now are piling up fortunes in the grocery trade. Men who have failed miserably as dry goods merchants are making good in the five-and-ten cent business. Some of us naturally can push certain lines better than others.

There can be no doubt that the chocolate-bar people offer something recommending itself to earnest consideration. Men who have succeeded in this business followed lines of trade promotion that, very probably, ice cream men of all parts of the country can promote.

It will be worth your while to give consideration to what follows in this department.

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

15 Million Winter Gallons

The Outlook for Eskimo Pie Business Beginning This Month

ENOUGH time has elapsed since those first frenzied days when Eskimo pie first came on the market in 1921, for us now to study what happened calmly and say, "This was right, this was wrong; this was a natural cause; this result may be expected in future."

By this method, we can conservatively say that it is a tremendous future—a future of rapid and continuous growth—a future built on a sound foundation of good manufacturing and good merchandising, the essentials of every permanent success.

This will be a future built on experience. We know now what no one knew in 1921. No one knew how to make Eskimo pies economically; no one knew what the price should be; no one knew what size they should be, for no one knew how much ice cream and chocolate a person could eat at one time and keep the appetite for more which would bring repeat sales.

Eskimo pie came on the market three years ago, to the exact month. In three months, 95 per cent of the industry had rushed to the making of this new bonanza —with a rush like the rush to the gold fields in '49. And in three more months after this phenomenal peak, the industry pronounced this remarkable sales-maker dead!

But the Eskimo pie is a long way from dead. Just as the men who rushed to California in the gold rush hurried right over the ground which is now producing the most gold—the first scramble to profit by the winter gallonage made possible by Eskimo pie was a rush which ignored the bed-rock principles of sound business.

So, today, Eskimo pie can show some remarkable figures as to its present and future. It can show that sales for the year just completed increased 364 per cent over the number of Eskimo pies sold in the 12 months just preceding. By accurate study of these sales figures, it can show that the season just commencing should witness the manufacture and sale of 15 million gallons of ice cream to supply the demand for Eskimo pie.

Let us review the past briefly, to show the experience on which the future is built.

During the first season, Eskimo pies sold for 10 cents. Ice cream and chocolate are such a delicious combination—these new bars were such a novelty—the name was of such a "catchy" nature—that the public gladly paid this price in the first season.

But a 10 cent bar was too much for youngsters—as a steady proposition. The price was too high—the margin of profit was too high—the manufacturing cost was too high. When the sales dropped off, manufacturers were beginning to be busy with spring business, the "cone" season was coming back, and they jumped to a hasty conclusion—"Eskimo pie was too good to be true."

WITH the coming of autumn, 1922, two or three manufacturers had the idea of trying a 5 cent pie. The response of the public was instantaneous. Every child can get a nickel. Adults could use Eskimo pie as a desert, and the cost was not out of reason. In 90 days' time over 100 manufacturers were making a 5 cent pie. This brought new problems. The cost of manufacture had to be figured more closely, and the volume of manufacture must be greater, to produce a 5 cent pie and maintain the right margin of profit.

The drawbacks of 1922, therefore, were primarily manufacturing problems, and before the end of the season there were several machines in operation to reduce labor costs and save waste of materials. By the summer of 1923 a machine was perfected, by which it was possible to cut, dip and wrap the pies automatically and economically.

Thus it was that the fall of 1923 can be regarded as the beginning of the first really normal season for Eskimo pie. The price was right. The size of the bar was right. The problem of manufacture was at a stage where pies could be turned out economically and in volume.

One problem remained—and that was the problem of sales and merchandising.

Over 300 ice cream manufacturers entered the season of 1923—many equipped with automatic equipment. Plans for merchandising were developed in this season of 1923-24, and instead of the sixty million pieces sold at 5 cents in the previous year, the spring of 1924 saw an increase of 364 per cent in the number of Eskimo pies sold.

We are, therefore, entering the season of 1924-25 with some real facts to guide us. Records have been carefully compiled as to the sale of each individual ice

"Standard of Quality"

STOLLWERCK

CHOCOLATE
Coatings and Liquors

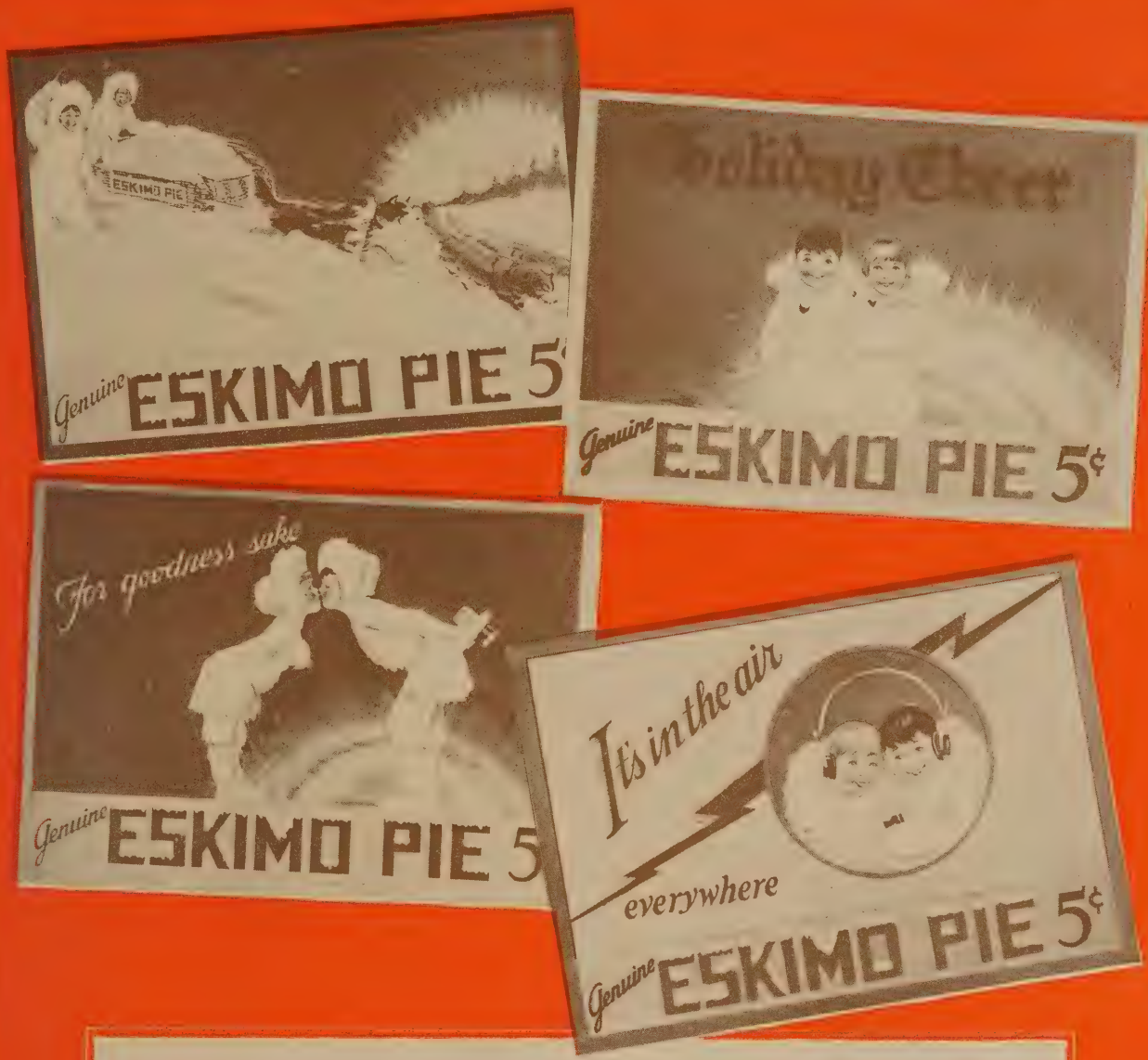
Order any of these well known brands:

Exquisite Vanilla
Vanilla AA
Black Eagle
Melba
Imperator
Superior Vanilla
Matchless
or Columbia Liquor

These brands are recognized by the leading Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY
Factory, Stamford, Connecticut
NEW YORK CHICAGO LOS ANGELES



HERE ARE THE SALES-MAKERS!

Something fresh every month! Attractive, eye-catching, taste-teasing cards to boost sales at the point of purchase. Use all four of these cards this year—start your Eskimo Profits in September—keep them coming in October, November, December.

Start with a BANG! Open your Eskimo Pie season with a BALLOON DAY. Millions already ordered for September Balloon Day. Dealers are enthusiastic—because they bring RECORD-BREAKING sales. Sale Plan complete—including Balloon Day Window Trims. Send for the Facts. See why dealers boost it. Write—WIRE NOW and get your full profit from Eskimo Pie sales this season.

THE ESKIMO PIE CORPORATION
5 N. Wabash Avenue CHICAGO, ILL.



cream manufacturer. They have also been compiled by cities and states on a per capita consumption. While Eskimo pie is still barely three years old, and as yet it is impossible to say what will be a reasonable saturation point—we can at least study the records of the past and say, "What a large number of typical cities have done—other cities can do."

That is what we propose to do in the analysis of the figures before us.

If we take the total city population of the United States and divide it into the number of Eskimo pies consumed in the fiscal year ending June 30, 1924, we find that the sale, over the whole country, totaled 4 pies per capita.

But these figures are obviously not fair, since all cities are included, whether anyone in the city ate Eskimo pies or not. In other words, a large proportion of this population was in territory not reached by any Eskimo pie licensee.

Now, suppose we take a typical group of states, in which Eskimo pies were sold. For the states of Arkansas, Iowa, Mississippi, Connecticut, North Carolina, Vermont and Kentucky, the average consumption of Eskimo pies proves to be 10.7 pies per capita.

On this basis, figuring for the whole country, there would be a total sale of 560,000,000 pies—7 million gallone. But even in these states, many cities were not reached. Hence, we take the sales in cities only—taking care not to choose one or two exceptions, but basing our calculations on a large enough number to make our estimate scientifically correct.

Figuring the sales in 45 cities, ranging in population from 10,000 to 600,000 and including cities as large as Pittsburgh, we find that Eskimo pie sales in the 12 months in question averaged 21.8 pies per capita.

FROM every aspect, these figures are fair. They are based on cities of various sizes, in many parts of the country—and on this basis the whole country could consume 1,100,000,000 (one billion one hundred million) Eskimo pies—and 15 million gallons of ice cream will be required to make them.

This estimate is based upon merchandising methods as they were applied during 1923-24, and not upon the improved methods which it is hoped we can develop during the coming year. This leads to the intensive plan for merchandising which is a part of the 1924-25 schedule.

Through their promotion and service department, the Eskimo Pie Corporation will have representatives who cover every manufacturing plant in the United States every 90 days. Successful merchandising plans or methods that may be developed either by them or individual manufacturers are immediately reported to the general office and this information is passed on to the rest of the industry. With one central organization in position to analyze at all times the status of an industry and to select the best methods employed by that industry and make it available for all manufacturers, Eskimo pie has every reason to become the most popular and widely sold confection offered to the American public. Should a manufacturer in Portland, Maine, hit upon some successful method in the manufacture, the distribution or the building of volume of Eskimo pie, within a week's time, that same information will be in the hands of the manufacturers in southern California, in North Dakota or in Texas.

FURTHERMORE, through their service department, the Eskimo Pie Corporation furnishes all point-of-purchase advertising, bringing this out in attractive colors to appeal to the younger set and more particularly the children who are the large buyers of the chocolate coated ice cream bar. They have decided upon the policy and will furnish for the coming year an entirely different series of advertising every thirty days to their licensees.

There are few great businesses which can show such a record of growth, and such a record of quick and efficient solution of its basic problems, as the Eskimo pie business. Few businesses, in fact, have all their problems thrust on them at once, as was the case with Eskimo pie, because of the universal welcome received by this product.

But in three years, we find that all the major problems have been straightened out, settled, and proved correct. The first year demonstrated the demand—the next season established the proper price and size—the next season developed an answer to the manufacturing problems, and showed the way to intelligent and consistent merchandising. The road ahead is now clear—the only limit is the "saturation point" of the American public, which is known to have the greatest sweet tooth in the world.

SELLS ICE CREAM DESPITE COOL WEATHER.

Here is an ice cream manufacturer who is not complaining about the cold weather as jeopardizing his business. The plant of the Spring Grove Ice and Ice Cream Co. of Tarentum, Pa., reports that it is necessary to operate their plant almost day and night to keep up with the large volume of business they are enjoying at the present time.

Unusual Bargains

Used Equipment for Immediate Shipment

2 40-qt. Emery Thompson horizontal brine freezers with chain drive and 3 H. P. motors, practically new.
2 40-qt. Emery Thompson horizontal brine freezers, belted type.
1 40-qt. Cherry Perfection brine freezer, never used.
1 500-gal. Pfaudler mixing vat, jacketed and agitated with or without motor.
6 200-gal. Cherry Perfection pasteurizers and coolers, steel bodies, with motor drives, new.
50 and 100-gal. Cherry upright batch mixers.
2 Pfaudler ice cream hoppers, 15"x60"x30".
1 3½-ft. Rogers copper vacuum pan.
2 Champion No. 11-H hopper type ice crushers.
1 54-Y Creasy ice breaker.
75 and 100-ton shell and tube brine coolers.
15, 20 and 90-ton shell and coil brine coolers.
5,000 lineal feet 1¼" hardening room piping.
25,000 lineal feet 2" hardening room piping.
2 H. P., 5 H. P., 7½ H. P., 10 H. P., 15 H. P. and 20 H. P. motors.

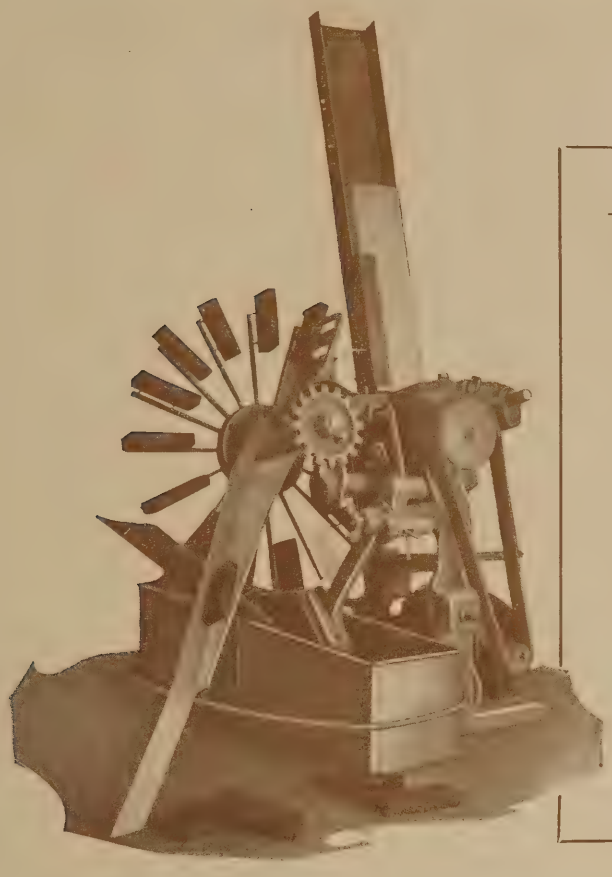
We can furnish refrigerating and ice making systems from our own stock. Let us know your requirements.

Send us your inquiries.

ROBERT P. KEHOE

7 East 42nd Street New York, N. Y.

Telephones: Vanderbilt 9594-9595



UNIVERSAL

ESKIMO PIE—MAKER

No matter how small—No matter how large YOU need this machine!

Here's the machine with an output large enough for the big manufacturer — sold and operated at a cost within the reach of the smallest maker of ice cream.

Does every operation of cutting, dipping, agitating, removing finished pies from hook — but weighs only 80 lbs. Turns out 60 to 90 DOZEN PER HOUR — yet takes no more space than a typewriter. Easy to operate, easy to clean, built from finest materials, runs from any light socket — AND SELLS FOR ONLY $225.

$225

Don't Lose a Day of Profit

Cooler weather will soon cut the gallonage of manufacturers who are not equipped to make and sell ESKIMO PIES. All over the country, these winter-time profit-builders have increased the winter business of manufacturers millions of gallons. If you are an Eskimo Pie licensee, get this machine on the job at once, and turn out better, quicker, more economical pies than ever before. If you're not an Eskimo Pie licensee, this machine proves the profit of joining now. Write or wire for full particulars. Machine shipped on receipt of $50.00 deposit.

MANUFACTURED FOR AND SOLD EXCLUSIVELY BY

THE ESKIMO PIE CORP.

5 N. Wabash Avenue — Chicago, Ill.

Captain CHAS. B. COLBY, P. O. Box 1223, Sydney, Australia
Exclusive Representative and Sales Agent for Australasia.

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

An Eskimo Pie Idea from Coney Island

Showing the Public How It Is Done

ONE of the staff of The Ice Cream Review recently was paying a business visit to the world famed Coney Island at New York City and out of sheer curiosity took a ramble on the new boardwalk, which incidentally is destined to become more famous than its well-known predecessor at Atlantic City.

Being very well acquainted with the resort under old conditions and having a thorough appreciation of the great changes which have been wrought on one of the most valuable and beautiful ocean bathing fronts on the Atlantic Coast (diverting it into what nature intended it should be) it was indeed a very agreeable surprise



Showing the public how Eskimo pies are made.

while strolling along enjoying the ocean breezes and incidentally absorbing with great interest the many startling changes being made, including the widening, grading and re-aligning of the cross streets leading to the walk, as well as the construction of such buildings facing on the walk as Childs' New Monmouth Restaurant, which is bound to establish the future character of the walk—the writer's attention was attracted to a crowd gathered around one of the concession stands, which border the walk through its entire length.

Judge of his surprise on investigation to discover the cause of all the excitement was a manufacturer of Eskimo pies, who it appears has the concession for manufacturing Eskimo pies on Coney Island, and who had some very decided ideas on the value of showing the public just how he makes his pies in a clean, sanitary way (as he puts it) in barking to the public.

THE writer is forced to confess that the pie salesman was certainly a good judge of human nature. He had seen an Eskimo pie machine (made by the Anderson Bros. Mfg. Company) in operation somewheres, and realizing its drawing ability, brought about by its almost uncanny automatic features, had placed one of these machines in his stand, and took great pleasure in showing the public just how his Eskimo pies were made, and how the human hands never touched the ice cream from the time it went into the machine until it was cut, dipped through the chocolate, and then wrapped in tin foil and ready for consumption.

The picture below will in a measure substantiate this story. The writer was so impressed with the psychological features of the proposition as an advertising possibility (which might be adapted to almost any line of effort) that he took measure to substantiate same by having some photos of the scene.

The writer would surely like to be able to show you the effect on the observers, as regards appealing to their appetites for pies. I didn't keep tab on how many he sold while I was watching, but the proprietor advised it was not unusual for him to sell five thousand pies on a Saturday or Sunday, which he claimed could be doubled but for the fact that the police refused to let him run the machine only at intervals, owing to the congestion it creates.

THE moral of the situation is as follows: In case one wants to be up-to-date in any line of effort one must always be prepared to meet emergencies as they arise, viz.: if I had a moving picture machine with me, I could show you the public purchasing the pies, could also show the machine (almost human) in action, all of which ought to be of vital interest to all manufacturers of automatic machines, particularly those which are used for the manufacture of eatables and food stuff, in fact, it seems to me the concessions on that boardwalk could be made doubly interesting and much more profitable, if more of the concessionaires would take the hint from our friend with the Eskimo pie machine.

The writer hopes the thought as suggested in this article may be of some benefit to our many readers in the line and our hope is that the general scheme may be adopted for the combined benefit of both consumer and purveyors of refreshments, etc., at popular summer resorts and beaches.



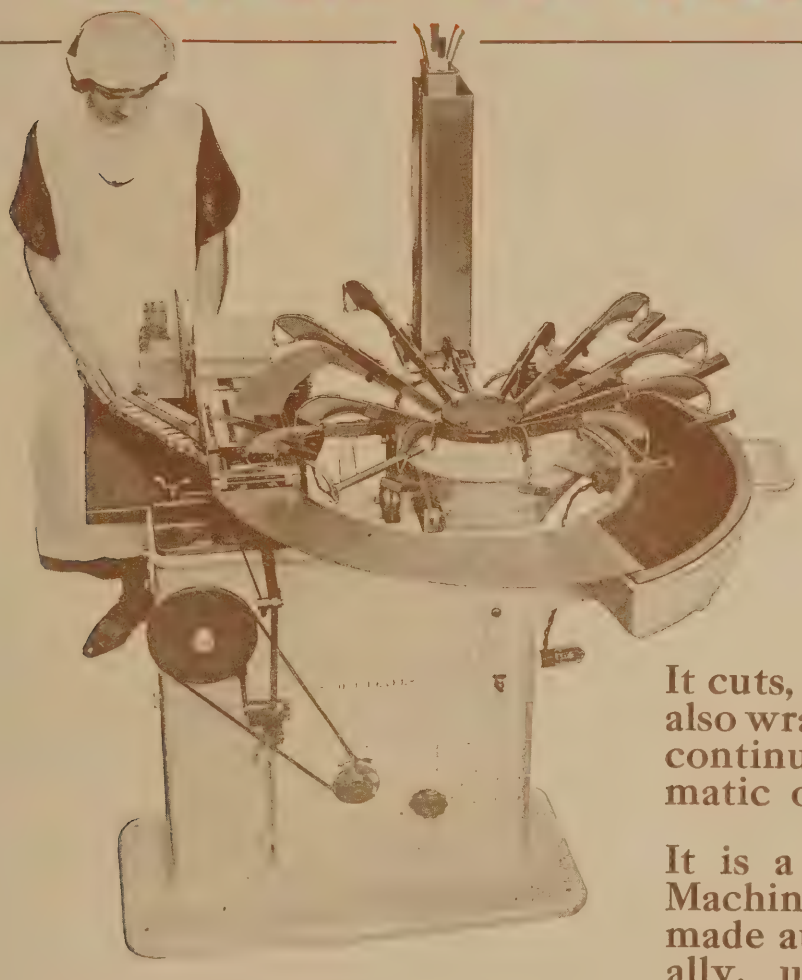
HOW TO FIGURE COSTS AND PROFITS ON ESKIMO PIES.

The ice cream manufacturer has long been accustomed to figure his costs on the basis of gallons. Eskimo pies, on the other hand, are ordinarily discussed in terms of dozens. Because of these facts, it has sometimes been a difficult job for the manufacturer to arrive at a true picture of what Eskimo pie makes him in the way of profit. The answer lies in talking Eskimo pie in terms of gallonage.

Here are some suggestions, based on the averaged manufacturing costs of a number of leading ice cream manufacturers. It has been found that in cutting twenty bars to the quart and selling them at 45 cents per dozen, the cost of converting ice cream into Eskimo pies is 94 cents per gallon. This includes coating, labor, wrappers, and cartons.

Pies selling at 45 cents per dozen give the manufacturer $3.00 per gallon for the ice cream sold in the form of Eskimo pies; deducting the cost of 94 cents per gallon for converting the ice cream into Eskimo pies leaves a selling price of $2.06 per gallon for the cream. Manufacturers selling Eskimo pies at 40 cents per dozen receive $2.70 per gallon for the ice cream sold in the form

ANDERSON
ESKIMO PIE MACHINE



It cuts, dips, and also wraps in one continuous automatic operation.

It is a Sanitary Machine, Pies are made automatically, untouched by hand.

Every Operation on the ANDERSON Eskimo Pie Machine is Absolutely Automatic.... Cutting—Dipping—Wrapping.

100 Dozen an hour is the maximum capacity or 20 completely wrapped pies a minute.

Manufactured by
Anderson Bros. Mfg. Co.
Rockford, Illinois

Sold by
Eskimo Pie Corporation
Exclusive Sales Agents
5 N. Wabash Ave., Chicago

Captain CHAS. B. COLBY, P. O. Box 1223, Sydney, Australia
Exclusive Representative and Sales Agent for Australasia

of Eskimo pie, and deducting a manufacturing cost of 94 cents per gallon leaves $1.76 per gallon for his ice cream.

In other words, it is just as reasonable for a manufacturer to try and compute his profit on Eskimo pies by the dozen as it is for him to try and compute his profit on ice cream by the pint. Many of the leading manufacturers are and it is strongly recommended that a manufacturer figure his cost on a gallonage basis and merely consider that Eskimo pies are a means or medium of selling more ice cream. In doing this, it is readily apparent that he receives from $1.75 to $2.05 per gallon on ice cream over and above the additional cost he is put to, in making Eskimo pie.

Eskimo Pie and Winter Consumption

How a New Englander Has Profitably Coped With the Situation

READERS of The Ice Cream Review will recall an address before the 1924 convention of the New England Association of Ice Cream Manufacturers by W. J. Sheehan on "Building up Winter Consumption," which was published in the March issue of this publication.

In speaking of the Eskimo pie, which he believed had taken its "rightful place in our industry as a means of taking care of overhead," Mr. Sheehan went on to outline certain conditions why many ice manufacturers were "stampeded" into unwise actions when the pie was first introduced.

These conditions were summed up as follows:

"In my judgment the milk and cream business, if conducted successfully, demands location, experience, and a large financial outlay in equipment. Also it is a business separated from the ice cream business in many ways. The Charlotte Russe is fairly successful, if you happen to have a surplus of cream and are located in a large city that can and will consume your supply. The box sundaes will never be a pronounced success on account of the great difficulty in shipping them profitably, the small returns in money to the makers, and the fact that this product comes into competition with the college ice trade of the dealer. The candy business positively cannot be conducted in conjunction with the ice cream business, inasmuch as it begins early in the fall and continues into late in the spring and requires almost an entire crew of men in which your surplus ice cream help cannot be used profitably."

MR. SHEEHAN then went on at length to discuss what he had found to be proper methods of taking care of the chocolate proposition, speaking in part as follows:

"I believe that in the making of this bar only a plain well flavored cream should be used for a center. The coating should consist of a high grade of milk chocolate with a small amount of bitter chocolate and cocoa butter. One pound of this mixture should be used to cover 40 ice cream bars. The chocolate covered bars should be cut 20 to a quart and packed in one or two dozen cartons. These bars should retail at 45 cents a dozen and yield the dealer a profit of 15 cents a dozen. This is a legitimate profit principally on account of the remarkably rapid turnover on the original outlay. A machine neither too large or expensive but suited to your general needs, should be purchased. Your ice cream business should be so arranged that you can use your surplus help for a whole day at a time and not for a part of a day.

It is, of course, important that the bars should be fresh, so do not keep too large a stock on hand. Use your regular transportation equipment for delivery. The publicity given to the product is of the utmost importance. You should make sure that the men have a sufficient supply of window and inside store advertisements, and that they distribute judiciously and replace them when they become dirty or discolored. You should not conduct this department in a lukewarm or half-hearted manner. If it is to be a success, you must devote to it time and effort. The results that you achieve will be in proportion to the care and attention you bestow upon it.

A DEALER should make his own chocolate bars as the accepted custom is for the Eskimo pie department to purchase ice cream from its own company, thus making this department your largest customer. You charge them the regular wholesale price of quart bricks. In addition to this customer, you will retain the good will and confidence of your dealers. You will also impress them with the idea that you are wide-awake, up-to-date, and always among the first in the field with anything worth while. You will also make from a minimum of five cents to a maximum of eight cents profit a dozen on your bars. This will give you extra money to do business with during the lean months of the winter of your discontent.

"In conclusion, the Eskimo pie offers to you a solution of your winter overhead problem. If you will put into the making and marketing of them the same thought and the same energy that you put into your summer ice cream business, you will find that you have discovered the weapon to slay the robber who has for too long a time fed fat on your hard earned summer profits.

ICE CREAM PASSES NUTRITION TESTS AMONG NEW ORLEANS SCHOOL KIDDIES.



E. B. Geisel, manager of the Anheuser-Busch Ice Cream Co., New Orleans, recently conducted an unique ice cream nutrition experiment among New Orleans school children, which proved in decisive manner that ice cream is, in every sense of the term, a health food and a body-builder. Herewith is shown one of Mr. Geisel's nutrition classes in the New Orleans public schools.

FORTUNE'S

"Thinflo"

FOR

ESKIMO PIES

In making 5-cent pies you need a Thin-flowing Chocolate Coating

"THINFLO" produces a thin shell-like covering, has a delcious flavor, comes all ready for use (no additional butter required) and is most economical because of the great number of pies covered.

GUARANTEE: *We guarantee Thinflo Chocolate Coating to be absolutely free from substitutes, and to contain only the highest quality Cocoa Butter.*

FORTUNE PRODUCTS TRADE MARK

Also—Cocoas especially prepared for the Ice Cream Trade—DARKO (Dutch Process) dark; MAHOGANY medium dark, and SUPERIOR medium—and Chocolate Liquors. Write for working samples.

Manufactured by

FORTUNE PRODUCTS CO., 416-22 So. Desplaines St., Chicago



Starting With a Real "Bang"

How Ice Cream Manufacturers Plan to Enter the Eskimo Pie Season With Record Sales for the First Day's Business

HERETOFORE the ice cream industry has regarded Eskimo pie as a seasonal seller. The season starts when cool weather begins — and runs through the winter months, well into spring.

But this year, many ice cream manufacturers are not going to let "nature take its course." They are going to make their first Eskimo pie day a banner day. Every dealer will be stocked. Every dealer will have Eskimo pie streamers in his windows and Eskimo cards in his store. All on one day, the children and grown-ups of his community are going to realize that Eskimo pie season is back again—and sales are going to start from the word go, full speed ahead.

If anyone says, "It can't be done," the answer is, "It has been done—by Balloon Day."

Balloon Day is a perfectly simple application of well-known selling principles. The manufacturer supplies his dealer with Eskimo pie balloons—large, handsome, durable balloons—bearing the name Eskimo pie, and also the name of the particular ice cream manufacturer.

The dealer gives one balloon free to each child buying an Eskimo pie. And children flock to the dealer's store to buy.

Perhaps that sounds amazingly simple. It is simple —but it works. The first Eskimo pie balloon day was tried by a manufacturer in a small town in Iowa back in 1923. He wanted a premium. The Eskimo pie folks secured the balloons for him—1,000 of them. The success was amazing.

Then came Pittsburgh—the first large city to use the idea. Over 90,000 balloons were given away—with an equal number of Eskimo pie sales. The manufacturers reported that 25,000 additional sales could have been made, if there had been that number of balloons.

Washington, D. C., tried the same idea. Same result. Several balloon days were run in the capitol city during February and March, 1924, with equal success. From Washington the idea spread to New Jersey—from New Jersey to New York and Pennsylvania—and on up the coast, until practically every Eskimo pie manufacturer in New England put on one or more balloon days.

A little common sense reasoning will show why Balloon Day succeeds so remarkably for Eskimo pie, whereas other premium ideas do not always ring the bell. When you give a balloon free for a 5c purchase, you have the perfect premium. Every child wants a balloon. Every child can eat Eskimo pie. And the final factor of success is the fact that a balloon of equal size and quality would ordinarily sell for 5c without the pie.

KEEP YOUR PROFITS!!
ON CHOCOLATE COATED BARS

BUY Tin-Foil Wrappers with your own Name and Trade-Mark. Glassine Bag (Printed.)

We have handled this business since the Eskimo Pie was originated, our service cannot be equalled.

WRAPPERS and BAGS for IMMEDIATE DELIVERY

Write us for samples and quotations

EASTERN PAPER & BOX CO.

"THE PAPER AND BOX HOUSE FOR ICE CREAM MEN"

46 PORTLAND STREET BOSTON, MASS.

ESKIMO PIES

Thousands being made and sold right now

at

Coney Island on the Board Walk — the nation's greatest resort.

These are being run on the Anderson Machine

using

Bischoff Eskimo Pie Covering

"Manufacturer claims this coats more than fifty pies to the pound."
Forty-eight Pies to the Pound is assured.

We are co-operating with the Eskimo Pie Corporation.

USE

BISCHOFF'S

Purest made product with that better chocolate flavor

F. BISCHOFF, Inc.

Serving the trade 31 years

FACTORIES
Brooklyn, N. Y.
Balston Spa, N. Y.

BRANCHES
Boston, Mass.
Chicago, Ill.

This Fall—

WHEN you are turning over in your mind the various improvements which this season's business has shown to be advisable, consider **this.** That the most important and beneficial change you can **possibly** make is an improvement in the quality of your **Vanilla Ice Cream.**

There is a particular **Vanilla** which fits **your** Ice Cream better than any other. **You** should buy **that** Vanilla. Sethness Company has, by means of a series of freezing tests, determined the particular type of Vanilla Flavoring best suited to each mixture of the various dairy products used in Ice Cream manufacture.

We believe there is room for improvement in the flavoring of every Ice Cream. We will be highly pleased to offer you the result of our labor along this line.

Get in touch with the Sethness salesman in your territory or write Sethness Specialty Department. Both are at your service for the increase of your Ice Cream Volume.

SETHNESS COMPANY

Manufacturers Since 1880

Extracts, Colors and Fruits

CHICAGO

Cosco — *For Forty-four Years the Mark of Quality in Ice Cream Products*

Not only does the manufacturer and dealer get immediate benefits on Balloon Day—but these benefits continue for months to follow. The child who buys one Eskimo pie buys many more in succeeding weeks.

THE statement of James Tait, of Tait Brothers, Springfield, was that after their Balloon Day on February 11, their Eskimo pie sales increased 100 per cent and held that increase for thirty days thereafter. In other words, the sales from February 11, for thirty days thereafter, were 100 per cent greater than the thirty days previous to February 11.

The whole proposition is concisely summarized in a statement of James Tait of Tait Bros., Inc., of Springfield, Mass., who put on a Balloon Day on February 11, 1924. Mr. Tait says:

"The prime benefits to be derived from Balloon Day, are first: The average dealer will sell ten dozen or 120 pies. This requires 120 balloons, costing approximately 1c each or $1.20. If this dealer sells 120 pies on that day, it means 120 youngsters will come into his store, it means his cash register will ring 120 times, it means that he will appreciate that the ice cream manufacturer is a live wire, and is doing something to stimulate his business. In no other way can an ice cream manufacturer spend $1.25 more profitably with the dealer. Not only is the expense well worth the gratitude and appreciation of the dealer, but it means that on Balloon Day, ten times as many Eskimo pies are sold as would be without balloons."

So far as the dealer is concerned, he is glad to cooperate, when the manufacturer can show him such definite facts and absolute proof that he can profit by Balloon Day.

The balloons are supplied to the dealers by the manufacturer without cost. Complete window trim material for the dealer is supplied to the manufacturer without cost by The Eskimo Pie Corporation.

LAST and far from least, Balloon Day makes it possible for the manufacturer to add one more month of profit to his Eskimo pie season. With this plan he can start at least a month earlier than he would if he waited for the public to get the Eskimo pie habit again, without any advertising pressure.

It is conservatively estimated that over five million balloons will be used by manufacturers throughout the United States on the opening day.



FROM A TENNESSEE READER.

Chattanooga, Tenn., Aug. 18, 1924.

Editor The Ice Cream Review:

We are inclosing herewith our check for $3.00 to cover three years' subscription to your magazine.

We wish to say that your magazine has given us wonderful results regarding every phase of the ice cream industry, developments and attainments along every phase pertaining to this enterprise. We assure you that it is always with interest that it is expected as soon as possible after publication.

Yours very truly,
TURNBULL CONE MACHINE CO.
C. A. Bisplinghoff.



Spend a Week in Dairyland

NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27, - OCT. 4, 1924 · WISCONSIN



Monday . Milk Dealers' Day	Thursday . . Ice Cream Day
Tuesday . Creamerymen's Day	Friday . Condensed Milk Day
Wednesday Cheesemakers' Day	Everyday . DAIRYMEN'S DAY



Master Metal Wrappers

The *official* wraps for Eskimo Pie

Why?

QUALITY

Master Metal has a rich, silver-like lustre, is strong enough to stand the hardest use, yet flexible, pliable, and easily handled. Beautiful color-printing.

SERVICE

No more delays and waiting for wrappers. Prompt shipments from our factories at Louisville and San Francisco of stock or imprint wrappers in sheets or continuous rolls.

SATISFACTION

The pleasure of knowing your bars are properly packaged to appeal to the most discriminating buyer.

Order your wrappers now from the Eskimo Pie Corporation, Chicago, or direct from the—

United States Foil Company

LOUISVILLE, KY.

Branch: SAN FRANCISCO

MASTER METAL WRAPS *for* ESKIMO PIE

Eskimo Pies

From a Speech Before the 1923 Oklahoma Convention

IN TALKING to you today, I assume that all of the Wolf Hounds are boosters of Eskimo pie, and I will ask the Wolf Hounds and the ice cream manufacturers to forget that I am a representative of the Eskimo pie corporation, and, instead of talking about Eskimo pies, we will talk about chocolate coated ice cream bars.

For the past eighteen months I have visited every large ice cream manufacturer east of the Mississippi River. I had the opportunity and pleasure of meeting the largest representative ice cream manufacturers of the country, and I have seen the methods they employ in the manufacture of ice cream and chocolate coated ice cream bars.

When I came to Oklahoma and found that the price of ice cream is from $.90 to $1.00 a gallon I was dumbfounded, for this price is entirely out of proportion with prices and conditions as I have found them in other parts of the country. So far as I have been able to determine, whether it is the inability of the Oklahoma ice cream manufacturers to get a better price, or if they are so much more efficient ice cream makers that they can afford to sell it for that price. I do not know of any place in the East where ice cream is sold for the price it is sold for in this state. In the state of Michigan we find some of the finest ice cream plants in the country, and ice cream is not sold there for a dollar a gallon. They are not getting less than a dollar a gallon, and their butterfat standard is ten per cent. I firmly believe that ice cream manufacturers who have been selling their cream for a dollar a gallon would sell more ice cream, and they would make more money, if they would add about twenty cents to their price. Put ten cents of this into better quality, five cents of it into more advertising, and five cents extra profit, and your sales will be very satisfactory, and you will have a bigger net profit at the end of the year. In Pennsylvania, in the cities of Wilkes-Barre, Scranton, Allentown, and Reading, the per capita consumption is twice as great as it is here, and they are getting $1.75 for brick and $1.40 for bulk cream, and still they are complaining of the poor price they are getting.

In connection with the making of the chocolate coated ice cream bar, there are two questions in which the average ice cream manufacturer is chiefly interested:

1. How can I make and sell it profitably?
2. How can I build gallonage?

THE first thing to do is to figure what the product is going to cost. Many figure on the dozen basis. They figure costs and profits, and they sell on the dozen basis. A middle eastern manufacturer inaugurated a system that is being taken up by others. He wanted to build up his winter gallonage, and he found that it would be necessary for him to install extra equipment for cutting, coating, wrapping, etc. It would cost him 85 cents a gallon to convert his ice cream into chocolate coated ice cream bars. He is getting $3.00 a gallon for ice cream sold in the form of chocolate coated ice cream bars, and making money after allowing the 85 cents for conversion to bars.

One of the most important factors in the making of chocolate coated ice cream bars is the coating. The leading chocolate manufacturers have become interested, and have perfected a coating that is ideal for this purpose, selling at 27 to 28 cents a pound. This product has a cocoa butter content of about 42 per cent, and will coat from 36 to 48 bars to the pound of chocolate. It provides a very thin coat, which is more desirable, and less expensive.

A FURTHER economy is effected by putting more bars in a carton. The old method was a dozen to the carton. Under the new method, they sell them by the carton instead of by the dozen, a dollar for a carton of 27 bars. The dealer's profit is small, and when he thinks of buying a dozen, he sees only a very small profit for the sale of that dozen bars. Now he buys a carton for a dollar, sells it for $1.35, and there is a greater inducement for him to buy. Through the use of the 27 bar carton, the sales are increased, and the cost of cartons to the manufacturer is cut a little more than half.

I have actual records from 14 manufacturers showing that it costs them from 90 cents to a dollar to convert their cream into bars, and they are getting $3.00 a gallon for cream so converted. In Oklahoma at present prices you could sell this cream for $2.00 a gallon and make money.

To sell any product we must let the public know where to buy it. In a large eastern city last season the largest ice cream manufacturer averaged 3,500 dozen chocolate coated ice cream bars a day for 110 consec-

"A"
Time-Honored Quality
There are no better Edible Gelatines made than American.
Mail inquiries receive prompt attention
Write or wire any of our warehouses.
ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.
NEW YORK 175 South Street
CHICAGO 94 Board of Trade
ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue
ATLANTA 169 Haynes Ave.
SAN FRANCISCO Second and Brannan Sts.
LOS ANGELES 747 Warehouse St.
PORTLAND, ORE. 405 Hoyt Street
MEMBER

236

Wholesale Ice Cream Manufacturers are delivering ICE CREAM in ZERO REFRIGERATOR BODIES

75% are fleet owners.

John J. Grothe Co., Inc.
ZERO BUILDING
WOBURN, MASS.

TELEPHONE
WOBURN 349

CABLE
ZERO

utive days. Another manufacturer was selling about a thousand dozen a day, average for the same period of time. This year the largest manufacturer has been selling only 900 to 1,000 dozen a day, and the smaller manufacturer actually 1,226 dozen a day. They had the same proportionate gallonage as last year; they were selling at the same price, they were selling the bars under the same name; they were using the same advertising. All conditions appeared to be identical, yet the larger manufacturer was not getting the increase he should have gotten, in comparison with the smaller manufacturer. Something seemed to be wrong, and an investigation was conducted.

We found the small manufacturer was using a high grade coating. The large manufacturer was using another coating that didn't sell any ice cream. One would take a bite of the bar and feel like spitting it out and throwing the rest of the bar away.

THERE was a similar instance in another eastern city. I was called in to investigate. The manufacturers placed the bar on the market at the same time. The quality was the same. The largest manufacturer bought the coating by the carload, and supplied all the other manufacturers so the coating was the same. They advertised co-operatively, so the advertising was the same. Two cents a dozen had been set aside for advertising. I went to the dealers to find out what was wrong, why the small manufacturer should be selling 40 per cent more chocolate coated ice cream bars than the large manufacturer with two and one-half times greater gallonage. I found the large manufacturer's dealers had no advertising. The drivers had chucked the advertising material under the seats of the truck and no one knew where to buy the large manufacturer's ice cream bars. This is just an illustration to show that we cannot expect to sell a product unless the people know where to get it.

I have here some charts which give a few figures regarding the chocolate coated ice cream bar industry. These figures apply to the bars sold under our own trade name. Last year there were sold approximately 70,000,000 chocolate coated ice cream bars. This year there will be approximately 160,000,000 million sold, basing our estimate on the number sold during the first eight months of the year. For next year we have set a quota of 360,000,000 million bars, which would be equal to four and one-half million gallons of ice cream. I am glad to say that the New England states are surpassing their quota, on the present rate per month. These figures I have given no doubt seem new to you, but the chocolate coated ice cream bar business has progressed the most in the eastern states. Eighty-two per cent of the chocolate coated bars are sold east of the city of Cleveland.

The quota that has been set for the chocolate coated ice cream bar industry for next year is not large when we consider that there were more than one billion, four hundred million pieces of chewing gum sold last year, and people do not need teeth to eat ice cream either. It is eaten before we get our teeth and after we lose them. We have every reason to believe that the chocolate coated ice cream bar industry should equal that of the gum and soft drink manufacturers. America consumes four billion bottles of pop in three months of the year. The pop and gum manufacturers have built up this big demand by advertising their products. They don't knock each other, and they don't knock ice cream. We don't need to try to cut the sales of soft drinks or

WRAPPERS WRAPPERS WRAPPERS

IN ROLLS **TIN FOIL** IN SHEETS

For Chocolate Coated Ice Cream Bars—Brick Ice Cream Slices and Other Specialties.

35 years' experience manufacturing and printing tinfoil labels.

From raw pig tin to the printed label in our own plant. Prompt service and high class workmanship guaranteed. Let our Art Department help you work out an attractive design. Sketch free.

CLIP THIS COUPON AND MAIL IT TODAY

The Johnston Tin Foil & Metal Co.
6106 So. Broadway,
St. Louis, Mo.
Please send us samples and quote on Pure Tin Labels. Also submit samples and prices on Scrap Economical Way. Mounted Foil Wrappers in sizes
Name .....
Address .....
City .....

CLIP THE COUPON

The Johnson Tin Foil & Metal Co.
Manufacturers of TIN FOIL
6106 S. BROADWAY ST. LOUIS, MO.

Founded in 1870

For Over 50 YEARS Exclusive Manufacturers of Chocolates and Cocoas for Confectioners, Grocers and ICE CREAM MANUFACTURERS

Today

Chocolate

Is It

—as a FLAVOR and Growing Continually.

If the Ice Cream maker wishes to have the benefit of this increase he must use only the BEST grade of either COCOA POWDER from which a limited quantity of Cocoa Butter has been extracted or the PURE unsweetened Chocolate liquor with the entire Cocoa Butter contents, but the grade of the Cocoa Bean must have STRENGTH and AROMA so that the ICE CREAM should have a rich Chocolate Flavor; this applies also to Ice Cream Pies, (or Eskimo Pie). USE—

Runkel's

—WHO MAKE the following Brands specially adapted for Flavoring ICE CREAM and coating Ice Cream Pies

Pure Unsweetened Chocolate Liquors
PHOENIX BRAND 100 lb. cases
A-No. 1 " " "
Caracas Extra " " "
Super Ice Cream Brand " "

PURE COCOA POWDERS
Selecto Brand 5, 10, 50 lb. Cans
B-No. 2 " " "
X-Soluble " " "
X-Essence " also packed
X-Dutch Process in barrels

Coatings for Ice Cream Pies (Eskimo Pies)
ICE BRAND, Dark 100 lb. cases
ZERO " Light " "
PEARY " Vanilla Dark " "
YUKON Milk Flavor Light
- - 100 lb. cases

P. S. The experience we have gained by supplying the most successful Ice Cream Manufacturers throughout the United States will be cheerfully given and samples with our lowest present prices sent on application to

RUNKEL BROTHERS, Inc.

445-47-49-51 West 30th St., New York 363 West Erie St., Chicago, Ill.

gum, but simply talk and advertise to induce people to eat more ice cream and chocolate coated ice cream bars.

SEVERAL eastern cities have adopted the co-operative advertising plan, and are putting it over on a big scale. In one particular city six manufacturers have joined, and the cost is pro-rated among them according to gallonage. They put on a big advertising campaign for the chocolate coated ice cream bar, raised the price to ten cents and sold 15,049 dozen ten cent bars in ten days.

I can give you another illustration of what can be done when ice cream manufacturers begin fighting among themselves. In an eastern city an ice cream war was on. Each one began eating a hole in the business of the other. One of them spent $15,000 and the other spent $10,000, and at the end of two weeks, one man had three stops more than he had when the fight started, and the other had the same number of stops he had at first. Both lost heavily. If they had gone together and spent less money, both would have sold more ice cream.

In another big city manufacturers cut the price during their ice cream war to 92 cents a gallon and lost between $2,250,000 and $2,500,000.

THE best endorsement of the chocolate coated ice cream bar that I can give is to say that of thirty directors of the National Association of Ice Cream Manufacturers, twenty-nine of them are making them, and I am glad to state further that 82 per cent of those making the bars are making Eskimo pies.

If there are any questions I shall be glad to answer them. I thank you.

W. M. Hawk: How many manufacturers are making a ten-cent bar?

Mr. Lund: Only one. We started November 3, and continued. This was just a campaign to see what could be done with selling a ten-cent bar with a heavy advertising campaign. It illustrates the dynamic power of advertising. In this campaign they spent about 40 cents a dozen for advertising. They made a good sized bar, and the people were pleased. After the ten day campaign the price was reduced to five cents, and the public was pleased again.

Mr. Hawk: How many bars did you cut to the quart of cream?

Mr. Lund: For the ten cent bar we cut 14 to the quart, and for the five cent bar, 20. I wouldn't advise anyone planning to begin making chocolate coated ice cream bars to try to sell them for a dime.

Member: How many did they sell before the demand began to wane?

Mr. Lund: The demand had already begun to drop at the end of ten days, but picked up again when the price was reduced to five cents.

Mr. Porter: I want to explain to Mr. Lund that our price of a dollar a gallon in Oklahoma is equal to about $1.25 in other states, for we do not give any re-icing service. This accounts for the difference in price in this state and other states, but at that, we probably ought to have more for our ice cream.

Mr. Lund: You are indeed fortunate in having disposed of the icing problem that way. It shows that you are working together. In some places they are not only icing free of charge, but they put linoleum on the floors, paint store fronts, and even loan money. One large city manufacturer I know of has $80,000 loaned out to dealers. Gentlemen, I thank you.



"Atlas" Brand Colors

(All Shades)

Certified Combination Colors
Certified Primary Colors
Certified Paste Colors
Certified Liquid Colors
Vegetable Dry Colors
Vegetable Paste Colors
Vegetable Liquid Colors
Atlas Carmine No. 40

"Atlas" Brand Flavors and Extracts

Genuine True Fruit Extracts
Imitation Fruit Flavors
Conc. Imitation Fruit Flavors
Pure Vanilla Extracts
Imitation Vanilla Flavors
Maple Flavors

For A Distinctive Flavor

USE

ATLAS VERTEX

A highly concentrated artificial vanilla flavor sixteen times as strong as pure vanilla, imparts a rich, delicious flavor to

ICE CREAM

Maintains Its Flavor in the Hardening Room
WILL NOT FREEZE OUT

A Most Economical and Wholesome Flavor For You To Use

SINGLE GALLON $19.00 Gal.

TRY IT

SIX GAL. CASES $18.50 Gal.

H. KOHNSTAMM & CO., INC.

ESTABLISHED 1851

CHICAGO: 11-13 E. Illinois St. NEW YORK: 83-93 Park Place

ALUMINUM FOIL

The Standard Wrapper

for

ESKIMO PIE

During the last twelve months, more aluminum foil was used for Eskimo Pies than all other wrappers combined.

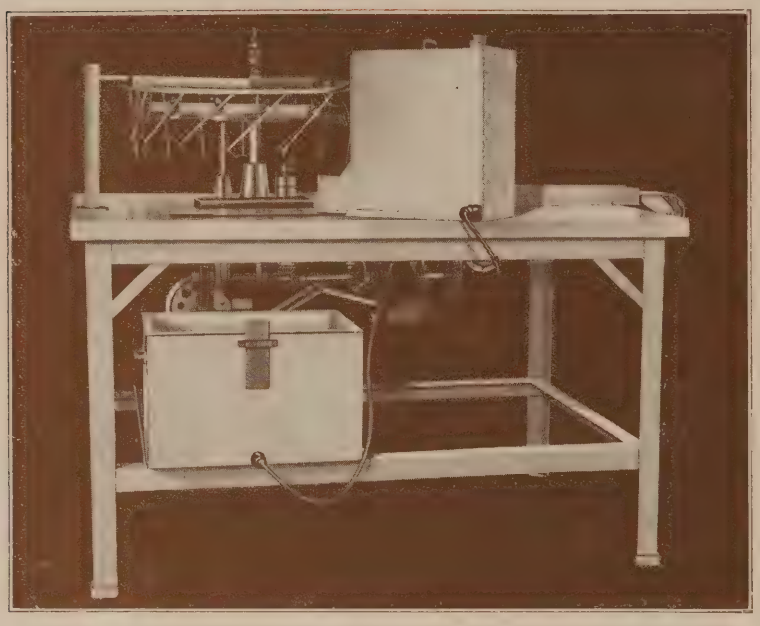
Aluminum foil is especially suited for wrapping food products because it is absolutely hygienic and can form no poisonous compounds with any food. Aluminum foil wrappers are made for all wrapping machines used on Eskimo Pies.

Bright silvery—white foil—made of pure aluminum—keeps its lustre and brilliance better than any other metal foil.

Aluminum Co. of America

Oliver Building *PITTSBURGH, PA.*

Made Right



ESKI ARE A PROFIT

NORTHWESTERN Ice Cream Cutting *and* Dipping Machine

Cut to uniform size;—dipped into a uniform chocolate bath;—delivered on a convenient table; all with absolute automatic precision at a rate of 120 dozen per hour, is the accomplishment of the Northwestern Ice Cream Cutting and Dipping Machine.

It is easily adjustable to 5c or 10c bars. Furnished complete with motor and electrically heated chocolate tank at a price of only $375.00 brings the cost of manufacture down to a point where Eskimo pies are "made right" from an equipment investment consideration.

If price and performance are a consideration in buying equipment for the production of Eskimo pies,—you will find an investigation of the Northwestern Cutting and Dipping Machine worth while.

NORTHWESTERN CO

Sold Right

MO PIES

YEAR 'ROUND ABLE ARTICLE



Eskimo pies—no matter how well made—must be "sold right" to keep them in public favor. They must be sold in places where the public gathers.—where only a quick, handy serving of something cold will satisfy. The bars must be readily available without the usual digging into a regular ice cream cabinet with the familiar "wait." The bars must be hard, with the coating firm and devoid of any "greasy" appearance.

The Northwestern Bar Cabinet is an achievement in the successful sale of Eskimo pies on a year 'round basis. Wherever these little sales producers have been employed the sale of Eskimo pies has been a profitable success throughout the year.

Let us tell you some novel ways these Northwestern Bar Cabinets are used to increase sales.

NORTHWESTERN
Bar Cabinet

RPORATION, Morris, Ill.

SUPPLY SALESMEN ADD TO CLUB'S RECORD BY SUCCESSFUL SHORT COURSE ENROLLMENT.

Forty-odd members of the Salesmen's Club of The Association of Ice Cream Supply Men enrolled for a special course in dairy products merchandising and manufacturing, with the pre-dominant emphasis on ice cream production, at Penn State College late in August, where they will remain until August 29 under the instruction of Professors W. H. Martin, I. R. Knapp, A. A. Borland, L. W. Morley, W. D. Swope and M. H. Knutson. Many of the extensive laboratory and classroom facilities of Penn State College were at the disposal of the salesmen throughout the course.

Commenting on the success that has attended the club's first educational effort of this sort, President Jordan of The Association of Ice Cream Supply Men recently paid this tribute to the club:

It is the "man on the road' who more often than I am afraid everyone realizes is and can be the upbuilder of the industry. The Association of Ice Cream Supply Men is distinctly gratified at the progress made by its affiliated Salesmen's Club. The Penn State Salesmen's Club short course is a significant example of the future possibilities of the club. I can foresee the day when the self-improvement of salesmen along constructive and legitimate and proper lines will be carried on day in and day out through the agency of this club.

As an adjunct of The Association of Ice Cream Supply Men, the club is thoroughly appreciated and has no light value placed upon it. The discussions that take place on what might be called the written forum of the club, that is, through its frequent membership bulletins, are practicable and serviceable to the extreme. They touch on actual problems of the industry, of the salesman's life, of his relation to his customer, of his implied and actual duty to and responsibility for the growth of the industry to which he caters. Thinkers of real ability have come to light through the medium of these discussions.

As, ex-officio, a member of the executive committee of the club it has been my good fortune to participate in all the meetings of its directors. At a recent meeting in Cleveland I was forcibly struck by the constructive sense of the directors there and by the broad view they have acquired of the industry and of their determination loyally to advance its interests.

The officers and directors of the club are: N. M. Thomas, president; M. J. Conaton, Jr., vice-president; C. H. Achelpehl, treasurer; Robert Everett, secretary. Frank Carroll, Byron Morris, Herman Lapat, Eli Rosenbaum, M. C. Swartout, I. E. Colvin and O. C. Jordan, ex-officio.

Those whose enrollment at Penn State were received in time to be announced for publication are:

R. S. Damuth and W. R. Maguire, J. G. Cherry Co.; J. J. Clark and L. Eyring, F. Bischoff, Inc.; L. VonLosberg and H. I. Rosner, Joe Lowe Co., Inc.; A. J. Hulsebesch and C. R. Ficker, Brown & Shaw; F. S. Key, R. L. Adolph, E. F. Hasselfeldt, J. W. Stevens and W. G. Royer, National Bakers' Egg Co., Inc.; Eli and Robert Rosenbaum and E. B. Van Dusen, David Michael & Co.; C. Blake, F. Carroll and A. W. Johnson, Milligan & Higgins Gelatine Co.; G. Kaehler, Van Houten, Inc.; S. E. Swanker, H. L. Trimby and J. G. Brown, G. R. Ryan Mfg. Co.; S. H. Stayton, H O Wilbur & Sons.

TWO NEW PLANTS FOR GLOBE ICE CREAM CO.

Two new plants are planned by the Globe Ice Cream Co. of Los Angeles to represent an investment of $500,000 each. This is in line with the expansion program announced by the company which will more than double the production, payroll and size of the existing Globe ice cream plant at Hill and Jefferson Sts., Los Angeles. The announcement comes from A. A. Comey, vice-president and general manager. There are three acres, covering an entire block in the Beverly Hills section of Los Angeles, which will be the site of one of the plants, the first unit of which will cost $250,000 and will include two buildings, one six stories and basement in height, 100x100 feet, and the other two stories in height, 100x 200 feet. The site itself was bought for a consideration of $75,000.

The second unit of equal size will be constructed at a cost of $250,000 after the first unit is completed. The present schedule calls for both units to be completed and in operation within the next twelve months.

The site for the Los Angeles harbor plant has been selected, but the exact location of the plant has not been made public. The company says that this plant will be an exact duplication of the Beverly Hills factory. Mr. Comey has been active head of the business since the parent institution was erected in Los Angeles two years ago. Among the other officials of the Globe Ice Cream Co. are Marco H. Hellman, Irving H. Hellman, Will E. Keller, C. A. Fellows, Carl Leonardt and other prominent business men.

The main plant of the Globe Ice Cream Co. represents a million dollar layout, and employs 120 people, and has a monthly payroll of $25,000, and every thirty days spends $105,000 in the city of Los Angeles for raw products to be manufactured into ice cream and ice.



Karl B. Mory, formerly secretary of the Wisconsin Association of Ice Cream Manufacturers, but now connected with the industry in the East, recently sent us a photo of a fleet of trucks acquired by the Rochester Ice Cream Co., Rochester, N. Y., the firm of which he is sales manager.

ZIPP'S ORANGE FREEZE

—take a tip, buy from Zipp!

HIGHEST QUALITY for 38 YEARS

When at the Milwaukee Convention make our Booth No. 183 your headquarters. Come in and get better acquainted and don't fail to see ZIPP'S ORANGE FREEZE.

For imparting that true orange flavor to your Ice Cream, Ices and Sherbets it has won its FAVOR through its FLAVOR.

ORANGE is becoming a more popular flavor every year.

THERE IS A DIFFERENCE IN ORANGE FLAVORS.

You have tried the rest, now try the BEST.

Our scientific process eliminates that Terpeny flavor, yet retains the whole orange flavor so commonly lost in terpeneless flavors.

Come in for a demonstration, as seeing is believing.

Manufacturers of a Full Line of

Fruits, Both Bulk and in No. 10 Tins for the Ice Cream Trade

The ZIPP MANUFACTURING CO. Cleveland, O.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
C. E. RIDDLE
Emerson Tower, Baltimore, Md.
CHERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
J. W. ALLEN & CO.
116 No. Peoria St., Chicago, Ill.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

Insurance That Cost Nothing

In the making of Marshmallows or Ice Cream, the amount of gelatine used is very small, compared with other materials.

Yet that small amount may make or mar a whole batch of expensive materials.

Then why take the risk, when you can buy **The World's Best Food Gelatine** at no greater cost?

DELFT costs less because it goes further. Warranted free from harmful and liquefying bacteria when delivered.

Send for samples and make your own tests.

ASK ANY FOOD CONTROL OFFICIAL

MEMBER

Harold A. Sinclair

Manufacturers of Illinois Getting Ready for Jubilee

Twenty-fifth Anniversary of Oldest Organization to be Celebrated Next Month

ICE cream manufacturers of Illinois are getting ready to do themselves proud next month when the silver jubilee of the Illinois Association of Ice Cream Manufacturers will be held in Chicago. These festivities which will mark the twenty-fifth annual meeting of the oldest association in the industry will be held October 28-29, Hotel Sherman, Chicago.

Secretary Loewenstein has announced a tentative program of up-to-the-minute subjects. These subjects will deal with the various problems confronting ice cream manufacturers of Illinois, including refrigerated cabinets and fountains, service charges, motor truck delivery, co-operative advertising, cost accounting and Bulk Goods vs. Package Goods.

The business proceedings of the convention will be punctuated by a banquet, different forms of entertainment, and a dance, all of this taking place on the evening of Tuesday, October 28. Association officials have asked their members to bring along the ladies, impressing the fact that this convention will be a real silver jubilee.

ASSOCIATION officials throughout the ice cream industry are extending congratulations to the officers of this veteran association. There is no doubt that it will be the most spectacular convention in the history of the Illinois association. Illinois manufacturers and friends from many states are making reservations.

It would be difficult to estimate the great influence the association has wielded for the advancement of the ice cream industry of Illinois. This convention is sure to be one of the outstanding ice cream events of the year.

DEFINITE ARRANGEMENTS FOR MICHIGAN CONVENTION.

All arrangements have been made to hold the next annual convention of the Michigan Allied Dairy Association at Lansing, Mich., on February 2, 3, 4, 5 and 6, 1925. The convention will be held at the Michigan Agricultural College in connection with Farmers' Week.

C. J. Yuncker, president of the Michigan Dairy Boosters, advises that exhibits will be held in the Armory building. Headquarters for his association will be at the Kerns Hotel, and reservations now can be made. The president of the Boosters states that reservation should be made at an early date, as all hotels will be crowded during the convention week. A diagram of floor space will be shown in an early issue of The Ice Cream Review. There is space for only 56 booths on account of lack of other larger buildings. Many interested in the activities of the Michigan Dairy Boosters have formed the idea that the Boosters will hold their convention at Grand Rapids. Lansing is the city decided upon by the association.





There Are No IFS *or* ANDS About It

DREW'S EGG YOLK will produce a better ice cream that will boost your winter gallonage and keep your factory running nearer capacity during the otherwise dull winter months.

The wisdom of your using DREW'S EGG YOLK will be reflected in your statement of net profits at the end of the season.

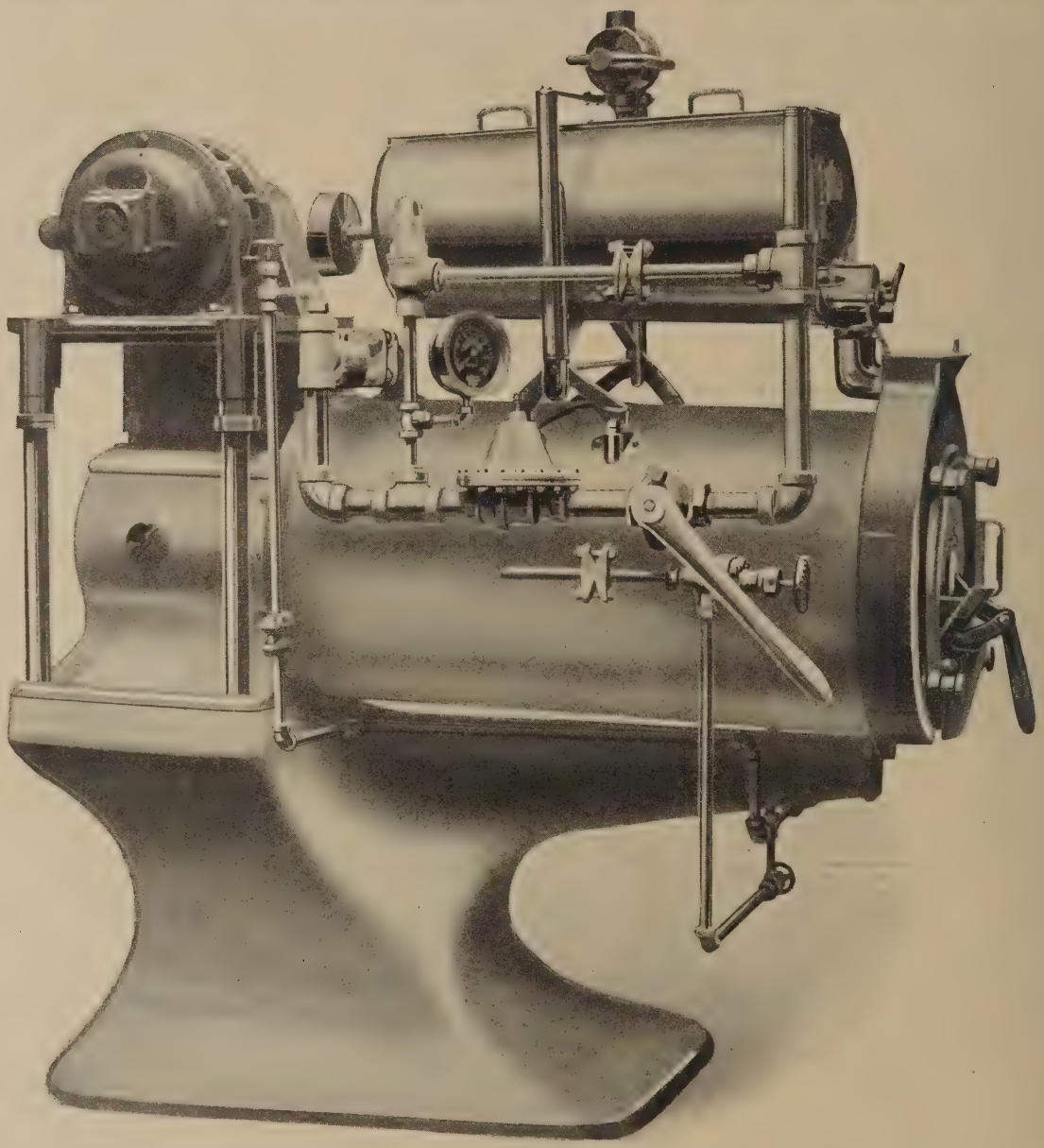
Let the good judgment of some of America's largest ice cream manufacturers guide you. Write for particulars today.

SEE OUR
EXHIBIT
NATIONAL DAIRY EXPOSITION
MILWAUKEE
Sept 27, Oct. 4
BOOTH No. 181

JAMES F. DREW & COMPANY

320 BROADWAY NEW YORK CITY

U. S. Heavy Duty
DIRECT EXPANSION
Ice Cream Freezers



An Exceptionally Fine Freezer of Unusual Merit and Excellence

Catalog and Technical Information on Request

DISTRIBUTORS EVERYWHERE

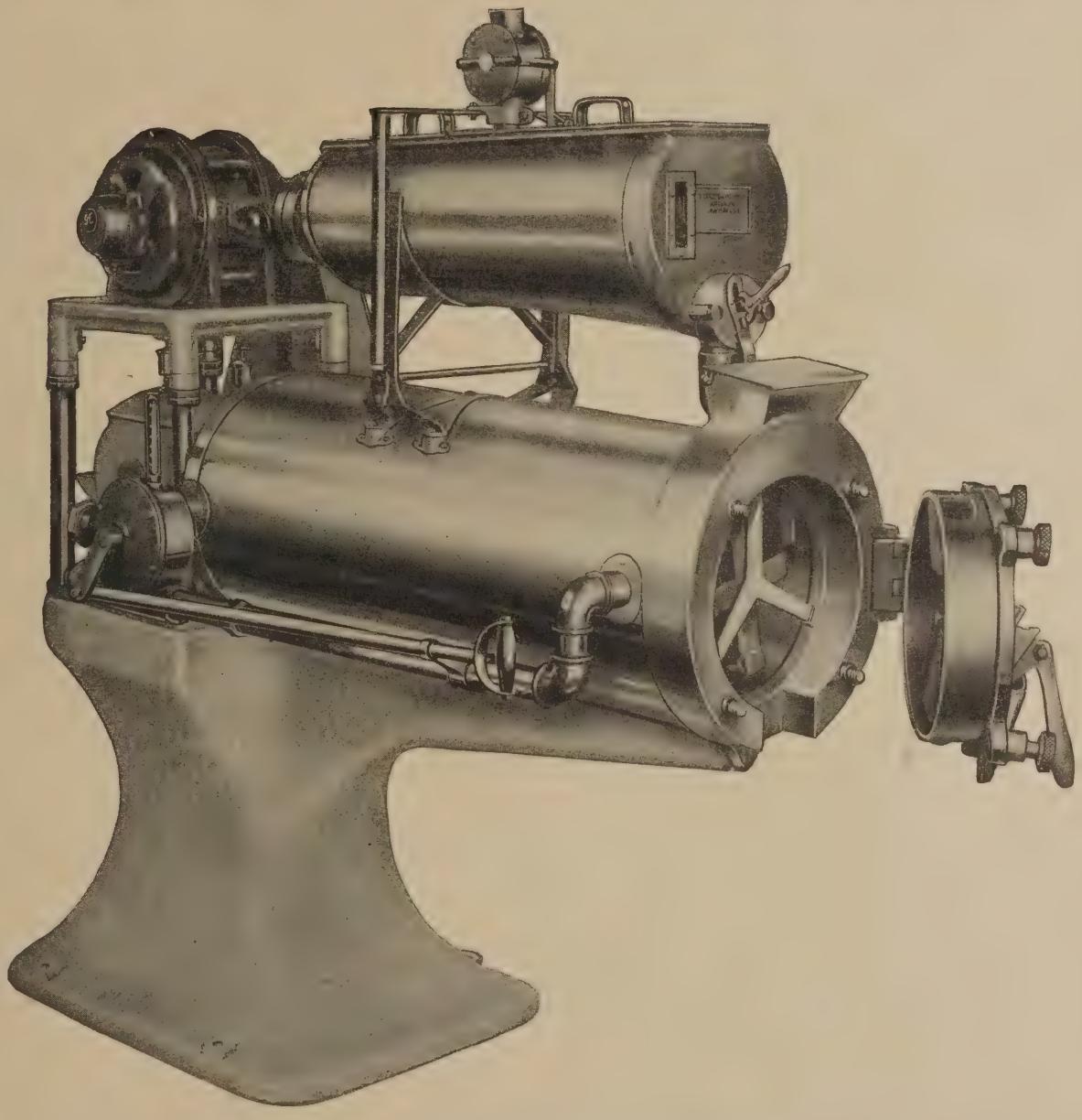
Booths 277-278—National Dairy Show—Milwaukee

U. S. Freezer & Machine Corporation

GENERAL OFFICES
241-243 W. Broadway, New York City

FACTORY
North 11th St. & Driggs Ave., Brooklyn, N.Y.

U. S. Heavy Duty
— BRINE —
Ice Cream Freezers



Possessing Every Feature of Worth While Merit—True and Tried

DISTRIBUTORS EVERYWHERE

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U. S. Freezer & Machine Corporation

GENERAL OFFICES
241-243 W. Broadway, New York City

FACTORY
North 11th St. & Driggs Ave., Brooklyn, N.Y.

"WELCOME SIGN" HUNG OUT AT MILWAUKEE FOR ICE CREAM MANUFACTURERS BY DAIRY SHOW OFFICIALS.

(Continued from page 8)

portance to all, no matter what their particular line may be. It is of importance not only from the standpoint of business but from the broader view of increased health to the community.

"One important aspect of the exposition is its broad appeal to businessmen. The businessman is beginning to clearly see the great tieup between the dairy cow in the field and barn, and the operation of his own business, be it factory, wholesale store, or retail organization. The fact is becoming apparent to him that his own prosperity, the buying power of his clientele, will depend to a tremendous extent on the continued prosperity of the farmer.

"The ice cream man is essentially a businessman. He is a manufacturer, a wholesaler and a retailer, as a rule, all in one. He has the viewpoint of the man of business, and he can see in this dairy exposition values that might not otherwise be apparent."

The Ice Cream Review finds it possible to forecast "big doings" for the ice cream men at the dairy exposition. Many manufacturers will come just to see who else will be here and to find out what all has been done toward making the exposition of interest to members of their industry. Others will come for the latest and most advanced ideas in proper machinery, equipment and supplies for the production of America's greatest food dessert. Everybody is sure to profit.

FLORIDA FACTORY SOLD.

Announcement was made recently of the purchase of the DeLand Ice Cream Co. of DeLand, Fla., by T. Reed and his daughter, Miss I. Reed, who will give the management of the factory their personal attention.

Much new machinery will be installed, it is reported, and officials say that only the best grade ingredients will be used in the manufacture of a quality ice cream.

OFFSETTING PUBLIC MISREPRESENTATION THROUGH ADVERTISING.

In these days when so many attacks upon ice cream, which is often included under the blanket heading of sweets, are creeping into the newspapers, the ice cream manufacturer who can cite the hospitals which are using his product is not only paving the way for more sales but is doing the entire industry a benefit. Advertising of this nature is being done by the Breyer Ice Cream Co. of Philadelphia over the signature of Henry W. Breyer. An example is:

"Hospitals, for good reasons, are places where strictness is ever evident.

"Cleanliness, freshness, purity and simplicity are rigorously demanded always, especially where food for the patients is concerned.

"It is extremely gratifying to me, in the light of these facts, to know that Breyer's ice cream is the choice of hospitals such as Jefferson, Hahnemann, University, Samaritan, Episcopal, Frankford, Medico-Chi and about thirty others in Philadelphia."

It is hard for the average man to picture just what you mean when you say you sold so many thousand gallons of ice cream within a given period. The Breyer Ice Cream Company tells the public in Washington, D. C., that within a year enough Breyer's ice cream is made to give a regular portion to nearly every man, woman and child in North and South America.

"Did you get yours? Then make up for the lack right away. Get a big plate of it, and take some home to the rest of the family."

The Moore Brothers Ice Cream Company of Oil City, Pa., ran an advertisement occupying almost an entire page on the subject of ice cream and health. It was addressed to doctors and nurses. The company offered to send to the commissary department of any hospital or institution a sample of its ice cream for comparison with other brands.

Tub Covers

of best quality non-shrinking canvas.

Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

The constant re-orders of big users show recognized value.



Write us for quotations on your season's requirements NOW!

The Schott Bros. Co.

West Salem, Ohio U. S. A.



Meet me on

ICE CREAM DAY

Thursday, Oct. 2nd

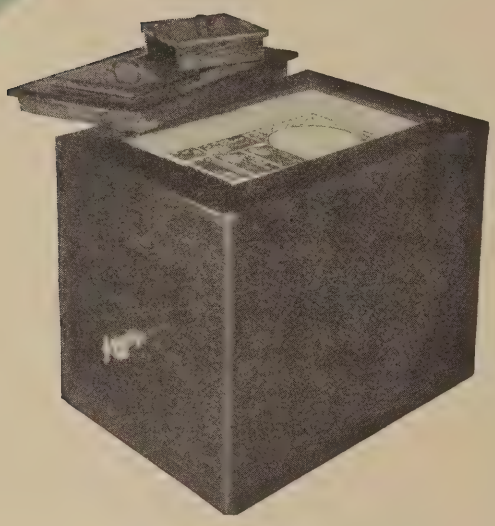
NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS.

Booth 42 - 43

The J. B. Ford Co., Wyandotte, Mich.

"If it's good enough to imita

BEWARE of IN



Get the

48 hours on one icing

"FORTY-EIGHT HOURS ON ONE ICING" does not begin to tell you the real accomplishment of Dry Zero Cabinets. You must see the condition of the product at the end of that time to appreciate what Dry Zero insulating qualities are.

The sale of Dry Zero Cabinets is conducted on the principle of "Seeing is Believing." Any responsible ice cream manufacturer can have the pleasure of "seeing for himself" what Dry Zero Cabinets will do under the same conditions he now operates other cabinets.

We are sure you will be doing yourself a favor by sending for a trial cabinet now.

You can have a Dry-Zero Universal Cabinet shipped to you subject to your approval after full test at your plant.

Send for one and try it out

DRY ZERO INS

te it's good enough to buy"

FRINGEMENTS

Original

Dry Zero Universal Ice Cream Cabinets

Nothing proves the value of an article so much as the effort others make to imitate it.

Think of the concerns that have tried and failed to emulate the "flivver." They have failed because their effort to imitate the basic product or principle of construction has been impossible of reproduction within the originator's rights.

Thus imitations that are forced to circumvent originator's rights become cumbersome, lack basic quality and are uneconomical at any price —besides always subjecting the purchaser of such imitations to the possibility of prosecution and damages in infringement suits.

Buy the original article.

SEE THE
Dry Zero Exhibit
AT THE
National Dairy Show

ULATION CO.

50 East 42nd Street
NEW YORK

DIXIE FLYERS' PUBLICITY CHIEF VISITS DAIRYLAND.

C. Mortensen, chairman of the publicity committee of the Dixie Flyers, was extending himself to the utmost in plans to advertise the fact that the New Orleans ice cream convention in December will be an event well worth while the attention of ice cream manufacturers in all parts of the country.



C. MORTENSEN.

In naming Mr. Mortensen head of the publicity committee, President Benners of the Dixie Flyers selected a veteran member of his organization, and a man who has done some vigorous and progressive work in the ice cream industry in the South for many years. Mr. Mortensen was in Milwaukee last month long enough to let folks know that his committee is right on the job. He was spreading news of the Southern convention at every step in Wisconsin.

While in the city he was the guest of The Olsen Publishing Company, officials of which had the pleasure of showing him through the home of The Ice Cream Review, letting him see The Ice Cream Review actually in the making as it traveled from printers to pressmen and back to bindery men and mailing employees. He left no doubt in the minds of Milwaukee friends that the New Orleans convention will not profit from lack of publicity.

It is generally known that the Southern Association of Ice Cream Manufacturers will hold its annual convention in connection with the exposition of the Dixie Flyers on November 14 and 15, and the members will spend the following day, Sunday, in New Orleans, taking in the sights, and be on hand for the opening of the convention of the National Association of Ice Cream Manufacturers in that city the following Monday, November 17, continuing through November 19. This will be the South's greatest ice cream event.



CALIFORNIA FIRM PLANS NEW PLANTS.

The Globe Ice Cream Co., Los Angeles, according to A. A. Comey, vice-president and general-manager, has purchased approximately three acres of ground in the heart of Beverly Hills, Calif., industrial section. This property is exceedingly well located. It has a frontage on Santa Monica Blvd. of 336 feet; on Alpine St. it has a frontage of 270.29 feet; on Third St. a frontage of 346.28 feet; and at the rear, facing the Pacific Electric railroad tracks, a frontage of 375.12 feet. This property is situated on the corner of Santa Monica Blvd. and Alpine Drive, and the purchase price paid for this property was $75,000.

According to Mr. Comey, the Globe Ice Cream Plant No. 2 will be erected just as soon as the plans and specifications are completed. The plans are now being drawn.

The first unit of the Globe Ice Cream Plant No. 2 will be erected in Beverly Hills at a cost of approximately $250,000, not including the $75,000 paid for the ground. The new factory will be a credit to Beverly Hills. The Globe Ice Cream Plant No. 2 will be similar in design to the Globe Ice Cream plant now located at the corner of Jefferson and Hill Sts., Los Angeles. No expense will be spared to make this one of the finest ice cream and ice and cold storage plants in America. The building will be class A construction, of concrete and steel. This plant will contain the latest type of high-grade machinery for the purpose of manufacturing ice, ice cream, and for cold storage refrigeration.

Mr. Comey states that the company is seriously considering erecting a mammoth ice skating rink, in addition to a magnificent natatorium. He says delivery costs can be reduced considerably by the erection of this new Globe Ice Cream Plant No. 2 which is to be located in Beverly Hills. Heretofore the Globe Ice Cream Co. has only made deliveries in Los Angeles and close-in adjacent territory. After this new plant is erected deliveries will be made in Sawtelle, Sherman, Beverly Hills, Culver City, the West End of Hollywood, Westwood, Palms, Santa Monica, Ocean Park and Venice. Daily delivery service will prevail in all of these sections for ice cream and ice.



AN ARIZONA PLANT MAKING PROGRESS THROUGH QUALITY.

What is said to be one of the finest small ice cream manufacturing plants in the West is located at Tucson, Ariz., and is operated under the firm style of the Elite Ice Cream Co. Some months ago F. J. Paddock and others purchased the Puritan Ice Cream Co. and took steps to develop the field for quality ice cream in that section. Thousands of dollars were spent in refitting the plant with modern refrigeration, brine tanks, and all other modern equipment.

F. J. Paddock is also principal owner of the Lily Ice Cream Co. at Phoenix, Ariz. Mr. Paddock has had twenty-six years' experience with the Borden Condensed Milk Co. in the East and was head of the Pacific Creamery Co. at Phoenix when cotton supplanted the dairy cow in that locality. He then started in the ice cream business, four years ago.

It is reported that Mr. Paddock's early training taught him two things which have proven a boon in his present business—cleanliness and quality. With this uppermost in the minds of those in charge of the plants at Phoenix and Tucson, it is felt sure that success will come.

In a communication Mr. Paddock writes: "We are striving hard to make a quality of ice cream we can be proud of and we feel that we have been rather successful as the growth of our business will show."

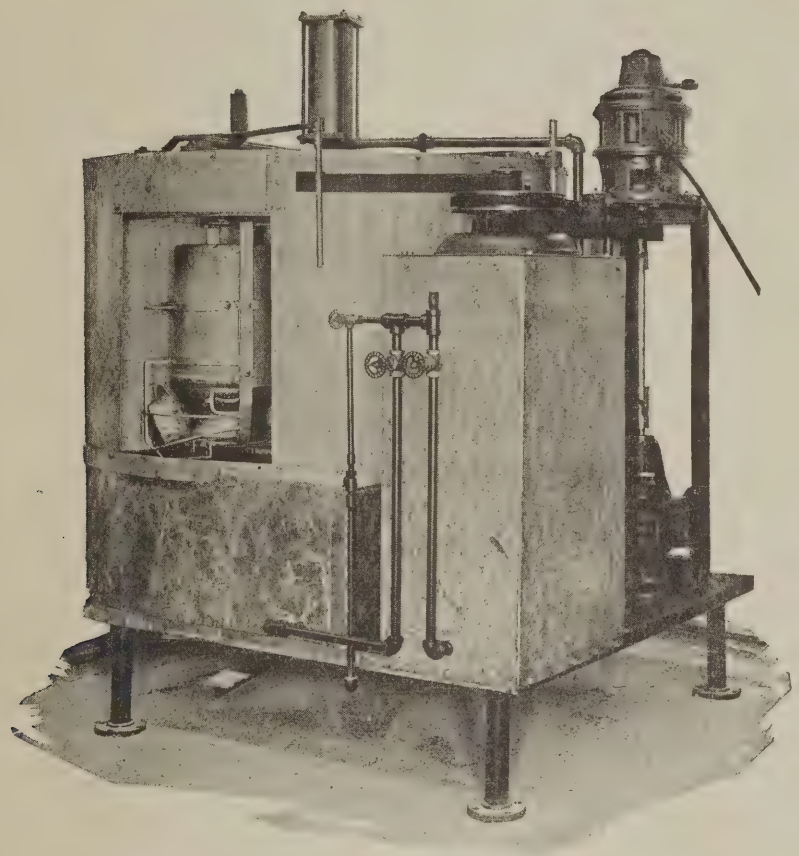
The plants are equipped by a well-known Chicago dairy equipment company, and the latest style freezers, coolers, and all other machinery is now in use. Plans are being made to install machinery for making their own ice, adding on cold storage rooms in addition to their hardening rooms.

The Phoenix plant has a capacity of 750 gallons daily, but with new machinery recently added, it is felt that the company will be able to double this amount should the occasion arise.



Send your personals and news items to "The Review" and see how well they look in print.

The ANCO Rotary Can Washer Is Proving a Great Success



IT HAS incorporated the most thorough cleansing features of expensive types of machines but is moderately priced, occupies comparatively little floor space and is adaptable for small, medium and large requirements.

The exceptional serviceability of these machines may be largely attributed to the method in which washing sprays, sterilizing sprays, steam and water sprays are applied. They are raised and lowered in the cans, while the cans are revolving, so that high pressure streams of water, etc., are directed directly against each square inch of the cans' surface. This insures PERFECT CLEANING.

The Allbright-Nell Co.,
Chicago, Illinois.

Gentlemen:

Since installing your machine, we have used it constantly, cleaning several hundred cans daily. These cans have been well cleaned and dry when taken from machine. We have washed some very dirty cans, and have had good results.

With best wishes for success, we beg to remain,

Yours very truly,
UNITED DAIRY COMPANY.
(Signed) Louis G. Glick.

THE ALLBRIGHT-NELL CO.

5323 So. Western Boulevard **CHICAGO, ILLINOIS**

HISTORY OF THE DAIRY INDUSTRY IN COLORADO.

(Continued from page 136)

stock. Sons and grandsons of Sir Pietertje Ormsby Mercedes, King Valdessa, King Segis Pontiac Count, Piebe Laura Ollie Homestead King, and Matador Segis Walker have found their respective ways into the hands of wise and far-sighted Colorado breeders.

Colorado's producers in the Holstein breed have have made history not only in Colorado but nationally—Dr. Hubert Work's cows, Lady Perfection Korndyke and Changeling Tidy Abbekirk Wayne are both 40 pound cows while Lady Perfection also has a 1,000-pound butter record. Hall Brothers in the earlier days produced that outstanding cow, Dutchland Hengerveld Ascalon who even today holds the state record and is listed among the 85 Holstein-Friesian cows that have produced over 1,000 pounds of butterfat.

In the Jersey breed, Colorado can look with a great deal of pride to that fountain head of the financial family, Financial Countess, at one time the world's champion cow of the breed, who is a Colorado cow, owned and developed by C. E. Parfeit of Golden, Colo. Other prominent early Jersey breeders who have done much to help this breed in Colorado are A. M. McClennahan of Greeley, George La Grange of Plateau City and J. D. Pancake of Loveland.

Guernseys are just begining to take their place in Colorado. J. W. Purvis of Johnstown has bred Guernseys for many years with a good deal of success. E. J. and Clark Bender of Berthoud considerably helped in the advancing of this breed and D. H. Parker of Greeley has done much to place good Guernsey bulls on farms where they can do the most good.

In grade cattle more importations have been made from Wisconsin than from any other state. This stock has mostly proven to be highly desirable and well worth the price, when placed in the hands of reliable breeders and progressive dairymen.

The Sintons at Colorado Springs, H. Brown Canon of Denver, Asa T. Jones Holland Dairy at Colorado Springs and the American Beet Sugar Company of Lamar have in the earlier days been the centers of breeding and distribution of Holstein-Friesian cattle.

No large Jersey herds have yet been developed and Ayrshire cows have only been established in three or four isolated spots. One excellent Ayrshire herd has been maintained for some years at Steamboat Springs by Conrad Reister and Sons.

One should not failt to mention the dual purpose of Milking Shorthorns. This breed has been a big factor in getting dairying started in many of our more sparcely settled sections, especially in the mountain and dry land sections since the advent of the cream station and centralizer creamery. Chief among the Milking Shorthorn breeders are C. H. Hinman at Golden and the Pine Valley Farms at Colorado Springs.

The prospects for future development are excellent. Colorado is ideally situated for the raising of dairy cattle. Alfalfa is abundant and the climate is mild, doing away with the expense of extensive barns.

The market to the Pacific Coast is developing rapidly, giving a big outlet for high quality butter. In addition, milk and ice cream are being shipped to the states on the north, south and west.

There is an increased interest in cheese so that the near future should see a big development along that line. With the present and prospective markets, the dairy output of Colorado should be nearly double in the next ten years.

WHY PAY HIGH PRICES *for* Vanilla Extract

Better Flavor and more lasting Flavor by using

"Vanoleum"

(TRADE MARK)

One pound of "*Vanoleum*" is equal in flavoring strength to two gallons of standard strength Vanilla.

Used for a quarter of a Century by the leading Ice Cream Manufacturers throughout the country.

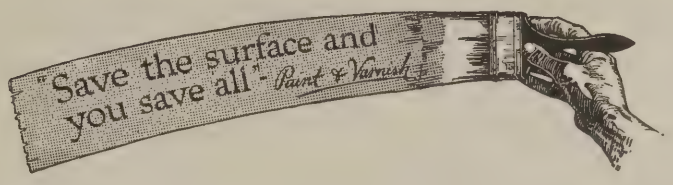
Contract Prices submitted on request.

WE ALSO MANUFACTURE A COMPLETE LINE of VANILLA EXTRACTS

MEMBER

CORRIZO EXTRACT COMPANY 211-215 West 20th Street NEW YORK CITY





Tubs and Cans as Salesmen

In the Ice Cream and Dairy Industries, paint has two important functions—protective and selling.

The slap of the brine, the hot kiss of the sun, the icy breath of "Jack Frost", washing powders and the continual scrubbing soon wear away ordinary paint—and the tub or can it is supposed to protect, is exposed to the ravages of the elements.

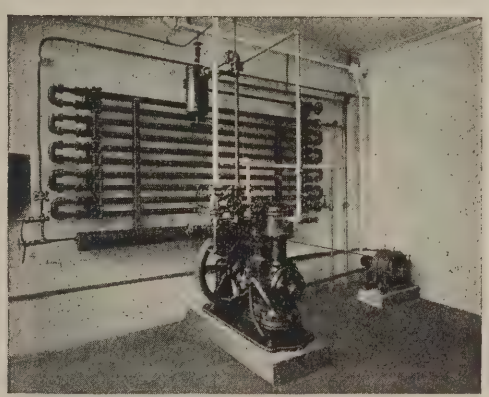
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PAINT YOUR PERSONALITY ON YOUR PACKAGES

MEMBER

successfully withstands the abuse of handling and the inroads of the weather. Its protective value is very high. It retains its brilliant finish for months, guarding the soundness of your containers and giving them positive and optimistic sales appeal.

THE NATIONAL PAINT & VARNISH CO.

8707-8709 Kinsman Road CLEVELAND, OHIO, U. S. A.



Look carefully into details before you buy. The Frick machine has sub-base, outer pedestal bearing, extra long stuffing box with self-adjusting packing and automatic lubricator, forged steel crank shaft and connecting rods, force feed internal lubrication for piston pins, leak-proof piston rings, multiple cushioned valves, fully enclosed water jacket, safety relief valve, safety sight oil gauge, full size by-pass, and large external scale trap.

Mechanical Refrigeration

Has proved itself a necessity in the dairy business. The only question for you to answer is, "What refrigerating machine shall I buy?"

The answer is, "That machine which will give you the most reliable cooling service, at least cost, for the longest period of years."

Investigate for your information the Frick Enclosed Refrigerating Machine. Bulletins showing some of the 4,300 installations will be gladly sent.

A user says, *"Some three years ago, we, the Mindoro (Wis.) Creamery Association, installed one of your Frick Refrigerating plants at our creamery. This plant has given us entire satisfaction in every way."*

FRICK COMPANY

Waynesboro - Pennsylvania

BRANCHES AND DISTRIBUTORS IN ALL PRINCIPAL CITIES

Brief History of Dairy Industry of West Virginia

Dairying Got Foothold Between Skirmishes with the Indians

*By H. O. HENDERSON**

WHEN the first settlers settled Virginia they brought with them their dairy cows. Later settlers brought still more cows and as the population of Virginia increased and the settlers went farther and farther west until they came into the West Virginia hills, they still took with them their cows. And so today in most of West Virginia we have some of the decendents of these early importations known as "native stock." These first cows which were brought over were no doubt largely of Shorthorn stock as the native stock are red in color.



H. O. HENDERSON.

The early settlers had a hard time as the men no doubt had to keep Indians off while the women did the milking. This old habit still prevails as, very often, when going through the country, you can see the men leaning on a stick in lieu of a gun while the women do the milking in a small dipper using one hand to hold the dipper and the other to do the milking. In this position they are much better situated to flee in case of alarm. This, however, is only in those parts of the state where dairying is in its infancy.

The herd of dairy cows which has been in the state the longest is the Jersey. In fact, in point of numbers, they have always lead the state. The Jerseys are scattered in almost equal numbers all through the state. We find them especially numerous in the northern, eastern and central parts of the state but Jersey herds can be found everywhere. Although the Jersey breed is so well scattered and in larger numbers than any of the other breeds, nevertheless, we cannot point to one man or even to a group of men who has done more for the breed than any other. We have today no extremely large herds nor any herds which are particularly outstanding, although we have many very good farmer herds. Among the leading herds of the state at the present time which have gained prominence through registry of merit testing are those of H. C. Lamp, Shepherdstown; R. C. Ringgold, Shepherdstown; S. B. Tallman, Washington; J. C. Russell & Son, Williamstown; D. W. Coffield, West Alexandria, and Ray Ward, Elkins. H. C. Lamp holds the state record with his cow Love's Golden Fern, who produced 12,902 pounds of milk and 670.34 pounds of butterfat in one year.

The Jersey breeders are wide-awake and are making great progress with their breed. They have a county organization in five counties. They have helped organize seven Jersey calf clubs in the state. In these ways they are increasing the interest in their breed and insuring Jersey breeders in the future. Interest in registry of merit testing is also increasing rapidly. Each year finds some new breeder entering this field of work. Up until 1920 not a single Jersey breeder had done any registry of merit testing. Since that time 16 different breeders have done some testing. This shows the interest that has been shown in the development of the breed in the last few years.

THE Guernsey breed has also been making rapid strides, especially in the western panhandle section. This is due largely to the influence of Col. Ogelbay who owns and operates Waddington farm, a large dairy farm near Wheeling. Col. Ogelbay has a herd of from 75 to 100 head of Guernseys which has been headed by the famous bull Imp. Border Raider. This herd is one of the leading Guernsey herds in the country. Many records have been made at this farm. Some of the most famous cows in the herd are "Milford of Bethany" who produced 13,727.7 pounds of milk and 708.8 pounds of butterfat in 305 days, at that time the world's record in class DD, also "May Star of Waddington" who produced 16,014.9 pounds of milk and 823.29 pounds of butterfat in class A. Part of this herd was moved to the Bethany College Farm, where a large herd has been developed. From these herds many other herds have been started. Most of these are just starting but in a few years there were a quite a few herds of Guernseys in this state. Two years ago the Guernsey breeders organized into the Boarder Raider Breeders' Association and since that time have done much to advertise their breed. They have organized and sponsored a live Guernsey calf club. Each year a new calf club is organized. The members show their herds at the West Virginia State Fair at Wheeling each year and in this way have done much to increase the popularity of their breed. Several of their members have done advanced registry testing. The Guernsey breed under the leadership of this live organization is sure to develop into one of the leading breeds in the state.

SEVERAL years ago, a young attorney in Wheeling by name of Lawrence Reymann became interested in the Ayrshire breed of cattle. He purchased a foundation herd and put them on Hilltop Farm just outside of Wheeling. From this foundation sprang one of the leading herds of the country. Lawrence Reymann was a real livestock man and breeder. When he chose his foundation stock he chose wisely. When he used a bull he had some object in view, so that at the time of his death which occurred in 1912 he had developed one of the leading producing and show herds in the country.

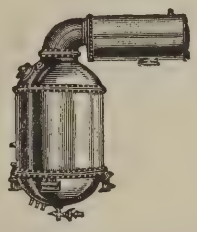
*Dairy department, West Virginia University.

Spend a Week in Dairyland
NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27 - OCT. 4, 1924 · WISCONSIN

Monday . Milk Dealers' Day
Tuesday . Creamerymen's Day
Wednesday Cheesemakers' Day
Thursday . . Ice Cream Day
Friday . Condensed Milk Day
Everyday . DAIRYMEN'S DAY

The Best in Steel, Sheet Iron & Copper Work

WE MANUFACTURE — WE RE-TIN



PASTEURIZERS
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Breechings, Smoke Stacks, Sheet and Plate Steel Tanks of all sizes and descriptions. Special Plate & Sheet Steel Equipment, Etc.

Our Manufacturing Departments are fully equipped and manned to produce high-grade work promptly and efficiently.



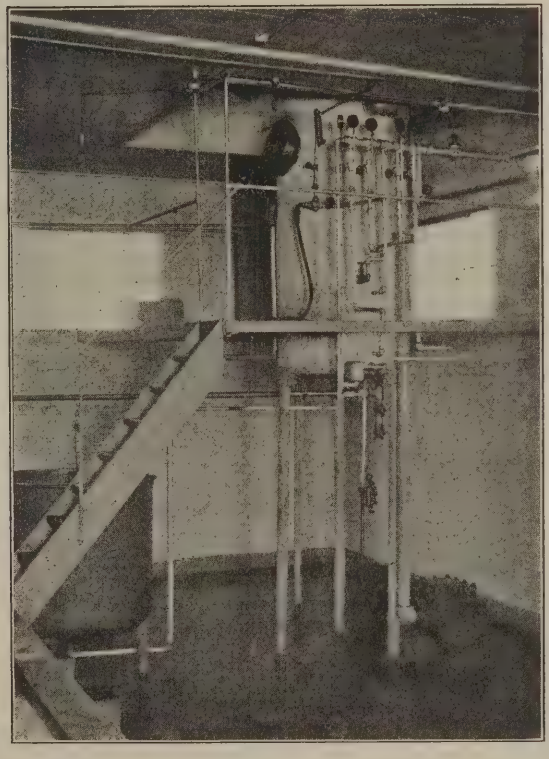
MILK AND ICE CREAM CANS, CHEESE HOOPS, DAIRY, CREAMERY and CONDENSERY EQUIPMENT OF ALL KINDS.

Aufrichtig is America's Pioneer and Leader in Re-Tinning.

We Repair Any Type of Ice Cream Freezers and Will Send Mechanics for Repair Work Anywhere.

Submit Your Requirements for Quotations & Specifications

Alois Aufrichtig Copper & Sheet Iron Manufacturing Co.
900 South Third Street **ST. LOUIS, MISSOURI**



Three Foot Condensing Unit in the plant of Franklin Dairy Co., Franklin, Ind.

FRANKLIN DAIRY COMPANY
FRANKLIN, INDIANA
MANUFACTURERS OF
"SANIGOLD" CREAMERY BUTTER
ICE CREAM CONDENSED MILK SWEET CREAM

Dec. 13th 1923

C.E.Rogers,
Detroit,Mich.
Gentlemen:

The thirty-six inch pan which we purchased from you, has been in operation about nine months.

The pan is working perfectly,and has never given us a bit of trouble. We are using it for making ice cream mix,and are enabled to make our mix cheaper and better by this method. We will probably be in the market for a larger pan next year.

Thanking you for the excellent service rendered on this installation,we remain,

Yours very truly,

Franklin Dairy Co.

D.D.Ferty

WE HAVE A SIZE TO FIT YOUR CONDITIONS. ASK US.

C. E. ROGERS

8731 Witt Street **Detroit, Mich.**

At the National Dairy Show in 1911 he ran away with most of the blue ribbons. Among the famous cows which he has produced, "August Lassie" stands at the head. She produced 19,582 pounds of milk and 831.5 pounds of butterfat in one year. This record still stands high in the Ayrshire list.

Later, on account of disease, he moved part of his herd to a farm at Wardensville. After his death the home farm was carried on by his brother, Paul O. Reymann, while the farm at Wardensville with about 100 head of pure bred Ayrshires was given to the West Virginia Agricultural Experiment Station as a memorial to Lawrence Reymann under the name of Reymann Memorial Farm. This herd has now grown to about 175 in number. Recently most of the animals from Hilltop Farm were taken over to Wardensville where a long-time breeding experiment will be conducted in co-operation with the United States Department of Agriculture. This is the most extensive breeding experiment ever attempted. The results should be well worth while, as the foundation sires of this herd are the three leading sires of the Ayrshire breed.

From these two foundation herds have come most of our Ayrshires in West Virginia. There are now several other herds starting and in a few years there should be many more Ayrshires than at present.

The Holstein-Friesian breed is probably the youngest breed found in the state. Up until after the late war there were very few herds of Holsteins in West Virginia that had gained any prominence. Since that time, however, there has been a rapid development in the Holstein breed. During the years 1921-1923 there were shipped into West Virginia at least 30 cars of Holstein cows. Today in point of numbers, the Holstein will rank second only to the Jerseys. Like the Jerseys, however, there has been and still is no outstanding Holstein herds in the state that have done any amount of testing. Some of the leading herds are those of L. E. Smith and Harry Woodrum, both of Charleston; Ernest Ward of Ona, and L. V. Harner of Morgantown. The breed is scattered all over the state. There is one Holstein calf club at Huntington.

WEST VIRGINIA is a great industrial center. Over most of the state they must depend upon outside sources for their dairy products, almost entirely for their butter and cheese and quite largely for milk and cream. This has kept the cost of milk quite high so that there are very few creameries or cheese factories within the state. Several years ago promoters started numerous stillborn creameries in all parts of the state. These have been quite a hindrance to the dairy industry as it has, to a certain extent, made the dairymen lose faith in the dairy industry. However, there are several very healthy creameries within the state or along the border of the state where much of our cream is sent. Cream shipping stations in the more rural sections have been increasing rapidly in numbers.

One of the phases of the dairy industry which has been growing fast is the ice cream industry. It seems that J. T. Swager of Clarksburg in 1884 was the first man to go into the ice cream business on a commercial scale. From that time on, the business has grown rapidly. The largest ice cream company is the Imperial Ice Cream Co., which was organized in 1911 at Parkersburg. It has extended its business quite rapidly and now owns 16 plants, most of which are in West Virginia. It is producing around 3,000,000 gallons per year at present.

MANY milk plants have sprung up within the last few years which give to the larger cities a good supply of pasteurized milk. The United Dairy of Wheeling, The American Creamery of Parkersburg, The United Dairy of Clarksburg, The Valley Belle of Charleston and the Sanitary Milk Co. of Morgantown are among the largest.

The outlook for the future in the dairy industry in West Virginia is indeed good. The coal business is just in its infancy. To remove the coal will require men. These must be supplied with dairy products. This means that West Virginia will always have a good market for her dairy products. Good roads are also being developed in all parts of the state. Hitherto many sections could come to market only part of the year. This is changing very fast. Good roads are going to all parts of the state and opening up markets not dreamed of ten years ago. It looks as if West Virginia was going to open up and get the contagion of its neighbor states, Ohio, Pennsylvania, Maryland and Virginia and develop into a real dairy state.



If dictating machine companies would advertise their machines in women's magazines as "skirtless stenographers" they would greatly increase sales.



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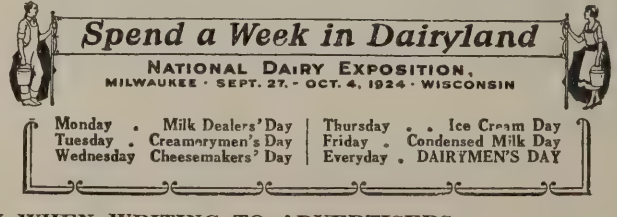
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—Personal appropriation of your property
—Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands help advertise your business.

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America's Brand Makers
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MAYWOOD, ILLINOIS



Good Tools for a *Good* Harvest

Now is the time to prepare for the coming winter's ice harvesting.

The Gifford-Wood Co., as usual, is prepared to supply any ice tools you need—and to supply them promptly. These finely-made tools are available in all types for every purpose. They're manufactured of high grade stock only—and by the most experienced edge-tool workman to be found.

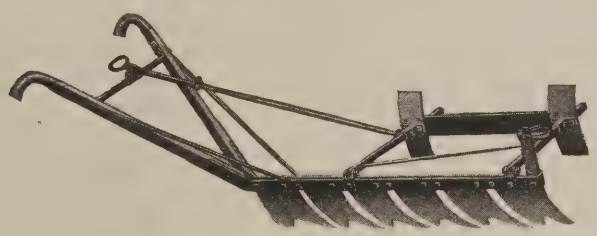
Full information in our complete Ice Tool Catalog. Write for your copy.

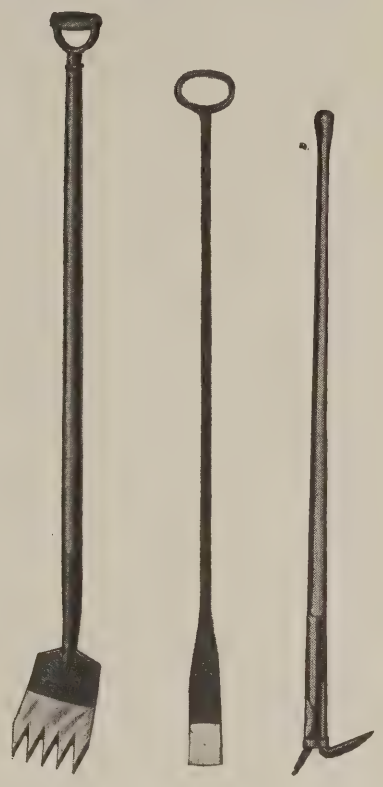
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BURYING THEIR PAST



"Send your rusty or leaky cans to us. We will retin them and bury their troubles"

HOPWOOD RETINNING CO., Inc. 56 Commercial Street BROOKLYN, N. Y.

SOUTHERN CONVENTION—NEW ORLEANS, NOVEMBER 14-15, 1924.

Early History of Dairying in Illinois

*By E. A. RUEHE**

THE history of dairying in Illinois is linked closely with the history of the state. About the year 1835 Illinois began to be settled by Eastern people. These people brought in cows and soon made butter and cheese in small quantities for home consumption. This was especially true with those settlers that located in the northeastern part of the state. However, the settlers in southern Illinois did not trouble themselves with milking cows and made little or no butter.

As dairying developed in the northern part of the state, the amount of butter and cheese made increased beyond the amount needed for home consumption and the surplus of these products was taken to the general store and exchanged for "store pay," Much of this was packed and shipped to Eastern markets, and as early as 1847 Mr. Town of Elgin made shipments of butter to New York.

In 1852 Phineas H. Smith, who lived two miles east of Elgin, conceived the idea of shipping milk to Chicago. He purchased some cows and on February 12, 1852, he shipped his first eight-gallon can of milk to the old City Hotel. This was the first attempt at exclusive dairy farming in Illinois. This venture proved to be so profitable that Mr. Smith rapidly increased the size of his herd, but he was not able to keep the supply up to the demand. His neighbors became aware of his profitable business and soon there were many engaged in producing and shipping milk. For the next ten years dairying increased until the supply of milk exceeded the demand, and the prices paid for milk decreased to such an extent that those engaged in it sought other avenues for marketing their product. It seemed almost useless to attempt to market it as butter and cheese, because of the bad reputation the Western dairy products had in the Eastern markets. However, despite this unfavorable condition there were some men who believed that Illinois could manufacture products equal in quality to those manufacturered in the East and they were determined to make a trial.

THE first creamery "west of the lakes" was built in Elgin in 1870, and J. H. Wanzer was employed as superintendent. It began operations late in the season and consequently did not make a great deal of butter the first year. However, this factory made 80,000 pounds its second year. About this time many factories were engaged in the manufacture of skim milk cheese, and along with this came the development of the manufacture of butter. Hence, many of the factories made both butter and cheese. In 1883 there were about 400 creameries and cheese factories in the state. In 1885 the first creamery in southern Illinois was opened at Sparta, Randolph county.

The paper of G. E. Morrow, read at dairymen's meeting held in Utica, N. Y., in January, 1875, on the subject of "Dairying in the Northwest," presents some interesting information. The "Northwest" to which he refers was confined to the northern part of Illinois, about one-fourth of Wisconsin, and parts of Iowa and Minne-

*University of Illinois.

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the ONLY firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street. NEW YORK, N. Y.

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(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

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This is a highly concentrated Vanilla Flavor composed of Vanilla Bean Extract, Vanillin, Coumarin, etc.

This product posesses a delicate yet persistent flavor and is guaranteed not to freeze or bake out.

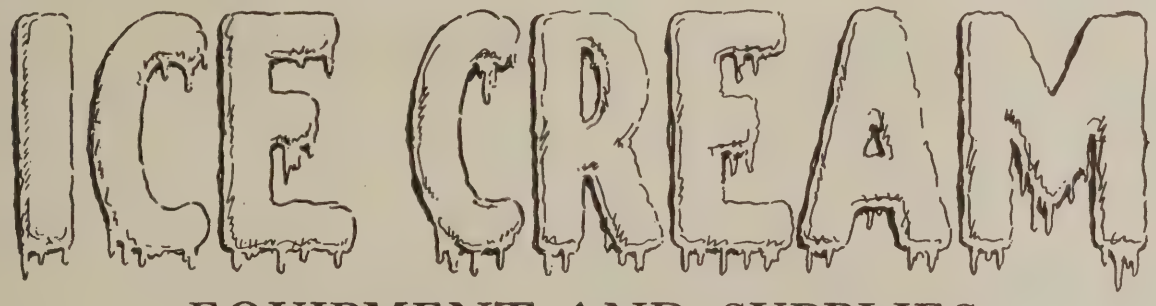
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Lemon and Orange Concretes

They impart, to frozen products, soda syrups, confectionery, pie fillers, baked goods, etc., the real flavor of the natural fruit. Miscible with water or syrup, will remain sweet and will not separate.

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Freezers, Batch Mixers, Ice Breakers, Packing Tubs and Cans, Carry-out Can and Pails, Ice Cream Cabinets, Ice Cream Maker's Utensils, Paper Ice Cream Pails, Can Liners, Evaporated and Powered Milk, Extracts, Colors, Crushed Fruits, Ice Cream Cones and a Complete Line of Soda Fountain Necessaries, in Fact, Everything Required by Those Who Make or Handle Ice Cream.

We solicit your confidence on the basis we have gained others. You will enjoy business relations with us.

Your Next Order Sent to Us Will Prove It.

WE CAN BE FOUND IN BOOTH NO. 84 — NATIONAL DAIRY EXPOSITION — YOU ARE WELCOME.

INDIANAPOLIS
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LOUISVILLE
ATLANTA

INVITING!

When the customer gets a can of ice cream with an

ALLEN
One-Piece Sanitary
CAN LINER

his sense of sanitation is at once satisfied and his appetite for the good, clean product you make scores that appeal for more that raises the per capita consumption of ice cream.

Allen One-Piece Sanitary Can Liners are an ever-present manifestation of the care you take to deliver a perfectly sanitary product.

Use them in all your cans.

The Allen Candy Co.
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PONTIAC, ILLINOIS

Your Jobber Can Supply You



Send for Samples and Prices

sota. He states that Elgin was the center of the leading dairy district of the Northwest and that the sales made at that city for the year 1874 aggregated 3,500,000 pounds of cheese and 150,000 pounds of butter, and that the Illinois Condensing Factory at Elgin, received approximately 6,800,000 pounds of milk. He also makes a statement which it seems is quite applicable to conditions existing this past year. The statement is as follows: "It is undoubtedly true that no class of Western farmers of equal number, and possessing no greater capital have been more successful during the past ten years than have been the dairymen. They have felt the hard times less than most farmers."

In reading some of the papers presented at some of the early meetings of the Illinois State Dairymen's Association, one is convinced that the leading dairymen of years ago were just as much interested in the proper feeding of their cows as our leaders are today. To be sure, there were far less facts known about feeding then than now, yet they realized their problems. The paper read by E. J. Oatman of Dundee, Ill., at the annual meeting of the Illinois State Dairymen's Association held at Dundee, December 14-16, 1881, on the subject of "Ensilage," was a serious plea for the use of silage in the feeding of dairy cattle.

OATMAN BROTHERS of Dundee built the first silo in the state of Illinois. It was a concrete pit silo about 40 by 46 feet inside diameter and 20 feet deep. In his paper Mr. Oatman gives the benefit of his first year's experience with silage, together with figures showing the great saving he had made by ensiling his corn, and he tells of the great benefits derived by his new feed. In concluding he made the following statement: "In concluding, allow me to say that we feel certain that no dairyman, in particular, can afford to be without a silo, and we believe the day not far distant when the exception among wide-awake, practical dairy farmers will be the one who does not rejoice in the possession of a large enough and well-filled silo." This statement need not be considered as being 43 years old. It is as true today as it was then. Much credit is due Mr. Oatman, because he was the one that really brought "cow kraut," as it was then jokingly called, to the state of Illinois.

Has Illinois developed as a dairy state? In answer to this, let us compare the growth of 50 years, 1870-1920:

(Census Figures)

Year	No. Milk cows on farms	Milk gallons produced	Butter pounds	Cheese pounds	Number silos
1870	640,321	9,258,545	36,083,405	1,661,703	0
1920	957,313	370,486,981	69,685,255	6,412,701	30,000

The above figures show that Illinois has made growth as a dairy state in the past 50 years. What can be predicted for the future? One is hardly hazarding a guess when he makes a statement that the total number of dairy cattle in the state may not be greatly increased. However, there is no doubt but that efficiency of the dairy cattle will be greatly increased through better methods of selection, breeding and feeding. Futhermore, the dairy cow will demonstrate her ability to profitably fit into the diversified system of farming. There is no doubt but that the dairy cow will also prove her worth as a profitable market for legumes, and thus fit into the well-planned Illinois system for a permanent agriculture.



You'll make better ice cream if you subscribe for "The Ice Cream Review." It is a standard authority.

MILK for MIX

NATURAL BRAND
Skimmed or Whole Milk Powder

If you are looking for an excellent product that can be depended upon to work up into a splendid mix, you will find just what you want in these two Natural Brand Products.

Send a trial order now. Attractive contracts now being arranged. Investigate what they offer.

BONER BRAND
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Guaranteed to run 70% to 72% total solids. Something worth considering when contracting for your mix ingredients. These Boner Brand milks are exceptionally smooth in texture and uniform in quality.

Stocks carried in all principal cities of the U. S. You are sure of prompt deliveries and fresh goods when ordering Natural or Boner Brand Milk for ice cream mix.

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CERELOSE

CERELOSE is a pure white refined corn sugar which has been found to be of advantage to ice cream manufacturers for use in conjunction with cane sugar in the proportion of 25 to 50% Cerelose instead of 100% cane sugar, for the following reasons:

1.—Cerelose emphasizes the richness of the butter fat with the result that Cerelose develops the natural flavor of ice cream.

2.—Cerelose produces a smoother cream.

3.—Cerelose is the new solid builder for ice cream because it improves the body and texture. It will not crystallize nor form sandy cream.

4.—Ice cream made with Cerelose is more digestible than when made entirely with cane sugar because Cerelose is a dextrose sugar being directly assimilated by the blood, therefore, more ice cream may be consumed, particularly by infants and invalids.

5.—Cerelose is approximately 25% cheaper in price than cane sugar.

Cerelose should be used in the same manner as cane sugar, the amount depending upon the type of cream desired. 25 to 50% is recommended.

CORN PRODUCTS REFINING COMPANY
17 Battery Place New York City

CORN PRODUCTS REFINING CO.
17 Battery Place
New York City

WE accept your offer to send us FREE ten pounds of Cerelose to try out in our plant. This puts us under no obligation to your Company.

Yours truly,

Name .....

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EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.



Southern Association Adopts Symbol of Quality

High Standards of Quality Production Sought in Ambitious Plan Launched by Dixie Association

THE Southern Association of Ice Cream Manufacturers has created wide interest in the industry by a carefully-worked-out plan to promote quality production among the membership. The plan now being carried out in the association is expected to have wide-spread interest among the ice cream manufacturers in the Southern states, and in addition, no doubt, will serve to increase the strength of the Southern association.

It was two years ago that the Southern Association of Ice Cream Manufacturers first went into the matter of raising production standards. This was carefully discussed at the New Orleans convention in 1922. A committee took the matter in charge at that time, when the convention president, M. J. Costa, had outlined in striking manner the benefits to accrue from this step, and referred back to the association convention at Little Rock last year.

During the last several months the officials of the association have been working on the symbol of quality to be used in advertising ice cream produced within the membership of the association. The association is working out plans whereby every member will be expected to be guided by the symbol of quality. This will entitle him to the privilege of displaying the association symbol of quality, as shown in the proto-engravure shown here. The present engravure shows the symbol of quality in transfer form. The outline of the symbol can be taken from the piece of wax paper to which it is attached and placed in the windows of dealers, to be used on street car signs, and in various other ways to advertise quality ice cream produced under the standards of the Southern association.

It is the hope of the officials of the association at this time to create more confidence in the product manufactured by its members, and thereby serve to increase the consumption of ice cream.

AN EXCLUSIVE account of the quality standardization plans of the Southern Association of Ice Cream Manufacturers appeared in the January, 1924, issue of The Ice Cream Review, immediately following the Little Rock convention last year, at which directors, committeemen went into the matter at great length.

At this time it is worth while to repeat a remark made by President M. J. Costa at the New Orleans convention in 1922, when the matter first came up for discussion by the directors, the convention president stating: "My idea is for this seal to be a smybol of high-grade ice cream. The committee would have adopted a standard of quality and then have the members pledge themselves to maintain that standard."

There is no doubt but that every progressive manufacturer in the South go with his happy step toward upholding the industry against products that would be detrimental to the industry at a whole.

The standardization committee was composed of Benjamin C. Brown, New Orleans; M. J. Costa, Athens, Ga.; W. J. Barritt, Tampa, Fla.; John Kloecker, Lexington, Ky.; and J. W. Clopton, Decatur, Ala.

Program of Events at New Orleans in November

Southern Association of Ice Cream Manufacturers, annual convention, Friday and Saturday, November 14 and 15.

Dixie Flyers' Show, Friday and Saturday, November 14 and 15, in conjunction with Southern association's convention. Breaks up Saturday evening, November 15.

Entertainment for Southern Association of Ice Cream Manufacturers, Friday and Saturday, November 14 and 15, auspices of Dixie Flyers.

Entertainment for ice cream manufacturers, Sunday, November 16, auspices of Dixie Flyers.

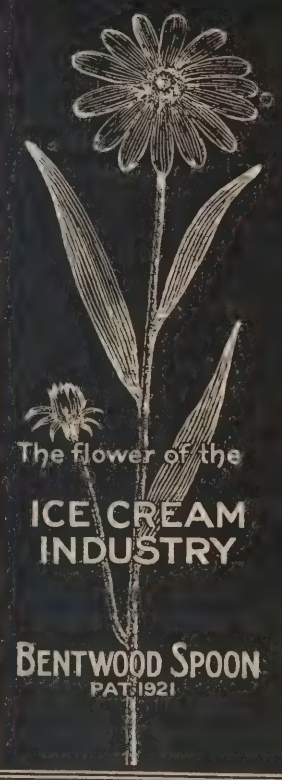
National Association of Ice Cream Manufacturers, annual convention, Monday, Tuesday, Wednesday and Thursday, November 17 to 20, inclusive.

Entertainment of ice cream manufacturers of the country by The Association of Ice Cream Supply Men, Monday, Tuesday, Wednesday and Thursday, November 17 to 20.

Boat trip to Havana and the Canal Zone, beginning November 22, auspices National Association of Ice Cream Manufacturers.

JOHN H. MULHOLLAND CO.

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PHILADELPHIA, PA.



ICE CREAM PLATES
Glassine Lined and Printed
Plain, Square and Round

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Sidewalk Signs, Ready for Service.
All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.
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SINGLE SERVICE CAN and TUB
Soldered Tin Can Paraffined Fibre Tub.

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VANILLAS and BLENDS
Rochester, N.Y.

Dairy Refrigeration

Terms Commonly Used in Study of Mechanical Refrigeration

By F. B. FULMER

THE study of mechanical refrigeration requires that certain terms be used in connection with the process. These terms apply to the action of the liquid refrigerating media used and the vapors that may be formed from it. The terms with which we have principally to deal with are:

(1) British Thermal Unit.
(2) Mechanical Equivalent of a Unit of Heat.
(3) Specific Heat.
(4) Latent Heat.
(5) Absolute Pressure.
(6) Absolute Temperature.

A British Thermal Unit (abbreviated B.T.U.) is the standard unit of heat in this country, and represents the amount of heat necessary to raise the temperature of one pound of pure water one degree Fahrenheit, the water being at a temperature of 32 degrees; it also represents the amount of heat that is given up by one pound of water in cooling from 33 to 32 degrees.

The Mechanical Equivalent of a unit of heat is represented by the energy necessary to raise a weight of 778 pounds one foot high, or a weight of one pound to a height of 778 feet. Dr. Joule of England found by means of a suitably constructed agitator placed in water and actuated by a falling weight as stated above, that the friction generated was sufficient to heat one pound of water one degree Fahr.

Specific Heat is the number of B. T. U. necessary to raise the temperature of any specified substance one degree Fahr., or it may be expressed as the capacity of different substances for heat. As water has (with two exceptions) the greatest capacity for heat, it is taken as the standard of comparison, and its specific heat at 32 degrees Fahr. is unity, or 1.000. Alcohol is said to have a specific heat of 0.659 and mercury 0.033, hence in raising two pounds of these substances from 32 degrees Fahr. to 42, or through a range of 10 degrees, the water will absorb (2×10×1.000=) 20 B. T. U., the alcohol will absorb (2×10×0.659=) 13.18 B. T. U., and the mercury (2×10×0.033=) 0.66 B. T. U.

A crude experiment to illustrate the comparative specific heat of water and alcohol can be made by placing equal amounts of them in separate test tubes and bringing them to the same temperature; the B. T. U. can be represented by ordinary friction matches. The test tube containing about one-half of a tablespoon full of water is held in an inclined position of about 45 degrees and a lighted match held under the lower end so that the heat from the flame will heat the water. If it requires seven matches to cause the water to boil, the alcohol in the other test tube will boil soon after the fourth match has started to burn.

TEMPERATURE and pressure also have an effect on specific heat. The variation in the specific heat of water at different temperatures is rather small and can be passed unnoticed for all practical purposes, but in the case of certain oils and gasses it is considerable; for instance, a certain mineral oil that has a specific heat of 0.45 at 80 degrees Fahr. will have a specific heat of 0.482 at 120 degrees Fahr. The liquid ammonia so largely used as a circulating media in mechanical refrigeration, under a pressure of 28 pounds per square inch, will have a specific heat of 9.508 and by increasing the pressure to 90 pounds per square inch the specific heat will be raised to 0.532. Another point in connection with the specific heat of mineral oils is the fact that as the specific gravity (the relative weight when compared with water) of the oil "increases" the specific heat "decreases." Also, in the case of paraffine waxes, the higher the melting point the lower will be the specific heat.

Latent Heat is the hidden or insensible heat absorbed when a solid is changed to a liquid, or a liquid is converted into a gaseous state. (Sensible heat is the heat recorded on the thermometers.) Latent heat is supposed to represent the energy necessary to overcome the forces of nature that hold the substance in form before it is changed from one state to another. There are two kinds of latent heat, one being the latent heat of liquefaction and the other the latent heat of vaporization.

PATENT heat of liquefaction can well be illustrated by the melting of ice. If a pound of ice at a temperature of 32 degrees Fahr. and a pound of water at 33 were placed in dishes of the same size and shape and set in a room free from draughts, where the temperature remained stationary at 50 degrees Fahr. we would find that it would take the pound of ice approximately twenty-one and a half times as long to melt and heat up to 40 degrees Fahr. as it did the pound of water to heat up to the same temperature.

It is quite evident that as the ice and the water have been exposed under the same conditions, to the same temperature, they have been absorbing heat at the same rate; as the temperature of the ice in passing from 32 degrees to 40 degrees required twenty-one and one-half times as much time as the water required in passing from 33 degrees to 40 degrees (or a raise of 7 degrees), the ice must have absorbed (21.5×7=) 150.5 degrees of heat, but as only (40—32=) 8 degrees of this was registered by the thermometer, it remains that the latent heat of liquefaction must be (150.5—8=) 142.5 degrees Fahr.

Another experiment would be to take 5 pounds of water at a temperature of 80 degrees Fahr. and add one pound of dry, finely chipped ice and rapidly stir the ice into the water and when the ice was all melted the temperature of the water would be about 48 degrees Fahr. The one pound of ice at 32 was converted into water at 32 and then warmed to 48 by the heat contained in the 5 lbs. of water, so the water was cooled (80—48=) 32 degrees and the total work performed was (32×5=) 160 B. T. U. The water from the ice was heated (48—32=) 16 degrees, hence the total work performed on the water was (160—16=) 144 B. T. U. the results of the above described experiments may not be accurate within a degree, and different authorities may give slightly different figures for the latent heat of ice. However, the committee of the American Society of Mechanical Engineers appointed to formulate a standard for refrigeration work adopted 144 B. T. U. to represent the amount of heat required to melt one pound of ice, and this figure is quite universally used in the United States at the present time.

(Continued on page 186)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

You Can Buy the Lifetime Services of the Best Advertising Man for the Cost of A Good Dinner

In fact in the book entitled "The Sale and Advertising of Dairy Products" you get far more than the experience of one man. You secure the experience of scores of concerns in the milk, ice cream, butter and cheese industries. They tell you the advertising and sales plans they have found which have been successful—plans which anyone can use to increase their sales of ice cream and dairy products.

It tells how one ice cream maker conducted a popularity contest at small expense and had everyone in town talking about him.

Another ice cream maker started off his season with a bang by means of a one cent sale.

A milk dealer, by means of a prize contest, had every child in town soliciting new customers for him.

Another milk dealer is greatly increasing his trade by use of telephone sales-ladies.

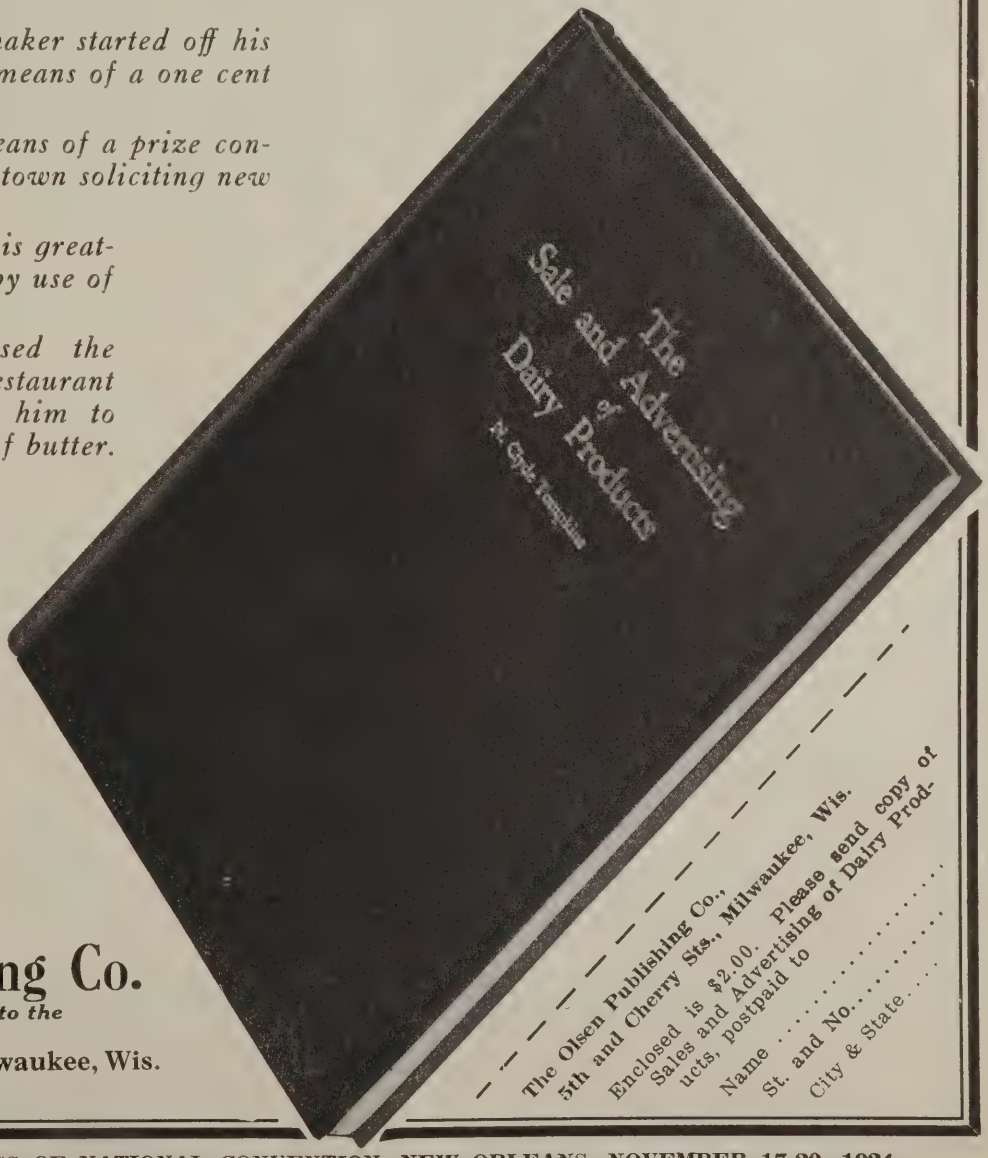
A creamery increased the trade of their best restaurant customer by inducing him to feature a one cent cube of butter.

Another one created much interest by means of a prize candy contest, etc., etc.

The above are but a few of the hundreds of sales creating ideas that are fully explained — any one of which are worth several times the cost of the book. In addition, the book has scores of charts, illustrations and samples of business producing advertisements.

Hundreds of copies of this book have been sold to date. No doubt your competitor has one or more copies and is using it to help build up his business. Here is your opportunity to learn how progressive concerns everywhere are advertising and selling their products.

The book contains over 100 pages, handsomely bound in blue cloth, with gold lettering, and is profusely illustrated.



The
Olsen Publishing Co.
Publishers and Printers to the Dairy Industries
Fifth & Cherry Sts. Milwaukee, Wis.

The OLSEN DIRECTORY

of the

DAIRY PRODUCTS INDUSTRIES

This directory gives a complete listing of all

Ice Cream Manufacturers
City Milk Dealers
Butter Manufacturers
Cheese Manufacturers
Condensaries *and*
Powder Milk Plants

The directory is subdivided by industries, states and cities.

For circularizing, salesmen, representatives, follow-up, check-up and general information.

Send order to

The Olsen Publishing Co.

MILWAUKEE, - WISCONSIN

DAIRY REFRIGERATION.

(Continued from page 184)

IT IS the custom to rate the capacity of all mechanical refrigeration plants in "tons of refrigeration" which means the equivalent of the cooling effect accomplished by the melting of one ton of ice in 24 hours, unless otherwise specified. A ton of refrigeration, then, is the equivalent of (144×2,000=) 288,000 B. T. U.

Latent Heat of Evaporation: If pure water is heated in an open vessel at or near sea level, it will be found that the temperature cannot be raised above 212 degrees Fahr., and not matter how long the heat may be applied the temperature of the water will remain stationary, although it is constantly receiving additional heat.

If one pound of steam at 212 degrees Fahr. be condensed in 5.37 pounds of water at a temperature of 32 degrees Fahr. there will then be 6.37 pounds of water having a temperature of approximately 212 degrees Fahr. The pound of steam in being converted into water has heated 5.37 pounds of water through (212—32=) 180 degrees Fahr. without having its temperature appreciably lowered. The heat energy of one pound of steam which was absorbed by the 5.37 pounds of water, was therefore (180×5.37=) 966.6 B. T. U., which amount of heat would raise 966.6 pounds of water from 32 to 33 degrees Fahr.

THIS large amount of molecular energy explains why a scald from steam is so severe and penetrating. It also shows the large amount of energy that is necessary to be used in breaking up the chemical affinity (forces of nature) of the compound and resolving it into its elements. Water is composed by weight of 2 parts of hydrogen and 16 parts of oxygen, and when the chemical affinity of these elements is broken they separate into two gases.

From the above it is evident that to convert one pound of ice at 32 degrees Fahr. into steam at 212 will require:

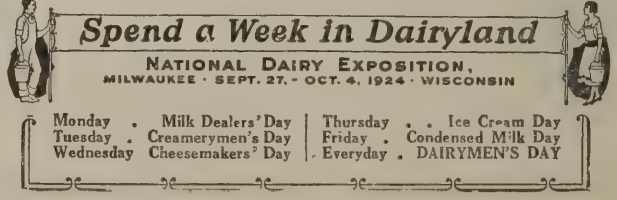
Ice at 32 to water at 32 (latent)	144	B.T.U.
Water at 32 to 212 (sensible)	180	B.T.U.
Water at 212 to steam at 212 (latent)	966.6	B.T.U.
Or a total of	1290.6	B.T.U.

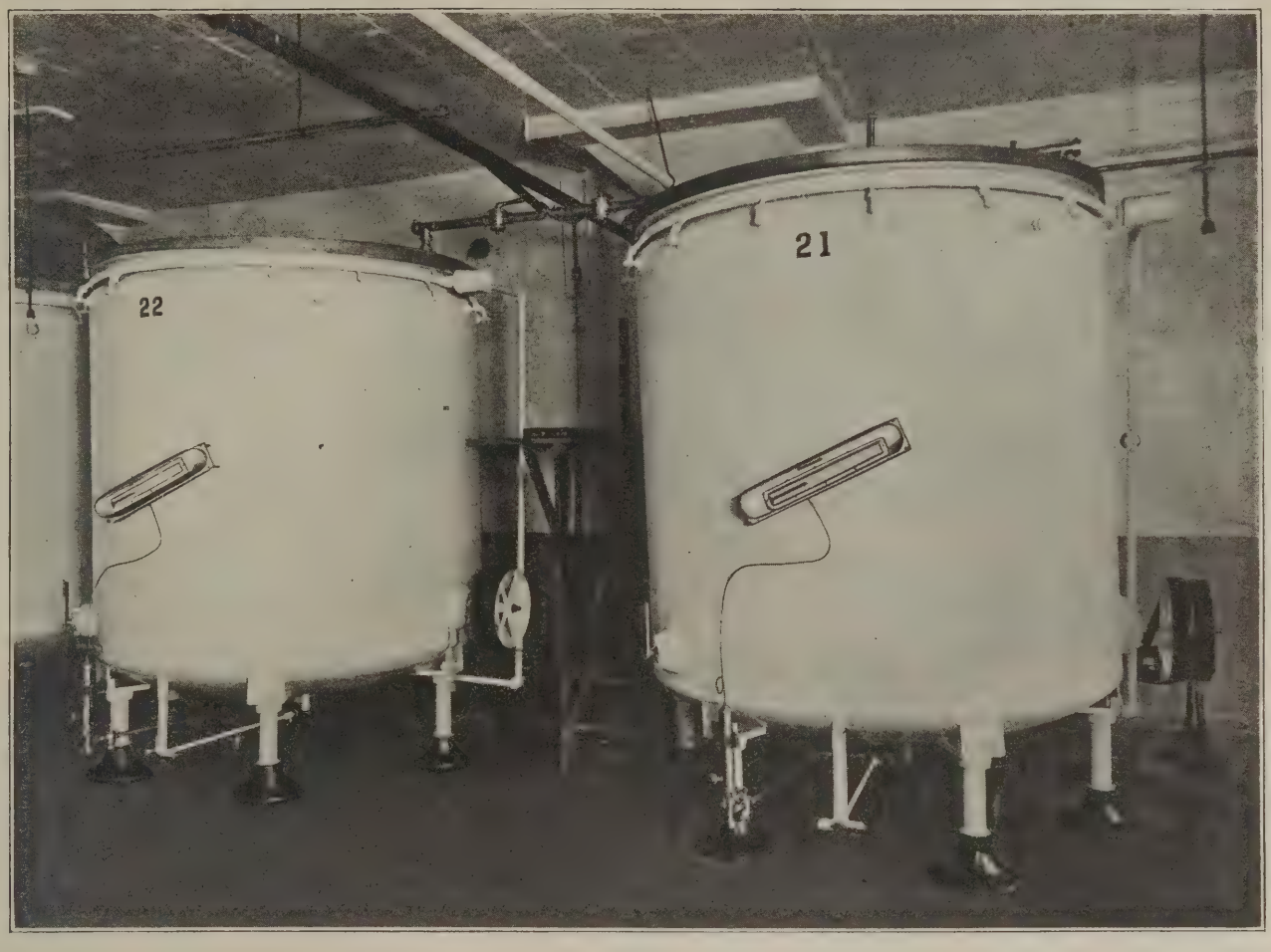
which is an amount of heat that would be sufficient to reduce about 2½ pounds of cast iron, or about 9 pounds of silver to the molten state.

GLENVILLE CO. NOT OUT OF BUSINESS.

Declaring that a report is afloat that the Glenville Ice Cream Co. of Cleveland has discontinued business, a bulletin has been issued by the Ohio Association of Ice Cream Manufacturers in which this report is denied. The association has been informed that there is no foundation for this report and has asked that each member assist in the refutation of the rumor. The Glenville Ice Cream Co. still is "alive and is doing business" in Cleveland, the bulletin says.

You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?





Showing Green Gauges weighing Ice Cream Mix at French Bros.-Bauer Co., Cincinnati, Ohio

Are Your Tanks Like the Proverbial "Pig in a Poke"

or do you KNOW at all times how much is in them

?

The Green Gauge Will Tell You

A glance at the Green Gauge on a storage tank and you will know to the pound what the contents is. Furthermore, you can depend on its accuracy to help check receipts and deliveries when demand runs high and supplies run low. The Green Gauge is the guide that tells you just how much you have in each tank. Also a real help in standardizing milk and mix.

Send for illustrated circular, showing how the Green Guage can be used for standardizing and knowing exact weights of tank contents any moment.

WRIGHT-ZIEGLER COMPANY

BOSTON, MASS.

Consumption is Higher in States with Low Standard

Article in regard to Statistical Survey appears on page 12

TABLE 1—PRODUCTION IN STATES WITH A HIGH FAT STANDARD

State	Standard for plain ice cream % fat	Gallons ice cream produced in state: Figures obtained by writer	Gallons ice cream produced in state: Figures by government	Population	Gallons ice cream consumed per capita based on government Figures	Pounds ice cream consumed per capita at 5 lb. per Gallon
Alabama	14	1,700,000	936,000	2,348,174	.39860	1.99300
Florida	14	980,000	765,000	968,470	.78990	3.94950
Idaho	14	.....	271,000	431,866	.62751	3.13755
Iowa	12	5,800,000	5,087,000	2,404,021	2.11603	10.58015
Maine	14	.....	1,025,000	768,041	1.33456	6.67280
Minnesota	12	5,000,000	3,310,000	2,387,125	1.38660	6.93300
Nebraska	14	2,571,432	2,042,000	1,296,372	1.57516	7.87580
Nevada	14	114,862	93,000	77,407	1.20144	6.00720
New Hampshire	14	.....	385,000	443,083	.86891	4.34455
North Dakota	12	1,100,072	520,000	646,872	.80386	4.01930
South Dakota	14	1,250,000	706,000	636,547	1.10910	5.54550
Utah	14	.....	550,000	449,396	1.22386	6.11930
Vermont	14	.....	282,000	352,428	.80016	4.00080
Wisconsin	12	.....	5,892,000	2,632,067	2.23854	11.19270
Total or av.			21,864,000	15,841,869	1.38 gal. ave. consumed	6.90 lb. ave. consumed

PRODUCTION IN STATES WITH A MEDIUM FAT STANDARD

Arizona	10	250,000	213,000	334,162	.63741	3.18705
California	10	8,165,796	8,865,000	3,426,861	2.58691	12.93455
Colorado	10	1,494,713	1,584,000	939,629	1.68577	8.42885
Kansas	10	3,500,000	2,448,000	1,769,257	1.38363	6.91815
Kentucky	10	.....	1,461,000	2,416,630	.60456	3.02280
Louisiana	10	1,600,000	1,105,000	1,798,509	.61439	3.07195
Michigan	10	9,500,000	11,296,000	3,668,412	3.07936	15.39630
Maryland	10	5,000,000	3,590,000	1,449,661	2.47644	12.38220
Oklahoma	10	.....	1,672,000	2,028,283	.82434	4.12170
Wyoming	10	363,500	188,000	194,402	.96706	4.83530
Vermont	10	880,000	491,000	548,889	.89453	4.47265
Total or average			32,913,000	18,574,695	1.77 gal. ave. consumed	8.85 lb. ave. consumed

PRODUCTION IN STATES WITH A LOW FAT STANDARD.

Connecticut	8	3,262,400	3,032,000	1,380,631	2.19609	10.98045
Georgia	8	.....	1,258,000	2,895,832	.43441	2.17205
Illinois	8	16,000,000	13,233,000	6,485,280	2.04046	10.20230
Indiana	8	5,500,000	5,832,000	2,930,390	1.99017	9.95085
Massachusetts	7	6,000,000	7,522,000	3,852,356	1.95257	9.76285
Mississippi	8	1,500,000	567,000	1,790,618	.31665	1.58325
Missouri	8	6,000,000	4,736,000	3,404,055	1.39128	6.95640
North Carolina	8	.....	1,075,000	2,559,123	.42006	2.10030
New Jersey	8	.....	7,004,000	3,155,900	2.21933	11.09665
New York	8	.....	20,527,000	10,385,227	1.97655	9.88275
Ohio	8	14,000,000	12,768,000	5,759,394	2.21689	11.08445
Oregon	8	.....	1,363,000	783,389	1.73987	8.69935
Pennsylvania	8	36,000,000	34,100,000	8,720,017	3.91054	19.55270
Rhode Island	8	.....	1,365,000	604,397	2.25844	11.29220
Tennessee	8	2,102,691	1,567,000	2,337,885	.67026	3.35130
Texas	8	5,000,000	3,665,000	4,663,228	.78593	3.92965
Virginia	8	2,800,000	1,759,000	2,309,187	.76174	3.80870
Washington	8	2,425,000	1,815,000	1,356,621	1.33788	6.68940
West Virginia	8	3,500,000	2,543,000	1,463,701	1.73737	8.68685
Total or average			125,731,000	66,837,231	1.85 gal. ave. consumed	9.25 lb. ave. consumed

PRODUCTION IN STATES WITH NO REPORTED FAT STANDARD

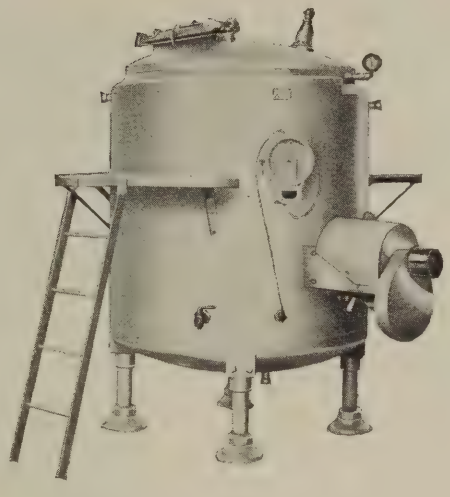
Arkansas	0	.....	703,000	1,752,204	.40120	2.00600
Delaware	0	.....	549,000	223,003	2.46185	12.30925
New Mexico	0	.....	32,000	360,350	.08880	.44400
South Carolina	0	.....	559,000	1,683,724	.33200	1.66000
Total or average			1,843,000	4,019,281	.459 gal. ave. consumed	2.295 lb. ave. consumed
District of Col.	0	2,134,051	1,061,000	437,571	2.42474	12.12370

Grand total production of ice cream in the United States for 1923—183,412,000 gallons. Since the above reported production represents approximately 60 per cent of the total estimated production the amount produced would equal 294,459,200 gallons.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

See Our Exhibit

Booths 57-58



Type "D"
Closed Jacketed Tank

National Dairy Exposition

Milwaukee

GLASCOTE



Type "J" Tank

Spend a Week in Dairyland
National Dairy Exposition
Milwaukee - Sept. 27-Oct. 4 - Wisconsin

and a few hours at the Glascote Booths

These and other improved types of Glascote equipment will be on display

Bulletins mailed upon request

THE
GLASCOTE
COMPANY
EUCLID, O.



Plain Closed Tank

NORTHERN AND UPPER MISSISSIPPI VALLEY STATES.

State	Standard for plain ice cream % fat	Gallons ice cream produced in state: Figures obtained by writer	Figures by government	Population	Gallons ice cream consumed per capita based on government Figures	Pounds ice cream consumed per capita at 5 lb. per Gallon
North Dakota....	12	1,100,072	520,000	646,872	.80386	4.01930
South Dakota....	14	1,250,000	706,000	636,547	1.10910	5.54550
Nebraska	14	2,571,432	2,042,000	1,296,372	1.57516	7.87580
Kansas	10	3,500,000	2,448,000	1,769,257	1.38363	6.91815
Minnesota	12	5,000,000	3,310,000	2,387,125	1.38660	6.93300
Illinois	8	16,000,000	13,233,000	6,485,280	2.04046	10.20230
Wisconsin	12	.....	5,892,000	2,632,067	2.23854	11.19270
Michigan	10	9,500,000	11,296,000	3,668,412	3.07926	15.39630
Indiana	8	5,500,000	5,832,000	2,930,390	1.99017	9.95085
Ohio	8	14,000,000	12,768,000	5,759,394	2.21689	11.08445
Pennsylvania	8	36,000,000	34,100,000	8,720,017	3.91054	19.55270
New York.....	8	.....	20,527,000	10,385,227	1.97655	9.88275
New Hampshire..	14	.....	385,000	443,083	.86891	4.34455
Connecticut	8	3,262,400	3,032,000	1,380,631	2.19609	10.98045
Rhode Island....	8	.....	1,365,000	604,397	2.25844	11.29220
Massachusetts ...	7	.....	7,522,000	3,852,356	1.95257	9.76285
Vermont	14	.....	282,000	352,428	.80016	4.00080
Maine	14	.....	1,025,000	768,041	1.33456	6.67280
Iowa	12	5,800,000	5,087,000	2,404,021	2.11603	10.58015
Missouri	8	6,000,000	4,736,000	3,404,055	1.39128	6.95640
Delaware	..	.....	549,000	223,003	2.46185	12.30925
New Jersey.....	8	.....	7,004,000	3,155,900	2.21933	11.09665
Total or average		109,483,904	143,661,000	63,904,875	2.24804 gals. Ave. consumed	

SOUTHERN STATES.

Texas	8	5,000,000	3,665,000	4,663,228	.78593	3.92965
Oklahoma	10	.....	1,672,000	2,028,283	.82434	4.12170
Arkansas	..	.....	703,000	1,752,204	.40120	2.00600
Louisiana	10	1,600,000	1,105,000	1,798,509	.61439	3.07195
Mississippi	8	1,500,000	567,000	1,790,618	.31665	1.58325
Alabama	14	1,700,000	936,000	2,348,174	.39860	1.99300
South Carolina...	..	.....	559,000	1,683,724	.33200	1.66000
North Carolina...	8	.....	1,075,000	2,559,123	.42006	2.10030
Tennessee	8	2,102,691	1,567,000	2,337,885	.67026	3.35130
Kentucky	10	.....	1,461,000	2,416,630	.60456	3.02280
Virginia	8	2,800,000	1,759,000	2,309,187	.76174	3.80870
West Virginia....	8	3,500,000	2,543,000	1,463,701	1.73737	8.68685
Maryland	10	5,000,000	3,590,000	1,449,661	2.47644	12.38220
Florida	14	980,000	765,000	968,470	.78990	3.94950
Georgia	8	.....	1,258,000	2,895,832	.43441	2.17205
Total or average		24,182,691	23,225,000	32,465,229	.71538 gals. Ave. consumed	

WESTERN AND ROCKY MOUNTAIN STATES.

California	10	8,165,796	8,865,000	3,426,861	2.58691	12.93455
Oregon	8	.....	1,363,000	783,389	1.73987	8.69935
Washington	8	2,425,000	1,815,000	1,356,621	1.33788	6.68940
Nevada	14	114,862	93,000	77,407	1.20144	6.00720
Arizona	10	250,000	213,000	334,162	.63741	3.18705
Utah	14	.....	550,000	449,396	1.22386	6.11930
Idaho	14	.....	271,000	431,866	.62751	3.13755
Montana	10	880,000	491,000	548,889	.89453	4.47265
New Mexico.....	..	.....	32,000	360,350	.08880	.44400
Wyoming	10	363,500	188,000	194,402	.96706	4.83530
Colorado	10	1,494,713	1,584,000	939,629	1.68577	8.42885
Total or average		13,703,871	15,465,000	8,902,972	1.73706 gals. Ave. consumed	

NEW ENGLAND STATES.

Maine	14	.....	1,025,000	768,041	1.33456	6.67280
New Hampshire..	14	.....	385,000	443,083	.86891	4.34455
Vermont	14	.....	282,000	352,428	.80016	4.00080
Massachusetts ...	7	.....	7,522,000	3,852,356	1.95257	9.76285
Rhode Island....	8	.....	1,365,000	604,394	2.25844	11.29220
Connecticut	8	3,262,400	3,032,000	1,380,631	2.19609	10.98045
Total or average		3,262,400	13,611,000	7,400,933	1.839 gals Ave. consumed	

MIDDLE ATLANTIC STATES.

New York	8	.....	20,527,000	10,385,227	1.97655	9.88275
New Jersey.....	8	.....	7,004,000	3,155,900	2.21933	11.09665
Pennsylvania ...	8	36,000,000	34,100,000	8,720,017	3.91054	19.55270
Total or average		36,000,000	61,631,000	22,261,144	2.768 gals. Ave. consumed	

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezing to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening room.

The truck can also be used in taking cans from the hardening room.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

Made in two sizes. Style A, capacity six 5-gallon cans. Over-all dimensions, diameter 28½ inches; height, loaded with 5-gallon cans, 26 inches.

Style B, capacity four 5-gallon cans. Over-all dimensions, diameter 23 inches, height loaded 26 inches.

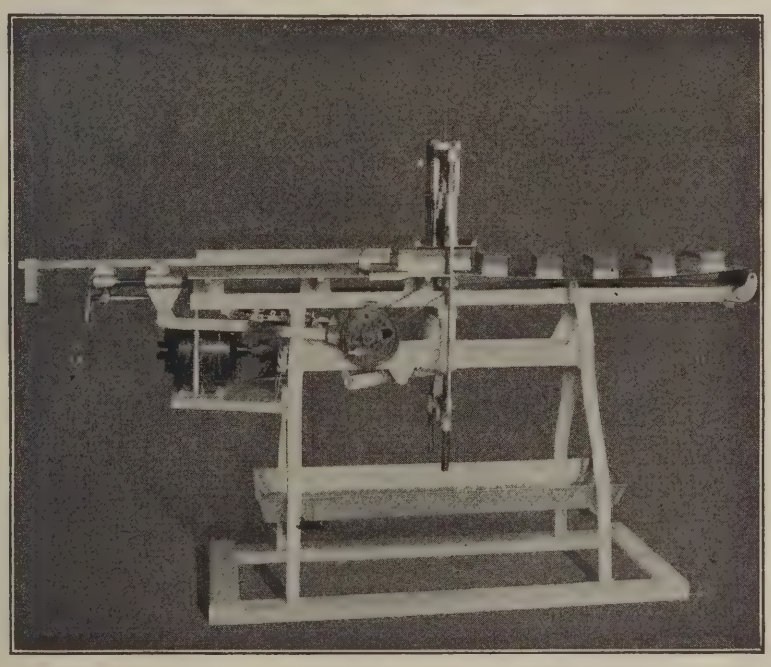
PRICE, STYLE A $50.00 **PRICE, STYLE B $45.00**

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Order direct or through your jobber.

UTILITY MFG. CO.

FARIBAULT, MINN.



Cuts the Size You Want

All the Time and With Speed

UNIVERSAL

Ice Cream Cutting Machine

A hand or power operated cutting machine that is adjustable to any size piece. Cuts over 25000 Eskimo Pie pieces per hour.

All cuts are uniform in size. There is no variation between one brick and another. No waste or work to be done over again. No interruption of speed in your packing department.

For Accuracy—Reliability—Speed—Economy, Investigate

WM. E. KAY and SONS, Elyria, Ohio

MANUFACTURERS

EAST NORTH CENTRAL STATES.

State	Standard for plain ice cream % fat	Gallons ice cream produced in state: Figures obtained by writer	Figures by government	Population	Gallons ice cream consumed per capita based on government Figures	Pounds ice cream consumed per capita at 5 lb. per Gallon
Ohio	8	14,000,000	12,768,000	5,759,394	2.21689	11.08445
Indiana	8	5,500,000	5,832,000	2,930,390	1.99017	9.95085
Illinois	8	16,000,000	13,233,000	6,485,280	2.04046	10.20230
Michigan	10	9,500,000	11,296,000	3,668,412	3.07926	15.39630
Wisconsin	12	.....	5,892,000	2,632,067	2.23854	11.19270
Total or average		45,000,000	49,021,000	21,475,543	2.282 gals. Ave. consumed	

WEST NORTH CENTRAL STATES.

Minnesota	12	5,000,000	3,310,000	2,387,125	1.38660	6.93300
Iowa	12	5,800,000	5,087,000	2,404,021	2.11603	10.58015
Missouri	8	6,000,000	4,736,000	3,404,055	1.39128	6.95640
North Dakota	12	1,100,072	520,000	646,872	.80386	4.01930
South Dakota	14	1,250,000	706,000	636,547	1.10910	5.54550
Nebraska	14	2,571,432	2,042,000	1,296,372	1.57516	7.87580
Kansas	10	3,500,000	2,448,000	1,769,257	1.38363	6.91815
Total or average		25,221,504	12,849,000	12,544,249	1.502 gals. Ave. consumed	

SOUTH ATLANTIC STATES.

Delaware	..	.....	549,000	223,003	2.46185	12.30925
Maryland	10	5,000,000	3,590,000	1,449,661	2.47644	12.38220
Virgina	8	2,800,000	1,759,000	2,309,187	.76174	3.80870
West Virginia	8	3,500,000	2,543,000	1,463,701	1.73737	8.68685
North Carolina	8	.....	1,075,000	2,559,123	.42006	2.10030
South Carolina	..	.....	559,000	1,683,724	.33200	1.66000
Georgia	8	.....	1,258,000	2,895,832	.43441	2.17205
Florida	14	980,000	765.000	968,470	.78990	3.94950
Total or average		12,280,000	12,098,000	13,552,701	.8926 gals. Ave. consumed	

EAST SOUTH CENTRAL STATES.

Kentucky	10	.....	1,461,000	2,416,630	.60456	3.02280
Tennessee	8	2,102,691	1,567,000	2,337,885	.67026	3.35130
Alabama	14	1,700,000	936,000	2,348,174	.39860	1.99300
Mississippi	8	1,500,000	567,000	1,790,618	.31665	1.58325
Total or average		5,302,691	4,531,000	8.893,307	.509 gals. Ave. consumed	

WEST SOUTH CENTRAL STATES.

Arkansas	..	.....	703,000	1,752,204	.40120	2.00610
Louisiana	10	1,600,000	1,105,000	1,798,509	.61439	3.07195
Oklahoma	10	.....	1,672,000	2,028,283	.82434	4.12170
Texas	8	5,000,000	3,665,000	4,663,228	.78593	3.92965
New Mexico	..	.....	32,000	360,350	.08880	.44400
Total or average		6,600,000	7,171,000	8,893,307	.509 gals. Ave. consumed	

MOUNTAIN STATES.

Montana	10	880,000	491,000	548,889	.89453	4.47265
Wyoming	10	363,500	188,000	194,402	.96706	4.83530
Colorado	10	1,494,713	1,584,000	939,629	1.68577	8.42885
Idaho	14	.....	271,000	431,866	.62751	3.13755
Arizona	10	250,000	213,000	334,162	.63741	3.18705
Utah	14	.....	550,000	449,396	1.22386	6.11930
Nevada	14	114,862	93,000	77,407	1.20144	6.00720
Total or average		3,103,075	3,390,000	2,975,751	1.139 gals. Ave. consumed	

PACIFIC STATES.

California	10	8,165,796	8,865,000	3,426,861	2.58691	12.93455
Washington	8	2,425,000	1,815,000	1,356,621	1.33788	6.68940
Oregon	8	.....	1,363,000	783,389	1.73987	8.69935
Total or average		10,590,796	12,043,000	5,566,871	2.163 gals. Ave. consumed	

It's Time!



BLACK WALNUT ICE CREAM

the famous Fall and Winter success when made with

VELVET BLACK WALNUT FLAVOR

(THE ORIGINAL)

MEMBER

2-lb. Bottles . . . . . $ 2.50 per lb.
Gallon Jugs $16.00
Results Guaranteed

THE INTERNATIONAL COMPANY

Manufacturing producers of Velvet Egg Yolk and Velvet Flavors

LOMBARD AND COMMERCE STS.

BALTIMORE MARYLAND

Miller Miller

THE

H·H·MILLER INDUSTRIES CO.

CANTON, OHIO.

MANUFACTURERS OF.....

THE MILLER BRINE
ICE CREAM FREEZERS
MILLER PASTEURIZERS
MILLER HEATERS AND HOLDERS
MILLER CENTRIFUGAL PUMPS
INTERNATIONAL SANITARY PIPE, FITTINGS, ETC.

ALSO MANUFACTURERS OF.....

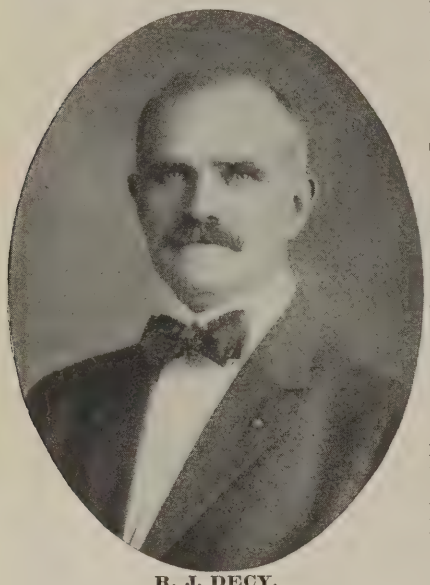
CHILLY KING COOLERS
SKIDD MILK HEATERS
SKIDD ROTARY BOTTLE FILLERS AND CAPPERS

CATALOGUE ON APPLICATION.

MENTION "THE REVIEW"—IT IDENTIFIES YOU.

R. J. DECY PASSES.

R. J. Decy, first president of the Association of Ice Cream Supplymen's Salesmen's Club, and widely known in the ice cream industry, died at his home in New York City on July 31. He was Eastern representative of The Ice Cream Review.



R. J. DECY.

Death came as a result of a stroke in Mr. Decy's office. He passed away shortly after reaching his home, a few hours after the stroke came.

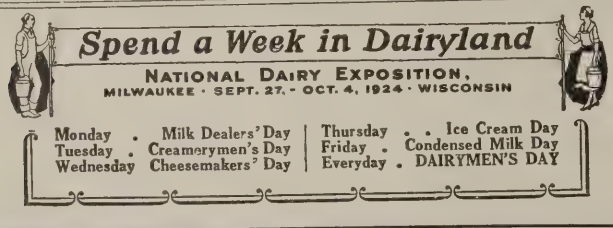
Mr. Decy was a veteran member of the ice cream industry. He had a varied experience in the industry, having in his time been connected with some of the leading supply houses in the country, in addition to having been in business for himself.

⚜

GEORGIA PLANT OPENED.

Hundreds of residents of Americus, Sumter, Webster, and other surrounding towns were each served with delicious ice cream and butter sandwiches at the formal opening staged by the Americus Ice Cream and Creamery of Americus, Ga. The plant was prettily arranged for the occasion and every detail of its operation was minutely explained to all callers. Several attractive girls assisted Manager I. E. Wilson and President Wilson in entertaining their guests.

Officials are very enthusiastic over prospects for the future, and have expressed their confidence in making a real success of this venture. Farmers from five counties delivered milk to the new company during its first week in business.



LONDON HAS HOUSE-TO-HOUSE DELIVERY OF ICE CREAM.

A new departure in the retail sale of ice cream has been initiated in London within the last three months. In place of the consumer purchasing ice cream bricks from the makers at the shops, a London firm has now organized a method of house-to-house delivery, states Alfred Nutting, clerk in the American consulate-general in a report received in the department of commerce. This ice cream, "identically with the world-famed American cream ices, contains a large percentage of pure cream," states the manufacturers, "and must not be confused with the mixture of frozen corn-flour or custard often sold as ice cream." House-to-house delivery is made by means of distribution in insulated chambers fitted between the side wheels of tricycles (push), of which the firm has instituted a fleet of 400 around London, supplies being, of course, sent to fixed depots from the factory, whence each distributor draws his supplies.

Householders desiring to purchase the ice cream place a card in the window bearing the initial letter of the manufacturers. Delivery by the salesman is made two or three times a day, while orders can be given to him for deliveries to be made at a future time as desired. Special terms are made for quantities to hotels and boarding houses.

The standard cream bricks are wrapped in greaseproof paper and enclosed in a carton. Brickettes are wrapped in similar paper, as are also the chocolate bars, while the tubs consist of small cardboard (waxed) pails with a card disc on top.

So far as is known, but one London firm has instituted this house-to-house delivery of ice cream. However, it is merely an extension of the delivery method previously used to supply restaurants, hotels, etc., by way of securing popular sale of the firm's product.

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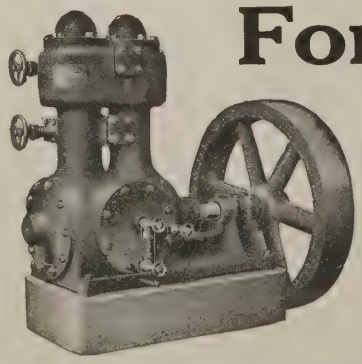
SCOUTS ARE TREATED.

Boy scouts, to the number of 400, were given a treat on July 14 when they were the guest of the Furnas Ice Cream Co. of Columbus, O., on an excursion to Columbus on a special train at the expense of the company. Four hundred scouts were on the excursion, going from Lancaster to Columbus, O. After inspection of the company's plant followed a luncheon and later there was a trip through the state penitentiary.

⚜

RECIPE.

To bring the kids in for dinner: Shout lustily: "I wish I could get somebody to go down to the corner for some ice cream."—San Francisco Examiner.



For Lasting Satisfaction

York
Refrigerating
Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, *Wisconsin Manager*
1016 Majestic Bldg. Milwaukee, Wisconsin

Indoor Season is Ice Cream Season

With September comes the vanguard of the long indoor social season; parties, banquets and other functions abound, and none is complete without ice cream. Fancy brick and bulk creams are in big demand—in fact, fall time is harvest time in more ways than one.

REYAM-BRAND TRADE MARK GUARANTEES SATISFACTION

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

Tutti Frutti Mixture

still leads the procession in quality. Its brightness, rich flavor and wonderful keeping qualities make it favored for bulk fruit creams, fancy brick creams, and mixed fruit ices. It positively will not freeze hard.

Reyam Fruit Custard

No mixing or lost time, but high-grade results when you use Reyam Fruit Custard; ½-gal. contains all the color, fruit and flavor needed for a forty-quart mix. Let your trade judge.

New Crop Cold Process Peach

Wins instantly through its rich peach flavor and golden color; will not freeze hard in mix. No. 10 cans up to 50-gal. barrels.

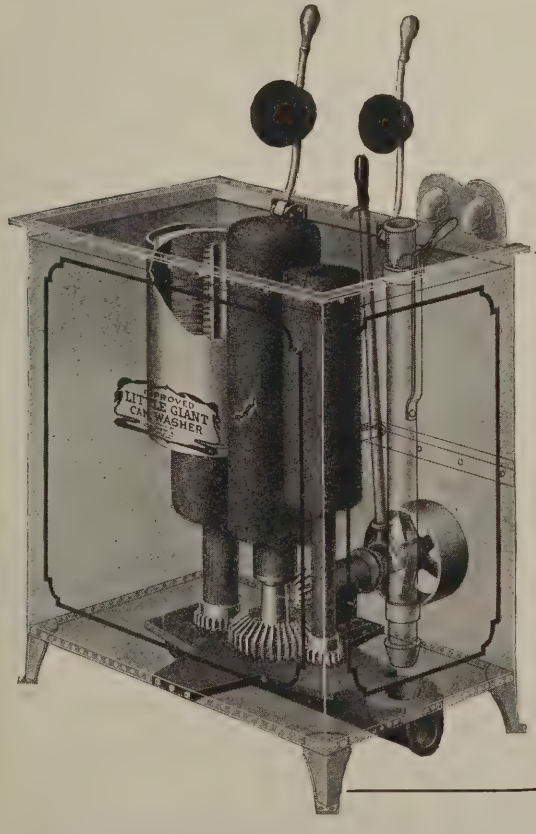
Cold Process Red Raspberries
Cold Process Strawberries
Whole and Broken Maraschino Cherries

New Crop packed in No. 10 cans and up to 50-gal. barrels.

New Crop— No. 10 Cans Extra Crushed Hawaiian Pineapple. No. 10 Cans Unsweetened Pineapple Juice. *Now Ready*

The CINCINNATI EXTRACT WORKS

422-424 W. FOURTH ST. CINCINNATI, OHIO



The Improved

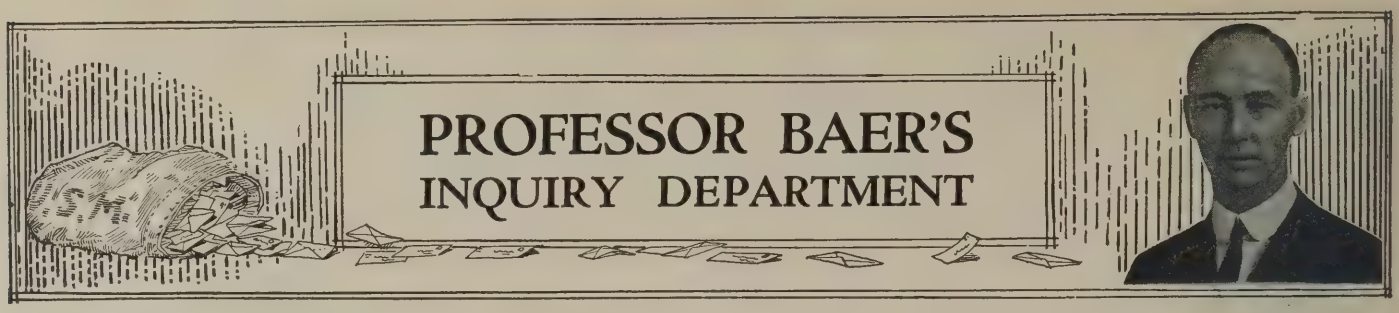
Little Giant Can Washer

A glutten for work, turns out immense quantities of cans all spic and span, takes care of a lot of can washing that would be a losing proposition on large machines. Factories large and small can use this washer with profit. Our circular tells how.

SEND FOR IT

C. DOERING & SON, Inc.

Lake and Sheldon Streets CHICAGO, ILL.



Replies to Inquiries

Dear Sir:—I am using, at present, the following:
70 gals. 3.5 milk.
8 lbs. sweet butter.
50 lbs. skim milk powder.
100 lbs. sugar.
40 lbs. sweetened skim cond. (40% sugar, 28% MSNF)
5 lbs. gelatine.
93 lbs. water.

I pasteurize at 140 degrees for 30 minutes, then viscolize at about 2,500 lbs. pressure and age for about 24 hours. I will watch for your answer in the next issue of The Ice Cream Review. I always read all the questions and your answers in your department with much interest each month.

Reply: I have analyzed your mix and you will find the calculations given below in table one. You will notice that your mix tests about 9.5 per cent butterfat and a little better than 11 per cent serum solids. This makes a very nice balanced mix, except I would suggest the use of a little more sugar so as to increase the total solids to about 34 per cent. You are now using about 12 per cent of sugar. You could easily increase that and you would find I believe it would give a little more body to your ice cream.

Table 1.

Ingredients	Fat	Serum Sol	Total Sol.
70 gal. or 602.0 lbs. 3.5% milk	21.07	51.71	72.78
85.0 lbs. 84% butter	71.40	.....	71.40
50.0 lbs. skim milk powder	.....	47.50	47.50
100.0 lbs. sugar	.....	.....	95.00
40.0 lbs. sweet cond.	.....	11.20	27.20
5.0 lbs. gelatine	.....	.....	4.75
93.0 lbs. water	.....	.....	.....
975.0 lbs. mix	92.47	110.41	318.63
Per cent	9.48	11.32	32.6
Per cent sugar	11.9	.....	.....

* * *

Dear Sir:—Would be very much pleased to have you tell us how to mix our batch to get 12 per cent fat. Here is our formula:
Sugar, 12.0 per cent.
Gelatine, 5 per cent. How much water to melt gelatine.
Milk solids not fat, 10.5 per cent.
Total solids, 35.0 per cent.

Would like to mix 30 gallons condense at one time. We have the following materials at hand: 8 per cent plain condensed, 3.5 fresh milk, fresh skimmed milk, **no** skim milk powder. We prefer 22 per cent cream. Could get it some heavier if necessary. What overrun would be O. K.?

Reply: Taking your suggestions in your letter I am indicating below in table one an 800 pound mix, using the 30 gallons of condensed milk as a basis to build up the formula:

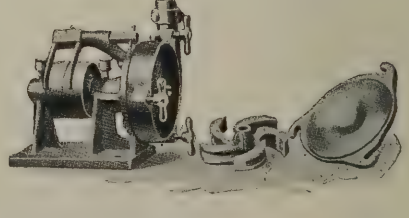
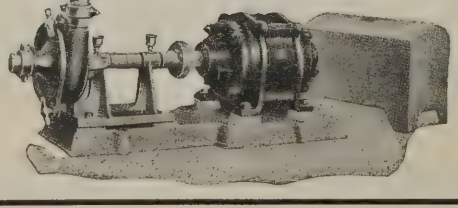
Table 1.

Ingredients	Fat	Serum Sol	Total Sol.
30 gal. or 276.0 lbs. 8% cond.	22.08	40.68	71.76
96.0 lbs. sugar	.....	.....	91.20
4.0 lbs. gelatine	.....	.....	3.80
320.0 lbs. 22% cream	70.40	22.21	92.61
104.0 lbs. 3.5% milk	3.64	8.92	12.56
800.0 lbs. mix	96.12	80.81	271.93
Per cent	12.00	10.1	33.99

You will notice that your mix will test 12 per cent butterfat; the serum solids, however, is not quite 10.5 per cent, and the total solids lacks 1 per cent of being 35 per cent. In order to increase your serum solids it would be necessary to use a little skim milk powder and your total solids could be increased by using 13 per cent sugar instead of 12 per cent. It is not necessary to use any water to melt the gelatine. The best method I know of is to mix the gelatine with a part of the sugar and introduce it into the batch while pasteurizing.

* * *

Dear Sir:—We are enclosing a copy of the formula of our mix, and ask that you find our trouble and set us right, as we are unable to get more than 85 per cent overrun, try as we will:

Milk Pumps of Quality
BELT AND MOTOR DRIVE
Capacity 1,000 to 70,000 lbs. per hour
Refuse a Substitute


The Centrifugal Pump that does not churn or froth mix; absolutely sanitary. Gives Universal satisfaction.
Write for Milk Pump Circular
R. G. Wright & Co., Buffalo, N. Y.

20 gallons 20% cream.
40 gallons 4% milk.
4 gallons 8% evaporated milk.
2½ lbs. gelatine dissolved in 2 gal. cold water, then hot bath.
80 lbs. cane sugar.

Reply: In table one I am indicating the composition of your mix where you will notice that the per cent of butterfat is less than 8 per cent, your total solids 27 per cent and the serum solids about 7 per cent:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
20 gal. or 168.0 lbs. 20% cream	33.60	11.96	45.56
40 gal. or 344.0 lbs. 4% milk..	13.76	29.39	43.15
4 gal. or 35.2 lbs. 8% evap.	2.81	6.33	9.14
80.0 lbs. sugar	.....	.....	76.00
2.5 lbs. gelatine	.....	.....	2.37
16.7 lbs. water	.....	.....	.....
646.4 lbs. mix	50.17	47.68	176.22
Per cent	7.86	7.38	27.27
Per cent sugar	12.3	.....	.....
Per cent milk solids.....	15.24	.....	.....

There is no doubt that most of your difficulty is due to the low total solids of your mix. If you desire to make an 8 per cent butterfat ice cream I would suggest that you bring your serum solids to at least 11 per cent or 12 per cent. I would also increase the amount of sugar to 13 per cent or 14 per cent. Another difficulty you have with your low overrun is the vertical freezer. I do not believe you can get better than 85 per cent overrun with this type of freezer. A horizontal type of machine is much better for getting the overrun.

If you desire to have me fix up a mix for you according to the suggestions, I shall be glad to have you advise me as to whether or not you can get any condensed milk or skim milk powder in addition to your evaporated milk.

* * *

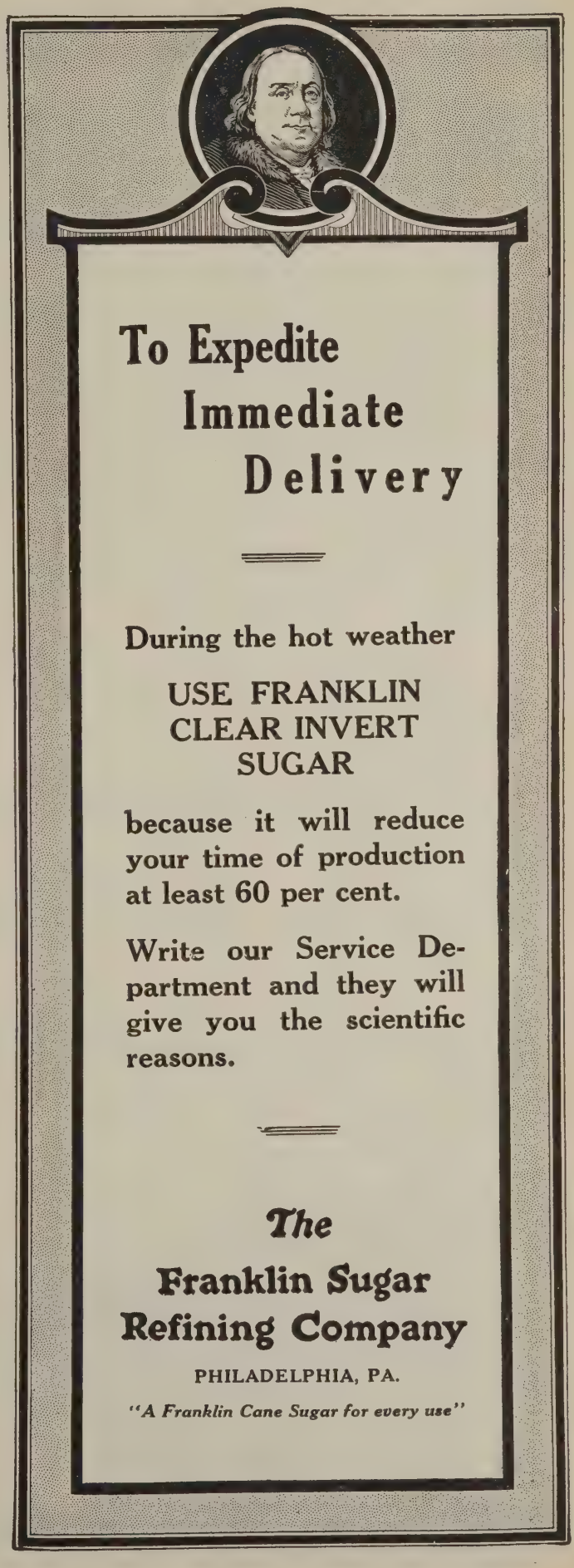
Dear Sir:—We have only a small ice cream trade, but would like to turn out an extra fine quality with the materials we have at hand and our present equipment. We have a CP continuous disc freezer, several years old, and no homogenizer, emulsor or viscolizer. Our freezer is cooled by ammonia piping in the brine.

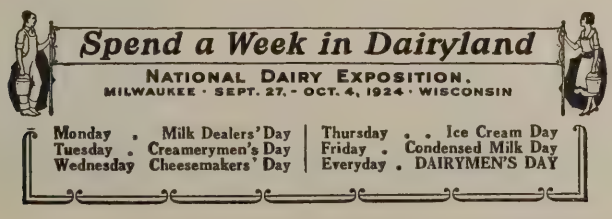
At all times we have plenty of sweet cream testing 35 to 40 per cent, and milk testing 3½ to 4 per cent. We would like to make an ice cream testing 14 per cent butterfat and 14 per cent sugar from the milk and cream, together with skim milk powder and the necessary gelatine.

The following ingredients were used in our last batch: 28 lbs. sugar, 132 lbs. cream testing 21.3 per cent, 6 lbs. skim milk powder, 33 lbs. water and one lb. gelatine. All were pasteurized to 150 degrees and held for 30 minutes, the gelatine being first dissolved in boiling water and added to the balance of mix when it reached the same temperature. The mix was then cooled down to 40 degrees and held 40 hours, when it was placed in freezer which was down to 8 degrees F.

The chief fault with the above ice cream was that it was not smooth enough to suit us. How can we improve that feature?

Reply: I have analyzed your mix batch as indicated





in your letter and you will find the calculations given below in table one. This analysis shows that your ice cream mix is well balanced, and you should have no difficulty getting a satisfactory product.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
28.0 lbs. sugar	.....	.....	26.60
132.0 lbs. 21.3% cream	28.11	9.25	37.36
6.0 lbs. skim milk powder	.....	5.70	5.70
1.0 lbs. gelatine	.....	.....	.95
33.0 lbs. water	.....	.....	.....
200.0 lbs. mix	28.11	14.95	70.61
Per cent	14.055	7.47	35.3

You stated in your letter that the principal fault with your ice cream seemed to be that it was not smooth enough. If you had a viscolizer or homogenizer you would have no difficulty with coarse ice cream. I would suggest that you try a little of the improver, as I believe that would help make your cream a little smoother. About one ounce of the improver for every ten gallons of mix should be sufficient.

The sample of gelatine which you sent us for analysis proved to be of a satisfactory quality and one pound in your 200 pound batch ought to be sufficient gelatine.

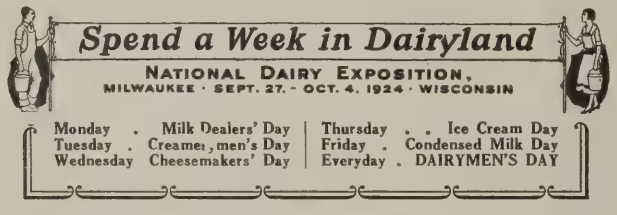
The ordinary commercial cheese color is usually used for securing the light cream color in ice cream. It is also possible to secure a special color called a cream shade color, which you can secure from your regular supply houses.

* * *

Dear Sir:—Will you kindly analyze and advise me regarding the following mixes, also where I can buy your book regarding mixes?

6 bal. cream, 28%.
3 gal. condensed, 2%.
1 gal. evaporated, 8%.
½ gal. water to dissolve gelatine and mix meloine.
9 lbs. sugar.
8 ozs. gelatine.
2 ozs. meloine.
3 ozs. vanilla extract.

6 gal. cream, 28%.
2 gal. condensed, 2%.
2 gal. milk, 4%.
½ gal. water.
11 lbs. sugar.
8 ozs. gelatine.
2 ozs. meloine.
3 ozs. vanilla extract.



We get our condensed from —— and I think they claim 33 per cent solids. We use Libby's evaporated.

Reply: I am glad to indicate below in table one and table two the caluculations showing the composition of these two mixes:

Table 1.

Ingredients	Fat	Serum Sol	Total Sol.
6 gal. or 49.8 lbs. 28% cream	13.94	3.19	17.13
3 gal. or 27.6 lbs. 2% cond...	.55	8.55	9.10
1 gal. or 8.8 lbs. 8% evap...	.704	1.58	2.288
9.0 lbs. sugar	.....	.....	8.55
.62 lbs. gel. & meloine	.....	.....	.59
4.17 lbs. water	.....	.....	.....
99.99 lbs. mix	15.194	13.14	37.658
Per cent sugar	9.00	.....	.....

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
6 gal. or 49.8 lbs. 28% cream	13.94	3.19	17.13
2 gal. or 18.4 lbs. 2% cond...	.36	5.70	6.06
2 gal. or 17.3 lbs. 4% milk...	.688	1.47	2.158
11.0 lbs. sugar	.....	.....	10.40
.62 lbs. gel & meloine	.....	.....	.59
4.17 lbs water	.....	.....	.....
100.39 lbs. mix	14.988	10.36	36.338
Per cent sugar	11.00	.....	.....

You will notice that the mix in table one shows 9 per cent sugar while the one in table two shows 11 per cent. It occurs to me that ice cream made according to mix number one would hardly be sweet enough for a commercial product. Most ice cream factories are now using 13 per cent and 14 per cent sugar while still a number are using as little as 12 per cent.

If I can be of further assistance to you I shall be glad to have you write. The "Ice Cream Mix" booklet can be secured from The Olsen Publishing Co., Milwaukee, Wis. Price, $1.00.

TEXAS FIRM REPORTS INCREASE.

The Mercedes Creamery, Mercedes, Tex., reports an increase in ice cream and butter sales of more than 300 per cent over a year ago. The steady increase in business has compelled this company to enlarge its plant and add new and up-to-date equipment. The old ice making equipment was sold to an ice company in Mercedes, and a new 7x7 Frick machine was installed to replace the old equipment.

A new forty-quart freezer, one two hundred-gallon pasteurizer and a 1,000-pound churn were added to the present equipment. The new equipment will all be motor driven. The building has been completely remodeled and a new hardening room has been added.

J. R. Barry, manager, advises that an automatic crowning machine and a liquid bottle washer have also been added, as well as a new carbonator to their bottling department.



The Choicest Wood for Richmond Tubs

Only the choicest white cedar trees from this gigantic swamp of a hundred thousand acres are used in fashioning the Richmond White Cedar Tub. Only a wood with tremendous moisture resisting qualities could survive under conditions like these. It's this extraordinary quality of wood that makes Richmond White Cedar Tubs so economical.

Order a lot and you'll agree.

RICHMOND CEDAR WORKS
Richmond, Virginia



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

COMFORT'S
NEW PROCESS BETTER MIX UNITS
FOR USE
BEFORE PASTEURIZATION

Improves Ice Cream



Helps Enrich the Flavor

RIPENS ice cream mix DURING PASTEURIZATION.

Helps UNIFORM VISCOSITY and FINE TEXTURE.

NO HOLDING NECESSARY — The mix may be frozen IMMEDIATELY after homogenizing and cooling, following pasteurization if desired.

NO OVER-RIPENING — This mix may be STORED or SHIPPED.

NO FIGURING, WEIGHING or MEASURING—UNITS are individual, air-tight packages for 100, 150, 300 and 500 gallons of mix.

60 UNITS to the case of each size.

Order a Trial Case Today

ASCHENBACH and MILLER, Inc.
DISTRIBUTORS

Third and Callowhill Streets **PHILADELPHIA, PENNA.**

Dependable Refrigeration at low cost

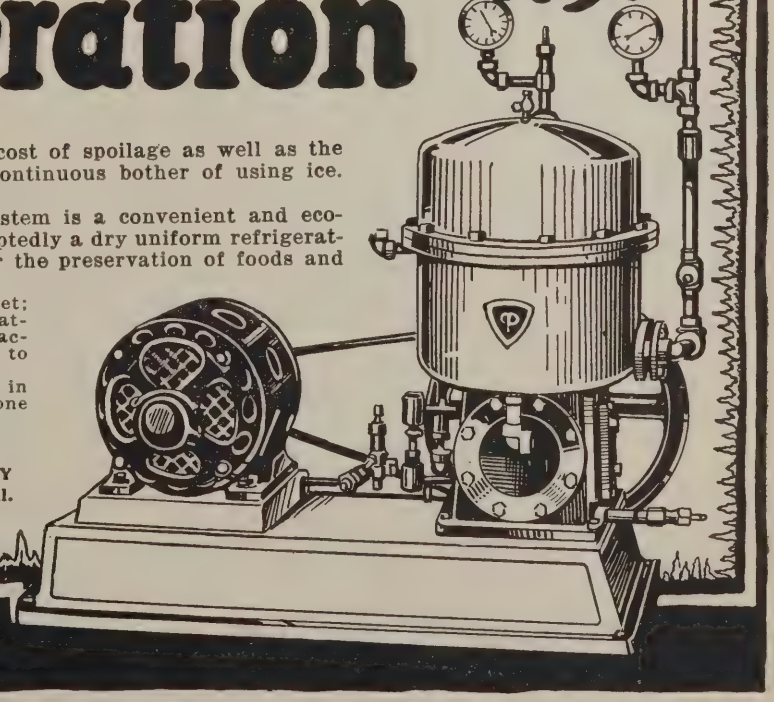
that pays for itself by eliminating the cost of spoilage as well as the ice-bills, to say nothing of the dirt and continuous bother of using ice. Has a capacity of one-quarter ton.

The *CP* Electrical Refrigerating System is a convenient and economical method of producing uninterruptedly a dry uniform refrigerating temperature, which is necessary for the preservation of foods and food flavors.

Connects with your electric light socket; regulates and controls temperature automatically; furnished complete with all the accessories and equipment, ready to connect to ice box or refrigerator.

We have 5,000 refrigeration systems in successful operation and guarantee this one in every respect.

Write for descriptive folder.



THE CREAMERY PACKAGE MFG. COMPANY
61-67 W. Kinzie St. **Chicago, Ill.**

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

TURNBULL COMPANY'S NEW DAYLIGHT PLANT.

The new daylight factory of the W. W. Turnbull Cone Manufacturing Co., Chattanooga, Tenn., was erected at a cost of about $60,000. The company now is in its new quarters.



It is a four-story-with-basement building, of reinforced concrete and brick construction, completely equipped with a sprinkler system and well ventilated, an attractive building.

The first floor is used exclusively for shipping. On this floor there are four loading platforms, two of these being directly on the railroad, giving excellent facilities for handling carlot shipments. Each floor and the basement is reached by a system of stairways and elevator.

The second floor and basement will be used for storage purposes only, there being storage space on the second floor alone for over fifteen carloads of flour, sugar, etc., as well as a couple of million cones.

The third floor will house the machine shop, where Turnbull's automatic cake cone machines will be assembled and made ready for shipment. This machine shop is fully equipped, and when working to full capacity will be able to turn out one double capacity machine every ten days, each machine capable of baking around sixty thousand cake cones every twenty-four hours. The Turnbull Cone Machine Company manufacture the only fully automatic cake cone machine on the market today.

The fourth floor will be used for baking Turnbull's Peerless and Sweet Clover cake cones, which are very popular over the Southeastern states, officials say. This new factory gives the Turnbull Cone Machine Co. a daily capacity of a million cones.

NEW ICE CREAM CABINET.

The Brine Well Cabinet is a new article put on the market by the Stout Mfg. Co., Milwaukee. According to the manufacturers this new cabinet is thus named because the container in which the ice cream cans or bricks are placed sets down into a well of brine, the upper two-thirds only being surrounded by ice. This utilizes the brine, taking advantage of its refrigerating value to save from one-third to one-half of the actual ice packing. In practice one-third less ice and salt are needed for the first filling of this cabinet than for the usual styles, and subsequent replenishment requires much less ice and salt than ordinarily—one-fourth to one-half less, they say.

The insulation is of corkboard. The upper two-thirds of the walls are 3 inches thick and the lower one-third 6 inches thick. The bottom is 4 inches thick.

The main holder or compartment tank is removable. The ice cream cans are set into the compartments or the bricks piled directly into them as they are clean and no ice or brine gets into them. All compartments may be used either for cans or packages—no changes necessary.

Raised ribs in the metal liner support the holding tank sufficiently above the bottom of liner to permit the brine to circulate under the tank. It is this continual circulation of the brine as it drips down from the ice above that makes possible this drastic reduction in the depth of the ice pack itself.

* * *

NEW TABER SANITARY MILK PUMP.

Members of the ice cream industry probably recall when the first rotary sanitary, dissectable milk pump was put on the market by the Taber Pump Co. It is a great many years ago, and officials say it has stood the test.

"Through the development of many problems and applying them, a sanitary milk pump of the rotary type has been developed which we are now offering to the trade," says a recent announcement from the company. "It is the type 'R,' dissectable, bronze sanitary milk pump, which is so constructed that smoother operation is obtained than the older forms of rotary pumps. The casing is circular in bore, and the vanes are held in place through the medium of a spacer ring, which combination permits the pump to operate at almost any speed without noise."

One of the distinctive advantages claimed for this pump is that it has high suction lifting properties, thus making it particularly desirable where mix must be drawn from a lower to a higher level on the suction side.

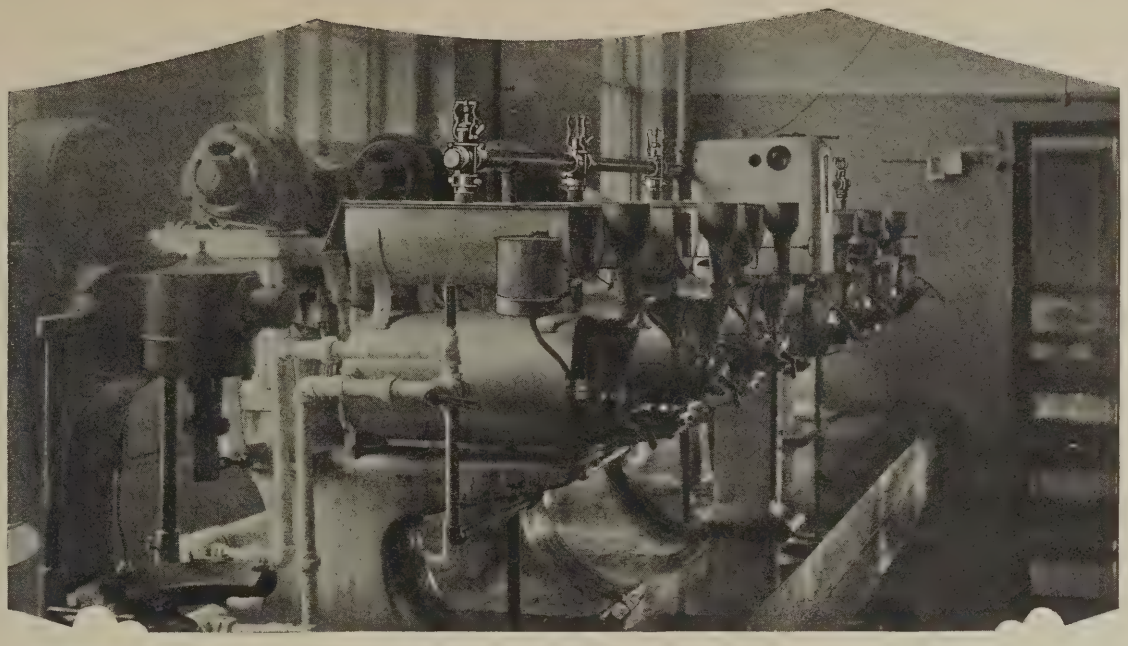
"The accessibility and dissectability of the pump is described as marvelously simple." It can be dissected and reassembled within two or three minutes, officials say.

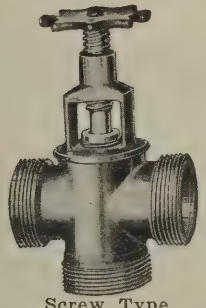
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NEW REGENERATOR COOLER AND HEATER BULLETIN.

The Creamery Package Mfg. Co., 61-67 W. Kinzie St., Chicago, announces the publication of a bulletin covering the Progress and Alaska regenerator coolers, heaters and preheaters.

The Progress unit described in this bulletin is an enclosed tube-within-a-tube outfit. The cold or raw milk is pumped through the tubes, entering at the top, while the hot



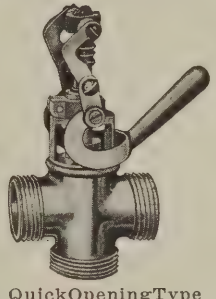

Screw Type

Shimp Valves in Northland Milk & Ice Cream Co. plant, Minneapolis, Minn.

The Valve serves as a Valve as well as a Tee.
Saves fittings—no pockets in your line.

Ask your jobber or write us direct.

THE SHIMP MANUFACTURING CO.
2609 Stevens Avenue Minneapolis, Minn.


QuickOpeningType

pasteurized milk is pumped through spaces surrounding the tubes and inside the outer tubes, thus giving up its heat to the cold incoming milk, which in turn is warmed up to near the proper pasteurizing temperature.

The Alaska unit is described as a continuous surface outfit, the incoming cold, unpasteurized milk enters the lower tube of the bottom regenerative section and passes upward inside of cooler, coming out at the top tube and going direct to the pasteurizing heater. The hot milk from the pasteurized holder enters the top trough and flows down over the outside surface of cooler. A similar action is obtained used with cream in creamery.

Either of these machines are extremely economical for use in milk bottling plants, creameries, milk condenseries or ice cream plants. A copy of the descriptive bulletin may be secured by mentioning this publication and addressing the manufacturers.

* * *

NEW ICE-LESS SHIPPER AND DELIVERY PACKAGE.

Announcement is made this month by the Canvas Products Corporation of the addition to their line of a new ice-less packer made from hardened canvas and insulating materials.

The officials of this company claim that this packer will make a revolutionary change in the shipping business; and will make a radical cut in expenses of delivery of cream to the customer.

This packer weighs less than eight pounds; no ice, salt or packing required. It is claimed the smallest container on the market, being less than 24 inches in height and 12 inches in diameter. This feature, it is claimed, makes it convenient for handling, carrying, less storage space required to care for them, and increases the capacity of the truck by 300 per cent.

The manufacturers report that a number of large ice cream plants have been trying out these during the past summer, and some are said to pronounce them "a wonder for refrigeration and ease of delivery and economy."

* * *

FREE INSTRUCTION ON ICELESS VACANIZERS.

Fred W. Wolf of the American Vacanister Company, 550 W. Lake St., Chicago, announces that he has a laboratory with Ice Devices Service, Inc., and is offering to any and every wholesale ice cream manufacturer free instructions

Relief
from hot weather troubles

When the mercury goes soaring and you find yourself unable to develop the full rated refrigeration you should get from your equipment then is when you will appreciate how

Sterling
Refrigerating Equipment

assures absolute reliability of proper temperatures at all times within control and with no more expenditure of effort than turning a valve.

Send for the Sterling Bulletins and learn how easy it is to get the right temperatures when you want them.

UNITED IRON WORKS, Inc.
KANSAS CITY, MO.
OFFICES IN ALL PRINCIPAL CITIES

regarding the manufacture of iceless city delivery vacanisters. Mr. Wolf states that these vacanisters consist of a couple dollars worth of sheet metal stuffed with insulation and can be made in a short time by the ice cream manufacturer or by a tinner.

Mr. Wolf further states that by the use of the vacanister the delivery can be made 100 per cent iceless, thereby enabling the ice cream manufacturer to sell all his ice and save on buying salt.

* * *

Anderson Bros. Mfg. Company, Rockford, Ill., has arranged to have its Eskimo pie machine sold exclusively in New Zealand and Australia by Chas. B. Colby, Sydney, N. S. W., P. O. Box 1223, or Aukland, N. Z., P. O. Box 1443.

* * *

In the course of a trade bulletin recently issued, Gordon L. Moumblo, sales manager of the Turnbull Cone Machine Co., Chattanooga, Tenn., points out that the public has begun to "realize that the ice cream cone is the sanitary way to serve ice cream."



GORDON MOUMBLO.

"Today there are millions of women, children and brawny workmen all the way from the golden gates of California to Portland, Me., and south to the sun-kissed shores of Florida eating ice cream cones," says Mr. Moumblo, "and today we are face to face with a universal demand for pure-cake cones, which should not be confused with the so-called sugar cone or wafer cone, which are little better than baked paste, indigestible, unpalatable, and in most cases unfit for food and in which there is no sugar, as sugar can only be baked in cake cones.

"Almost without exception throughout the whole Southland today, quality cones predominate. Dispensers of ice cream who are indifferent as to the quality of ice cream cones that their products are served in must change their attitude."

Mr. Moumblo concludes his bulletin with the statement that it is up to ice cream manufacturers to give undivided attention to the dual question of quality and service. Every sale and purchase, every business alliance, should be based on these two things, he said.

* * *

REPRESENTATIVES ANNOUNCED.

The American Engineering Company of Philadelphia announces the following representatives for the sale of its Juruick ammonia compressor, which is claimed to be used extensively in refrigerating plants: Atlantic City, N. J., Mack Machine Company, 327 N. Indiana Avenue; Hollywood, Los Angeles, Calif., Climax Engineering Company, 1001 Orange Drive; Charlestown, Mass., Wright-Ziegler Company, 50 Spice Street; Louisville, Ky., Standard Milk Machinery Company; Davenport, Ia., Brooks Electric Appliance Company, 204 E. Fourth Street; Rochester, N. Y., Harrison Machine Company, 144 Platt Street; Detroit, Mich., L. L. Priskey, 108 S. Manistique Avenue; Allentown, Pa., American Refrigerating Co., 933 N. 27th Street.

* * *

"HAVACONE" DIRECTORS ELECT OFFICERS.

The Cone Company of America made announcement on August 19 of a meeting of the directors of that company at which the following officers were elected: J. R. Wells, president; R. F. Lawton, first vice-president and treasurer; H. Lapat, second vice-president and Chicago manager, and R. J. McCreery was appointed secretary.

These adjustments were made necessary by the recent death of the former president, William S. Camp. George K. Morrow, president of the Gold Dust Twins Corporation, was elected a director.

* * *

GIFFORD-WOOD BULLETIN.

The Gifford-Wood Co., Hudson, N. Y., recently issued a bulletin describing its new portable flight conveyor. In the bulletin this conveyor is described as being particularly designed for handling lumpy materials. The manufacturers claim it will pay for itself in a short time in the saving of time and labor.

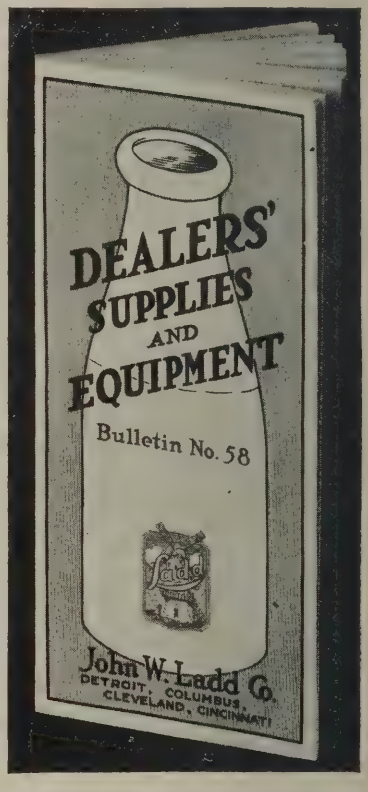
* * *

PRICE BULLETIN ISSUED.

The John W. Ladd Co., with offices in Detroit, Columbus, Cleveland and Cincinnati, has ready for distribution its new milk dealers' bulletin which is being sent to the trade.

If a reader of The Milk Dealer discovers that he has not received a copy, he is invited to write one of the Ladd offices.

The price bulletin includes lots of valuable information and virtually all equipment and supplies are for the average milk dealer and consequently will be of much value to the milk dealer and dairyman, officials believe.



* * *

H. T. HALL MAKES NEW CONNECTION.

H. T. Hall has associated himself with Delft gelatine, and in future will be calling upon the trade in New York, Pennsylvania and Ohio. Mr. Hall for many years was connected with the Milligan & Higgins Gelatine Co. of New York City, and is well known and highly regarded in the food gelatine industry.

"M-W" ICELESS
Ice Cream Delivery Can Jacket

Saves Delivery and Ice Costs.
Keeps the Cream firm while in transit.
Made of best insulating material—Hair Felt covered with Heavy Duck.
Top securely fastened with straps.
Canvas handle for convenient carrying.

Manufacturers of "M-W" Milk Can Jackets, Bottle Box Pads, Ice Cream Tub Covers, Plain and Waterproof Canvas Goods of all kinds.

MONTGOMERY-WASHBURN CO. Saugerties, N. Y.



PAT. APPLIED FOR

CHOCOLATE TO THE FRONT.

"Chocolate is it," says Louis Runkel, president of Runkel Bros., of New York and Chicago, manufacturers of cocoas, chocolate and coatings. Mr. Runkel heads a company that has, for over 50 years, manufactured chocolates and cocoas for ice cream manufacturers, confectioners and grocers, exclusively, and he sees chocolate coming steadily to the front as a flavor for ice cream. Good ice cream can be made better only when a good quality chocolate is used. Good chocolate not only adds to the flavor of the ice cream, but it adds to its food value. Use good chocolate. It is a sure winner of bigger sales, says Mr. Runkel.

PARAGRAPH OMITTED IN RESOLUTIONS ON NATIONAL ADVERTISING.

The article appearing on page 16 of this issue of The Ice Cream Review, regarding national advertising ice cream, does not give a full sense of the resolutions on this subject adopted at the meeting of the committee on national advertising from the National Association of Ice Cream Manufacturers, held in New York last month.

A. E. Dixon, secretary of the North Carolina Ice Cream Manufacturers' Association, sent out a copy of the resolution last month. It was from his bulletin that the article on page 16 was written. Just before this issue was to go to press we received from Mr. Dixon a corrected bulletin, in which it was pointed out one paragraph of the resolution was omitted in the first bulletin. The complete resolution reads as follows

"This meeting hereby endorses the making of an attempt on the part of the Advertising Committee of the National Association of Ice Cream Manufacturers, and on the part of the proper officers and committees of and as a result of such subsequent action to that end as the Association of Ice Cream Supply Men may officially take as a result of this motion, to ascertain among the memberships respectively of the National Association of Ice Cream Manufacturers, and the Association of Ice Cream Supply Men if definite support may be obtained for carrying out the national advertising of ice cream for one year through such sound plan as may be determined upon, according to the following basis:

"One-half cent per gallon contribution from manufacturers whose production totals 40 per cent of the country's estimated annual commercial gallonage of 260,000,000:

"One-half of one per cent of gross annual sales contributed by such number of supply companies as, in approximate figures, have total annual sales equivalent to 40 per cent of the estimated gross annual sales to the ice cream industry by members of the Association of Ice Cream Supply Men."

BENDFELT IS CHAIRMAN.

In last month's issue of The Ice Cream Review we published a list of members of the National Dairy Association reception committee representing the Wisconsin Association of Ice Cream Manufacturers. We stated that J. D. Hughes is chairman. This was an error. Walter Bendfelt of the Bendfelt Ice Cream Co. of Milwaukee is chairman of the committee.

⚜

ICE CREAM EMPLOYEES ENTERTAINED.

The White Mountain Ice Cream Freezer Co. of Nashua and Milford, N. H., was host to its seventy-seven employees at an outing at the Lawrence Hotel in Hampton Beach recently. John P. Connors was congratulated upon the splendid arrangements he and his committee has made, and it is reported that a good time was had by all. William Griffin and Garrett Rogers were also on the arrangement committee.

⚜

It is a good thing many employees are on the payroll at invoiced value in the place of their self-estimated worth, else their firms would go busted.

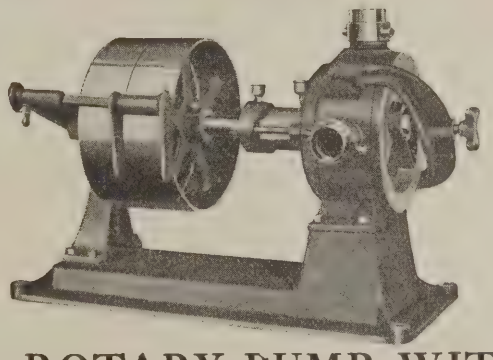
Wall Superior Brick Cans



BUILT like Wall Superior Ice Cans, of heavy steel with leak-proof lid. All spoilage is eliminated and dealer good will maintained. First cost is no greater than that of inferior cans but, due to longer life and elimination of repairing and loss of products, they actually save you money.

P. WALL MFG. SUPPLY COMPANY
3058-3098 Preble Ave. N. S., Since 1864
PITTSBURGH PENNSYLVANIA

WALL SUPERIOR PRODUCTS SINCE 1864



A ROTARY PUMP WITH HIGHER EFFICIENCY

Operating at a low R. P. M., and with a minimum power requirement, the Viking Rotary Pump delivers an unusually high efficiency, even under extremely difficult conditions.

Built ruggedly of best materials and involving an improved pumping principle, the Viking has become the universal choice for every pumping purpose.

Could you ask for greater proof of what the Viking will do in your plant than that over 50,000 are now in successful use?

New, enlarged catalog, showing Vikings for every use, mailed upon request. Ask today.

VIKING PUMP COMPANY
CEDAR FALLS, IOWA
BRANCHES

B. F. Schirmer Co. - - - - - - - - - 342 Madison Ave., New York City
Schirmer Co. - - - - - - - - - - - Finance Bldg., Cleveland, Ohio
Viking Pump Co. - - - - - - - - - 549 W. Washington Blvd., Chicago, Ill.
Norton Paper Goods Co. - - - - - - 719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co. - - - - - - 204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co. - - - - - - - 519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co. - - - - - - - - - - - - Houston, Texas
Menge Pump & Mach. Co. - - - - 862 Tchoupitoulas St., New Orleans, La
De Laval Pacific Co. - - - - - - - - 61 Beale St., San Francisco, Calif.

WASHINGTON—MAINE

News From Far and Near

CALIFORNIA—FLORIDA

Phoenix, Ariz.—Charles P. Mullen of Tempe has been made receiver for the Polar Ice Cream Company of Phoenix.

Little Rock, Ark.—F. T. Watson, treasurer of the National Ice Cream Co., has announced plans to improve the plant. This action followed the filing of deed of trust for $50,000 in circuit court by the Southern Trust Co., which includes the first lien mortgage on the present plant. The deed is in the form of 50 bonds of $1,000 each, which mature on March 10, 1929.

McGehee, Ark.—The Velvet Ice Cream Co. will open a branch factory at McGehee about the fifteenth of August, according to an announcement made recently by Charles Hooberry, manager of the company. The new factory at McGehee will have a capacity of 1,200 gallons a day and will supply the outlaying territory with frozen products throughout the year, it was announced.

Suffern, Cal.—The Cervieri Ice Cream Co. has been incorporated with a capital stock of $20,000. J. C. Griffin is the attorney.

Tampa, Fla.—The Peerless Ice Cream Co. of this place is building a large addition to its ice-making and refrigerating plant, with storage capacity sufficient to accommodate 800 gallons of ice cream. The company has bought machinery and expects to complete installation soon.

Harvard, Ill.—A half interest of the ice cream business of F. E. Kellogg has been purchased by Edward Armock, who will have active charge of the business.

Anderson, Ind.—The Kruesch Ice Cream & Bottling Co. was capitalized for $75,000. Directors are Luther F. Pence, T. C. Werbe, D. J. Noland, N. M. McCullough and Benjamin F. Alford.

Kokomo, Ind.—Having recently expended several thousand dollars in improvements and replacements, the directors of the Kokomo Sanitary Milk & Ice Cream Co., at a recent meeting, made plans for still further improvements that involve the expenditure of considerable sums of money. The directors reported business to be unusually good, considering the unfavorable temperature which has prevailed this summer.

Wilmington, La.—The Louisiana Milk Products Co., Inc., was recently organized to deal in a general wholesale and retail business in ice cream. The capital is reported as $350,000.

Cumberland, Md.—Speelman-Couch Ice Cream Co. has been allowed permission by the state tax commission to change its name to the Cumberland Ice Cream Company. James P. McClurg, president of the company, made the application.

Malden, Mass.—The Atlantic Ice Cream Co. has been incorporated with capitalization of $20,000 by Geo. H. Chopelas, Dennis T. Chopelas, Geo. D. Makrys and Apostle C. Makrys.

New Bedford, Mass.—The Made-Rite Ice Cream Company has been granted a charter for the manufacture of ice cream, being capitalized for $100,000. The incorporators are Homer J. Messier, Mae T. Messier, and Bertha Rocheleau.

Minneapolis, Minn.—A new and up-to-date ice cream plant has been established by the Baudette Dairy Company. Messrs. Sorenson are the proprietors, and they say other improvements will be made to enlarge the capacity of the plant.

St. Paul, Minn.—A victory was won by ice cream manufacturers of St. Paul and one from Minneapolis, the case involving a charge by the St. Paul bureau of health that the manufacturers were dispensing ice cream containing less than 12 per cent of butterfat. The case was dismissed.

Vicksburg, Miss.—The City Ice Cream Co. was capitalized at $50,000. J. M. Button, J. L. Blackwell and others are the organizers.

Macon, Mo.—The Crystal Lake Ice Co. is installing machinery at their ice house at Crystal Lake for manufacturing ice cream. The company will do only a retail business and plans to be in operation in a short time.

St. Louis, Mo.—Eugene Seltzer, manager of the Blue Ribbon Ice Cream Co., was held up by four automobile bandits and robbed of between $800 and $900 in cash and a lot of checks from the safe of the company.

Bridgeton, N. J.—Howard L. Bodine has established an ice cream factory at 122 Marian St.

Camden, N. J.—J. P. Hauck has begun manufacturing ice cream at his confectionery store at 723 Broadway.

Dover, N. J.—The Creamo Ice Cream Company has been incorporated to manufacture ice cream.

Elizabeth, N. J.—The manufacture of ice cream will begin in the old Peter Breidt City Brewery, which has been bought by Peter Dunne, Inc., of West New York, for $350,000. The new firm will operate under two heads, the American Beverage Company, which will make soft drinks, and the City Products Company, which will manufacture ice and ice cream.

Richfield Park, N. J.—Hackensack Food Laboratories have been incorporated to deal in food products, capitalization being $50,000 preferred stock.

Chehalis, N. M.—The Gloria Ice Cream Co. has increased its stock from $100,000 to $200,000.

Batavia, N. Y.—The Hoeffler Ice Cream Co. of Buffalo has purchased a site on South Swan St. for the erection of a brick building for a distributing station for ice cream.

Dunkirk, N. Y.—The branch plant here of the Wheat Ice Cream Co. has been established in new quarters. The business is in charge of Joseph Sappelt.

Manhattan, N. Y.—The Original Roasted Ice Cream Co. with capital of 10,000 has been organized by H. Rubinroth, J. Goldman and A. Steiner.

New York City—Through its subsidiary, the Rieck-McJunkin Dairy Company of Pittsburgh, contract has been made for the National Dairy Products Corp. to acquite through stock ownership the W. E. Hoffman Co., Tryone, Pa.; Hoffman Brothers, Altoona, Pa.; Hoffman & Runk, Philipsburg, Pa.; and Hoffman Ice Cream Co., Barnesboro, Pa. The business of all these companies is exclusively ice cream and the aggregate annual gallonage is in excess of 550,000 gallons. No financing will be necessary on the part of the National Dairy Products Corporation, as the cash necessary to complete the purchase will be provided by the Rieck-McJunkin Dairy Company from out of its treasury.

New York City—The National Dairy Products Co. has completed negotiations for the acquisition of a large ice cream manufacturing concern.

Trumansburg, N. Y.—The Valley Farms, Inc., of New York City, has bought the Sanitary Ice Cream and Milk Co., which has conducted an ice cream and dairy products business in Ithaca for a number of years. The new owners will continue the business and make many improvements on the property, it is reported.

Suffern, N. Y.—Cervieri & Co. have been incorporated with a capitalization of $30,000 by J. and J. A. Cervieri.

Dayton, O.—The Telling-Belle-Vernon Company of Cleveland has absorbed the Velvet Ice Cream Company of this city, and the local property will be sold and a new plant will be erected on another site.

Steubenville, O.—Bruner & Kock have purchased the brewing property on Adams and 9th Sts. They will begin the manufacture of ice cream on an extensive basis after new machinery has been installed.

Dover, Pa.—The Creamo Ice Cream Co. has been chartered with capitalization of $30,000 by B. W. Ellicott.

Emporium, Pa.—Operations have begun on the new plant of G. A. Vogt, who recently opened an ice cream manufacturing business. The plant was erected on a small scale, but is equipped with new and modern machinery and appliances.

Oakmont, Pa.—The Reinhold Ice Cream Company's plant here was almost totally destroyed by fire recently. The loss is estimated at $50,000.

Punxsutawney, Pa.—A part of the old Elk Run Brewery, formerly used by the Jefferson Ice Cream Co., with a new brick addition, is the home of the Mahoning Ice Cream Co., a consolidation of the Raffetto, Johnson and Jefferson Ice Cream Companies. Modern equipment has been installed.

Lebanon, Tenn.—Another ice cream plant has been opened. J. C. Anderson is proprietor of the new plant, which is owned and operated entirely by local capital. He will have associated with him in the new enterprise his father, W. H. Anderson.

Big Springs, Tex.—Damage to the extent of $1,000 was caused to machinery and plant when fire broke out at the Big Spring Ice Cream Factory.

Ft. Worth, Tex.—Extensive improvements recently were made by Shaw Brothers, who do an extensive ice cream manufacturing business. The company spent $50,000 on new machinery, and a new ice vault which cost $15,000.

Houston, Tex.—Irvin Ice and Ice Cream Company has been incorporated with capital of $100,000 by W. H. Irvin, A. A. Slaughter and John Neethe.

Hazelwood, Wash.—The Hazelwood Co. reports record production and sales of ice cream. Despite unfavorable weather, the production of the product has grown, it is stated. The ice cream department of the company has been worked to capacity.

Ripon, Wis.—The business of the Ripon Ice Cream & Beverage Co. has doubled in the past year and in order to meet the demands another freezer room and freezing equipment will be added.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

SUPPLYMEN STUDY ICE CREAM TECHNIQUE AT PENNSYLVANIA SHORT COURSE.

A special course in dairy manufacturing for dairy supply salesmen, offered for the first time by the dairy husbandry department of the Pennsylvania State College, was attended by 29 salesmen from seven states, representing 14 different firms. Starting August 18 with an address by Professor A. A. Borland, head of the dairy department, and continuing for two weeks, the men were put through an intensive course, dealing with all phases of dairy manufacturing, especially ice cream making.

The regular staff of the dairy department was assisted in giving the course by several outside speakers, including, Prof. W. B. Combs of the University of Minnesota, N. M. Thomas, president of the salesmen's club of the Ice Cream Supply Men's Association, J. B. Morse of the Cherry-Bassett-Winner Co., C. A. Rogers of the C. E. Rogers Co., Detroit, Mich., J. A. Cross of the Mojonnier Co., Chicago, Ill., Mr. Tower of the Bristol Instrument Co., Philadelphia, B. B. Mason of the Ohio Farm Bureau Federation, Columbus, Ohio, Prof. A. J. Wood, head of the mechanical engineering department, Pennsylvania State College, G. M. Foulkrod, assistant professor of farm machinery, and H. G. Niesley, professor of agriculture economics also from the Pennsylvania State College.



Top row — Left to right — Profs. C. H. Dahle — M. H. Knutsen—W. D. Swope—I. R. Knapp—A. A. Borland—F. P. Knoll—W. H. Combs—W. H. Martin—W. T. Wolfenden.

Second row—Left to right (from top)—S. E. Swanker—E. B. Van Dusen—T. V. Kennedy—R. L. Adolph—J. I. Martin—H. L. Trimby—J. J. Clark—L. Eyring.

Third row—Left to right (from top)—H. H. Simpson—J. A. Wildermuth—J. W. Stevens—Frank L. Carroll—A. W. Johnson—Eli Rosenbaum—L. W. Von Losberg—A. E. Clawson—A. J. Hulsebosch—S. L. Plank.

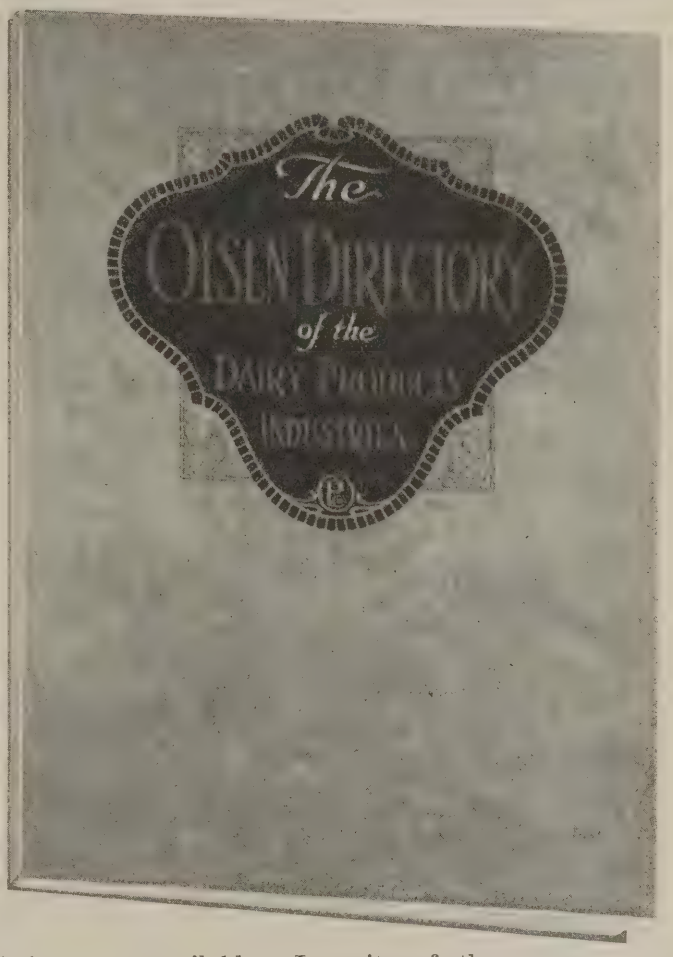
Bottom row—Left to right—W. G. Royer—R. S. Damuth—N. M. Thomas—Robert Rosenbaum—C. Robert Fickes—F. S. Key—Charles Blake—W. R. Magurie—Edward F. Hasselfeldt—H. F. Strecker.

During the first week the salesmen formed an organization called the Micro-Organisms. Officers were elected and several meetings held during the two weeks. A banquet at the University Club was one of the most important events leading up to the close of the course. At this time the organization expressed their appreciation for the efforts put forth by the faculty by presenting them with hand bags. Further evidence of their interest in the college was shown when their president, C. Robert Fickes, announced that they would offer to an ice cream maker, to be selected at a later date, a scholarship to the winter short course at the Pennsylvania State College. The details pertaining to the selection of the man for the scholarship are to be announced later.

The course closed Friday, August 29, with a round-table discussion of the work presented during the two weeks. It was the unanimous opinion of those present, that it would be repeated next year. Plans are now under way to offer the course in August, 1925. The Micro-Organisms, consisting of 30 charter members, voted to hold their next annual meeting in February at Rochester, N. Y.

FIRST COMPREHENSIVE LISTING OF DAIRY PRODUCTS MANUFACTURERS IS OFF THE PRESS.

With the dairy industry divided into so many divisions, each more or less inter-related yet distinctive in itself, a complete listing of the names and addresses of concerns engaged in the various divisions of the dairy industry has been very difficult to compile. In fact, before the publication of The Olsen Directory of the Dairy Products Industries, no practical comprehensive listing was available. In spite of the many, many thousands of names listed and subdivided in The Olsen Directory, there are no doubt some that may not have been included in spite of the months of efforts to make this directory 100% complete. The Olsen Publishing Company will appreciate hearing from any concern that finds itself not listed in this directory, together with information as to the products manufactured.



This direcory is invaluable to any concern selling to the dairy products industries, and copies will be mailed at once on receipt of remittance to The Olsen Publishing Co., 5th and Cherry Sts., Milwaukee, Wis.

A woman with a sharp tongue will soon cut herself off the payroll.

Spend a Week in Dairyland

NATIONAL DAIRY EXPOSITION,
MILWAUKEE · SEPT. 27, - OCT. 4, 1924 · WISCONSIN

Monday . Milk Dealers' Day
Tuesday . Creamerymen's Day
Wednesday Cheesemakers' Day
Thursday . . Ice Cream Day
Friday . Condensed Milk Day
Everyday . DAIRYMEN'S DAY

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

OHIO CUTTING DOWN LEAD OF THREE RANKING ICE CREAM STATES.

Ohio made larger gains in the ice cream production in 1923 than any of the three states which produced a larger gallonage, according to a bulletin recently issued by the Ohio Association of Ice Cream Manufacturers, from the association's headquarters, Columbus, O.

Production figures for 1923 give Ohio fourth place in gallonage, the Buckeye state being led by Pennsylvania, with a production of 34,100,000 gallons; New York, 20,527,000 gallons, and Illinois, 13,233,000 gallons. Ohio produced 12,768,000 gallons of ice cream in 1923, against 11,140,000 gallons for 1922.

Ohio's gain in production over the preceding year was 14.6 against a gain of 12.7 for the state of Pennsylvania, a decrease of .89 for the state of New York, and an increase of 6.8 for the state of Illinois.

California's increase, however, was greater than that given for Ohio, the Golden State, now in fifth place, being credited with an increase of 19.2 over production of 1922. California ice cream manufacturers produced 8,865,000 gallons in 1923 against 7,438,000 in 1922.

Kentucky leads all states in increase of production, according to figures compiled by the department of agriculture. The Blue Grass State is shown as having an increase of 32.4 per cent over 1922 production.

Montana comes next with an increase of 32.3 per cent, producing 491,000 gallons of ice cream in 1923 against 371,000 in 1922. Massachusetts' production showed an increase of 29.6 per cent over 1922. Minnesota, 26.5 per cent, South Carolina, 36 per cent, Wyoming, 28.7 per cent, Mississippi, 30.9 per cent, West Virginia, 17.5 per cent, Oregon, 16.2 per cent.

ICE CREAM'S UNIVERSAL APPEAL.

In speaking of the universal appeal of ice cream, it is interesting to know just how ice cream was taken by the three little members of the race of white Indians discovered in the Isthmian jungles by Richard O. Marsh, who recently were brought to New York. Of course, ice cream was a dish these children had never even heard about, much less eaten.

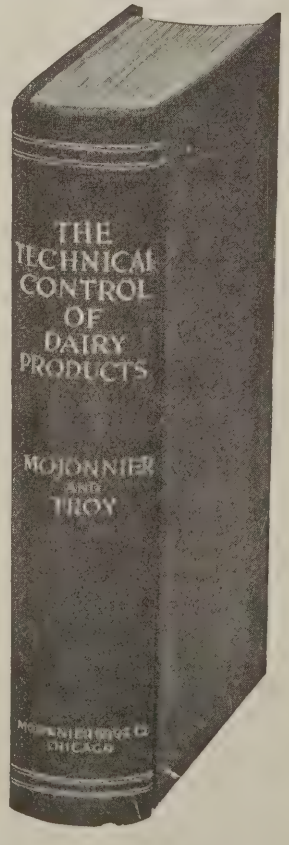
Here is the interesting account that the New York World gives of the first time these chaps sat down to a table before dishes of ice cream:

"Gloomy enough they were when they were led into the Waldorf apartments, splendid with mirrors and ornate chandeliers, to seats at a table shining with glassware and silver. But by the time they reached fish they were almost hilarious, and finally when that pyramid of ice cream came in, with whipped cream all over it, they lighted up with smiles. Little Chepu had a bad moment. It struck him apparently, when the waiter was just serving Marguerite, that there mightn't be enough for him. His face clouded over the midst of a smile. It didn't relax again until his plate was full."

No further proof could be necessary that ice cream is a dish carrying universal appeal, and it should be an incentive to the members of the ice cream industry to know that their product is something everybody likes, and everybody can be made to eat more of, with a proper effort on the part of the ice cream manufacturer.



The young fellow who has a coffee and doughnut breakfast down in town, an armchair lunch, and eats a delicatessen dinner out of paper bags when he gets home in the evening, nine times out of ten has married some poor girl because she was a good dancer.



— An Encyclopedia on
Dairy Products Manufacturing

Covers every known angle of Dairy Products Control in plain simple English so that any ordinary manufacturer of dairy products can understand it. No matter what products you make

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It would take four magazine pages to just outline the contents of the many chapters.

Everyone striving for success in the dairy products business needs these 900 pages of information. Much of the material in this book has never before been published.

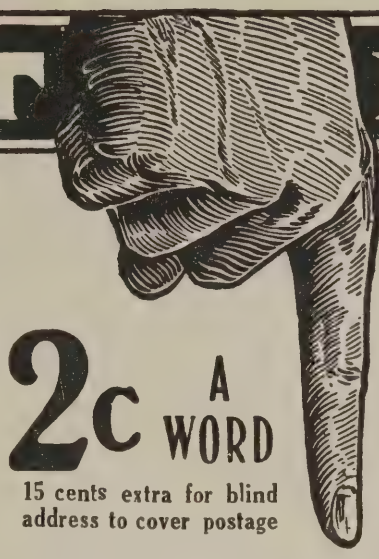
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The Olsen Publishing Company

5th and Cherry Sts. Milwaukee, Wis.

WANT DEPARTMENT



2c A WORD

15 cents extra for blind address to cover postage

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

HELP WANTED

WANTED — Young man not over 40 years of age as assistant to general manager of one of the largest ice cream plants in the country. We prefer a man who has had some experience in the ice cream business, although a record of successful accomplishment in other lines would warrant consideration. The position requires hard work, long hours, 7 days a week during the summer months. We want a man who knows how to work and can show others how; who will be loyal and instill it in others; who is looking for an opportunity—not just a job. This is a real opportunity for a wide awake, aggressive and forceful man, with an understanding of the human element which is so absolutely essential to success. If interested please give all particulars of yourself, positions held and salary desired. Applications held in strict confidence. Address: R-414, The Ice Cream Review. 9-24

WANTED—One of the largest ice cream plants in the Middle West is in need of a real man to act as assistant production superintendent. The man we want must not only know how to make good ice cream theoretically but practically. He must be a leader, a man who is active and alert and who can pep up the entire organization; who will be aggressive and forceful and still command the respect of the employees through his education and guidance. There is no better or more progressive firm in the country than the advertiser and the position offers exceptional opportunity, therefore we want an exceptional man. Position will be open any time, until we find the right man, either now or in the fall. If you think you can fill our requirements please state in reply your personal history, positions held and salary expected. All applications will be held in strict confidence. Address R-413, The Ice Cream Review. 9-24

WANTED—Salesmen with Advertising Ability—We shall need two or three additional salesmen, to start October 1, to act as our permanent territorial representatives in different parts of the country. We sell the "Kist" line of ice cream flavors and supply our customers with a complete, comprehensive, monthly advertising and merchandising service. Our salesmen must be well educated, and must possess advertising experience and executive ability, which will enable them to assist and inspire our customers to sell, advertise and merchandise "Kist" flavored ice cream, ices and sherbets according to the plans and advertising material we supply each month. Men without these qualifications do not make good with us.

Salary and expenses for minimum amount of business. Bonus on all over minimum. An ambitious worker can make $5,000 per year or more. Fine chance for advancement. Men preferred between 28 and 35, now employed, **who are willing to stay out on the road** and who are looking for a better opportunity. Write a brief account of yourself in your own handwriting, stating your advertising experience and territory you prefer and we will send application blank. All negotiations confidential. Do not call until requested. Citrus Products Company, 54 E. Kinzie St., Chicago, Ill. 9-24

WANTED—A man with experience to take charge of candy factory as manager. Address Lee Lewis, Inc., 542 South Fourth St., Louisville, Ky. 9-24

WANTED—Flavoring extract and fruit salesman. One who is acquainted with the ice cream trade in Illinois and Indiana and adjacent territory. Good opportunity for right man. Communications strictly confidential. Address: R-471, The Ice Cream Review. 9-24

WANTED—Ice Cream Supply Salesman—Party with long experience in the manufacture of ice cream supplies of every description and a keen young business man wants to meet a high powered salesman who can sell these products, with a view of forming a connection for the manufacture and sale of ice cream supplies. Capital not a requirement. Only consideration ability to sell meritorious foods and to appreciate the significance of this opportunity. Address: R-485, The Ice Cream Review. 9-24

WANTED—Manager who can qualify as to ability and character for plant doing at present fifty thousand gallons annually. Output can be doubled under proper management and with proper effort being expended. Want man who is able to purchase a substantial interest in business, as we think this will guarantee his efforts. This is a splendid opportunity for the right man. Address: R-516, The Ice Cream Review. 9-24

BUSINESS OPPORTUNITIES

WANTED—Partner in ice, ice cream and butter plant in Ohio. Must be active man who is willing to work and learn by his experience. Must have at least three thousand dollars, balance will pay out of business. Plant will invoice at least $20,000. Or will sell to responsible party on trial for six months. Part cash and liberal terms. This ad will appear only one issue. Address: R-527, The Ice Cream Review. 9-24

POSITION WANTED

POSITION WANTED—As first ice cream maker with 15 years experience. Can come at once. Address H. F. Clark, Medford, Wis. 9-24

POSITION WANTED—Capable of managing a small plant. Laboratory and inspector's experience. Employed. Address: R-453, The Ice Cream Review. 9-24

POSITION WANTED—As salesman for some ice cream supply house. Have 15 years experience in manufacturing of ice cream. Can furnish references. Address A. L. Parish, 1331 E Cumb Ave., Middlesboro, Ky. 9-24

POSITION WANTED — As manager of large creamery or ice cream business, wide experience in both lines and thoroughly competent to handle any size plant. Address: R-517, The Ice Cream Review. 10-24

POSITION WANTED — Man with wide experience in ice cream and creamery business desires connection with an ice cream plant that needs experienced and efficient management. Started business with which now connected. A stock company. Have built same to sales aggregating in excess of three hundred thousand dollars annually. Will satisfy most skeptical with bank and other references. Would invest some money when all concerned are satisfied it would be mutually agreeable. Must have salary commensurate with position of this kind. Address: R-484, The Ice Cream Review. 9-24

FOR SALE BARGAINS

BUSINESS

FOR SALE—Ice cream and cold storage, about 300 gallon capacity. Louisiana town 6,000 population. Good proposition in a good lumber manufacturing town; ten lumber mills pay roll every week. No opposition; splendid shipping facilities; good roads to surrounding towns. Lots of dairies, but no creameries. Must sell on account settling with heirs. Address: R-375, Ice Cream Review. 9-24

FOR SALE—Small Oklahoma creamery and ice cream plant, well located, now operating, increasing each year, pay $1500.00 cash balance on time. Address: R-340, The Ice Cream Review. 10-24

FOR SALE—Small ice cream and ice plant, splendidly located in an Ohio town, making twelve thousand gallons of ice cream and about a thousand tons of ice a season. Business well established and making money. Address: R-380, The Ice Cream Review. 10-24

FOR SALE—$5,000 interest in new factory manufacturing creamery specialties, used by ice cream trade. Capitalization $50,000. Address: R-482, The Ice Cream Review. 11-24

FOR SALE—Modern ice cream plant doing fine business in Texas town of 50,000 population. Large territory with splendid shipping facilities. Excellent opportunity. Reason for selling, other interests. Address: R-494, The Ice Cream Review. 9-24

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 9-24tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 9-24tf

FOR SALE — One 6-disc 20th Century milk heater with pump attached. One 200-gal. skeleton vat. This machinery has only been used one week. Will sell at a bargain. Address: R-402, The Ice Cream Review. 9-24

FOR SALE—1 56-case milk sterilizer; 1 10-case milk shaker; 1 motor driven Burks can labeler; 1 Mojonnier sugar cooler (new); 1 12-h.p. gas engine; 1 50-h.p. steam engine; 1 No. 6 Jensen milk pasteurizer; 1 1,300-gal. glass lined milk tank; 1 1,400-gal. glass lined milk tank with brine jacket; 1 No. 41 De Laval cream separator; 1 motor driven milk pump; 1 motor driven water pump; 1 10x14x16 Wethington vacuum pump; 1 1x4 hydraulic milk pump; 1 steam brine pump; 2 400-gal. milk agitators with new coils; 1 5-foot Herman Stier condensing pan; 2 400-gal. copper forewarmer; 1 600-pound Toledo scales, new; 1 500-pound weigh can. Address Garnet Ice & Milk Co., Garnett, Kan. 11-24

FOR SALE — One Creamery Package concentrator, size 3x3, with Farrington disc preheater and cooler, complete with stack, steam guage and pressure regulating valve. This machinery is in first class condition. Priced right. Address: R-401, The Ice Cream Review. 9-24

Send news items and personal notices to the "Review" and see how well they look in print.

SPEND A WEEK IN DAIRYLAND — NATIONAL DAIRY EXPOSITION — MILWAUKEE, WIS., SEPT. 27 TO OCT. 4.

FOR SALE — Meyer patented anti-rust direct packing ice cream wagon for sale, size No. 493, overhauled, repainted and put in good condition, painted to suit customer. Address Meyer Wagon Works, 216 Elms St., Buffalo, N. Y. 10-24

FOR SALE—About 200 gallons of sweet cream daily, buyer to furnish cans. Address Reeman Creamery Co., Reeman, Mich. 9-24

FOR SALE—Motor—Wagner 40 h. p., A. C., 60 cycles, 2 phase, 220-440 volts, 1,140 r. p. m. Like new. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 9-24tf

FOR SALE—One motor driven viscolizer, 300 gallons per hour, complete with motor and compensator, 3 phase, 220 volt, 60 cycle. Used only four months on "400." Alden Brothers Company, 1171 Tremont St., Boston, Mass. 9-24

FOR SALE—6,000-pound Simplex centrifugal pasteurizer, 6,000-pound Simplex tubular cooler. Both in splendid condition. Address Dairy Supply Company, Minneapolis, Minn. 10-24

FOR SALE—York, 7½x7½ in. twin cylinders, enclosed, vertical, single acting, belt drive, twelve tons refrigeration, with or without high side. Berryman Bros., 305 Drexel Building, Philadelphia, Pa 9-24tf

FALL BARGAINS — We are offering some attractive prices at this time of the year so as to keep the full force producing. We have quite a stock, in fact, ten floors full of new and rebuilt compressors, condensers, coils, pipe, ammonia fittings, all sizes and kinds, receivers, traps, tanks and, in fact, almost everything used in ice and refrigerating plants. Write for prices or information. Have your compressor valves right—WE KNOW HOW. Avail yourself of the experience of our Service Department. We never charge for information. Stock drawings, cuts, photographs sent freely. If you want to buy—Ask Niebling. If you want to sell—Tell Niebling. Write, wire or telephone. F. W. Niebling & Company, Cincinnati, Ohio. 11-24

Every Shipper of Dairy Products Should Have a Copy of the

Dairy Produce Year Book

1923 Edition, Just Out

Contains 160 pages of market statistics. Tells how to dress and ship poultry. Gives legal holidays for 1924 and list of commodities in greatest demand. Has a big "buyers' guide" and tells a lot about the markets you ship to and how to get the most out of it.

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New Revised & Enlarged Edition

Contains practical methods for calculating the ice cream mix. Formulas for mix from all ingredients. Many pointers on every day problems.

A handy reference book for every ice cream maker.

$1.00 Anywhere

Postpaid on receipt of remittance.

THE OLSEN PUBLISHING CO.
5th and Cherry Sts. Milwaukee, Wis.

FOR SALE—Two latest type Larsen belt driven compressors, twin cylinders, enclosed, 5½x8 in., feather valves, eight tons refrigeration, with or without high sides. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 9-24tf

FOR SALE—No. 3A Cherry Jr. churn, 12-bottle hand "Facil" Babcock tester, No. 1500 "Torsion" single bottle cream test scales, round bottom wash tank, 50-gallon Creamery Package cream vat. Address Wilson D. Elliott, Ottumwa, Ia. 9-24

FOR SALE — One 6-h.p. International gasoline engine; also one 3-h.p. Hercules gasoline engine. Address Culver Mfg. Co., Winchester, Ind. 9-24

FOR SALE—One Pfaudler glass lined tank, 500-gallon capacity, used less than one year and in perfect condition. Address Home Building & Construction Co., Elgin, Ill. 9-24

FOR SALE — 200-gallon capacity per day, refrigerating ice cream plant, candy factory, and retail store, established ten years, making good. Have other business. Address P. O. Box 711, Lockhart, Tex. 9-24

FOR SALE—Freezers at special reduced prices. Miller 40 and 80-qt., Ft. Atkinson 40 and 100-qt., Cherry, Thompson, new, used and re-built, belt and motor drive.. Guaranteed. Free trial period. Homogenizers, viscolizers, vats, etc. Send for list and illustrations. Philadelphia Retinning Co., North Philadelphia, Pa. 9-24

FOR SALE—Three stands of 3x2 York double pipe brine coolers, 18 ft. long, 12 pipes high, with all fittings. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 9-24tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400.00 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago. 9-24tf

Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want Department.

WANTED TO BUY

WANTED TO BUY OR RENT — Good paying creamery or ice cream plant. Will buy part interest and manage same. H. F. Wilde, 840 Ester St., Charlottesville, Va. 9-24

The Sale and Advertising of Dairy Products

The only book of its kind for dairy products manufacturers. Order a copy today and learn of a hundred ways to increase the sale of your products and make more money out of your business.

Sent postpaid anywhere on receipt of $2.00.

The Olsen Publishing Company,
5th & Cherry Sts., Milwaukee, Wis.

"COLONIAL" SALESMEN GIVEN PICNIC.

The sales force of the Colonial Ice Cream Company of Philadelphia, accompanied by the families of the members, enjoyed a picnic and outing at Richards Farm during the middle of July, as the guests of A. P. Grunwald, first vice-president and general manager. The arrangements were supervised by A. J. Clemmons, sales manager.

NEW ICE CREAM PLANT AT BIRMINGHAM.

The American Ice Cream Co., Birmingham, Ala., was recently organized for the manufacture of ice cream. Modern equipment has been installed in the new plant on Fourth Avenue.

William Hogg, who is reported to be a well-known young business man, will act as plant manager. Mr. Hogg has been connected with an ice cream company in Brooklyn for the past two years. Officials of the company advise that their plans call for the erection of a much larger plant at the end of the summer season.

AFRICANS AFTER ICE CREAM MACHINERY.

Announcement has been made of plans by an official of a cold storage company of South Africa to visit the United States to study refrigerating equipment and machinery for the manufacture of ice cream. Upon his arrival in this country it will be possible to get in touch with him through the New York district office of the bureau of foreign and domestic commerce, 730 Customhouse.

The ICE CREAM REVIEW

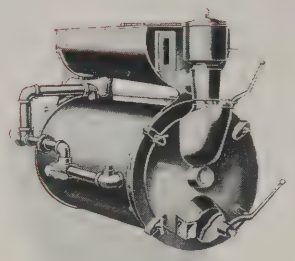


Silver Jubilee Convention
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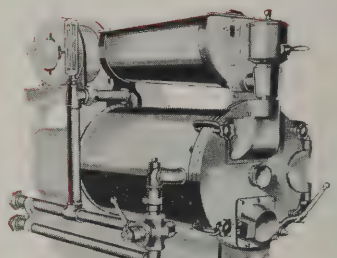
ILLINOIS ASSOCIATION OF ICE CREAM MANUFACTURERS

CHICAGO, OCT. 28~29. 1924

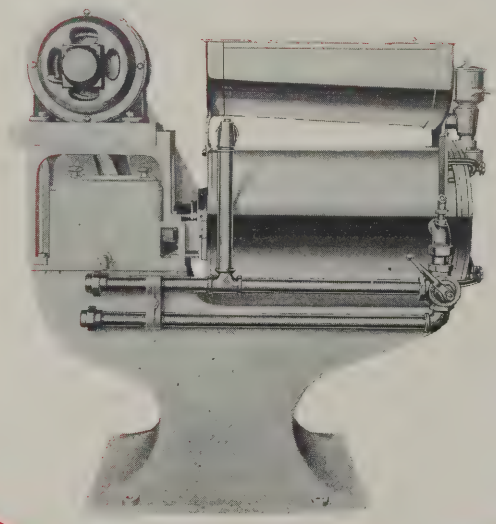
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40-QUART FREEZER



50-QUART FREEZER



100-QUART FREEZER

3 FREEZERS That Never Take Second Place

Cherry Freezers are known wherever good ice cream is made. By the sheer force of their merit they have fought their way to the top until today these freezers are generally accepted as leaders.

There are many reasons for their popularity—to enumerate a few would not be sufficient.

The prospective purchaser of a freezer is entitled to all the facts and we shall be very glad to send bulletin No. 2063 upon request

J. G. CHERRY COMPANY

CEDAR RAPIDS IOWA

St. Paul, Minn. Tama, Iowa. Peoria, Ill.

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CONVINCED of the importance to the industry of the 1924 Convention of the National Association of Ice Cream Manufacturers, The Association of Ice Cream Supply Men assumes the liberty of recommending to all manufacturers in every section of the country attendance at the sessions.

Matters of major interest to the ice cream business will be discussed---in a sense, through this Convention, the industry will consider its own health and come to practical conclusions concerning trends and methods affecting its immediate future.

For the separate good of each manufacturer, for the aggregate good of the industry---attend the Convention!

The Convention City is New Orleans—uniquely attractive of American cities, in many respects the capitol of the charming and the pleasant Southland. The dates are November 17th to 20th inclusive. The Convention Hotel is the Roosevelt. Aside from the Convention there will be, socially, many things to make each day memorable.

The Seal



THE ASSOCIATION OF ICE CREAM SUPPLY MEN

1328 Broadway New York City



of Safety

The
ICE CREAM REVIEW

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OFFICIAL ORGAN
Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesoita State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Minnesota Gophers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

OCTOBER 1924

THIS issue of The Ice Cream Review is dedicated, particularly, to the ice cream manufacturers of Illinois. The Illinois Association of Ice Cream Manufacturers will celebrate its Silver Jubilee convention on October 28 and 29. Members will join hands in making it the biggest and best ever held.

The ice cream industry in the Sucker State is an important one. The second largest city in the Union, along with several other big cities, furnish large opportunities for sales of The National Dish. The future looks bright for the industry in that state.

Illinois manufacturers make good ice cream, too. The state is a great dairy state, and there is always a plentiful supply of "makins" close at hand. They are progressive, too, and they always hold good conventions. This year they will tear the lid off and put on a convention that no Illinois manufacturer can afford to miss. They want manufacturers in other states to meet with them. We are authorized to extend an urgent invitation to those living in other states, especially border states, to come and help them celebrate their Silver Jubilee.

The Ice Cream Review extends heartiest greetings to the ice cream manufacturers in Illinois. This is a new industry, as the big industries of the country are measured, and a state association of ice cream manufacturers that has successfully functioned for a quarter of a century is entitled to heartiest congratulations. Illinois! Illinois! We are all proud of you!

ICE cream manufacturers who visited the National Dairy Exposition in Milwaukee, and exhibitors of supplies and equipment for the ice cream industry who displayed their wares there, are happy. They went home feeling that they were well repaid. The supply men did a wonderful business and there were many new things for the manufacturer to see and to learn.

One supplyman remarked, in the writer's presence, "I have met more ice cream men and done more business than ever before at a National Dairy Show. My firm was undecided about making an exhibit, but decided to do so at the last minute. They are tickled to death that they did. We have done a wonderful business."

We are, of course, highly pleased that the ice cream men who spent money and time to come to Milwaukee found it worth while. We strongly urged them to come, feeling that they would find their support and patronage of the dairy show very profitable to them. No one likes to back a "flivver," but all can find pleasure in backing a winner. We feel almost like adding, "We told you so."

It was not hard for us to get enthusiastic about the dairy show. Its appeal to dairymen everywhere, to "Spend a Week in Dairyland" found a loud echo in the Review office. We are right here in the Heart of Dairyland. It's our home and we are always ready to boost for it.

Many of our friends found time to visit our big publishing and printing plant. We wish more could have found time to come. We tried to make all who came feel at home, and we deeply appreciate their visits.

New friendships were established, and old ones strengthened, among the ice cream folks who spent a few days or a whole week in Dairyland early this month. Surely it was all well worth while.

WE ARE sure that ice cream men who attended the National Dairy Exposition better understand the relationship of their industry to the entire dairy industry than they ever did before. Ice cream men who feel that their interests are separate and apart from the interests of other dairy branches fail to get a proper perspective of the dairy industry as a whole. Fortunately there are few such, and their numbers are growing smaller each year.

It is becoming generally understood that what helps or injures any branch of the dairy industry helps or injures all other branches. Ice cream is a dairy product

and the ice cream business depends for its success upon the right attitude of the consumer towards dairy products. The consumers of this country are comparatively stingy in their purchases of all kinds of dairy products. Agencies are hard at work to popularize these products so that the consumption of them will approximate their consumption in other civilized countries. True, this country leads in the consumption of ice cream, but it lags in the consumption of other dairy products. Even the consumption of ice cream should be three times what it is now in this country.

Problems which concern the entire dairy industry deeply concern the ice cream manufacturer. That is the reason we have always urged ice cream manufacturers to never forget that their industry is an important branch of the dairy industry, just like the butter, cheese, milk, and other branches

⚜

FIRST on the convention horizon is the joint meeting of the Pennsylvania and New Jersey manufacturers, to be held in Newark on October 14, 15 and 16. An interesting program has been arranged, and our readers in those states will do well to be there. Jump in and help solve the big problems.

⚜

THE next big national event in the dairy business of special interest to ice cream manufacturers is the New Orleans convention. The eyes of the industry are turned in that direction.

Some confusion seems to exist regarding events which will make up a busy week in the Crescent City. Now, let's get them straight. The Southern Association of Ice Cream Manufacturers will hold forth in annual convention on Nov. 14 and 15. The Dixie Flyers, an affiliated organization of supply men, will stage a machinery and supply exhibit in connection with the convention of the Southern association.

The 24th annual convention of the National Association of Ice Cream Manufacturers will open on the Monday following. The dates are Nov. 17, 18, 19 and 20. The officers and members of the Association of Ice Cream Supply Men are co-operating with the officers of the "National" to make the convention a success.

Many ice cream manufacturers will, of course, plan to attend both conventions, thus lending their support to both organizations and these will also enjoy the display of machinery and supplies arranged by the Dixie Flyers.

This big gathering of ice cream men in the important city of New Orleans will attract unusual interest. It promises to be the most important gathering ever held, inasmuch as there are so many big problems to be considered, some of which should be solved before another summer season rolls around. If you haven't decided whether you are going, now is a good time to do it. Give New Orleans the benefit of the doubt and be there. You will never regret it.

THE splendid success of the National Dairy Exposition in Milwaukee, especially from the standpoint of the exhibitor of dairy plant machinery and supplies, carries a lesson for the industry which should not be overlooked. Buyers and prospective buyers came from all sections of the country. It was a busy but happy bunch of exhibitors who packed up at the close of the show and went back to their homes.

This is the lesson it taught; buyers can be attracted by the right sort of publicity. Men will spend money and time to respond to the right kind of advertising. They are attracted by agencies in which they have confidence.

We believe we are but stating a fact when we say that the recent National Dairy Exposition received more publicity through our several trade publications than through all other similar publications combined. This, perhaps, was but natural, inasmuch as the big function was held in our home town. We put our whole organization back of the big effort to induce dairy products manufacturers everywhere to come to the show.

They came. Some of them couldn't be away from home long enough to "Spend a Week in Dairyland," but the majority stayed two or more days. They were intensely interested in the new equipment and supplies. They bought freely, and business contracts were made the fruits of which will be felt for months and years to come. Many friends told us that they came to the show on the strength of our "say-so." They told us on leaving that they were abundantly repaid for coming.

We believe all this emphasizes the importance of publicity in promoting this great industry. It shows what advertising can do when properly applied. It proves the strength of printer's ink.

Our friends have gone back to their homes. They have returned from Dairyland and we are mighty glad that they found their stay in it so profitable and pleasant. We shall stay right here in the "Heart of Dairyland" and continue our most earnest efforts to help these friends, scattered all over the country, to boost their business. We are strengthened in our conviction that the publicity we are giving to the industry is a job worth while. The industry needs lots more of the right sort.

⚜

THESE are highly interesting days in the ice cream industry. Men and women interested in it, who attended the National Dairy Exposition, were unanimous in the opinion that the next few months are filled with important possibilities. There are several vital problems demanding attention, and these problems will be at the fore in New Orleans and at the state conventions. The solution of these problems will require wise counsel, and ice cream manufacturers everywhere owe it to themselves and to their industry to take interest in the coming conventions.

Manufacturers who are in the habit of attending conventions will not need urging. They will surely be at their state, regional and national conventions this year.

but there are many who do not have the habit. These men should turn over a new leaf. They need what they can learn about these problems. They can use the knowledge in their business.

The industry needs their presence at these conventions when these problems are discussed. This should be a big convention season. Six months hence, when the conventions shall have been held, we shall all know more about the question of furnishing the dealer with refrigeration, for instance. All should sit in when this big problem, along with others, is considered. A definite program should result—a program that manufacturers everywhere can follow. If the best program is to be mapped out it must be the result of much serious discussion and thought. Yes, these are serious times for the industry, men, and your help and counsel are needed. Resolve, right now, to meet your fellow manufacturers at the conventions.



GEE, but it seems good to get a full night's sleep again! At this writing we have had two of them. We haven't caught up yet, bu in a few days now things will be about normal again in this shop. We are going to try to lay in an extra supply to last through the convention season. You fellows who have been right in the midst of big functions in your home towns that continued for a week or more know how we feel. We like "company," and lots of it. We got it. Company's gone now and while we enjoyed them—hundreds and thousands of them—we are glad that they are back home. We are sure they are, too.



MACHINES do not decide quantity production. The consumers are the people who have the "say-so" as to how much the output shall be. It is interesting to note how many industries have, in late years, developed well established standards for grade and quality of the products with which they are concerned. Ice cream, butter and milk are among thirty-six commercial products for which standards have been set.

Among other commodities governed by quality standards are baking goods, cocoa and chocolate, cotton, gelatine, grain, jewelry, macaroni, malleable castings, paving bricks, pickles, soda water flavors, tin plates, and wool blankets.

With such a wide range of products as these, it is easy to understand that the foundation of an industry so related as ice cream is to public welfare, is quality.



MUCH ice cream is built as a tailor builds a suit of clothes. The buyer fixes the price and then the suit of clothes is made to fit that price.

The tailor knows that he can reasonably expect to sell a certain number of suits at a certain fixed price. He buys his materials and establishes his rules of workmanship so as to make his desired profit. He is meeting competition and the limitations of the consumer's income in doing so.

Too much ice cream is made that way. Instead of the manufacturer making as good ice cream as he can he makes it to fit a price. He knows that he must keep the manufacturing cost per gallon down to a certain price in order to have a profit left after paying selling and delivery charges. He must limit the amount of butterfat he uses and he must buy other ingredients at a price which will keep him within the cost schedule.

After doing all this he must use good salesmanship to keep up his gallonage where it is possible to make some money. He must talk "quality" to his customers and his prospective customers, but he knows he hasn't as good ice cream as he might make. He can't believe in his own product and the salesman that can't do that is mightily handicapped.

How long is it going to take before ice cream manufacturers the country over will learn that people will eat more good ice cream than the other kind, and that each one will do more business when folks eat more ice cream?

BULLETIN OF EVENTS

Association of Ice Cream Manufacturers of Pennsylvania and New Jersey—Eighteenth annual convention, Newark, N. J., October 14, 15 and 16, 1924. Convention headquarters, Robert Treat Hotel. Secretary, J. W. Neuman, York, Pa.

Southern Association of Ice Cream Manufacturers—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery Co., Decatur, Ala.

Metropolitan Ice Cream Manufacturers Association—Annual convention, Newark, N. J., October 14, 15 and 16. (Tentative dates.) Secretary, W. H. List, 596 Market St., Newark.

Illinois Association of Ice Cream Manufacturers—Silver Jubilee Convention, Chicago, October 28-29, 1924. Hotel headquarters, Hotel Sherman. Secretary, N. Loewenstein, 155 N. Clark St., Chicago.

National Association of Ice Cream Manufacturers — Twenty-fourth Annual Convention, New Orleans, La., November 17, 18, 19 and 20, 1924. Convention headquarters, Hotel Roosevelt. Secretary, L. Loewenstein, 155 N. Clark St., Chicago.

Louisiana Association of Ice Cream Manufacturers—Annual convention, November 21, 1924. New Orleans, La. Secretary, N. F. Manning, Monroe.

Texas Ice Cream Manufacturers' Association—Annual Convention, Dallas, December 3, 4, 5, 1924. Secretary, A. J. White, San Antonio.

Georgia Ice Cream Manufacturers' Association—Annual Convention, Augusta, Ga., December 2, 1924. Convention headquarters, Richmond Hotel. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.

Indiana Manufacturers of Dairy Products—Annual convention, Indianapolis, December 4. Secretary, R. L. Hammond, 306-07 Chamber of Commerce Bldg., Indianapolis.

Oklahoma Association of Ice Cream Manufacturers—Annual Convention, Tulsa, December 8-9-10. Secretary, W. M. Hawk, Tulsa.

The Association of Ice Cream Manufacturers of West Virginia—Annual Convention, Clarksburg, December 9 and 10. Convention headquarters, Hotel Waldo. Secretary, C. F. Jamison, Huntington, W. Va.

Pacific Slope Dairy Show—Exposition under the auspices of the California Dairy Council with co-operation of dairy councils of the Western states and dairy divisions of the agricultural colleges and departments of the Pacific Coast states, Oakland, Cal., December 10 and 16 inclusive. Secretary-manager, Sam H. Greene, 216 Pine St., San Francisco.

Pacific Ice Cream Manufacturers' Association—Annual convention, Oakland, Cal., December 10, 11 and 12. Secretary, Bert H. Walker, Tacoma, Wash.

California & Southwestern States Ice Cream Manufacturers' Association—Annual convention, Oakland, December 10, 11 and 12. Secretary, Jay Kugler, 57 Post St., San Francisco.

Supply Men of the Pacific Coast Ice Cream Manufacturers' Association—Exhibition in connection with joint convention of Pacific Northwest, Pacific Coast and Southwestern States, City Auditorium, Oakland, Cal., December 10, 11 and 12.

Kansas Association of Ice Cream Manufacturers—Annual convention, Topeka, Kansas., December 16, 17 and 18. Convention headquarters, Hotel Kansas. Secretary, B. T. Perkins, Pittsburgh, Kans.

Arkansas Ice Cream Manufacturers' Association—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles Hooberry, Pine Bluff.

North Carolina Ice Cream Manufacturers' Association—Seventh Annual Convention, Charlotte, January 13-14, 1925. Secretary A. E. Dixon, Fayetteville.

New England Association of Ice Cream Manufacturers—Annual convention, January 21-22, Hartford, Conn. Secretary, W. P. B. Lockwood, 51 Cornhill, Room 401, Boston, Mass.

Michigan Dairy Boosters—Exhibition in connection with convention of the Michigan Allied Dairy Association, Lansing, February 2, 3, 4, 5 and 6, 1925. Exhibition headquarters, Kerns Hotel. Secretary, C. J. W. Smith, 502 Lenox Ave., Detroit.

Michigan Allied Dairy Association—Annual convention, Lansing, February 2, 3, 4, 5 and 6, 1925. Convention headquarters, Michigan Agricultural College. Secretary, R. F. Frary, Lapeer.

1919

1919 was the year that marked the greatest change and improvement in ice cream can construction.

That was the year the Electric Weld can was brought out.

Because of its freedom from leaks, the easy and economical retinning features, neat form of construction, strength and splendid sanitary features—it immediately became popular.

It will pay you to consider the Electric Weld for 1925.

John Wood Manufacturing Company

CONSHOHOCKEN, PA.

:: :: Jobbers and Warehouse Stocks in All Parts of the Country :: ::

Ice Cream Manufacturers of Nation Prepare for Mighty Gathering at New Orleans

Many Important Matters to Face New Orleans Sessions

Tentative Programs on Pages 136, 137 and 138

SOUTHERN ice cream representatives at the National Dairy Exposition were extraordinarily active in promoting the coming New Orleans conventions. The Dixie Flyers will have a startling exhibition in connection with the Southern convention, November 14 and 15, according to President Harry A. Benners. He expects a record attendance. He announced a special meeting of the Dixie Flyers for Friday, November 14, at 10:30 a. M., at the Atheneum, New Orleans, to receive and adopt by-laws, rules and regulations governing the organization. Other matters will be considered. At a meeting of Dixie Flyers at the dairy exposition a committee was appointed to go into the matter of by-laws and regulations. This meeting was attended by the president, past president Neil Mortensen, Byron Morris, R. C. Marine, and others prominent in the Dixie Flyers' activities.

SECRETARY A. E. Dixon of the North Carolina association has issued a bulletin in which he tells members that the Southern association secretary, J. W. Clopton, wants the North Carolina members to arrive in New Orleans the night of November 13 to be present for the morning session of the Southern association. He asks members to write Mr. Clopton at Decatur, Ala., for reservations, and "show other sections of the country a sample of Southern hospitality."

EVENTS are rapidly shaping up for what now seems assured will be the greatest and most representative ice cream gathering on record for this industry. Developments in the last few weeks, particularly in connection with the National Dairy Exposition, suggest that the New Orleans conventions of the national and Southern associations will form one of the most eventful occasions in ice cream history.

It is generally known that the national association has under advisement many new and constructive lines of action virtually affecting the industry's future, particularly in the direction of what may be termed "nationalizing" the industry. That is to say, some of these plans promise to bring about certain conditions enabling the manufacturers of different sections firmly and solidly to stand in promoting the industry's best interests.

These matters for the most part have been discussed in a general way in past issues of The Ice Cream Review. At the New Orleans convention, however, it is very likely that different committee heads will have something to put before the convention regarding national advertising, standardization and other matters of the most vital import to members of this industry. Developments have been shaping toward this end as a result of several committee sessions during the year.

Surprisingly enough, to those members of the industry who point out that the convention is to be held in a remote part of the country this year, the attendance at New Orleans is expected, by those who have every reason to know, to surpass all records. In canvassing members of the trade on different occasions representatives of The Ice Cream Review have often been cautioned not to be too hopeful for a large attendance this year. This pessism, however, finds no support among ice cream officials actually in touch with the situation.

NO LESS an authority than the secretary of the National Association of Ice Cream Manufacturers, the exceedingly alert and active Mr. Loewenstein, makes announcement that the attendance at New Orleans should break all records. The industry is accustomed to reading of where every convention is expected to be a "recordbreaker." This publication has felt its way very cautiously before committing itself in the matter. Conservative judgment, however, leads to the conclusion that the gentlemen of the Southern ice cream industry will have so fully set their hearts upon an elaborate occasion for their Northern, Eastern and Western visitors will not be disappointed. This is a conviction The ice Cream Review could not escape after weighing and considering the many conditions affecting the situation.

We find the ice cream manufacturers on the Pacific Coast on the verge of what is expected to be the greatest ice cream pageant ever undertaken in that section. The New Orleans gathering is so arranged that coast delegates easily can attend the sessions of the national association and get back home in time to look on with just pride at their own "party," so to speak.

FURTHER evidence that the New Orleans gathering will be fully representative is given by the announcement that the New England Association, probably the greatest group state association in the industry, will attend in a body on a chartered steamer. At the dairy

(Continued on page 140.)

South Invites Manufacturers of Every Section

As the date of the 12th annual convention of the Southern Association of Ice Cream Manufacturers approaches I am prompted to extend to the manufacturers throughout the Southern states and through the country at large an urgent invitation to attend the convention. Arrangements are already completed for the business session and the social features and both promise to be the best that we have ever had. You must realize that when I make this statement it means that we are going to have SOME convention, as each of those for the past several years have been a complete success.

My opinion as to the success of this convention is based on the fact that the manufacturers throughout the South have realized the wonderful field for the development of our product and they are leaving no stones upturned to develop their own business, which, of course, increases the consumption at large.

The wide awake ice cream manufacturer in the South today is no longer satisfied to operate at a small profit for a few months in the year but he is interesting himself in making his business show a profit twelve months in the year. I believe that we will be able to show our brother manufacturers from the North, East and West a thing or two in the near future and I hope that many of them will avail themselves of the opportunity of attending our meetings in New Orleans on November 14 and 15.

In this connection may I urge that each manufacturer who plans to attend the convention arrange to arrive in New Orleans on the day or night of November 13. In view of the fact that we will only hold a two-day session our meeting will open promptly at 8:30 on the morning of November 14. We realize that this is a little earlier than some of our friends are accustomed to getting out, but the boys in the South are getting accustomed to getting out early and we expect each of them to be in convention hall when the gavel sounds.

Awaiting the pleasure of seeing you and your staff at the convention, I am

Very truly yours,

J. W. CLOPTON, Secretary,

Southern Association of Ice Cream Manufacturers.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Thats our Business

WE ADVERTISE Ice Cream. Work with many of the biggest manufacturers. Study their particular conditions, keep in constant touch with them all through the year, plan their campaigns, supply window displays, posters, mailing literature, newspaper campaigns, etc., help them to sell Ice Cream and not infrequently save them from frittering away good money unwisely. We have been doing the job for almost fifteen years and if your business does not conflict with someone we are now serving we should like to discuss advertising and selling with you. Write now, while you are thinking about it.

Barker, Duff & Morris

Union Trust Building,
Pittsburgh, Pa.

Methods Used by Ice Cream Companies to Develop Rural Business*

Canvass Shows How and Why Country's Business is Diminishing

AT THE request of one of its policyholders, the Policyholders' Service Bureau made inquiry among ice cream companies as to the methods employed to develop rural business. One company responded by stating that in its opinion the development of the ice cream business in rural districts is not of a profitable nature; that in some cases where there are large towns between the country districts a large route can be planned through the intervening territory that may become profitable, and that this usually works out well where it is a resort territory.

Another company states that it has not attempted development of rural business by any particular sales method.

A third company, somewhat more progressive, has its local dealers supply it with a list of all prospective users; thereupon there is sent to those on the list direct mail advertising with the dealer's name imprinted thereon.

A fourth company states that it is well situated on four railroads; with five extra branches with an interurban branch; also several trucking firms are available that cover the territory very completely. For this reason the company is convinced that it does not pay to operate its own trucks. The company employs regular country salesmen who also carry a special line of supplies. It runs a week-end special, and gives the trade weekly letters boosting the sale of the specialty and novelties, frozy fudge, picaninny freeze, or Eskimo pie, etc.

A FIFTH company writes that it covers considerable territory regularly with trucks, and besides has some salesmen working the territory. Throughout the country districts it does more or less outdoor advertising. It supplies its dealers with point of purchase advertising material, outdoor signs, stands, etc., and also has a house organ that it mails periodically to a selected list of probable consumers in small communities. One difficulty that this company experiences in the rural sections, especially in the winter time, is that so many of the small dealers are not equipped with soda fountains and that consequently it is difficult to induce these dealers to handle ice cream when the cold weather sets in. This applies particularly where icing service is not rendered, for which reason the small dealer is hardly justified in buying ice and salt in view of the small volume of business he is usually able to do during the winter months.

A RATHER complete information was furnished the bureau by a company in a relatively small city in Ohio. This company employs salesmen to make regular calls on dealers in a radius of approximately fifty miles. It has dealers as far away as 180 miles, but the territory what might be considered local is within a fifty-mile radius.

The roads in its section of the state do not permit of extensive trucking. Population is also sparse and this, too, would make delivery by automobile rather expensive. Practically all the ice cream sold to rural trade is shipped by express.

The same sales methods are employed in calling on the rural trade as those used with the city trade. The company supplies dealers with display advertising; sends notices, announcements, etc., by mail to the customers of these dealers; uses the local papers in a limited way to advertise its product and assists in whatever way it can to develop business.

Its salesmen are instructed to pass on successful methods of other dealers in the hope that the rural dealers who do not have opportunities of personal observation may have the benefit of new ideas of progressive dealers.

At distant points, places where the company is at a disadvantage in service compared with its competitors, it frequently confines its business to one dealer. This is an advantage to the dealer and is really the only way in which it is possible to secure business outside of what may be termed local territory.

It seems to this company that the best way of developing rural business or for that matter city business, too, is to educate the dealer to use modern and aggressive merchandising methods.

The following quotation by its general manager is of interest:

"The majority of merchants who sell ice cream handle it merely as a side line. The druggist is primarily a druggist and incidentally a soda dispenser. Too many of the confectioners in the small towns apparently are indifferent and unprogressive. The per capita consumption of ice cream will increase with more extensive and intensive merchandising methods, together with a reduction in price on package or carry out sales. True, many dealers are now selling ice cream at a very small margin of profit, but as a rule the gross profit obtained by the retailer is ample and in some cases prohibitive for the development of a carry out trade.

(Continued on page 88.)

Why Is Rural Ice Cream Business Diminishing?

That's an important question for consideration. This contribution to The Ice Cream Review shows business is diminishing in the country for several important reasons. Among them are increased cost of shipping, difficulty in securing icing service in winter, but one of the important reasons is many ice cream manufacturers have not full understanding of the nature of overhead expenses affecting the nature of rural business.

One company has found it profitable to maintain strategically located storage warehouses.. Other companies are following up missionary work through direct mail advertising to prospective consumers, and through keeping local dealers well supplied with display material, running week-end specials, etc.

* Prepared by Policyholders' Service Bureau, Metropolitan Life Insurance Co., and released exclusively to The Ice Cream Review.

FEW WILL WANT TO MISS THIS

Right now we are making an unusual introductory offer to Ice Cream Manufacturers, which makes it possible to purchase Toco Tub Enamel* under a new plan.

No Ice Cream Manufacturer ought to buy enamel for his tubs and cans until he has at least received our proposition and considered it carefully.

Your name and address written on this page will bring this special offer, a color card and letters from Toco Tub Enamel users.

THE TROPICAL PAINT & OIL CO.
1218-1260 West 70th St. - Cleveland, Ohio

*For fourteen years we have supplied a limited number of Ice Cream Manufacturers with Toco Tub Enamel. Increased production makes it possible to serve more of you this season.

The Ice Cream Industry Well Represented at Record Dairy Exposition

Manufacturers of Many States Attend Milwaukee Classic.
Exposition Featured by Ice Cream Exhibits.
Exhibitors Well Pleased

THE showing of the ice cream industry featured the greatest exposition in the history of the dairy industry. Ice cream men from many states gathered at Milwaukee September 27 to October 4 to see the most elaborate exhibits of ice cream machinery, supplies and equipment ever seen at a dairy exposition.

The machinery exhibits were held in the Milwaukee Auditorium. Although Thursday, October 2, was officially known as Ice Cream Day, manufacturers began gathering at the Auditorium almost as early as the very opening of the dairy industry's five-million-dollar exposition.

Officials of the National Association of Ice Cream Manufacturers represented their industry. Vernon F. Hovey, president of the national association; N. Loewenstein, secretary; S. T. Nivling, a director, and other prominent manufacturers were among those on hand. Oliver S. Jordan, president of the Association of Ice Cream Supply Men, and Charles Caldwell, assistant secretary of that organization, were present.

EIGHT directors of The Association of Ice Cream Cream Supply Men were among the exhibitors. In the fullest way possible the ice cream angle lived up to the promise of exposition officials in stating that the ice crea mmanufaceurers would find more to interest them at the dairy exposition this year than ever before.

There were 299 booths. The aisles were jambed during every day. Virtually all of the equipment used in the manufacture of ice cream was represented.

Many state association officials were present. Circulating among the delegates were members and officials of the Illinois Association of Ice Cream Manufacturers, which this month will stage a silver jubilee at its twenty-fifth annual convention.

A general meeting of the ice cream manufacturers was held in Plankinton Hall at the Auditorium on Thursday of the exposition. The discussion centered around the possiblity of organized support for the dairy exposition from the ice cream industry, and other matters were taken p. No definit decision was reached.

The exposition was formally opened Saturday, September 27, with an impressive dairy parade, this street pageant sweeping through the downtown section of Milwaukee.

The leading dairy organizations of the country were present when the band struck up "Hail, Hail, the Gang's all Here!" And from then on developments proved the gang certainly was all there.

(Continued on page 134.)

"Special Delivery" of Ice Cream

*By L. M. DORSEY**
(Written Expressly for The Ice Cream Review.)

SELLING ice cream should not be a passive proposition on the part of the dealer, that is, if he pretends to any degree of go-getterishness in his make-up. Too many dealers, however, operate upon the time-honored principle of the spider. The spider spins a web and sits back until an unwary insect drops into its meshes. Then, and only then, he leaps into cannibalistic activity. While this analogy is not entirely pertinent to the merchandising of ice cream, it is, nevertheless, comparable with the efforts of many a dealer in his selling method. He operates a fountain in connection with his other store features. He may, and frequently does, have tables and chairs for more deliberate customers who haven't the stool-perching habit. His ice cream sales policy, however, is absolutely passive. If a person comes in and asks for ice cream he will gladly sell it to him, but, does he do anything to bring that customer into the store? Probably he does not unless he happens to be one of the progressive and aggressive merchandisers of ice cream and confectionery. If he is a druggist he often relies too much upon the fact that the American public knows it can purchase ice cream in practically every drug store. Most frequently a person who suddenly develops an ice cream craving turns to the nearest drug store to satisfy it. Well enough, but if one gives this matter a little thought one might readily perceive that the passive dealer rests too much upon this chance method of selling ice cream. The aggressive store takes this state of affairs for granted and proceeds with a scheme of merchandising which seeks to reach out and draw customers to it. Here is where the possibilities of modern salesmanship are utilized in the way of advertising methods, methods which seek to, and do, obtrude themselves upon consumer consciousness, impressing it in such a manner as to give an individuality to that particular store. Furthermore, the alert and up-to-the-minute dealer does not find it necessary to shoulder the full burden of developing that individualistic imprint upon consumer consciousness for he finds the ice cream manufacturer ready and willing to give him generous assistance, a sort of co-profitable partnership in merchandising.

THERE is one type of consumer or customer which too many dealers fail to consider or, if they do consider it, it is with a hopelessness of ever selling to it that is the quintessence of apathy. That consumer is the family. When this condition of apathy is mentioned the writer does not want the efficient dealer to feel wrathy because the condition described is not universal, but sufficiently so, however, to warrant serious consideration.

The family trade is worth going after and can be made a profitable sideline of any retail ice cream busi-

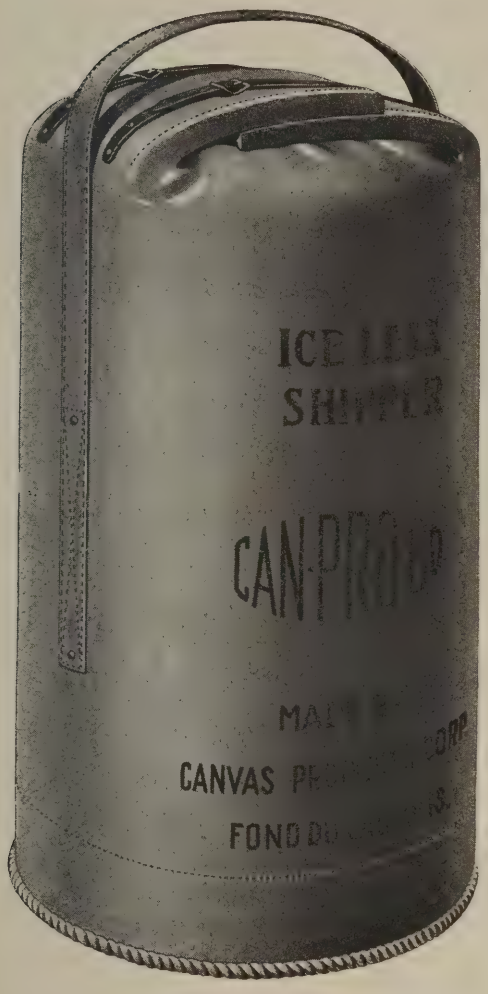
(Continued on page 84)

* Associate Professor of Animal Industry, Dairy Division, University of Maine, Orono, Maine.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

HAVE YOU TRIED The New CAN-PRO-CO ICE-LESS SHIPPERS

This bag was one of the sensations of the Ice Cream Dept. of the National Dairy Show. Many Ice Cream men can now testify to the practicability of this new method.



PATENT APPL. FOR

The Can-Pro-Co Ice-less Shipper is constructed with insulating materials having a hard canvas inner lining, and hardened outer waterproof covering of heavy duck. Double bottoms and reinforcements where the greatest wear comes, gives the container long life.

There is nothing on the Can-Pro-Co Container and Shipper to get out of order. Nothing can break. Drop them — toss them around—up-side-down—any way. Lay them flat, all while holding can full of Ice Cream.

$5.50 EACH

20-Quart Size

NO ICE
NO SALT
NO PACKING

Weighs less than 9 lbs.
Saves ½ the Express Charges.
Increases Your Delivery Truck Capacity 400%.
Preserves Ice Cream Eight to Twelve Hours.

The Can-Pro-Co Ice-less Shipper weighs less than nine pounds. The height of this container is less than 24″ and the diameter is 12″, made for regular twenty-quart cans. You can ship Ice Cream to your customers at less than half the former express charges. Think of this tremendous saving. Think of the ease of the delivery. No salt or ice. No packing. Just drop the cans of cream into the container, buckle it up and you're ready. Load your truck. Any truck will do. Pile them up like cord wood, and you'll be surprised how many you can load. One man does the work of three. One truck carries the load of four as formerly.

NOTE—Hundreds of Ice Cream Manufacturers are using these Bags on our Free Trial Offer. Send for yours.

FREE TRIAL OFFER **We will ship this new container for free trial and examination, prepaid, to any Ice Cream Manufacturer. You will be convinced, and astonished at the ease and economy of this bag, as well as the efficiency demonstrated. We will bill you in the regular way at $5.50, price of same, and if you do not find it the greatest little shipper you ever had—return it for full credit.**

Manufactured exclusively by

CANVAS PRODUCTS CORPORATION

19-21-23 East McWilliam Street **Fond du Lac, Wisconsin**

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.



One of the Vessels of the Great White Fleet.

Cruise Plans After National Convention

Ship Will Sail From New Orleans on Saturday, Nov. 22 for Seventeen-Day Trip to Cuba and Canal Zone.

ARRANGEMENTS have been made with the United Fruit Company for the sailing of one of the company's finest steamers from New Orleans on Saturday, November 22, for a seventeen-day trip to Cuba and the Canal Zone. Special rates have been secured for the benefit of the ice cream men and others attending the convention.

The fare has been set at $250 and $285, which amounts include all necessary expenses from the moment the big boat leaves the pier in New Orleans until the trip is ended there seventeen days later. Each stateroom is provided with two beds instead of upper and lower berths formerly in use. Those who desire especially luxurious accommodations will be provided with cabin rooms with bath for two persons at $680 for the two. Parlor cabin rooms with bath, dressing table, etc., will also be available at $800 for two persons. A government tax of $5 must be paid by all passengers making the trip.

Many ice cream men have signified their intention of taking this cruise; and others have been urged to obtain accommodations as soon as possible through B. J. Schilling, Transportation Manager, 620 Marquette Building, Chicago.

This cruise is regarded as a unique and interesting vacation, combining the healthful, restful features of a sea voyage with an opportunity to extensive sight-seeing in foreign lands. No section of the world holds more of interest for the average American than the area bordering the Caribbean Sea. Here ice cream men will see where America literally began on that fateful day in October, 1492, when Columbus and his fellow-voyagers hove to off Watling's Island and the great discoverer formally claimed the New World as the domain of King Ferdinand of Spain. Today Havana and Panama, with their wealth of ancient ruins and traditions of discovery and adventure, are among the show places of the world.

The following tentative itinerary has been announced by the United Fruit Company, which will have general charge of the cruise:

FIRST DAY—Saturday, a. m.—

Leave New Orleans on a ship of the Great White Fleet. Saturday and Sunday at sea.
Saturday and Sunday at sea.

THIRD DAY—Monday a. m.—

Arrive Havana, Cuba. Suburban automobile trip, visiting Colon Cemetery, the Casino, race track and Marianao Beach. Time about four hours.

FOURTH DAY, Tuesday—

Trip by launch across the bay to Morro Castle and Cabanas Fortress.

FIFTH DAY—Wednesday—

Passengers will have this day free for sight-seeing trips and shopping tours at their own convenience and expense. The steamer leaves in the afternoon for the run to Cristobal.

SIXTH, SEVENTH AND EIGHTH DAYS—

Thursday, Friday and Saturday—at sea.

NINTH DAY—Sunday a. m.—

Arrive Cristobal, Panama Canal Zone. Ninth, tenth and eleventh days—Sunday, Monday and Tuesday: In Panama. Passengers will be provided with hotel accommodations at the U. S. Government owned Hotel. Washington, Cristobal, C. Z., Hotel Tivoli, Panama City, R. of P., or the Hotel Aspinwall, Taboga Island on the Pacific side. Trip across the Isthmus by auto and rail to Panama City and return is provided, going by auto to Gatun where an opportunity is afforded to inspect Gatun Locks, Dam, Spillway and control towers of the Panama Canal; thence to Panama City and return to Cristobal by rail.

A three-hour trip around Panama City, R. of P., and a two-hour trip around Colon are also included. During the stay in Panama, passengers may employ their time to suit their individual preferences. As before stated, accommodations and meals at the hotels named are included in the cruise fares and passengers have option of dividing their time among them as they see fit.

Exceptional facilities for fishing, bathing and golf are afforded; the fishing and bathing being unusually fine at Taboga Island in the Pacific Ocean, twelve miles from Panama City, where a stay may be made at the Hotel Aspinwall, while good golf is available at Gatun and Panama City.

TWELFTH DAY—Wednesday 11 a. m.—

Steamer leaves Cristobal for the return voyage via Havana, Cuba.
Thursday and Friday—at sea.

FIFTEENTH DAY—Saturday p. m. —

Steamer touches at Havana, arriving and leaving the same day.

SEVENTEENTH DAY—Monday p. m.—

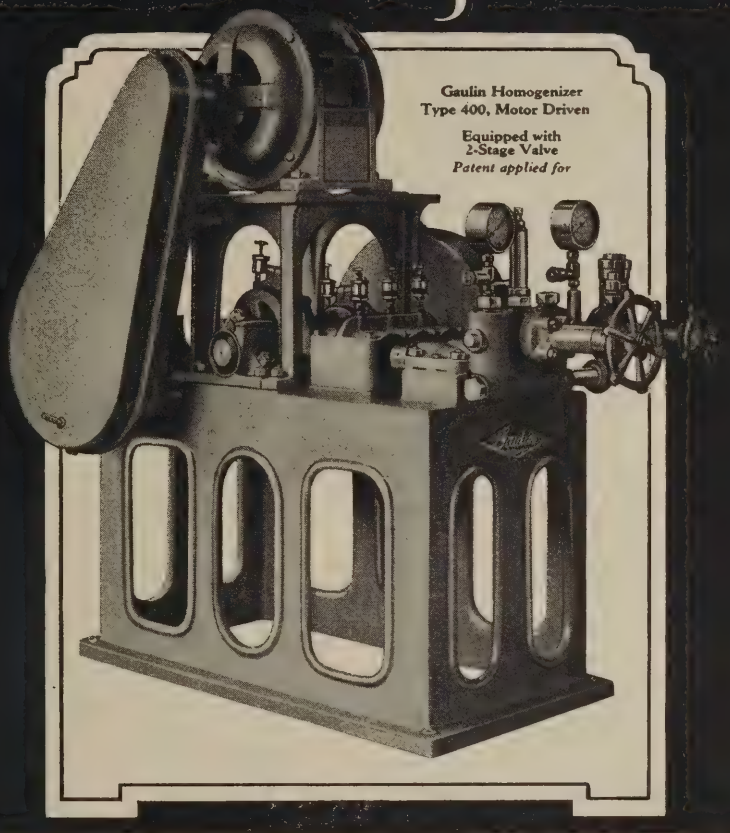
Arrive at New Orleans.

N. Lowenstein and wife, national secretary, Chicago, Ill.
G. E. Thompson and wife, Thompson Ice Cream Co., Chicago, Ill.
B. F. Frick and wife, Frick Ice Cream Co., Corsicanna, Tex.
W. W. Dunn, Jr., wife and family, J. C. Vander Bie Co., St. Paul, Minn
F. W. Babcock and wife, J. C. Vander Bie Co., St. Paul, Minn.
Julius D. Hodskin and wife, C. E. Hall Co., Binghamton, N. Y.

(Continued on page 54.)

Gaulin TRADE MARK

Gaulin Dependability



Gaulin Homogenizer
Type 400, Motor Driven
Equipped with
2-Stage Valve
Patent applied for

THE Gaulin Homogenizer is a *Dependable Homogenizer* and has no equal in quality or performance! Years of constant use by the leading ice-cream manufacturers the country over have proven its superiority over every other machine of its kind manufactured—they find the "Gaulin" *practically indispensable*. In length of service the "Gaulin" leads the field—*it is built to last.*

All Gaulin Homogenizers are now equipped with the Gaulin 2-Stage Valve, a recent development which insures a more thorough homogenization of the product than with the Original Gaulin Spring Valve. The dual valve feature not only increases the homogenizing efficiency over 100%, but is the only device manufactured that *positively controls viscosity.*

The results obtained by users of the 2-Stage Valve equipment have been very gratifying, and its many advantages over the single valve have resulted in its adoption as *standard equipment* in many prominent manufacturing plants where previously the single valve had been in use.

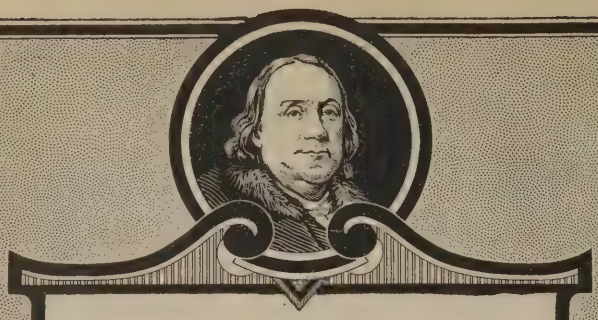
When the 2-Stage Valve was adopted we had on hand a supply of Gaulin single valves, and to those who may wish to take advantage of special prices we are offering *Genuine Gaulins* equipped with the Original Gaulin Spring Valve at substantial reductions. Prices for the various sizes will be submitted upon request.

MANTON-GAULIN MANUFACTURING CO., INC., BOSTON, MASS.

Write us for names of Gaulin jobbers in your territory.

"Only Gaulin Can Build a Gaulin"

Watch for the *Gaulin* Trademark



Hold the Business You Get

It is harder to hold business than it is to get it. To hold business-Quality and Service must be your watchwords.

We assume your trade can depend on you for satisfactory service. We can help you to quality, particularly with

Water Ices and Sherbets

USE FRANKLIN CLEAR INVERT SUGAR

because it helps you to produce the smoothest and most deliciously palatable product.

The

Franklin Sugar Refining Company

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

PENNSYLVANIA AND NEW JERSEY MANUFACTURERS TO OPEN CONVENTION SEASON.

The convention season is under way.

Pennsylvania and New Jersey ice cream manufacturers last month were making preparations to meet at Newark on October 14, 15 and 16. This will be the first time the convention of the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey has been held in the Nutmeg State.

The Treat Hotel will be convention headquarters. Short, snappy sessions will be the order of the convention. Secretary J. W. Neuman of York, Pa., last month had not announced the convention program, but experience has shown that this association can be relied upon



Hotel Treat.

for a highly interesting program. It will be the association's eighteenth annual convention. E. E. Rieck of Pittsburgh is president of the association.

The Pennsylvania and New Jersey manufacturers hold the distinction of getting off to an early start, their convention being the first of the season. This same month, a few days later, the Illinois Association of Ice Cream Manufacturers will hold its annual convention in Chicago.

The Metropolitan Association of Ice Cream Manufacturers will meet in Newark on the same dates as the Pennsylvania and New Jersey association, and it is assumed the two organizations will hold a joint convention.

After this convention and the Illinois gathering, the National and Southern associations will meet at New Orleans. The Louisiana state convention is slated for November 21, the only state convention thus far an-

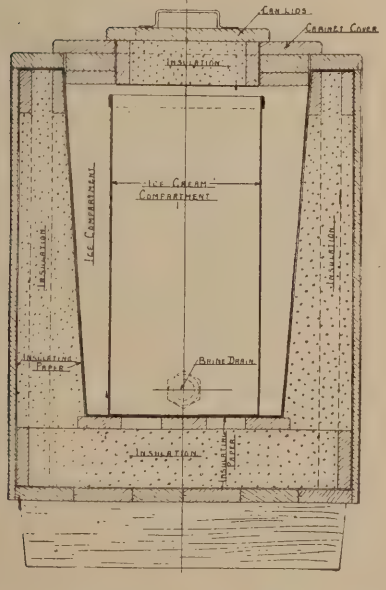
(Continued on page 64.)

Costs Less by the year

than any other pack cabinet you can buy—



This diagram explains why A-B Ice Cream Cabinets will give 48-hour service from a single icing should emergency require. Notice how cream compartments and ice and salt chamber are fully protected against warm outside air. No wonder A-B Ice Cream Cabinets save ice — save salt — save money!



Every once in a while some ice cream manufacturer tells us he can buy other pack cabinets for less money than ours—

Forgetting that 50 to 100 A-B Ice Cream Cabinets will save thousands of dollars' worth of ice and salt every year, returning their cost many times over with a substantial profit added on—

While cheap cabinets will keep on wasting ice, wasting salt and wasting money for him—year after year.

A-B Ice Cream Cabinets are designed and built to keep cold air inside the cabinet and warm air out. A novel insulating material, tapering from a thick section at the bottom to a thinner section at the top, surrounds the ice and salt chamber. Even the lids are fully insulated, yet are feathery light.

Extending around square, perfectly dry cream compartments is the ice and salt chamber, which tapers downward from a broad, easily filled throat at the top to a narrow bottom.

A-B Ice Cream Cabinets are made in six popular sizes — 1-hole-5, 2-hole-5, 3-hole-5, 4-hole-5, 5-hole-5, 6-hole-5.

Full details and prices gladly furnished on request. Write

Anheuser-Busch, St. Louis

Also Manufacturers of ABC Refrigerator Motor Truck Bodies and Wagons

A-B Ice Cream Cabinets



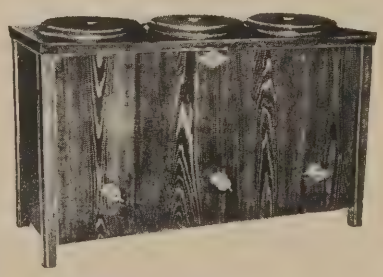
ONE HOLE **$17.60**

Capacity, 5 gallons.
Length, 19¼ inches.
Width, 19¼ inches.
Height, 32¼ inches.
Shipping Weight, 150 lbs.



TWO HOLE **$29.60**

Capacity, 5 gallons.
Length, 36¼ inches.
Width, 19¼ inches.
Height, 32¼ inches.
Shipping Weight, 250 lbs.



THREE HOLE **$39.75**

Capacity, 5 gallons.
Length, 53¼ inches.
Width, 19¼ inches.
Height, 32¼ inches.
Shipping Weight, 325 lbs.

TERMS:—3% 10 Days, 30 Days Net. F. O. B. Memphis, Tenn.

Ice Cream Manufacturers

Here is the proof that we are working to your interest.

ON THE MARGIN OF THIS PAGE WE DEMONSTRATE THE FACTS.

Price and Quality

Featuring a One-Piece Insulation and A Non-Leak, Metal-Lined Cabinet

Give us a trial on your fill-in orders and we will convince you that your troubles as to leaky Cabinets are at an end.

OUR 30-DAY GUARANTEE PROTECTS YOU AND MAKES A *Satisfied* CUSTOMER FOR THE

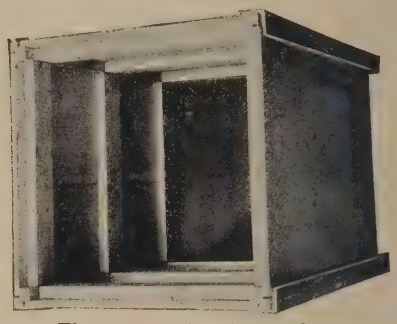
Stryker Cabinet

We are prepared to make immediate shipments.

THE STRYKER KOT-N-WOOD PRODUCTS CO.

Box 2307 Dept. C.

MEMPHIS, TENNESSEE



The super-structure of our Cabinets are made with 2x2" hardwood posts full length of Cabinet (note interlock of sides into posts), with three cross beams, and onto this is put our clear cypress panels.



Armco Ingot Galvanized Iron Can—Highest quality galvanized metal made. Note double thickness of top and brass valve with lock nut on both sides of the can. This prevents it from ever leaking.



This shows one-piece insulation. Its insulating qualities far surpass anything else you have ever used, and being in one piece it naturally strengthens the entire Cabinet—in other words, it makes the Cabinet a one-piece proposition. In putting our Cabinets together we first make our frame, then nail our panels to same, then our can with double top is nailed into frame, after which the Cabinet is turned upside down and our one-piece insulation is put in under pressure, after which the bottom is nailed on. This prevents the Cabinet from ever giving under the strain of packing same.

WARNER-JENKINSON CO.
RED
TRADE MARK
SEAL
ST. LOUIS

Does Billboard Advertising Pay?

Billboards Are One of 11 Next Best Ways to Actual Display of Ice Cream

*By W. A. McDONALD**

THERE are, of course, many answers to such a question. One man, the advertising man who bubbles over with wild enthusiasm for his subject, might say, "of course, billboard advertising pays, since all advertising pays."

However, the answer which may be of some service to the ice cream manufacturers of Michigan cannot be made in loose terms and must be shaped to fit the merchandising problems which you face. It has always appealed to me that the proper way to tackle any advertising problem is to carry one's analysis of the situation back to the fundamental facts of our present day social conditions, and then from that point logically forward to the question of the price of the individual advertising medium which is under consideration.

It is, perhaps, superfluous to say that billboard advertising is outdoor advertising, but this fact will give you the keynote of my analysis.

Americans are essentially outdoor people. Aside from the many outdoor sports and amusements which we follow to an equal, if not greater, degree than any other people on earth, we are the owners and users of 15,000,000 motor vehicles. Billboard advertising, therefore, should fit into the scheme of our national existence very nicely. It meets the average American face to face a sufficient number of times per day, per month, and per year, to make it a medium worthy of serious consideration.

Another important fact in judging the value of advertising is the frame of mind in which it finds us. Certainly we require no profound thinking to arrive at the conclusion that our minds are wide open to new impressions while they are being relaxed by outdoor activities.

I venture to guess that people, on the average experience more constructive mental growth while they are out of doors than under any circumstances. Billboard advertising, then, catches us when we are receptive—when its message has a real opportunity to be written upon our minds.

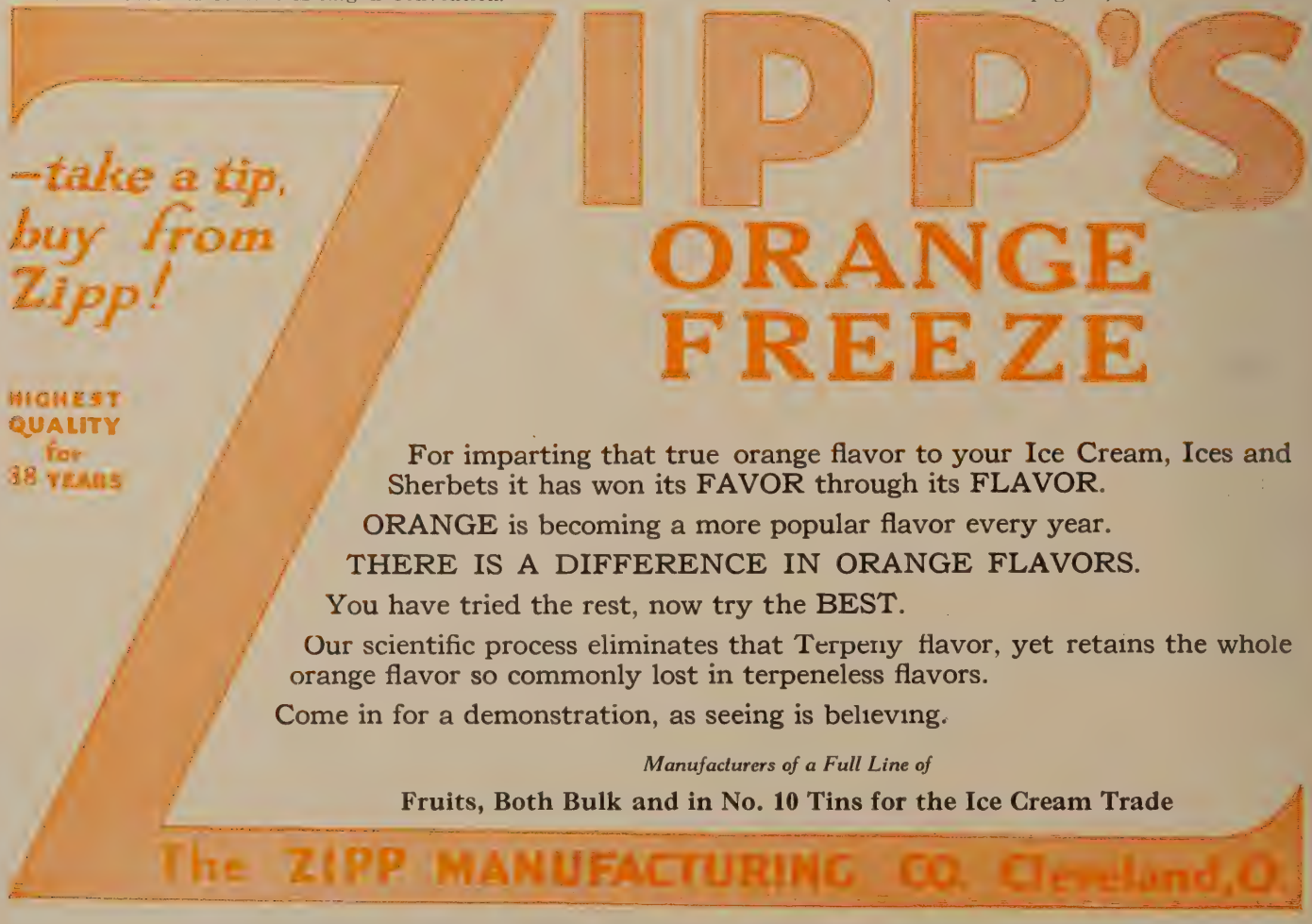
So far, I have indicated that billboard advertising reaches us in the right place and at the right time. Both of these things are vital to the successful advertising of any product.

But we can afford to go considerably further with the analysis in order to bring out the particular advantages of billboard advertising as applied to the selling of ice cream.

AS ICE cream manufacturers, all of us are confronted with the impossibility of displaying our product. This is a serious handicap to the promotion of our business. We are forced to seek the next best way. After

(Continued on page 85)

* An address before 1924 Michigan Convention.



SILVER JUBILEE GREETINGS

ILLINOIS ICE CREAM MFG. ASSN.

SAVE MONEY BY CONTRACTING NOW

For Your 1925 Vanilla Supply

ALL VANILLA PRICES ADVANCING

BOWEY'S Van-Cou Concentrate

Produces that soft, mellow delicious flavor of pure Vanilla bean extract.

Furthermore we guarantee it will not freeze out.

Send for our contract plan.

Pints - - $4.00



62½% PURE Vanilla

Van-Cou with its delicious, natural, mellow flavor will bring you increased business at less cost.

Let us send you a gallon by prepaid express.

Gallons - $30.00

Those who prefer 100% Pure Vanilla should write for 1925 Contract Prices

"401" VANILLA EXTRACT

MANUFACTURED AND GUARANTEED PURE BY

HORINE & BOWEY CO.

401 West Superior Street ESTABLISHED 1895 **CHICAGO, ILLINOIS**

Every ice cream manufacturer can profit by reading this interesting discussion.

The Idea That Built "More Gallonage"

It was new — but it was SOUND — so now it's a big success.



THERE are several scores of ice cream manufacturers in this country today who are figuring many times more gallonage for the next few months than they have ever before sold in winter. Not only do they believe that they will get this business, but they are actually planning for it and committing themselves by generous orders for materials. They act with confidence—for in the past year they have been given a great idea—a **new** idea in the ice cream business—and they have seen its results.

They have seen swift increase in gallonage to the extent of from fifty to two and three hundred per cent. They have experienced dealer co-operation such as they had never dreamed of before.

And all because carefully laid plans have placed their products in widespread public demand.

Although the execution of this idea was new to the ice cream industry, the idea, as such, was really not new at all. It was simply a plan to increase the gallonage of ice cream manufacturers by giving them good advertising and encouraging them to use it.

In putting this plan into operation it was the purpose of the Citrus Products Company, in increasing gallonage, to increase the demand for its product, Kist flavors. This company expected to increase the manufacturer's gallonage so much that the profit on the increased volume of sales of Kist Flavors would absorb the costs of the advertising materials furnished **free** to the manufacturer. And this has been the result.



One of the window posterettes for dealers, furnished free to ice cream manufacturers.

Success Almost Immediate

Today we stand with our great idea vindicated. Every month we are furnishing our customers **without charge** advertising service that would cost them thousands and thousands of dollars.

As the advertising is used the manufacturer's volume of sales rapidly and steadily increases. Re-orders for Kist flavors start coming back. Then more and more as the accumulative effect of the advertising makes itself felt. As a result, our volume is so increased that the investment in advertising matter pays dividends. And meanwhile, **our customers enjoy unprecedented success.**

Of course, this could never have worked **at all** if **Kist** Flavors themselves had not been superior flavors. The "Kist" advertising simply persuades the public to **try** your ice cream; the flavors make them **like** it, and so they **buy it again.**

Better Flavors

Some idea of how Kist flavors are pleasing manufacturers everywhere may be gained from the following letter, recently received.

"Our factory superintendent is a notorious grouch. He is reputed to be the hardest man to please in our entire organization, and from our personal observation of him, we are convinced that he usually lives up to his reputation.

"Under these circumstances, we feel that it will be of interest to you to know that he is actually enthusiastic about 'Kist' brand flavors.

"He says that he likes them because they are uniformly good, from a color as well as a flavor standpoint. Our experience in the sales end corroborates the superintendent's judgment. We have had fewer complaints this year on flavor and color than during any previous season, and attribute this entirely to the use of 'Kist' brand flavors.

"As to sherbets, 'Kist' brand flavors have placed us miles ahead of anything we have been able to accomplish heretofore.

"We wish you continued success."



Kist advertisements exploit every situation in the home that calls for emergency refreshments.



They appeal to sentiment, promote the use of your ice cream as an accompaniment to every cherished family custom.

Kist Flavors are nine in all—Orange-Kist, Lemon-Kist, Lime-Kist, Raspberry-Kist, Strawberry-Kist, Pineapple-Kist, and Peach-Kist, (new this month). All are made entirely of the very best and purest ingredients.

What "Kist" Service Is

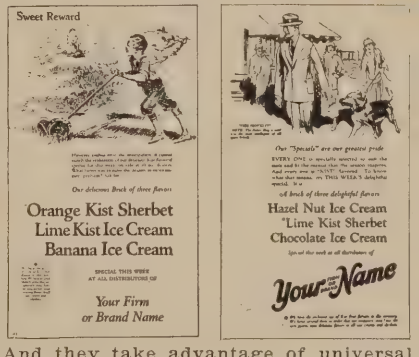
Kist service is advertising service—but that is not all. It is also formula service, merchandising service, and "idea" service. The entire proposition is contained in the "Kist Business Builder," an illustrated monthly magazine printed in two colors and sent monthly to every customer. Each issue contains:

1. Carefully selected list of Week-end Specials for the month, with formulas for producing same.
2. Reproductions of newspaper advertisements available for merchandising these specials. (Advertisements furnished free.)
3. Miniatures of special window streamers, hangers, etc., in colors for dealer's-store advertising of specials. (Streamers, etc., furnished free.)
4. Helpful articles on the advertising and merchandising of frozen products.

Each issue is sent out on the first of the preceding month. That is, the November issue is sent out October 1st.

Each customer, as he receives his copy of the magazine, goes over the list of "Specials," picks out the ones he will make, and then orders the newspaper advertisements, streamers, hangers, etc., he needs for advertising his specials, using an order blank which is enclosed in the magazine. These he receives, the streamers and hangers imprinted with his firm name and brand, in ample time for their scheduled use.

The small reproductions herewith will give you some idea of the quality of Kist Service advertisements. They are prepared by experts, illustrated by the finest artists, set up by the best typographers. Every user of them is proud of his advertising. If he paid for it himself, alone, it would cost him thousands of dollars yearly.



And they take advantage of universal human interest, romance, humor and appetite.

LET US SEND YOU A SAMPLE COPY OF THE "Kist" Business Builder

We will be glad to do this. After you have gone over it once, you can see the great opportunity for you in Kist Flavors and Kist Service. For your convenience, we present this coupon. By all means use it.

Mail This Coupon With Your Letterhead

Citrus Products Co., Ice Cream Division,
54 East Kinzie Street, Chicago.

Gentlemen:

Please send me a free copy of the "Kist Business Builder" and any other material you have that will tell me about Kist Flavors, Kist Service and the Kist Proposition.

Name .....

Address .....

City ..... State .....

KIST ICE CREAM FLAVORS

NOW, when the leaves are falling
you will appreciate

SCOTCH BOB

Butter Scotch Ice Cream made with it supplies that "something different" needed to stimulate lagging, cool-weather sales.

Business continues good and enthusiasm runs high among users of SCOTCH BOB—*the* butter scotch for Butter-Scotch Ice Cream.

The ten-dollar trial keg costs you nothing if it doesn't exceed expectations.

Right now is the psychological time to introduce Butter-Scotch Ice Cream and to ***push it*** for all it is worth.

Delay means sales lost! Send for your trial keg today.

KAY-WHITE PRODUCTS INC
Eight West Broadway. New York City.

Ladies' Auxiliary to S. A. I. C. M. and Other Organizations

LADIES' AUXILIARY EXTENDS WELCOME TO NEW ORLEANS.

To all Members of the Southern Ice Cream Manufacturers' Association and Dixie Flyers:

If the ladies of your family are not members of the Ladies' Auxiliary to the Southern Ice Cream Manufacturers' Association and Dixie Flyers, do hasten to make them so.

We want all the wives, sisters and sweethearts of the members of your organization to attend the convention and become a member of our Auxiliary.

Membership will add much pleasure and comfort to the sojourn of your lady in New Orleans, and relieve you of the responsibility of looking after her during your busy days and evenings.

We guarantee that the ladies will never miss another convention if you bring them to New Orleans in November, and you will never attend another without the air of comfort and solace that your lady's company will add to your visit.

Wonderful things are being planned for the ladies this year by the Southern Ice Cream Manufacturers' Association and Dixie Flyers—please see that they are here to participate.

A check or money order for two dollars makes them a member and a guest of the Ladies' Auxiliary Luncheon, given Friday, Nov. 14, at the De Soto Hotel—from then on we take care of her until convention is over.

Send the lady's name in soon—every woman whose husband is a member of your organization should be a member of the Auxiliary.

Thanking you in anticipation of an early reply, and trusting we shall have the pleasure of greeting the ladies of your family in New Orleans,

Sincerely yours,

MRS. E. B. GEISEL, Secretary.

PACIFIC ICE CREAM SHOW.

California has invited us to participate in the greatest gathering of ice cream and allied dairy industries ever held on the Pacific coast. Your directors have accepted this invitation, it is now up to our members to show by their attendance that we thoroughly appreciate the opportunity to hold our convention with them at Oakland, Calif., December 10, 11 and 12, 1924.

The Fourth Annual Pacific Slope Dairy Show promises by far the largest exhibit of ice cream, dairy equipment and supplies ever attempted outside of the National Dairy Show. This will afford a splendid opportunity to inspect the latest machinery and methods, all of which will be in charge of competent representatives for demonstration.

The joint program is practically completed, assignments of subjects have been made to competent men, several of whom have accepted. We know you are going to be pleased with every feature of the convention, which has been arranged for your instruction and entertainment.

The dates for our meeting are not too far distant for us to advise you to make your hotel reservations. The headquarters will be at the Hotel Oakland, which

Bigger Ice Cream Sales



Sturdy-Leak-Proof *Packages* of Ice Cream-

means bigger ice cream sales, and *steadier*, year-round ice cream sales.

Use 100% leak-proof, drip-proof, crush-proof, *complaint-proof* Sealright Liquid-Tight Paper Containers. All convenient sizes from the popular ¼ pint and ½ pint to the gallon size and One-Time-Use Paper Packing Tray. Can be filled direct from freezer or by the Sealright Ice Cream Filling Machine. No special mix required.

Manufacturers *packaging* their ice cream in Sealrights get the benefit of Sealright national advertising in The Saturday Evening Post, teaching the public to *eat more ice cream* and to "carry it home in a Sealright." Write for samples and a free copy of the new Sealright book "Selling Ice Cream the Sealright Way."

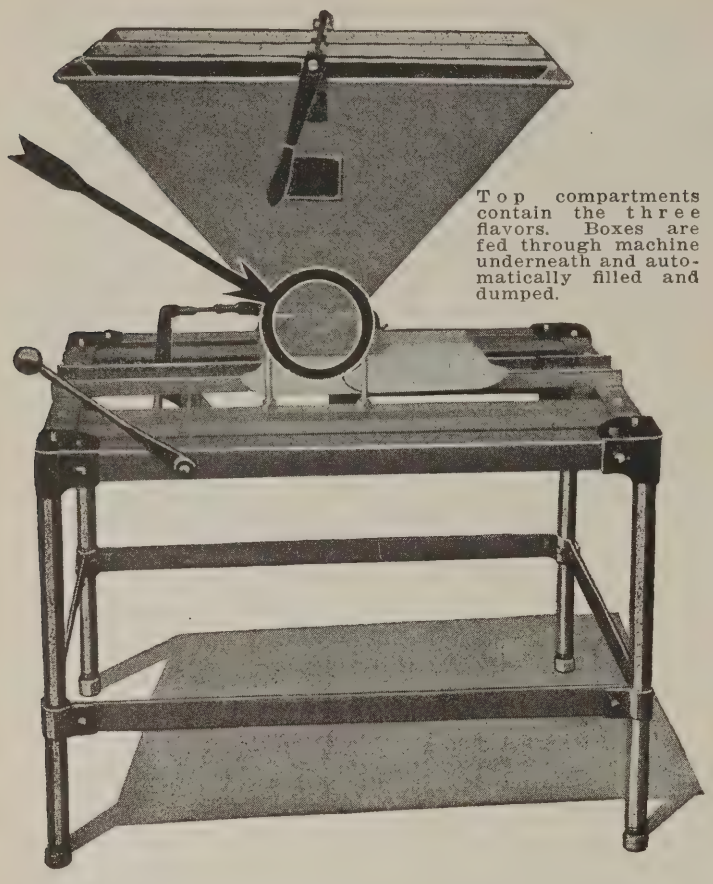
SEALRIGHT CO., INC.,
Dept. 29-AK
FULTON, N. Y.

Also makers of Sealright Pouring-Pull and Ordinary or Common Milk Bottle Caps and Sealright Paper Milk Bottles

Sealright
Liquid-Tight
Paper Containers

This Sealright window transparency identifies the manufacturers or dealers with Sealright Service. Sealright national advertising teaches the public to buy their ice cream where they see this sign. Send for free samples of the transparency and attractive window pasters.





Top compartments contain the three flavors. Boxes are fed through machine underneath and automatically filled and dumped.

Increase Your Profits

BY INSTALLING a Roger's Automatic Ice Cream Brick Maker.

The Roger's machine operates at **four gallons a minute.** It puts ice cream in packages either solid or Neapolitan bricks. It performs its work with **far less trouble and expense** than solid bricks could be packed in the old way.

It produces a perfect three-layer brick at one operation; saves refrigeration, labor, and time; produces uniformly perfect bricks of better quality, and avoids handling.

It also supplies the public demand for "individuals"; separately wrapped — packed six, seven or eight to the quart in one, two, or three flavors. It fills a quart package at the same speed, whether with individuals or in bulk.

The Roger's Brick Maker means less labor and many extra sales in any ice cream plant —better investigate.

"The HOUSE with the GOODS and the SERVICE"

Department B

GOWING COMPANY Syracuse N.Y. U.S.A. DIETRICH INCORPORATED

"Everything for the Handling of Milk and its Products"

is located within a few blocks of the Auditorium, where the convention sessions and show will be held.

We want the co-operation of every member to make this an out-standing convention from every angle. You should be there as the work is being done for your interest. You are interested in more and better business each year, and you also want relief from some conditions existing, therefore it is necessary that you attend. What is good for the industry is good for you, and the contrary also obtains.

Make your plans NOW. You will be advised later of special rates and accommodations. Let us show our California friends we are a real live association. We expect you to attend, bring the ladies and as many of your plant organization as possible.

Yours truly,

PACIFIC ICE CREAM MANUFACTURERS' ASSN.,

W. V. S. Robb,

President.

Bert H. Walker,

Secretary-treasurer.

⚜

DID YOU EVER STOP TO THINK

By E. R. Waite, Secretary, Shawnee, Okla., Board of Commerce.

That truthful, persistent advertising gets the attention of the readers, and sets their thoughts moving toward the direction of the merchandise or service advertised in a way that brings results.

That advertising holds customers—makes new ones—and turns fussy customers into satisfied customers.

That the modern business concern knows that good advertising is worthy of the thoughts of all thoughtful people, and they read them item by item, because they show them the way to greater savings.

That the people realize that the business concerns whose names they find in the advertising columns have left nothing undone to maintain in stock the finest merchandise that is possible to be produced for the price asked.

That the scheme of life is so arranged that some have merchandise and need cash; while others have cash and need merchandise. Advertising provides the opportunity for them to meet.

That the motive power of any truthful business is truthful advertising. It is the great service that brings together the buyer and seller for their mutual benefit.

THAT ADVERTISING CULTIVATES THE HABIT OF STEADY SAVING, AND HAS STARTED MILLIONS OF PEOPLE ON THE ROAD TO FINANCIAL FREEDOM.

⚜

ANDREWS WITH SADLER.

John Andrews, for many years connected with the Kimball Publishing Co., Waterloo, Ia., is now connected with The E. T. Sadler Company, advertising agency of Chicago, according to announcement made by that company. Mr. Sadler and Mr. Andrews worked in harness for several years while both were with the Kimball organization, and should find their new connection very pleasant and profitable.

⚜

A woman with a sharp tongue will soon cut herself off the payroll.

Grape-Pineapple

CLOSE your eyes a moment and try to imagine the bracing aroma of the vineyard blended with the juicy richness of Hawaii's finest fruit—that's Grape-Pineapple, the latest flavor for ice cream and ices!

It's new and distinctive, a striking departure both in color and flavor from other fruit ice creams. People call it the best surprise of the year.

Use two quarts to a five gallon mix just as when making any fruit ice cream. No color is needed.

Sign the coupon for one-half dozen No. 10 cans of Grape-Pineapple. You'll soon be wiring for rush barrel shipments.

The Cleveland Fruit Juice Co.

Cleveland, Ohio

Manufacturers also of Harvest Moon Special, Double-strength Chocolate, Honeymoon Special, Orange Pineapple, Fig Walnut, Black Walnut, Hazel Nut Sundae, Maple Concrete, and many other flavors.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN · MEMBER

Mail this Coupon to THE CLEVELAND FRUIT JUICE COMPANY, Cleveland, Ohio

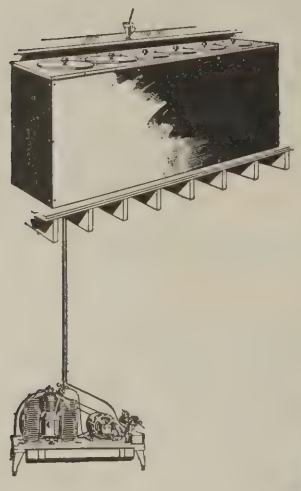
☐ Ship at once one-half dozen No. 10 cans of "Grape-Pineapple" @ $23.00 per dozen.

Company_____

City_____ State_____

Buyer_____

A New Model with



The single row Frigidaire Cabinet is made in four and six hole sizes. The compressor for the single row style comes separate from the cabinet. Air-cooled or water-cooled compressor may be used. An air-cooled unit is shown here.

Now Thirty Inches!

The new Frigidaire Cabinet is 30 inches wide and 30 inches high—a size that provides maximum serving space when installed behind the fountain. With optional air-cooled or water-cooled compressors that can be placed at either end of the cabinet or in the basement, and with the reduction in size, the Frigidaire has a wide range of utility. In the opposite cut-away cabinet the water-cooled type is shown.

DEPENDABLE

Frigidaire

New Advantages

FRIGIDAIRE Ice Cream Cabinets have been made even better. We believe that the new 30 inch model is the most satisfactory ice cream cabinet ever built. It has all the desirable features of other Frigidaire Cabinets plus smaller size and lower operating expense.

For years we have built mechanical refrigeration for household as well as commercial use. Nearly thirty-thousand Frigidaires are in use today. They are giving dependable money-saving service. Every Frigidaire is backed by the General Motors Corporation.

This new Frigidaire Ice Cream Cabinet has been built to operate at minimum cost; to make the serving of ice cream easy; and to give years of uninterrupted use.

The new model comes in the standard four, six and eight hole sizes in double rows. Also four and six hole sizes in single rows. Air-cooled or water-cooled compressors are optional. There are no extras to buy. Every Frigidaire comes complete ready for installation.

An actual test is the best way to judge the dependability and low operating cost of this cabinet. Buy one direct from the factory for trial or get in touch with any of the 2,500 Delco-Light Products dealers who handle the sale and service of Frigidaire throughout the country.

When buying new soda fountain equipment,
look for fountains equipped with Frigidaire.

DELCO-LIGHT COMPANY, Dayton, Ohio
Subsidiary of General Motors Corporation
DISTRIBUTORS OR BRANCHES IN PRINCIPAL CITIES

ELECTRIC ICE CREAM
Cabinets

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.



The New Era

Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten days' trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.
Columbus, Ohio
Cleveland, Ohio
Cincinnati, Ohio ..... John W. Ladd Co.

Philadelphia, Pa.
Baltimore, Md.
Pittsburgh, Pa.
New York City
Syracuse, N. Y. ..... Cherry-Bassett-Winner Co.

Cedar Rapids, Ia.
St. Paul, Minn. ..... J. G. Cherry Co.

Chicago, Ill.
St. Paul, Minn. ..... A. H. Barber-Goodhue Co.

San Francisco, Cal. ..... Geo. W. Prising Co.
Salt Lake City, Utah ..... Cannon Supply Co.
Louisville, Ky. ..... Standard Milk Machinery Co.
Boston, Mass. ..... Wright-Ziegler Co.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

SALESMEN'S SHORT COURSE A SUCCESS.

Ice Cream Supplymen Who Attended Penn State Short Course.



The newly arranged supply salesmen's short course at Penn State College, State College, Pa., has proved a real success, in the opinion of Roberts Everett, secretary of The Association of Ice Cream Supply Men.

"Micro-Organisms" is the chosen name of the salesmen's organization of students. "This is the first time that salesmen of supply companies have, in an organized way, begun to approach their customers' needs and problems from the scientific and educational angle," said Secretary Everett, who believes the significance of the recent short course is of real interest to the industry.

By bringing the salesman in closer touch with the actual needs of a dairy plant, it will enable him to suggest new methods and equipment that will mean more economical and efficient service in his customer's plant. It is only natural that the customer will accept these recommendations with greater confidence when he realizes that the salesman's knowledge is not based on assumption, but on actual study.

It is believed that under the auspices of The Association of Ice Cream Supply Men, the Salesmen's Club in future years will extend these salesmen's short courses to other institutions in various parts of the country, consequently encouraging a greater number of salesmen students.

Mr. Everett also has called attention to the unique arrangement for a scholarship in ice cream and related subjects at Penn State College, which is being offered by the students recently enrolled there to some one ice cream maker whose identity will be determined by chance at New Orleans.

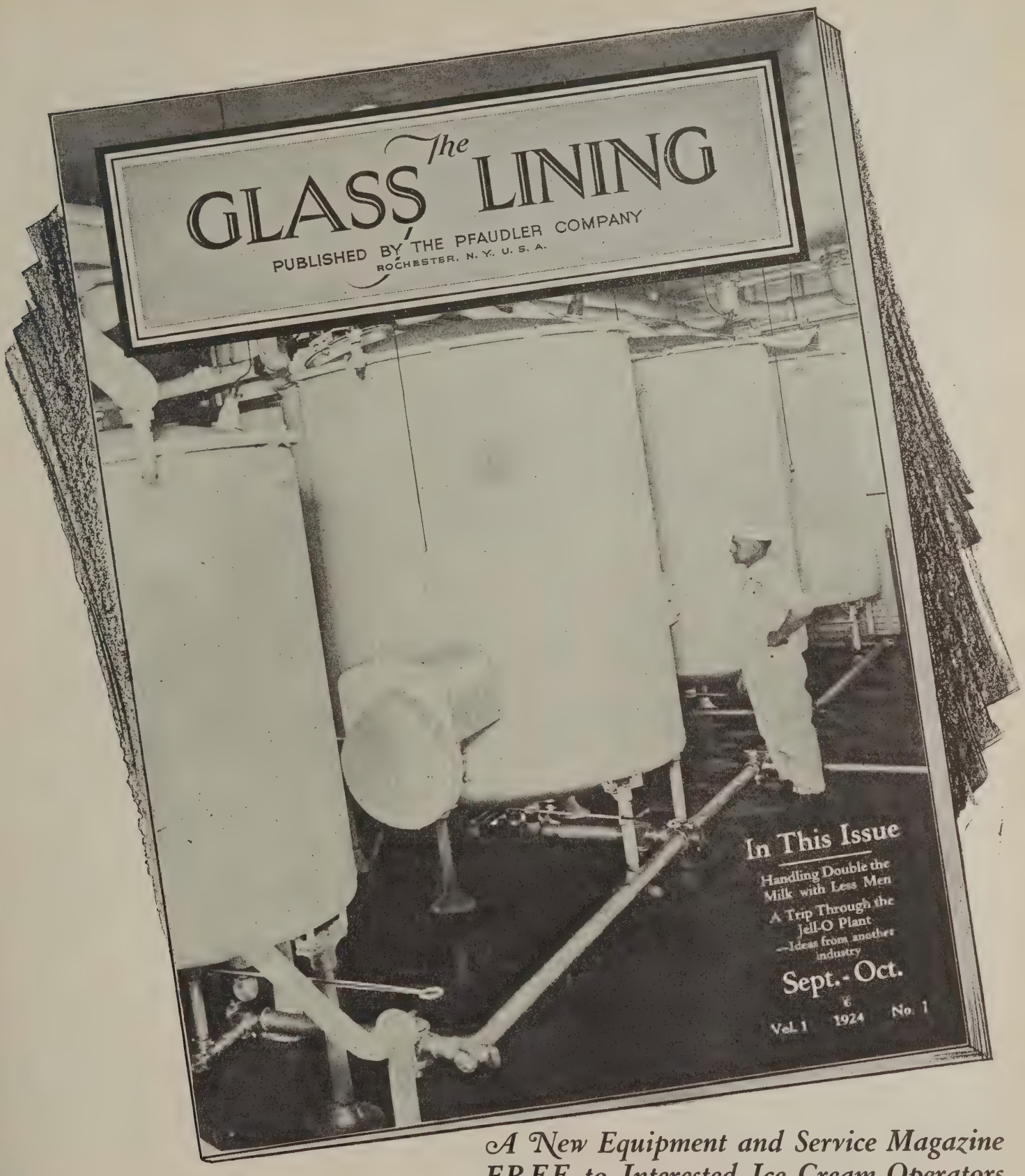
⚜

SALESMEN OFFER SCHOLARSHIP.

At the recent dairy short course, held at Penn State College for salesmen of The Association of Ice Cream Supply Men's Salesmen's Club, the salesmen attending decided to offer a free scholarship to one ice cream maker. Any ice cream maker deciding to take advantage of this scholarship should send his name to The Association of Ice Cream Supply Men, 1328 Broadway, New York City. At the salesmen's club meeting in New Orleans, during the National Association of Ice Cream Manufacturers' Convention, all names submitted will be written on paper and put into a hat and one slip pulled out. The name of the person appearing on the slip will be given the free scholarship.

⚜

Anyone who studies the advertisements in this paper does not have to be told that it is a profitable habit. He collects the profits daily.



A New Equipment and Service Magazine FREE to Interested Ice Cream Operators

This magazine "The Glass Lining" will be issued bi-monthly, carrying stories on glass-lined equipment, plant layout, engineering data, etc. In general it will be worth your while to read. Use the free subscription blank below.

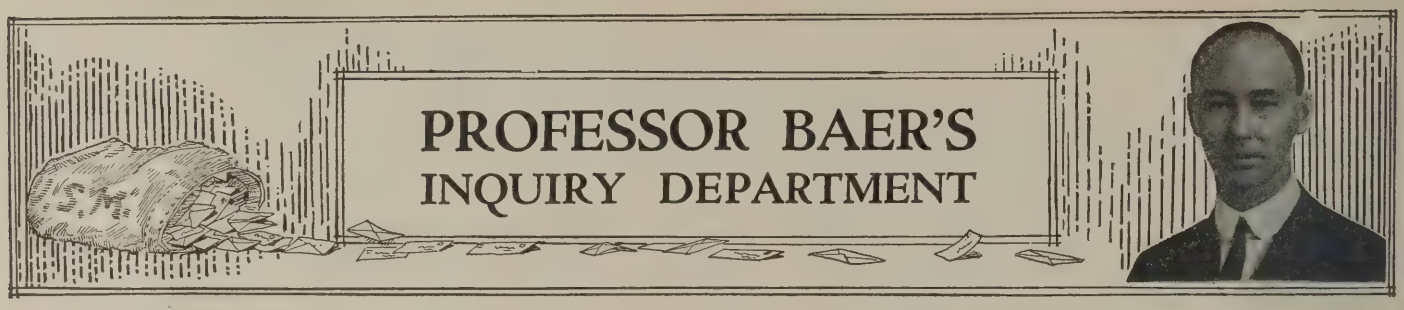
— — — — — — — — — FREE SUBSCRIPTION BLANK — — — — — — — — — —

The Pfaudler Co., Advertising Dept.
217 Cutler Bldg. Rochester, N. Y.
Gentlemen:—You may send "The Glass Lining" to the address below. I understand there will be no charge for this, and no obligation.

Name ..... Street..... City.....

I.C.R.-10-24

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.



Replies to Inquiries

Dear Sir:—I would like for you to publish in The Ice Cream Review a formula for a good 10 per cent butterfat ice cream using the following: 20 per cent cream, 4 per cent milk, and 7.8 per cent evaporated milk.

I have one of your "Ice Cream Mix" books, but the formulas call for 25 to 30 per cent cream. At the present I am buying 20 per cent cream from the producers and would like to continue buying that way.

Reply: I am very glad to suggest below in table one a one hundred pound mix, showing the ingredients necessary. This one hundred pounds of mix should make from twenty to twenty-two gallons of ice cream, depending upon the overrun you will get in freezing:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.5 lbs. gelatine	.....	.....	.47
20.0 lbs. 7.8% evap.	1.56	3.60	5.16
37.0 lbs. 20% cream	7.40	2.63	10.03
28.5 lbs. 4% milk	1.14	2.43	3.57
100.0 lbs. mix	10.10	8.66	32.53

* * *

Dear Sir:—Would you please analyze the following mix for us, concerning percentage of butterfat, solids not fat and total soilds:

250 lbs. 3½% milk.
85 lbs. 40% cream.
85 lbs. unsweetened condensed, containing 8% butterfat and 25.5% solids not fat.
70 lbs. sugar.
3 lbs. gelatine, dissolved in 10 quarts of water.

Having recently talked with a student of one of our colleges, he recommended a formula calling for 10 per cent butterfat, 14 per cent solids not fat and total solids 33. Would you please quote us table using the materials as quoted above, so that we will have a mix containing percentages as he gave them to us, as we have been having trouble getting overrun this winter. We have been heating this mix to 140 degrees F. and running through Sharples Emulsifier, cooling to 50 degrees and holding from twenty-four to forty-eight hours and freezing same in new style Cherry freezer. Any suggestions you could offer would be very greatly appreciated.

Reply: In table one you will find the analysis of your ice cream mix, using the ingredients which you have given me. You will undoubtedly understand the calculations very easily:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
250.0 lbs. 3.5% milk	8.75	21.47	30.22
85.0 lbs. 40% cream	34.00	4.54	38.54
85.0 lbs. 8%-25.5% cond.	6.80	21.67	28.47
70.0 lbs. sugar	.....	.....	66.50
3.0 lbs. gelatine	.....	.....	2.85
20.85 lbs. water	.....	.....	.....
513.85 lbs. mix	49.55	47.68	166.58
Per cent	9.6	9.27	32.4
Per cent sugar	13.6	.....	.....

You stated in your letter that someone recommended to you a 10 per cent butterfat mix with 14 per cent solids not fat. It would be impossible to give you a mix with these suggestions, as 14 per cent solids not fat would be entirely too high. I am, therefore, suggesting in table two a mix totaling 500 pounds in weight and which you will notice will test 10 per cent fat, 10 per cent serum solids, 14 per cent sugar and 34 per cent total solids.

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
247.0 lbs. 35% milk	8.64	21.20	29.84
85.0 lbs. 40% cream	34.00	4.54	38.54
95.0 lbs. 8% cond.	7.60	24.22	31.82
70.0 lbs. sugar	.....	.....	66.50
3.0 lbs. gelatine	.....	.....	2.85
500.0 lbs. mix	50.24	49.96	169.55
Per cent	10.0	10.0	33.9
Per cent sugar	14.0	.....	.....

You stated in your letter that you dissolved your gelatine in ten quarts of water. I suggest that instead of

Here Is the List

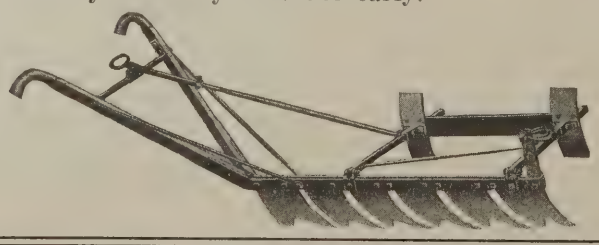
1 No. 315 8-in. Ice King Plow.
1 No. 412 Plow Rope.
1 No. 422 5-ft. Ice Saw.
2 No. 444 Splitting Forks.
1 No. 457 Calking Bar.
1 No. 458 Bar Chisel.
1 No. 470 Floor Shaver.
1 No. 476 Ring Splitting Chisel.
1 No. 500 Line Marker.
1 No. 505 Scoop Net.
3 No. 520 4½-ft. Ice Hooks.
1 No. 520 6-ft. Ice Hook.
1 No. 520 12-ft. Ice Hook.
1 No. 540 24-in. Boston Tongs.

This list may be added to if conditions demand.

Send for complete Catalog

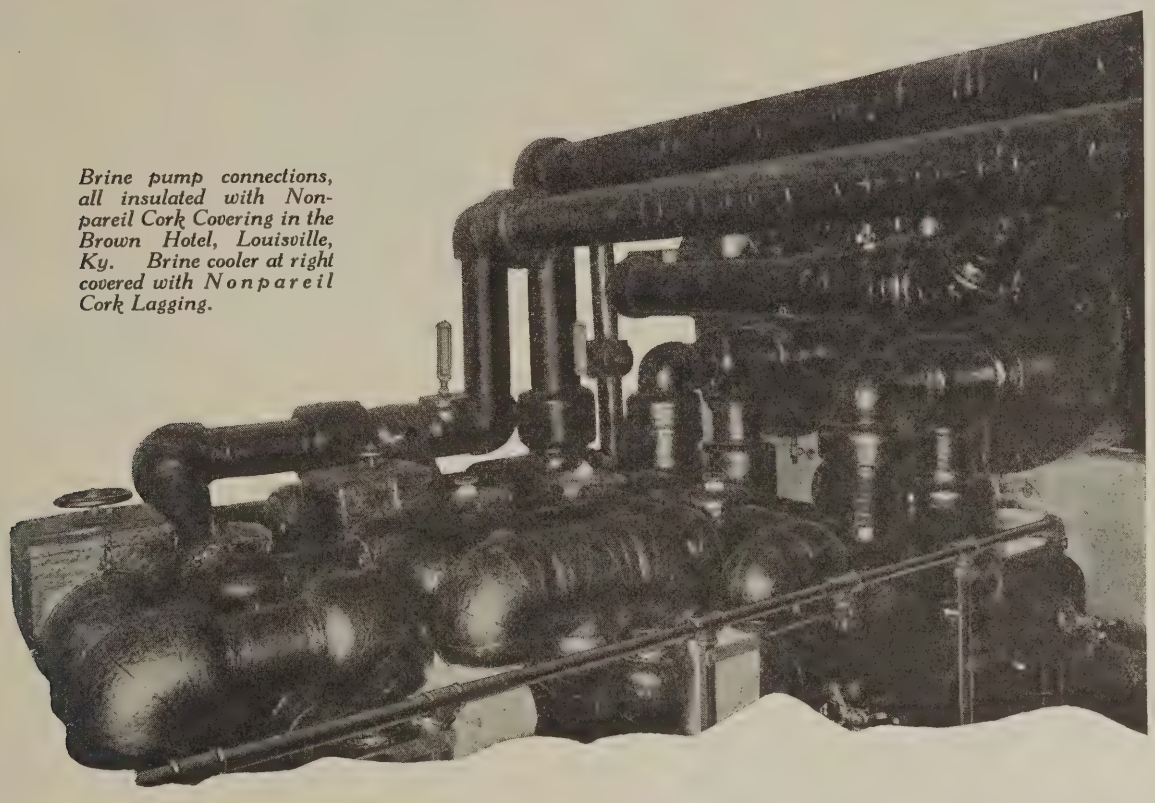
Ice Tools Suitable for Handling 500 Tons of Ice

The set of tools listed to the left will enable you to economically harvest from 100 to 500 tons of ice. These tools are made of high quality materials only—and by the most skilled and experienced edge-tool workmen to be found. Good tools pay, for they stay in good condition and save the expense of frequent repairs. Prompt delivery. Place your order early.



Gifford-Wood Co. BUILT STRONGER LASTS LONGER
ICE HANDLING MACHINERY AND TOOLS
Main Office: 5 Hill St., Hudson, N. Y.
New York Boston Chicago Pittsburgh

More about economical ice harvesting on page 89



Brine pump connections, all insulated with Nonpareil Cork Covering in the Brown Hotel, Louisville, Ky. Brine cooler at right covered with Nonpareil Cork Lagging.

Here Is Your Answer

"Nonpareil Cork Covering for the pipes, of course, but what about fittings?"

Once in a while, we find an engineer who has an idea that fittings have to be insulated with some kind of wrapping or plastic material. But he changes his mind when he sees how Nonpareil Fitting Covers are made and put on, and how much better job they make.

For example, look at this work in the Brown Hotel, Louisville. You will seldom find a more complicated collection of fittings than these pump connections and yet every one of them is insulated with a Nonpareil Fitting Cover.

It stands to reason that fittings need just as good insulation as the pipes. Nonpareil Cork Covering is made for *both*. It gives you insulation that is identical all along the line—pipes *and fittings* equally protected against moisture, frost and heat leakage. For every standard fitting, screwed or flanged, you can get a Nonpareil Fitting Cover.

The insulation of fittings is one of the subjects covered in the book "Permanent Covering for Refrigerated Lines and Tanks." A copy will be sent free. Address Armstrong Cork & Insulation Company, 164 Twenty-fourth Street, Pittsburgh, Pa.

Also manufacturers of Nonpariel Corkboard Insulation for cold storage rooms; Nonpariel High Pressure Covering for steam lines, feed water heaters, boilers, etc.; Nonpariel Insulating Brick for boiler settings, furnaces, ovens, etc.; Nonpariel Cork Machinery Isolation for noisy machines and Linotile and Armstrong's Cork Tile for floors in offices, residences, etc.

Nonpareil Cork Covering

For Cold Lines, Coolers and Tanks

SOUTHERN CONVENTION—NEW ORLEANS, NOVEMBER 14-15, 1924.

dissolving the gelatine in water you dissolve it in some of the milk used for making up the mix, as that will not introduce an error into your mix, as will the dissolving of the gelatine in a lot of water.

* * *

Dear Sir:—Please advise the serum solids in 40 per cent cream. Also the weight per gallon of 42 per cent serum solids, plain skim condensed milk. The equivalent food value of several different kinds of food to a quart of good ice cream. We want to stress the food value of ice cream here and you can help us in this.

Please figure me a formula of 88 pounds of mix, using sugar 14 per cent, sweet cream is 40 per cent, plain skim condensed milk at 42 per cent serum solids, gelatine, a good grade, and water to make up the rest. Desire a 10 per cent fat and 35 per cent total solids with sugar running 14 per cent of the solids as stated above. Now, will this mix give me an approximate overrun of 100 per cent if it is aged and handled properly? We will make a raw mix dissolving our gelatine and then cooling it down so we can stir it in the mix before it congeals. Will put in viscolizer and vat **later, but can't do so now.**

Do you consider a good grade of gum a good stabilizer for a raw mix? It is much easier handled than gelatine, but if you don't think it good we don't want to use it. Please advise us frankly about this. Just one more question. We have hard water here, a little sulphur taste but not much, the sulphur taste practically disappears after the water stands a little while. Now will this hard water affect the overrun of my mix?

Does 40 per cent sweet cream weigh 8.3 pounds to the gallon?

THE NAME

"NAFIS"

on

Babcock Test Bottles

is not simply to tell you who made them.

It tells you that the test bottles are made of a fine quality of glass, properly annealed, accurately tested, graduated, numbered and retested and that they will give you excellent service.

Buy through your dealer. If they do not stock NAFIS GLASSWARE, write for our catalog and the names of our distributors in your territory. Insist on having NAFIS GLASSWARE.



LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glassware for Testing Milk and Its Products

17-23 North Desplaines St. Chicago, Ill.

ASK THE MEN WHO USE IT

Reply: First, 40 per cent cream contains 5.34 pounds of serum solids in 100 pounds of cream. It is calculated in this manner: 100 pounds of cream testing 40 per cent contains 40 pounds of butterfat. Subtracting the 40 pounds from 100 pounds leaves 60 pounds of serum. Multiplying the 60 pounds by 8.9 per cent, yields the 5.34 pounds of serum solids.

Second, one gallon of plain skim condensed milk 42 per cent solids should weigh 9.4 pounds.

Third, 40 per cent sweet cream will weigh 8.2 pounds to the gallon.

I am indicating below in table one a formula for 88 pounds of mix, as suggested in your letter. This mix ought to give you approximately 100 per cent overrun if processed and aged properly. Relative to a good stabilizer I would recommend the use of gelatine in preference to a gum:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
12.3 lbs. sugar	.....	.....	11.70
22.0 lbs. 40% cream	8.8	1.17	9.97
20.7 lbs. 42% skim cond	.....	8.66	8.66
.44 lbs. gelatine	.....	.....	.42
32.56 lbs. water	.....	.....	.....
88.0 lbs. mix	8.8	9.83	30.75
Per cent	10.0	11.17	34.95

Relative to the hard water which you state you have and which you state has a little sulphur taste, this water would not have any effect or influence on the overrun of your mix.

* * *

Dear Sir:—Will you kindly give me a formula for a mix which you consider to be the very best commercial and practical mix to put on the market. I can obtain the whole milk here, and I will have to purchase my cream and condensed. I had thought of using 40 per cent cream, and a 5 per cent condensed and about a 3½ or 4 per cent whole milk. I want a mix of about 10 or 12 per cent butterfat if you think this a practical and commercial mix for fat contents. I had desired a total solids of about 38 or 40 per cent in order to get away from the use of gelatine if possible. Can you put me on the right track and prepare a formula along the lines set forth above or along lines which you think best?

Reply: You stated that you got some tar from a tank wagon which was used in mixing with the asphalt in building up the cork brick for your hardening room. That was, of course, a very serious mistake and I doubt if you will ever be able to get that odor out of your hardening room and there is nothing you can do to try to eliminate this odor. The burning of a small sulphur candle will do absolutely no good. About all you can do is to keep your ice cream cans covered up so that your cream will not absorb any odors.

Replying to your other inquiry, I am suggesting below in table one a one hundred pound mix made up according to your suggestions containing practically 38 per cent total solids. You will notice that it also tests 12 per cent butterfat and 12 per cent serum solids. This is absolutely as high in solids as I would advise you to go.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.3 lbs. gelatine	.....	.....	.28
24.0 lbs. 5% cond	1.2	7.72	8.92
23.0 lbs. 40% cream	9.2	1.23	10.43
38.7 lbs. 4% milk	1.55	3.31	4.86
100.0 lbs. mix	11.95	12.26	37.79

Only 2 Thing's To Do



Turn a Switch

To Have Clean Dry



Open a Water Valve

REFRIGERATION

Any Time~Anywhere

Mechanical Refrigeration is now so simple, so dependable and so economical there is really no good reason for being without it. See the performance of the Climax Model C Refrigerating Unit and every doubt will be removed. Talk with any Climax owner and he will tell you

—It is absolutely dependable.
—It keeps temperatures constantly within the seven degree safety range—below 40° and above 33°.
—It keeps foodstuffs safe from spoilage—safe from freezing.
—It requires almost no attention.
—It is always under your own control.
—It is always sanitary.
—It provides dry cold—no water soaking of foods.
—It provides odorless refrigeration—no tainted food.
—It is not interrupted by holidays.
—It is never wasteful.
—It enables you to store foodstuff in quantities at low prices, and profit by market advances.
—It protects you and builds trade.
—It is surprisingly economical.
—It operates at the turn of a switch.

Outstanding Features of Climax Model C

1—Rotary Compressor a marvel of simplicity—positive and efficient in operation.
2—Model C operated by 1½ H.P. motor. No power wasted in belts or other transmission.
3—No valves—no small frail parts.
4—Only 3 moving parts—all heavy, rugged and permanent.
5—Most compact—Model "C" size only 52" long and 21" wide, and 36" high. Weighs only 750 pounds.
6—Compressor direct connected to electric motor.
7—Continuous flow of gas through the compressor.
8—All lubricating oil confined to the high pressure side of compressor.
9—No oil can come in contact with liquid refrigerant.
10—No violent fluctuation of hands on pressure gauges.
11—Simplest starting. Just open water valve to start, close water valve to stop.
12—No throwing of electric switches—tightening of belts—or clattering of valves.
13—Nothing to forget. Shuts off automatically in case of failure of cooling water supply.
14—Particularly adapted to automatic control.
15—All parts made interchangeable.
16—Each unit factory tested before shipment to produce refrigeration in excess of its rated capacity.

CLIMAX Model C ROTARY

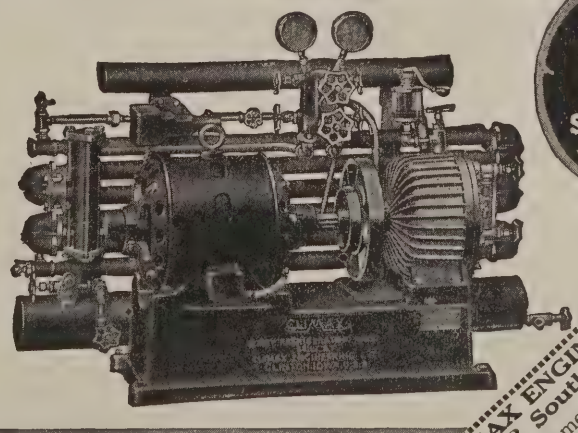
Driven by Gas Engine or Electric Motor

is a self-contained unit that requires but little space. Has only 3 working parts—no valves or other frail parts. It is simple to install—easy to operate, and inexpensive to maintain. If you would be interested in finding out how satisfactorily this machine will meet your needs and solve your refrigeration problem once and for all, send the coupon today.

We also make Reciprocating Type Units for larger requirements

Climax Engineering Co., 1833 S. 4th St., Clinton, Iowa

22 Coast to Coast Service Stations—Sales Offices in Principal Cities



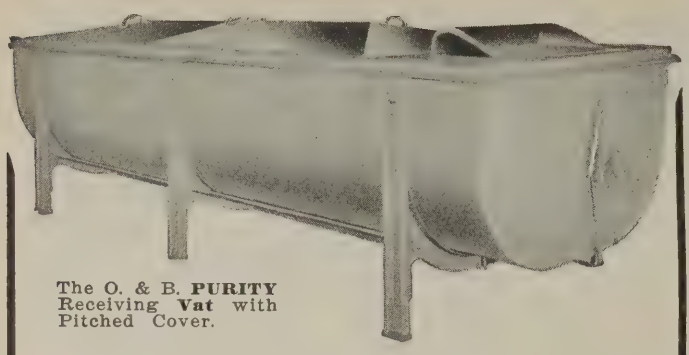
UNDER 40° SAFE FROM SPOILAGE

ABOVE 33° SAFE FROM FREEZING

CLIMAX ENGINEERING COMPANY
1833 South 4th Street, Clinton, Iowa
Gentlemen: Please give further information about Climax Rotary Refrigerating Units.

Name _____
Address _____
Kind of Business _____

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.



The O. & B. **PURITY** Receiving **Vat** with Pitched Cover.

The Purity Line of Receiving Vats

ARE giving daily satisfaction in hundreds of up-to-date creameries and ice cream plants all over the country.

Like all *PURITY* equipment they are of high grade materials and workmanship. Of 5x tinplate or heavy tinned copper with heavy steel frames, they will stand *years of service.*

You need one of these sanitary receiving and storage vats. Let us tell you more about them.

Made By

Oakes & Burger, Inc.

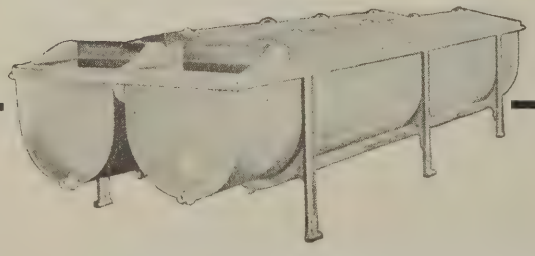
ESTABLISHED 1873

Department E

CATTARAUGUS **NEW YORK**

O. & B. Purity Line Cattaraugus N.Y. U.S.A.

O. & B. Purity Twin Receiving Vat.



Dear Sir:—In our last run we used the following: 30 gallons 30% cream, 30 gallons skimmed condensed, 30 gallons 4% milk, 150 pounds sugar, 5 pounds gelatine. This mix gave us an ice cream that we believe had a much better body than the mix submitted you before; however, the overrun was exactly the same. Out of five gallons of mix we were only able to get eight gallons of finished product. We only aged twelve hours, however. Will try forty-eight hours this time.

We dislike to worry you so much in this way, but we are very anxious to get straightened out before spring, and would appreciate some information on above mix. On several occasions in aging our mix, we find little particles of ice through it. Do you think that this would hold our overrun down? Do you think it would be a good idea to heat this mix in order to melt the ice?

What do you think about the revolutions of our freezers—200 per minute? You advise that it would be a good idea to reduce our serum solids. Advise exactly how much.

Reply: I am showing in table one the calculations of fat and solids in your mix:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
30 gal. or 249.0 lbs. 30% cream	74.7	15.50	90.20
30 gal. or 270.0 lbs. skim cond.	.....	72.90	72.90
30 gal. or 258.0 lbs. 4% milk..	10.32	22.04	32.37
150.0 lbs. sugar	.....	.....	142.50
5.0 lbs. gelatine	.....	.....	4.75
932.0 lbs. mix	85.02	110.45	342.72
Per cent	9.1	11.8	36.8
1—130 lbs. sugar			
912.0 lbs. mix	85.02	110.45	323.70
Per cent	9.3	12.1	34.9

This mix of yours is pretty well balanced except for the amount of sugar. I believe that one reason why you are not getting sufficient overrun is because you have it too heavy in solids, being almost 37 per cent total solids. Instead of using 150 pounds of sugar, I am suggesting below to use 130 pounds of sugar. This will make your total mix 912 pounds. The butterfat 9.3 per cent, serum solids 12 per cent and the total solids 35 per cent. This will give you a plenty heavy enough mix for a fine ice cream. If this mix is processed properly and aged thirty-six to forty-eight hours at a temperature of 40 to 45 degrees you should have no difficulty in getting 100 per cent overrun.

If you are still not getting the overrun after trying out these suggestions there is probably something wrong with the operation of your freezer and if you write to me about any further difficulty, I suggest you give me all the details relative to your method of freezing, giving length of time necessary to freeze, temperature of the brine and the temperature of your ice cream when you draw it from the freezer.

* * *

Dear sir:—What would be the best mix for a 10 per cent ice cream to be made from Holstein milk; that is, what to mix with 100 gallons of 3¼ Holstein milk to make the best commercial ice cream?

100 gallons of 3¼ Holstein milk, fresh
? lbs sweet butter
? lbs gelatine
? lbs chocolate flavor
? lbs sugar

What will be the output from this mix containing an 85 per cent overrun? The mix is to be run through a viscolizer and pasteurizer.

I am glad to suggest to you below in table 1 how to complete the ice cream mix using as a basis 100 gallons

Crown Fruit Products

The QUALITY FRUITS

for Discriminating Ice Cream Manufacturers

Crown Fruit & Extract Co., Inc.

418-420 West Broadway
NEW YORK

MEET US IN NEW ORLEANS
November 17th to 20th
Booths No. 57-80

of 3¼ per cent milk. You will notice, however, that we have used in addition to the ingredients mentioned in your letter 46½ pounds of skim milk powder in order to use sufficient milk solids which you did not have without the skim milk powder. You will also notice that you should get 241 gallons of ice cream from this mix if your average overrun is 85 per cent.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
100 gal. or 850.0 lbs. 3.25% milk	27.62	73.19	100.81
164.0 lbs. sugar	.....	.....	156.04
6.0 lbs. gelatine	.....	.....	5.70
46.5 lbs. skim powder	.....	44.13	44.13
106.8 lbs. butter	89.71	.....	89.71
1173.6 lbs. mix	117.33	117.32	396.39
Per cent	10.0	10.0	34.7

* * *

Dear Sir:—This being our first season we are in doubt as to whether our mix is proportionably correct and would like to know if you can suggest any improvement in same. For a 1,000 pound batch we use the following: 700 pounds 3.5 per cent milk, 115 pounds of butter, 140 pounds of sugar, 45 pounds skim milk powder, 5 pounds of gelatine, and 1 pound melovine. We pasteurize to 145 degrees, homogenize at 3,000 pounds, cool to 40 degrees, age 24 hours and get 90 per cent overrun.

Reply: I have made an analysis of your ice cream mix and you will find the calculations given below in table 2

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
700.00 lbs. 3.5% milk	23.50	55.7	79.20
115.00 lbs. butter	96.60	.....	96.60
140.00 lbs. sugar	.....	.....	133.00
45.00 lbs. skim powder	.....	42.7	42.70
6.00 lbs. gel. & meloine	.....	.....	5.70
1006.00 lbs. mix	120.10	98.4	357.20
Per cent	12.0	9.8	35.04
Per cent sugar	14.0	.....	.....

There is absolutely nothing wrong with the component parts of your mix and you should have no difficulty in securing a very satisfactory ice cream.

NOW While the Time Permits

Have Your Cans Retinned

Let us quote you and finish up some samples

Thompson-Bremer & Co.

1750 Carroll Ave. Chicago, Ill.

Dear Sir:—I am using unsweetened condensed milk in this mix. Could I increase the total solids and serum solids by adding condensed milk and sugar? Will you give me three good formulas using the following ingredients?

Table one—unsweetened condensed milk, 8% fat; milk 4% fat; sugar, gelatine, butter 84% fat, and also milk powder.

Table two—Sweetened condensed milk 40 %, sugar, 4% milk, 84% butter, sugar gelatine.

Table three—Unsweetened condensed milk, 84% butter, 4% milk gelatine and sugar.

After we let our mix age for 24 hours the mix seems to get so thick that we have an awful time to get it to come out of the pipes. What is that caused from? I think that I am using too much condensed.. The above tables are all for a 12 per cent fat.

Reply: I am glad to suggest below in tables 1, 2 and 3, three standard mixes made up according to your suggestions, all of them to contain 12 per cent fat and properly balanced with serum solids and total solids.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.4 lbs. gelatine	.....	.....	.38
12.0 lbs. 8% cond. 26% T. S.	.96	2.16	3.12
2.0 lbs. skim powder	.....	1.90	1.90
10.2 lbs. butter 84%	8.56	.....	8.56
61.4 lbs. 4% milk	2.45	5.26	7.71
100.0 lbs. mix	1.97	9.32	34.97

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
7.6 lbs. sugar	.....	.....	7.22
.4 lbs. gelatine	.....	.....	.38
16.0 lbs. sweet cond. skim	.....	4.32	10.72
11.2 lbs. 84% butter	9.40	.....	9.40
64.8 lbs. 4% milk	2.59	5.53	8.12
100.0 lbs. mix	11.99	9.85	35.84

Table 3.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.4 lbs. gelatine	.....	.....	.38
16.0 lbs. unsweet. cond. skim	.....	4.32	4.32
11.2 lbs. 84% butter	9.40	.....	9.40
64.8 lbs. 4% milk	2.59	5.53	8.12
100.0 lbs. mix	11.99	9.85	35.52

I believe you will have no difficulty in making a satfactory product with either of these mixes.

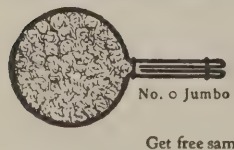
You stated in your letter that when your mix aged 24 hours it seemed to get too thick to easily pass through the pipes. You should have no difficulty in that respect with these three mixes suggested above.

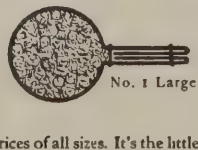
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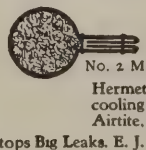
Dear Sir:—Kindly criticise the following formula for mix. The first we intend to put on the market as an extra fine quality product. In your opinion is the fat content too high for a commercial grade?

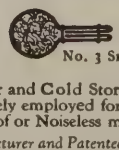
Is it beyond the scope of your department to recom-

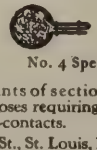
CUT YOUR ICE BILLS ~ $TOP COLD AIR LEAK$ with WIRFS AIRTITE CUSHION DOOR-GASKET


No. 0 Jumbo


No. 1 Large

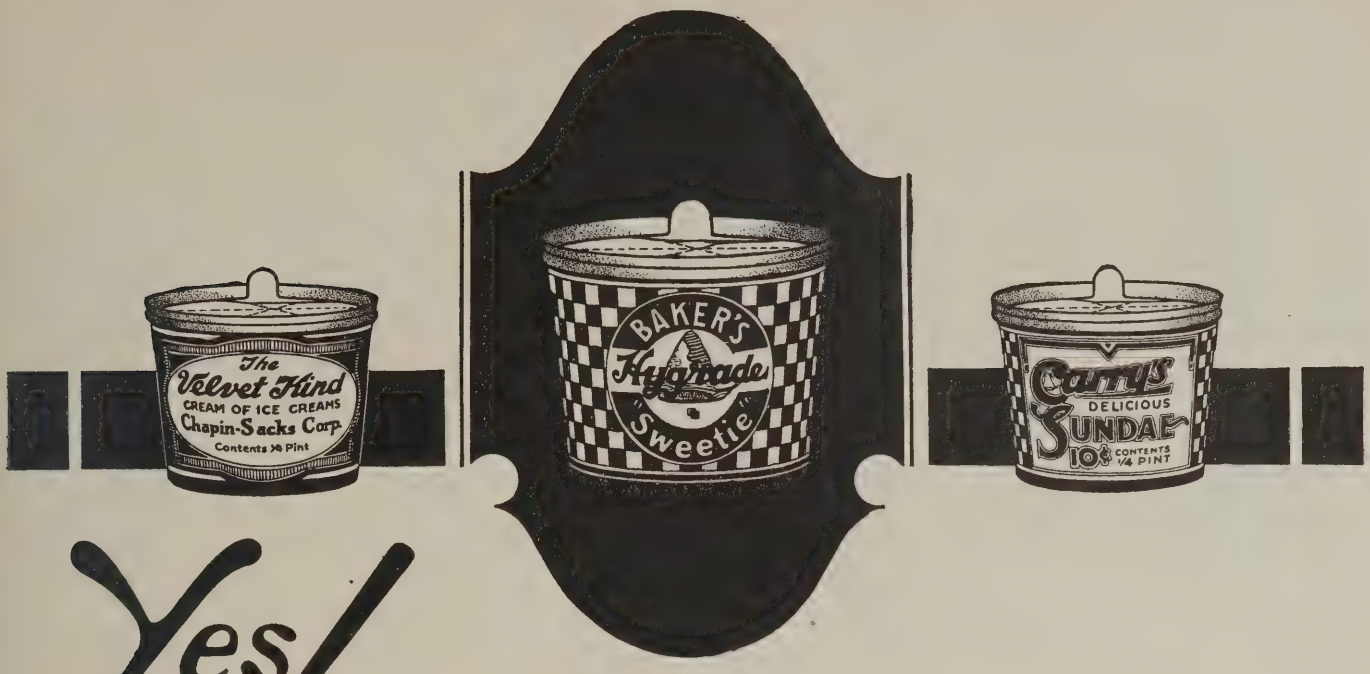

No. 2 Medium


No. 3 Small


No. 4 Special

Hermetically seals Refrigerator and Cold Storage Doors, Joints of sectional cooling rooms and is extensively employed for all other purposes requiring an Airtite, Dustproof, Waterproof or Noiseless means of closure-contacts.

Get free samples and prices of all sizes. It's the little thing that stops Big Leaks. E. J. WIRFS, *Sole Manufacturer and Patentee*, 105 So. 17th St., St. Louis, Mo.



Yes! this is the package —

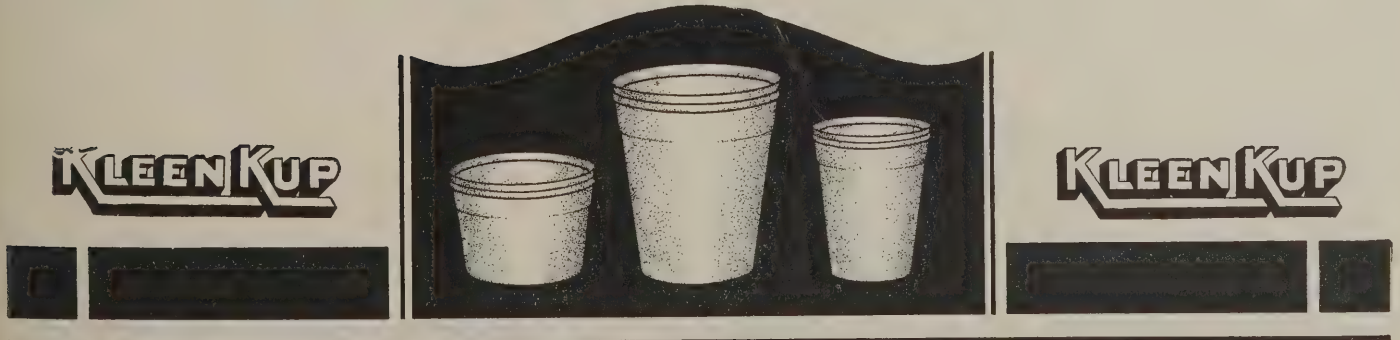
selected by the big fellows, in the ice cream industry, for packaged sundaes. No other paper package, compares favorably, either in construction or appearance. It's a quality package. The big fellows recognize the merchandising value of this package— they know it sells their ice cream — brings them additional profits.

The leaders in the industry are consistant users of Mono-made packages — not only in the sundae size, but the half-pints, pints, and quarts. With its great manufacturing plant, its unequalled facilities, the Mono Service Organization is the largest of its kind in the world. It has satisfactorily served the dairy interests for fourteen years.

Mono packages are better-made, correctly-made. They are packed and sealed quickly. Nest when empty — save storage space. Strong — give perfect service. Printed effectively in one or more colors with your own label or special design.

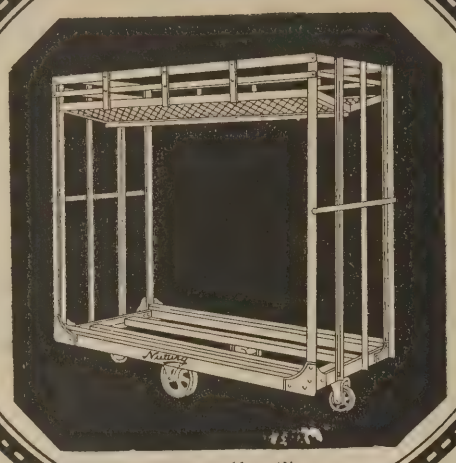
At no cost to you our package experts will assist you with your package problem. Send for samples and package suggestions. Our service covers every essential of modern package merchandising.

Mono Service Co.
NEWARK NEW JERSEY



ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Nutting



Ice Cream Can Truck

Hundreds of Plants Use Them

The quickest, simplest way to handle your "empties" is provided by this Nutting truck. It saves many hours every week by speeding up can handling and moving.

Dirty cans are piled with open end out and slant upward to keep contents from spilling. Washed cans are piled with open ends in and slant down for quick draining. They are counted automatically and always ready to go. Top railing holds all covers.

Note these features. Built of structural steel. Heavily braced and riveted. Entire frame is **galvanized.** Large main wheels; ball bearing casters. **Flat faces** of wheels and casters save floors.

New Low Price. Fig. 106 (30x66 in.) Top rail included. F. O. B. Faribault or Chicago. **$52.00**
(less without cover-holding top rail)

Order from your jobber or write us for complete information

Nutting Truck Co.
1209 Division Street
FARIBAULT, MINN.



Bulletin C-6 describes and illustrates the Nutting Ice Cream Can Truck and other Floor Trucks for the dairy industry. Write for your copy.

Nutting Floor Truck Specialists Since 1891

mend vanilla flavoring or how a good blend can be produced at the factory?

Material	Weight	Lbs. fat	Total sol.
22% cream	1240	273	360
Sugar	250	...	250
Gelatine	10	...	10
3.4% milk	230	8	27
Cond. skim	270	1	73
Total	2000	282	720

Material	Weight	Lbs. fat	Total sol.
22% cream	1060	233	307
Sugar	240	...	240
Gelatine	10	...	10
3.4% milk	170	6	24
Cond. skim	520	2	140
Total	2000	241	721

Reply: Your first mix figures out 14 per cent fat and 36 per cent total solids with 12 per cent sugar. If I had any criticism on this mix of 12 per cent, it would be that you are trying to run the total solids too high and suggest that you could improve your mix and secure a better balance by reducing the concentrate skim milk so that your total solids will not be over 34 or 34½ per cent.

We have done so little work on vanilla flavor different blends of vanilla, that we are not in a position to recommend anything along this line. I have always thought it best that this matter be left largely to the discretion of each individual factory as it allowed a point where competitive factories can make their own individual flavor to the ice cream.

* * *

Reply to G. B.: After our conversation a little while ago, I figured out your ice cream mix as you gave it to me over the telephone.

You will find the calculations given below in table 1 where you will notice that the 68 pound mix figures out to contain 8 per cent butterfat and 26.8 per cent total solids, having only 10.3 per cent sugar. This low solids undoubtedly accounts for your ice cream being apparently as thin and raw as you explained it to me to day.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
7.0 lbs. sugar	.....	.....	6.65
5.0 lbs. butter 84%	4.2	.....	4.20
16.0 lbs. evap. milk %	1.28	2.56	3.84
40.0 lbs. skim milk	.....	3.56	3.56
68.0 lbs. mix	5.48	6.12	18.25

I am suggesting below in table 2, a revision of your formula and I am making it for 100 pounds of mix which should yield 20 to 22 gallons of ice cream. I have made this mix to contain 14 per cent sugar and 34 per cent total solids. If you do not want to use the gelatine this can, of course, be left out and something else substituted.

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.5 lbs. gelatine	.....	.....	.47
16.0 lbs. evap. milk 8%	1.28	2.56	3.84
2.0 lbs. skim powder	.....	1.90	1.90
10.4 lbs. butter 84%	8.73	....	8.73
57.1 lbs. skim milk	.....	6.08	6.08
100.0 lbs. mix	10.01	10.54	34.32

I am sure, however, if you will use the ingredients as given in table 2 you will not have the difficulty which you explained to me over the telphone.



Saving Ice—Saving Salt
Saving Money on Deliveries

for the Makers of Dairy Made Ice Cream

Each of the 15 trucks in the delivery fleet of the makers of Dairy Made Ice Cream, at Paterson, N. J., delivers ice cream at the lowest possible cost per gallon. Perfect refrigeration, assured by an ABC Refrigerator Body on each truck, explains why.

ABC Refrigerator Bodies use less ice and less salt than any other refrigerator bodies. All brine is retained in the tank and circulated through coils of heavy iron pipe — again and again. This circulating principle, plus a one-piece brine tank bottom — an exclusive ABC Body feature—prevents the waste of good cold brine through running or dripping. Consequently less salt and less ice are required to keep ice cream, milk and other perishable products at the exact temperature desired.

Longer life and lower annual depreciation of ABC Refrigerator Truck Bodies are assured by their rigid, composite construction. Sills and framing are of oak and maple. Pure corkboard insulation, set between two layers of heavy, waterproof insulating paper is used. There is a copper bottom and side lining in fresh ice compartment.

ABC Refrigerator Truck Bodies are adaptable to any type or size of chassis from 1-ton to 7-ton capacity.

ABC REFRIGERATOR MOTOR TRUCK BODIES AND WAGONS

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Dairy Refrigeration

Continuation of an Important Topic by a Recognized Authority

By F. B. FULMER

THE condition or state that we term cold is a negative form of molecular energy. It is supposed to represent a slower action of the molecules of any particular substance, and the slower the rate of vibration or movement, the colder the substance will be.

The production of artificial cold may be effected by three methods: Solution, Evaporation and Expansion.

Cold by Solution.

If one part of ammonium chloride and two parts of ammonium nitrate, by weight and in a pulverized form, are dissolved in three parts of pure water at a temperature of 40 degrees Fahr., a very cold solution will result. If the solution is stirred with a test tube in which a little water has been placed, the water in the test tube will be quickly frozen. A thermometer placed in the solution will register a temperature of approximately 15 degrees Fahr., which is 17 degrees below the freezing point of pure water.

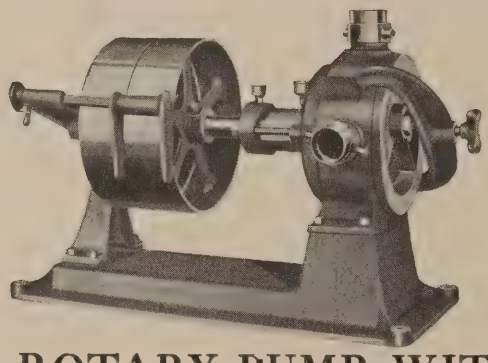
If a hand full of common salt is mixed with a pint of water at ordinary room temperature and the solution is stirred with a thermometer, a fall of several degrees will be noted. The breaking up of the crystals of a solid require a certain amount of heat, and the rapidity with which the breaking up occurs determines the result. In the case of the salt crystals, the molecules at the surface, due to their velocities, have a tendency to pass off, but the attraction of the other molecules tends to hold them back and as the latter attraction is the stronger the substance retains its form for the time being. When the salt is placed in the water the attraction of the water molecules for the salt molecules aid the latter to pass beyond the attraction of the other salt molecules, but not at a rapid velocity and as the attraction of the salt molecules diminishes the attraction of the water molecules increases, after which a breaking up occurs; the one form of attraction works against the other, which results in a slow molecular action and a certain degree of cold occurs. Sugar and water will produce the same action. On the other hand if the attraction of the water molecules is much stronger than the backward pull of the dissolving molecules, as with potash or lime, the molecular velocity is increased and heat is produced in the solution by the more rapid action, hence the cause of the steaming and the apparent boiling when quick lime is "slacking." The molecular attraction is so great between water and sulphuric acid that when equal parts of those two substances are mixed at ordinary room temperatures the resulting soultion is heated to near the boiling point.

THE principle involved in producing cold by solution is put into practical use when crushed ice and salt are mixed together to freeze ice cream, or to harden and keep it firm after freezing has occurred. By mixing three parts of finely crushed ice and one part of salt a temperature of zero may be obtained. In practice for ice cream work the proportion of ice and salt is usually not more than one part of salt to eight or ten parts of ice.

The ice used will contain a certain amount of latent (cold) energy, and the same amount of heat will be absorbed if it were allowed to slowly melt, but the attraction of the salt for the moisture contained in the ice creates an exceedingly strong chemical affinity, resulting in a rapid breaking down of the ice, which liberates the latent energy in a short period of time and accomplishes a large amount of work. A pound of ice contains 144 B. T. U. of cold energy and if it were allowed to slowly melt, covering a period of several hours the refrigerating effect produced would be very small, as it would be gradually diffused throughout the surrounding atmosphere, but when the melting is confined to a period of a very few minutes, the latent energy is concentrated and the resulting temperature may be as low as the zero point.

The result of the chemical combination of salt and ice is a strong brine with a temperature below the freezing point, depending on the degree of concentration and in some small plants this method is used in freezing ice cream. After the ice cream has been frozen it is packed in tubs or specially constructed wooden boxes, which are deep enough to allow about three inches of crushed ice and salt to be placed over the tops of the ice cream cans. The cans are placed close together and the intervening spaces are firmly packed with the ice and salt mixture. When well packed, with a three-inch layer on top, the ice cream will harden in about three hours' time.

When ice cream is held any length of time by the ice pack method, care should be taken to recover as much useful work out of the brine as possible. When the brine first forms from the action of the salt upon the ice, it is near a temperature of zero, and under ordinary



A ROTARY PUMP WITH HIGHER EFFICIENCY

Operating at a low R. P. M., and with a minimum power requirement, the Viking Rotary Pump delivers an unusually high efficiency, even under extremely difficult conditions.

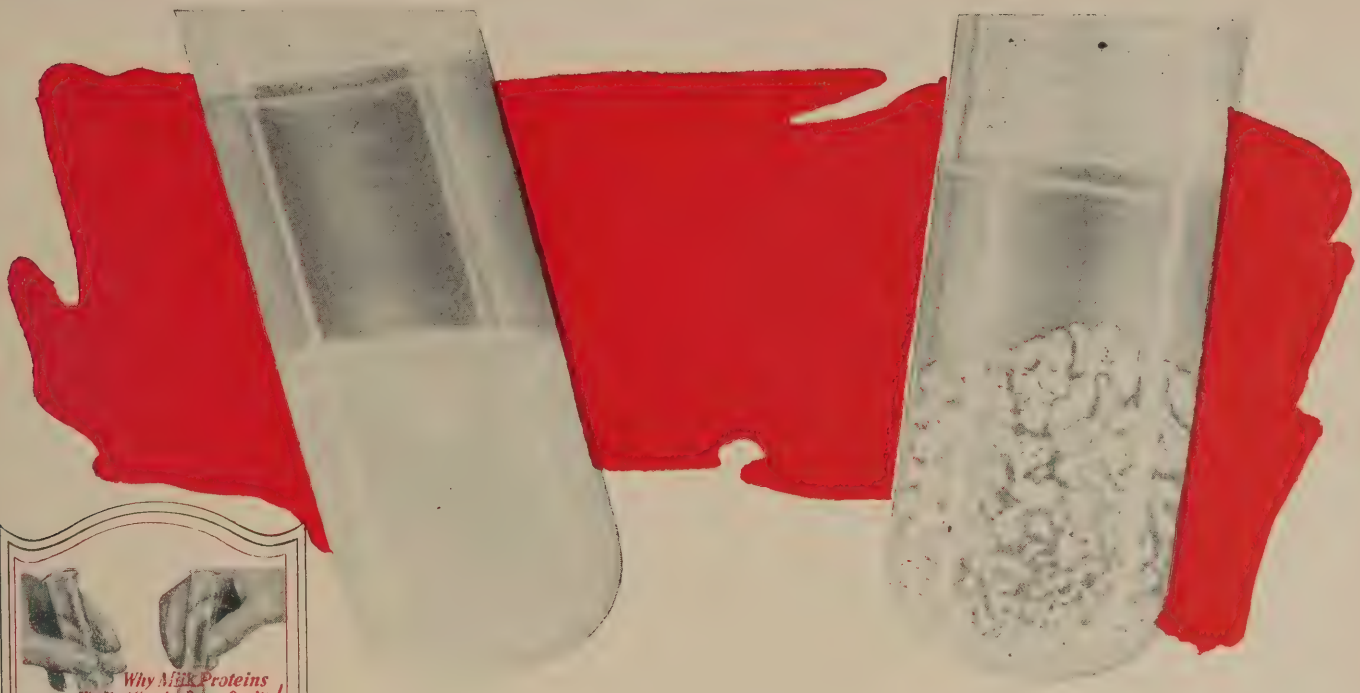
Built ruggedly of best materials and involving an improved pumping principle, the Viking has become the universal choice for every pumping purpose.

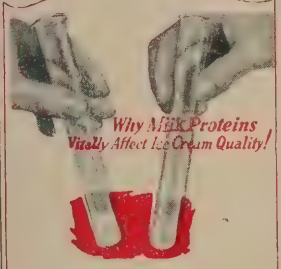
Could you ask for greater proof of what the Viking will do in your plant than that over 50,000 are now in successful use?

New, enlarged catalog, showing Vikings for every use, mailed upon request. Ask today.

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Viking Pump Sales Co. - - - - - - 204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co. - - - - - - - - 519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co. - - - - - - - - - - Houston, Texas
Menge Pump & Mach. Co. - - - 862 Tchoupitoulas St., New Orleans, La
De Laval Pacific Co. - - - - - - - - 61 Beale St., San Francisco, Calif.





Here are two test tubes. The milk used in each is identical. But note in the test tube on the left how Gumpert's Ice Cream Improver has worked on the *Casein, so that it is soft, fluffy and easily digested. Then note the other test tube. See what happens when Gumpert's is absent—the *Casein is tough, stringy and indigestible.

(*Casein precipitated by Van Slyke Method)

Scientific Proof That You Can Make Better Ice Cream

YOU can produce ice cream of better quality through control of a vital factor—*the soluble proteins.* In milk, which plays such an important part in ice cream production, the composition consists of from 84% to 90% water, and 10% to 16% "solids." These "solids"—the Casein or protein —are important in determining the quality of your ice cream.

Now You Can Control This Elusive Factor

Note the results shown in the test tubes. Observe what happens to the Casein (protein), when Gumpert's Ice Cream Improver is added. Just as Gumpert's Ice Cream Improver softens the Casein in milk when precipitated by the Van Slyke Method, so when Gumpert's is added to your mix *it softens the milk solids.* That's why when Gumpert's is used, it produces ice cream of a velvety smoothness and richness.

Use It 365 Days A Year

For ice cream of wonderful richness of taste, ice cream that will create a bigger demand and larger profits—unvarying quality is essential. To obtain it you should *use Gumpert's Ice Cream Improver every day in the year, winter as well as summer.* Over 2000 leading Ice Cream manufacturers are profiting by this method. They are making ice cream uniformly superior in quality.

If You

Are not now using Gumpert's Ice Cream Improver, we will be glad to send you a generous sample.

S. GUMPERT CO., INC.
Bush Terminal Brooklyn, N. Y.

Gumpert's *Ice Cream Improver*

conditions the brine should not be drawn off oftener than twice during the day of twenty-four hours, and where care is taken, it may require only one drawing each day.

WHENEVER the human body, under healthy conditions becomes heated above its normal temperature, nature at once stimulates the functions of certain glands and the resulting action is termed perspiration: a watery substance is deposited on the outer surface of the skin, which evaporates and produces a cooling effect, lowering the temperature of the body to its normal point.

The faster the evaporation occurs the quicker the change in temperature takes place and the greater will be the cooling effect produced. The circulation of air has a marked effect on the rate of evaporation. The drying effect of the wind on the roads after a rain fall and on the wet clothing hanging on a clothes line, which soon dries in the breeze, are well known illustrations.

When a small amount of ether is placed on the palm of the hand, it will evaporate rapidly and produce a mild sensation of cold. If a current of air is forced upon the palm of the hand and the evaporation is intensified, the cooling sensation is more pronounced. By taking an ordinary floating thermometer, wrapping some cheese cloth around the bulb, saturating the cloth with ether and forcing air upon the bulb of the thermometer by blowing the breath through a milk pipette, the temperature registered by the thermometer will fall very rapidly, and if the blowing is continued long enough a temperature as low as 12 degrees Fahr. may be obtained, which is 20 degrees below the freezing point, and this in face of the fact that the breath from the body is at least 80 degrees warmer than the temperature registered by the thermometer.

THIS principle of cooling by evaporation is made use of in warm climates to keep articles of food in good condition. Boxes with open sides are set out of doors and covered with burlap and water is allowed to trickle down the sides to keep the burlap moist all the time. The wind passing through the moist burlap causes a rapid evaproation of the water and this in turn cools the air on the inside of the box which contains the articles of food. Butter will remain firm in the hottest of summer weather, milk will keep cool and sweet and evegetables will be fresh and crisp.

On the plains of tropical India where the wind blows with considerable velocity all the time, water has been cooled in large porous vessels to a very low temperature, and at night time when the vessels are placed on a layer of straw to insulate them from the earth and the rapid evaporation caused by the winds will, according to authentic reports, result in the formation of ice.

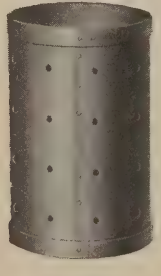
WHEN a gas is compressed a certain amount of heat is generated and the initial temperature is correspondingly raised. When the compressed gas is allowed to re-expand to its original volume it will absorb practically the same amount of heat as was generated by compression, and if no heat has been lost by radiation or any absorbed by the mechanical appliances used for compressing, the re-expanded gas will have the same temperature that it had at the beginning. This is somewhat analogous to a coil spring returning to its original position after the pressure of weight has been removed.

However, on the other hand, if the compressed gas has some of the heat abstracted from it, that was formed by the action of compression, it will have to absorb heat from some source whenever it is allowed to re-expand. The amount of heat that is absorbed will be practically the same as was given up during the cooling process. From this it follows that the lower the temperature to which the compressed gas is cooled, the greater will be heat absorbing properties when it is allowed to re-expand. This is the fundamental principle involved in mechanical refrigeration and will be considered later.

This principle is made use of when bottled drinks are put up under pressure. When the stopper is removed the confined air (or gas, as the case may be) is allowed to expand and a cooling effect is produced. If confined air is allowed to expand into a vacuum no work is done and the temperature is not changed. When compressed air is allowed to suddenly escape from confinement the water vapor that is associated with the compressed air will form icicles around the place where it escapes.

(Continued on page 56)

Wall Super Service Steel Cylinders



Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

WALL SUPERIOR PRODUCTS SINCE 1864

P. WALL MFG. SUPPLY COMPANY

3058 - 3098 Preble Ave., N. S.
PITTSBURGH. PA.

SINCE 1864

SMITH COMPUTER

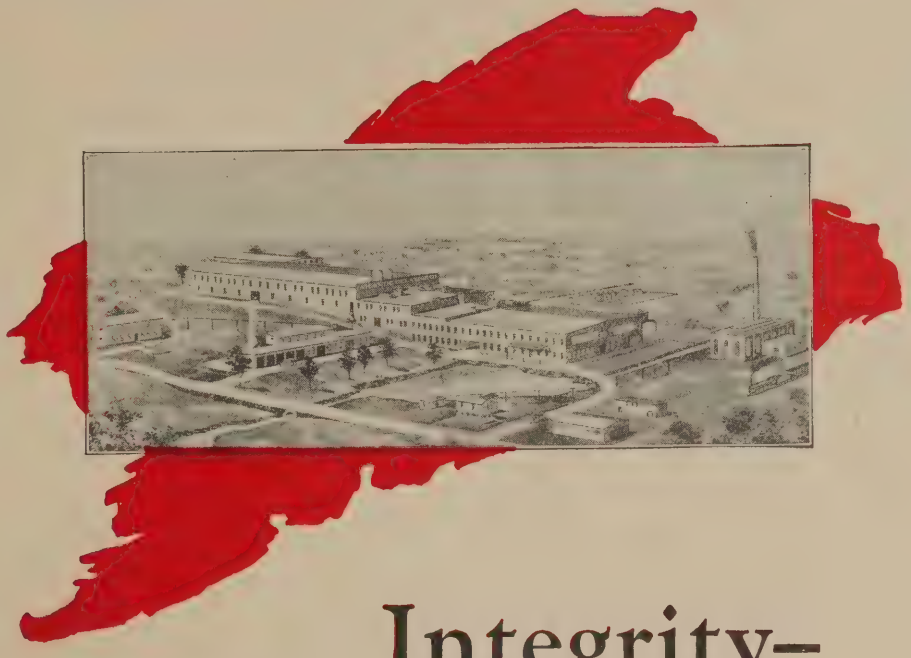
(Formerly Eby's Handy Tables)

Price $3.00

Your money back if it is not what you need. Send your order at once.

THE OLSEN PUBLISHING COMPANY
Fifth and Cherry Sts. Milwaukee, Wisconsin

We are always pleased to welcome our customers and prospective customers. Visit the Atlantic Gelatine factory where skill, modern equipment, selected materials and Business Integrity produce the world's best Gelatine.



Integrity–

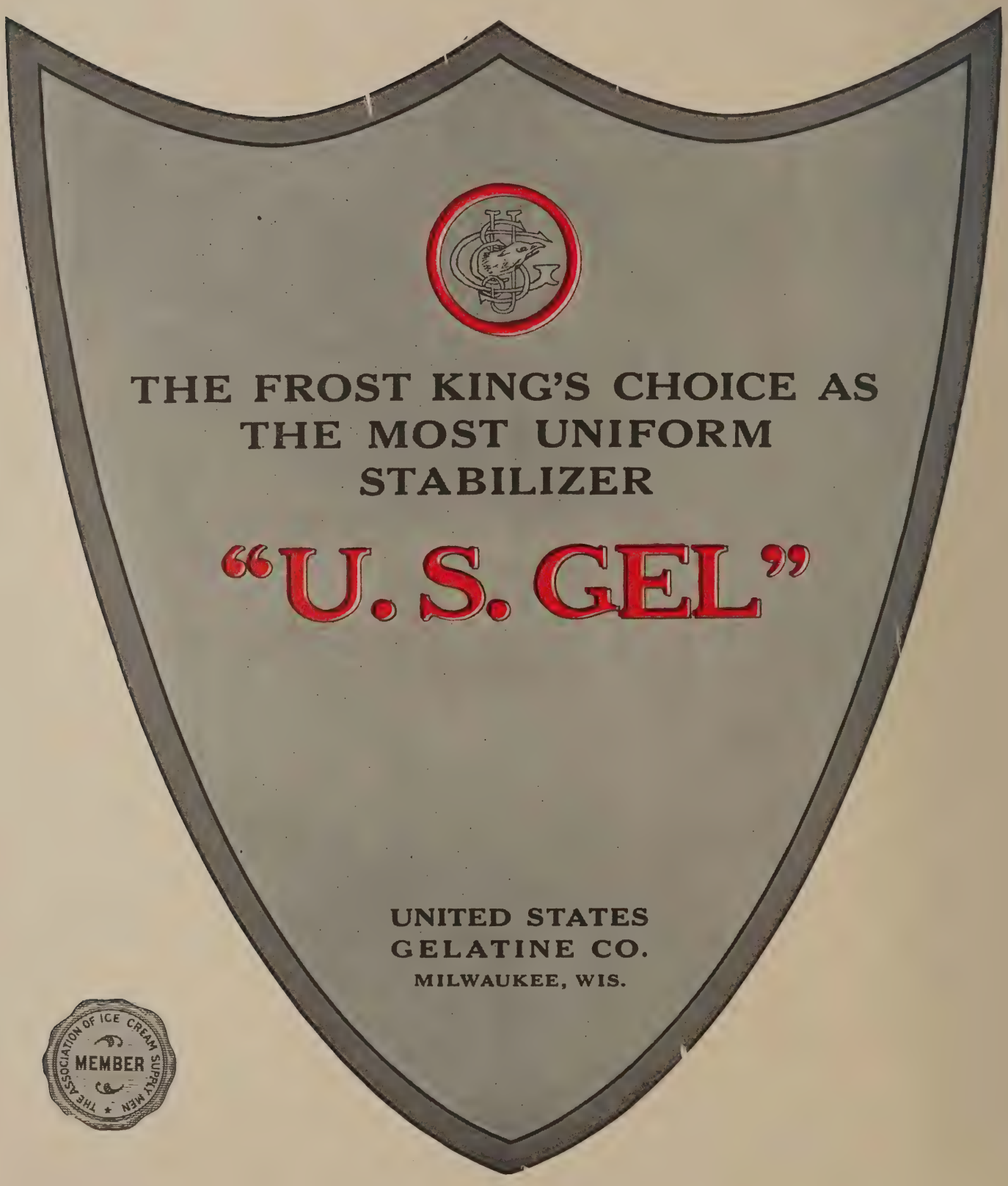
Behind Quality stands Integrity. One is impossible without the other. The product bespeaks the maker.

Atlantic Super-Clarified Gelatine has won a place of distinction in the minds of the best candy and ice cream manufacturers of the country. While the quality of Atlantic Gelatine is materially a matter of modern manufacturing methods, lowered costs and advantageous buying facilities, highest quality is only achieved when the intangible ingredient, Business Integrity, has been liberally included.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 1019 Woolworth Bldg.

ATLANTIC *super-clarified* GELATINE



THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER

"U. S. GEL"

UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.

75%
of Our Clients Are
FLEET OWNERS
of
Zero Refrigerator Bodies



Dollars and Sense

John J. Grothe Co., Inc.
Zero Building
Woburn, Mass.

---She Waited an Hour in California for "That Delicious Velvet Walnut Ice Cream"



—Read What Mr McColl Says:

JOHN B. McCOLL
CONFECTIONER
510 MARKET STREET
REDDING, CALF

August 4, 1924

The International Company
Baltimore, Maryland.

Gentlemen:

I have a strictly retail high class business, and can truthfully say that my trade is wild over Black Walnut ice cream.

A great many tourists pass through our town, which is on the Pacific Highway, only the other day a lady came in and asked "Is this the store that makes the famous Black Waluut ice cream?" I told her it was. She had heard about the ice cream somewhere in Oregon, and although going through, waited over an hour until a batch was frozen to get a dish. She thought it delicious.

Personally, I like it very much.

Very truly yours,

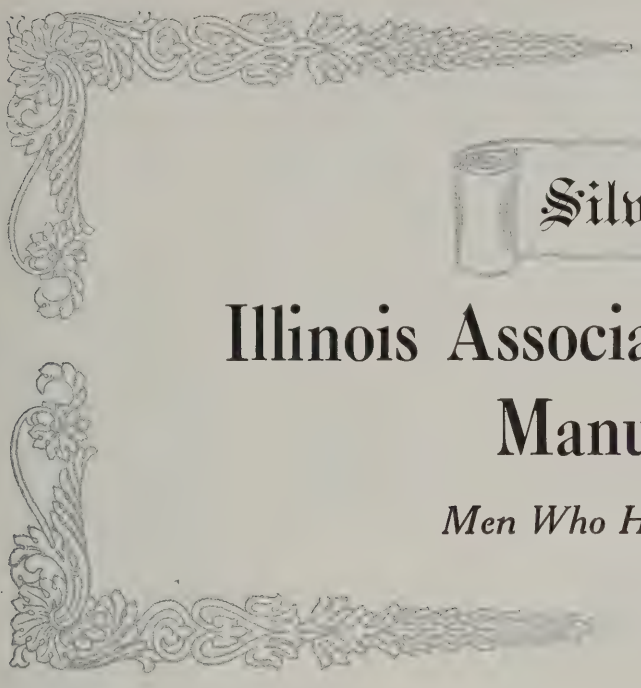
John B. McColl

Made with those big, plump black walnut meats, chopped and mixed with famous Velvet Black Walnut Flavor blending perfectly with the rich cream!

THE INTERNATIONAL COMPANY

LOMBARD AND COMMERCE STS. *Producers of* Velvet Egg Yolk BALTIMORE MARYLAND

MEMBER



Illinois Association of Ice Cream Manufacturers

Men Who Have Stuck to the Guns

TAKING place this month is an event that should hold the interest and most thoughtful consideration of every ice cream manufacturer in the land. It is the silver anniversary jubilee of the Illinois Association of Ice Cream Manufacturers. Members of the industry in that state will gather in Chicago and look back upon 25 years of exceedingly constructive work.

In this issue we are relating something of the achievements of the Illinois association, the industry's oldest organization. Its record stands high as a lamppost of opportunity to ice cream men in other states.

The high position of the state of Illinois in dairy production, particularly in the manufacture of ice cream, is well known throughout the industry. Illinois holds third position in the production of ice cream. This is largely due to the good work that has centered around the activities of the Illinois association, for in its membership are men who, year after year, are constantly forging ahead with advanced business manufacturing methods and sales practices.

HOW many of us who are thoroughly sold on the association idea often have wished for some concrete example to cite to the man who does not believe in supporting his association. The men of Illinois give us a ready answer.

When a man yawns and says, "Oh, the association business is not worth while," we can reply, "See what the Illinois association has done."

An unfair competitor says, "Oh, what's the use of bothering with this association stuff? Nobody is sincere. Everybody wants all they can get." The reply can be, "Look at the Illinois association." To the man who is too busy to go to the convention we can say, "Look at the Illinois association, with a membership of men ranking right at the top of the 'big' ice cream manufacturers of the country."

A record of 25 years of constructive service will be celebrated this month. In that space of time the Illinois association has shown the men who didn't have time to attend conventions that it was good business to take the time.

THE Ice Cream Review extends the heartiest congratulations to this singularly useful body of men. And in conveying our respects we feel sure that we speak for the industry as a whole. There is no doubt that every ice cream manufacturer who understands the importance of associated effort in work to promote this industry's welfare is deeply interested in this silver jubilee.

Through 25 years of problems and crises the Illinois gentlemen have held to faith in each other and have weathered every storm that has arisen, every wind that has blown. This is a lesson many of us should take deeply to heart. We do not know just how largely this meeting will be attended. The Illinois association, naturally enough, is expecting a large attendance from manufacturers in that state. Officials have mailed invitations to leading manufacturers in many parts of the country.

BUT it is deeply to be hoped that when the president sounds his gavel at the opening session there will be full realization among the men present that an event of great import will be about to take place.

Gentlemen of Illinois, congratulations.

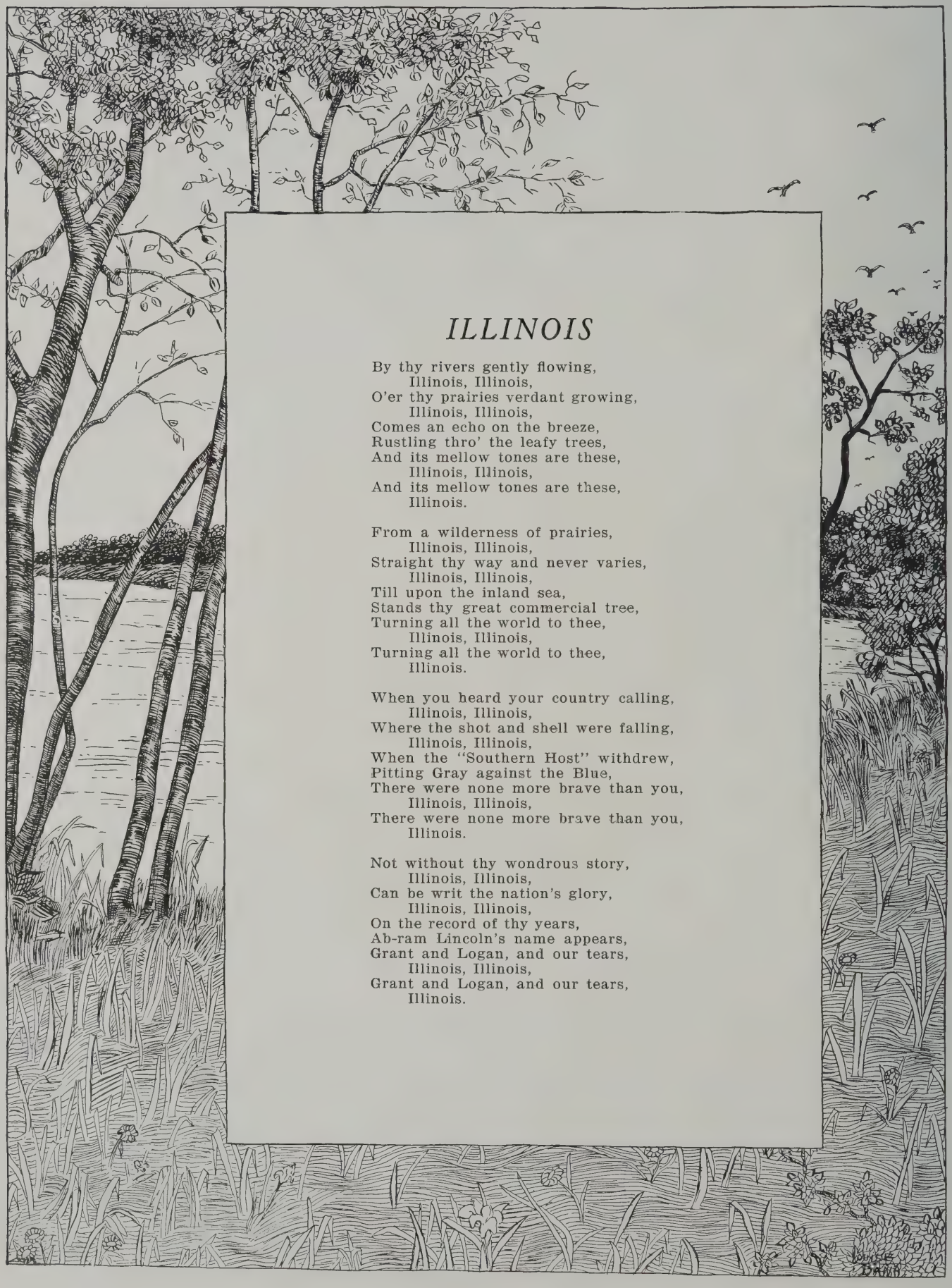
Gentlemen of the silver jubilee, the ice cream industry is fully conscious of the great honor that is yours, and shares with you the great pride you must feel in this hour of high achievement.

All the world loves and honors men who stick to the guns and hold to the faith that will not be denied.

You have stuck to the guns.

You have held to the faith.

Your victory is ours.



ILLINOIS

By thy rivers gently flowing,
Illinois, Illinois,
O'er thy prairies verdant growing,
Illinois, Illinois,
Comes an echo on the breeze,
Rustling thro' the leafy trees,
And its mellow tones are these,
Illinois, Illinois,
And its mellow tones are these,
Illinois.

From a wilderness of prairies,
Illinois, Illinois,
Straight thy way and never varies,
Illinois, Illinois,
Till upon the inland sea,
Stands thy great commercial tree,
Turning all the world to thee,
Illinois, Illinois,
Turning all the world to thee,
Illinois.

When you heard your country calling,
Illinois, Illinois,
Where the shot and shell were falling,
Illinois, Illinois,
When the "Southern Host" withdrew,
Pitting Gray against the Blue,
There were none more brave than you,
Illinois, Illinois,
There were none more brave than you,
Illinois.

Not without thy wondrous story,
Illinois, Illinois,
Can be writ the nation's glory,
Illinois, Illinois,
On the record of thy years,
Ab-ram Lincoln's name appears,
Grant and Logan, and our tears,
Illinois, Illinois,
Grant and Logan, and our tears,
Illinois.

J. G. Cherry Co.

Cedar Rapids, Iowa

Chicago Office:
140 South Dearborn Street

Complete Ice Cream Plant Equipment

The Glacifer Company

Miller Street

Somerville, Mass.

"Glacifer" Dry Shipping and Delivering Packers in all sizes



Refrigerating and Ice Making Machinery

Richmond Cedar Works

Richmond, Va.

Branch Office:
769 West Adams Street, Chicago
J. Shepherd Parrish and S. P. Parrish
Representatives

Ice Cream Packing Tubs

Burge Machine Works

218-230 N. Jefferson St.

Chicago, Ill.

SOLE CENTRAL AGENTS
Baker Ice Machine Co., Omaha, Neb.

Illinois Silver Jubilee

Twenty-five Years of Constructive Co-operative Work to be Celebrated This Month by Illinois Association of Ice Cream Manufacturers. Industry Honors Oldest Association

HONORS hang high for the Illinois Association of Ice Cream Manufacturers as members of that body prepare for their association's silver jubilee, the 25th annual convention, which will be held in Chicago October 28 and 29, with Hotel Sherman the convention headquarters.

A record attendance is the outlook. Men prominent in the industry in all parts of the country are expected. A program in keeping with the spirit of the occasion, and particularly bearing upon timely trade topics, has been prepared. It will be a typical Illinois program, which is to say it will provide for an interesting and constructive convention. Men who have been identified with the association for many years, several of them charter members, will speak.



R. W. WOODHULL,
First President Illinois Association.

The oldest state association in the country, the Illinois body, long has led the way for other state organizations. Letters of congratulations have been received by officials of the veteran association from all sections.

Among the subjects to be discussed are refrigerated cabinets and fountains, service charges, motor truck delivery, co-operative advertising, cost accounting, and bulk goods versus package goods.

THIS will be one of the outstanding conventions of the year. As time draws near for the event charter members are reminded of the growth of the association since the early days, when the body used to meet, "small in numbers but great in enthusiasm," to quote Hon. Ross A. Woodhull, first president of the association, who spoke at the 1923 meetings.

At last winter's convention this man, who had the honor to be the Illinois association's first president, had much to say of the early history that will be of interest at this time. The attitude of the manufacturers in the early days was explained when Mr. Woodhull said:

"The ice cream industry was little thought of and little noticed until by force of its importance in our lives it gained recognition, and when it reached the proportion as to gain that recognition, it then received the attention of the legislators and of those charged with the responsibility of safeguarding the food supply of the people.

"THE ice cream men, I think, up to that time, were absorbed in the idea of developing their business to a profitable stage. They were not unmindful of the safeguards that they might throw around their products, but because of the lack of understanding, and the lack of appreciation of the problems that confronted those in the business, the progressive mind in shaping legislation and in drafting rules and regulatory measures were slightly in advance of the industry." However—

"As time went on, little by little, as science developed possibilities, we finally attained a point where we can measure up to all the requirements imposed upon us."

But with regard to those early problems, the first president assures all who were not in the business 20 and 25 years ago that—

"At the time of the great revelation of possibilities, scientific and otherwise, many men in business, because of limited capital, and perhaps limited understanding and limited organizations, were not in position readily and immediately to adjust themselves and meet the requirements, and it was the force of the necessity of the hour that gave birth to the organization.

"YOU know they all say that we are indifferent to the things around us until they vitally affect us, and I think that is quite generally true. I think in the main we are all selfish. I think we are all occupied with our own ambitions and desires, and we don't lend our

(Continued on page 62)



Sherman Hotel, Convention Headquarters.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

K.V.P. Genuine Vegetable Parchment
Of Kalamazoo you know
Solves ice cream wrapping problems
And makes the business grow.

KVP

Kalamazoo Vegetable Parchment Co.

Kalamazoo, Michigan, U. S. A.

Greetings *from*

Gifford-Wood Co.
BUILT STRONGER LAST LONGER

ICE HANDLING MACHINERY AND TOOLS

Crushed Ice Elevators
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Ice Breakers
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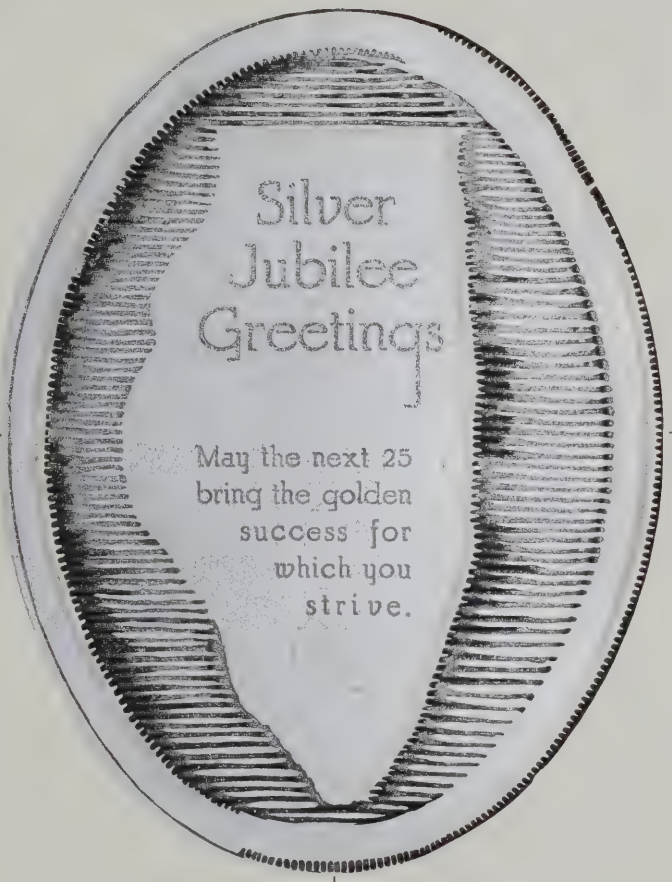
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For more than

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25 Years

TAG

TEMPERATURE
Instruments
HAVE BEEN ACCURATE

"For every temperature problem
TAG makes The One Best Instrument"



C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN, N.Y.

Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769

TAGLIABUE MFG. CO. N.Y.

ACCURACY PLUS QUALITY — Nafis TRADE MARK — SAVES YOU MONEY

Standardize the Color of Your Ice Cream
by using the
Nafis Standard Ice Cream Color Rods

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glassware for Testing Milk and Its Products

17-23 North Desplaines Street
CHICAGO, ILL.

For Sale by All Dealers in Nafis Glassware

Illinois Industry Has Made Great Progress Through Its Association

*By L. W. ROSZELL**

THE Illinois Association, I believe, has the distinction of being the oldest state organization in existence, and was the forerunner and the basis upon which was founded the national association, the first meeting of ice cream manufacturers being held in Peoria, about twenty-five years ago. This meeting was attended by a few leading manufacturers in this section of the country. An association was formed which developed into the old Three-I Association of Ice Cream Manufacturers, meaning Illinois, Indiana and Iowa.

It later became known as the Central States Association, and out of this came the great national organization we now have; so Illinois has always been in the forefront in association matters.

I do not think that any industry can thrive without an upstanding trade organization. I believe that the ice cream industry has made greater progress since the founding of the trade organizations in the various states and the national organization than they would have made in a great many years without this stabilizing influence in that particular industry.

No man today, engaged in any business in which there is a creditable trade organization, can afford to do business without belonging to that organization, and merely belonging and paying yearly dues does not discharge the full obligation of any man to his business.

TO BE worthy of a place in the sun in any business or industry there is a certain obligation that we owe to that business of putting something into the business that is of a benefit to the industry in a general way.

Selfishness in any industry reacts directly to those engaged in it, and, in my opinion, the biggest and strongest and most solid businesses in the United States today are those in which broad-minded and broad-visioned men have put into that industry the best that was in them and have not attempted to cover up and to withhold from the business those things that go to promote better and bigger understanding of the industry in which they are engaged.

* General manager, the J. D. Roszell Co., Peoria, Ill.

CRUISE PLANS AFTER NATIONAL CONVENTION.

(Continued from page 14)

John J. McDonald and four, Arctic Dairy Products Co., Detroit, Mich.
J. W. Newman and wife, Secy. Pa. and N. J. Assn., York, Pa.
J. A. Risch and wife, Tip Top Creamery Co., Vincennes, Ind.
F. W. Fisher, Seattle Ice Cream Co., Seattle, Wash.
Conrad B. Blommer, Blommer Ice Cream Co., Milwaukee.
M. Winston and party, Blanke-Baer Ext. and Pres. Co., St. Louis, Mo.
Calvin Leichtman and wife, Leichtman's Ice Cream Co., Hazleton, Pa.
J. R. Smith and wife, DeRidder Ice Cream Co., DeRidder, La.
S. M. Ross, wife and family, Moores and Ross Ice Cream Co., Columbus, O.
Frank Doyle and party, E. St. Louis, Mo.
Fred Hollweg and wife, New York, N. Y.
L. W. Roszell and family, Peoria, Ill.
John W. Cherry and wife, John W. Cherry Co., Danville, Ill.
F. W. Martin and family, Hazlewood Co., Spokane, Wash.
Edw. Kleinenberg and family, Chicago, Ill.
J. W. Kisner and wife, Champaign, Ill.

IN ADDITION to the above mentioned, a number of manufacturers and supplymen have announced their intention of making the trip, however, up to this writing have not received their direct application. All manufacturers' and supplymen's attention is called to the fact that it is necessary for them to make reservations on or before the 20th of September, after which date the unused space on this famous "S. S. Heredia" will be released for open sale to the public and it is hoped that all who expect to make this cruise will communicate with Transportation Manager B. J. Schilling, 620 Marquette Bldg., Chicago, Ill., advising reservations desired.

The above and attached in accordance with your request of recent date and trust you will give it all the publicity possible.

STEAMER LOAD GOING TO DAIRY SHOW.

Widespread Interest Indicated in Pacific Dairy Show.

Evidences of widespread interest in the Pacific Slope Dairy Show, to be held in Oakland, December 10 to 16, are forthcoming daily, according to announcement by the management.

Ice cream manufacturers and dairy people of British Columbia, Washington, Oregon and Idaho are planning to come to Oakland on an ocean liner. News to this effect has been received from J. H. Kugler, secretary of the California and Southwestern States Ice Cream Manufacturers' Association, who recently visited in Seattle and conferred with President W. S. V. Robb of the Pacific Ice Cream Manufacturers' Association.

Manager Robert E. Jones has just returned from a visit to Southern California and reports that interest in the South is just as keen as in the Northwest. Several hundred people of the dairy industry will visit Oakland from the Southern part of the state. Many of them will drive up and it is planned to have at least one special train.

Much interest is being exhibited this year in the dairy products competitive display. This department of the show will again be in charge of Professor Grover D. Turnbow of the California College of Agriculture staff. Professor Turnbow is now at work, with Dr. C. L. Roadhouse, president of the show association, on the premium list for the 1924 show. Before the opening of the Oakland exposition, Professor Turnbow will make a trip East to gather entries; and also a trip into the Pacific Northwest. Last year dairy products exhibits represented the largest assemblage of dairy products and competition in the United States. It is hoped to break a record this year.

An evidence of the widespread interest in the Pacific slope show is the fact that already inquiries are being received for entry blanks and premium lists from East-

(Continued on page 56, column 2)

Smith & Mann

914 West York St.

PHILADELPHIA, PA.

Smith & Mann Cabinet Valves

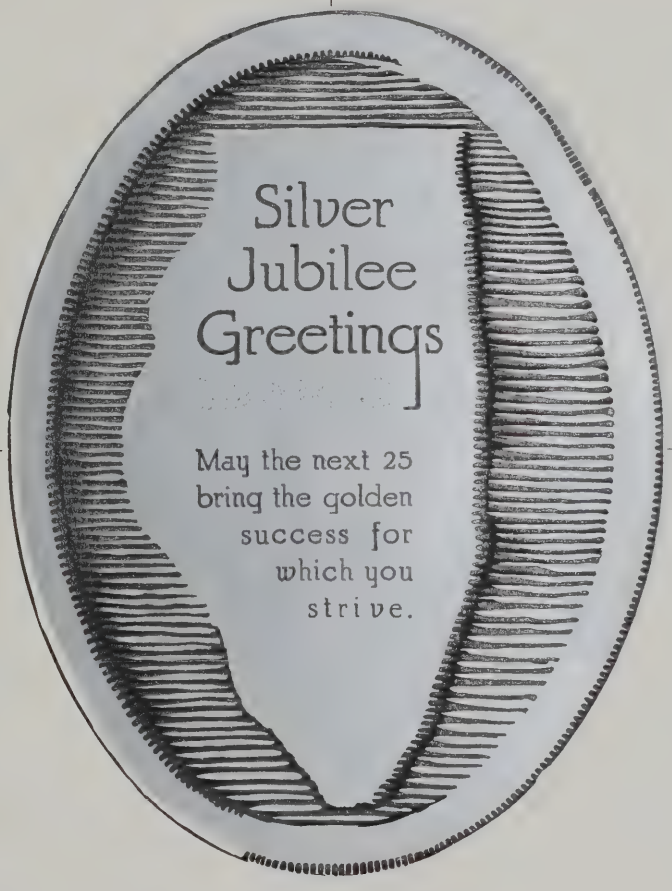
Consolidated Wafer Co.

2628 Shields Avenue

CHICAGO, ILL.

"CREMO CAKE" CONES

America's Finest Cone



Architect and Refrigerating Engineer

Specializing in Ice Cream and Dairy Plants

M. R. Carpenter

72 W. Washington St.

Chicago - - Illinois

Allen One-Piece Sanitary Can Liners

Use them in all your cans

Allen Candy Company

Manufacturers

Pontiac - - Illinois

Achievements of Illinois Association

*By F. J. BRIDGES**

AS TO what is the mission of an organization such as the Illinois Association of Ice Cream Manufacturers, and what it means to the ice cream industry of the state, would say that this organization means the same to the ice cream industry of this state as any other well organized and conducted association of manufacturers and business men invariably means to any industry.

There is no doubt that greater progress has been made in all lines of endeavor since the time that businessmen became fully aware of the value of organization. Organizations, such as the Illinois ice cream manufacturers' association, provide means for the dissemination of information of value to the industry and the individual.

It is the means by which progress is brought about for the benefit of all concerned. It means that each individual member, if they have their eyes and ears open, can save much valuable time by adopting ways and means in conducting their business as discussed in the meetings of the association, and thereby save money in the operation of their plants, which, of course, means added profit, elimination of waste and lost motion.

ANY manufacturer who will admit that he hasn't arrived at the point where he knows more about the ice cream industry than anyone else in the country should attend this and other ice cream conventions; as there are constantly new problems arising in the business and new thoughts to solve them. On the other hand, even if a manufacturer finds that on a majority of the questions his own opinion has been correct, there is a certain satisfaction in having that proved to him by contact with other straight-thinking manufacturers in the same line of business.

The Hydrox Corporation, while it has been in business for over thirty years, really dates its span of life from 1914, the year the business was acquired by the president, T. H. McInnerney.

OUR plans for increasing our gallonage are not unusual or different from what they have been in the past years; simply to keep on making the best ice cream we know how to make, giving the best service that it is humanly possible to do, and giving the dealer the highest form of merchandising co-operation.

These methods have always given us a handsome increase in our gallonage in the past and we have every reason to believe that as ice cream dealers see the effects of our policy all around them they will continue to increase our business every year to our own satisfaction.

* With the Hydrox Corporation, Chicago.

CONGRATULATES ILLINOIS ASSOCIATION OFFICERS ON ANNIVERSARY IDEA.

Jacksonville, Ill., Sept. 17, 1924.

I want to congratulate the officers of the Illinois Association of Ice Cream Manufacturers for the happy thought of getting together the manufacturers of the state and celebrating in a sane manner the Silver Anniversary of the organization. It cannot help but make a favorable impression on the public who are fast being sold the fact that ice cream is a daily food.

As I understand, the mission of the organization is to develop and broaden each individual in his membership so that the individual will reflect the spirit and standing of the association. This will be shown in his daily conduct as a citizen, who is able, ready and willing to take his place in his own community as an outstanding individual, who will take the lead in all matters that make a better city to live in.

His responsibility to the association will cause him to make a better product, to have better buildings and more modern equipment.

These are the main reasons why a manufacturer should attend the annual state convention, as every problem of his business, from advertising to refrigerated cabinets and fountains, will pass in review, be surveyed and analyzed, and every member will contribute something, and take back something in return.

I have been in the business here in this city for thirty-one years, and always try and attend all of our state conventions, and some of the national conventions, as I regard it as a simple duty for each member.

Very truly,

J. W. MERRIGAN.

STEAMER LOAD GOING TO DAIRY SHOW.

(Continued from page 54)

ern states. The first inquiry came from Fred C. Stapel of Edgar, Wis., who will exhibit.

W. B. Hopkins has been added to the staff as assistant manager of the show. Mr. Hopkins is now traveling throughout California on organization work. He is a man thoroughly experienced in the dairy industry, and has been for many years a director of the California Dairy Council.

Word has been received that San Luis Obispo county will enter the show competition this year. The exhibit will be in charge of Farm Advisor Frank T. Murphy.

Manager Jones also announced on his return from Sacramento that Sacramento county will be in again this year. The exhibit will be in charge of Jack Reid, exhibit manager for the Sacramento Chamber of Commerce.

⚜

Harry Ever was up to the exposition from Birmingham, all smiles over again being connected with the Southern ice cream industry, particularly since the South is the home of his bride, the daughter of the secretary of the Dixie Flyers.

⚜

Byron Morris was helping the Dixie Flyers talk up the New Orleans convention in November. It is noticeable that the Dixie Flyers boost just as earnestly for the success of the national convention as for that of their own Southern association. This is fine spirit. Many other people in the industry will do well to take note of that spirit.

⚜

Anyone who studies the advertisements in this paper does not have to be told that it is a profitable habit. He collects the profits daily.

Montgomery-Washburn Co.

Saugerties, N.Y.

"M-W" Iceless Ice Cream Delivery Can Jackets

Ice Cream Tub Covers

Dairy Aprons

Etc.

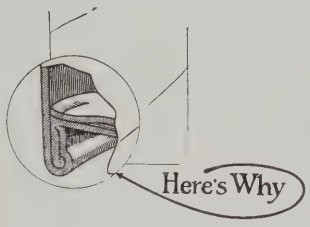
Sealright Co., Inc.

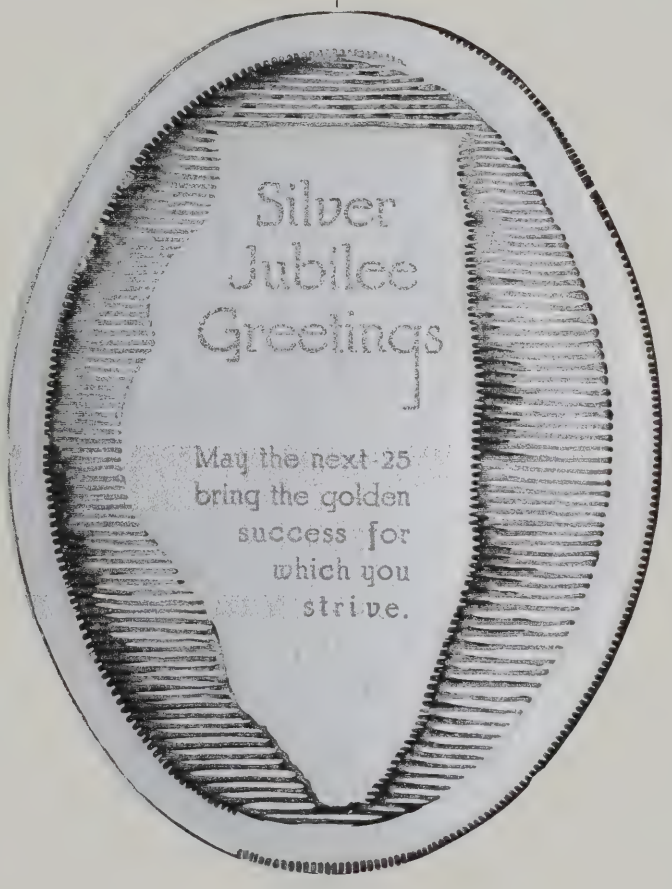
MAIN OFFICE AND FACTORY
Fulton, N.Y.

New York City Office
Zeigler Bldg.,
W. 43rd St.

Chicago Office
1162
Conway Bldg.

— SEALRIGHT —
Liquid Tight
Paper Containers





Condensing Equipment, Boilers and Boiler Repairs, Retinning.

Complete Ice Cream Plant Equipment

Alois Aufrichtig Copper & Sheet Iron Mfg. Co.

909 So. 3rd St.

St. Louis -- Missouri

A. H. Barber-Goodhue Co.

300 West Austin Ave.
Chicago, - Ill.

Twin City Branch: St. Paul, Minn.

Pioneering With the Illinois Association

A Review of the Association's Activities

*By JOHN T. CUNNINGHAM**

THE first association was named the Three-I's, designating the three states, Illinois, Indiana and Iowa. I attended a meeting of the new Illinois association at Joliet in 1899, and have been in attendance at every meeting or convention since. The Three-I's was afterward merged into the national association, of which I was made president at the famous convention at the old Grand Pacific Hotel in Chicago, in 1907.

Previous to this I was chairman of the food law committee, and at the time of the promulgation of the food and drugs act of June 30, 1906, was delegated to meet with the food officials at New York City.

Afterward I had an appointment with Dr. Wiley, chief of the Bureau of Chemistry, at Washington. This was the commencement of a long and expensive battle in the interests of the manufacturers as to definitions and standards for ice cream, which, to this day, evidently is not fully cleared up.

The controversy was waged on no-standard, minimum standard, definitions, and the so-called Wiley Standard, and we met with the standard officials seven different times, in seven different cities. During this time we were defending cases connected with this matter all over the country.

WE SPENT a lot of time and a lot of money. But that is history, except that I might add that it led to all this talk and argument about "the government standard." I was, as I said, chairman of the food law committee, and, for my part in the matter, was chosen as president of the national association, and was re-elected for another term.

I have been engaged in the manufacture of ice cream continuously since 1887, and have seen the industry grow from a matter of 250,000 gallons a year then, to over eleven million gallons in the city of Chicago alone.

I am pleased to say that my own business has about kept pace with this growth.

In view of the above work, which was pioneered by the "old guard," I believe that the whole-hearted support and loyalty is due both the state and national organization.

* One of Chicago's leading ice cream manufacturers.

ILLINOIS MANUFACTURERS OWE MUCH TO ASSOCIATION.

The Allen Ice Cream Company has always tried to do everything to aid and promote our state organization, and now that the twenty-fifth anniversary of this association is soon to be celebrated, we feel that we cannot say enough in trying to encourage every ice cream manufacturer of the state of Illinois to attend this convention, whether a member or not. I am sure if non-members do attend they will become so enthused with the active membership that they will become one of us.

We will, of course, be well represented, as we always are, and, while perhaps we are better listeners than talkers, we have always found there have been some lasting impressions made at every meeting of our state association.

Before closing, I might add that The Ice Cream Review is a source of much interest to us and the co-operation of this publication has no doubt helped in bringing together ideas and suggestions of ice cream manufacturers which has helped us all.

Association work is bound to put any legitimate business in a prosperous way and we know, personally, the Illinois association, with its friendship of members and co-operation, has practically doubled the gallonage in Illinois, and if the proper enthusiasm is taken in the future in this association work I am sure it can be doubled again in five years.

Yours truly,

ALLEN ICE CREAM CO.,

Per Geo. R. Courtright, Secretary.

DAIRY REFRIGERATION.

(Continued from page 44)

If a cylinder of carbon dioxide has a stop valve on one end and it is slightly opened so as to allow a small amount of the confined liquid to escape into a cloth bag, rapid expansion will follow and the intense cold produced will freeze the escaping liquid into a snowy white solid, which in turn will evaporate very rapidly, and a temperature as low as 100 degrees below zero on the Fahrenheit scale has been obtained by this method. Also, if a little anhydrous ammonia under a pressure of 100 pounds per square inch is allowed to expand through a small valve and the expanded gas is allowed to escape into the atmosphere through a small iron pipe, the cold produced by the escaping gas will form frost on the pipe in a very short time, though the pipe is exposed to direct sunlight on the warmest day in summer.

Table of Freezing Solutions and the Resulting Temperatures.

Parts of		Temperature falls from	Total fall
Snow 1	Salt 1	32 to 0	32 degrees
Snow 3	Dilute sulphuric acid 2	32 to —23	55 degrees
Snow 3	Hydrochloric acid 5	32 to —27	59 degrees
Snow 7	Dilute nitric acid 4	32 to —30	62 degrees
Snow 4	Muriate of lime 5	32 to —40	72 degrees
Snow 2	Chloride of calcium crystals 3	32 to —50	82 degrees
Snow 3	Potassium 4	32 to —51	83 degrees

The dairy industry's five-million dollar show in Milwaukee gave National Dairy Association officials much food for thought. Even at this time speculation is running high as to how great will be the interest in the 1925 exhibit. The interest is indicated by the fact that about twenty cities are preparing to open campaigns for the next dairy exposition.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Howe Ice Machine Company

2825 MONTROSE AVENUE
CHICAGO, ILL.

Makers of Compressors of Quality

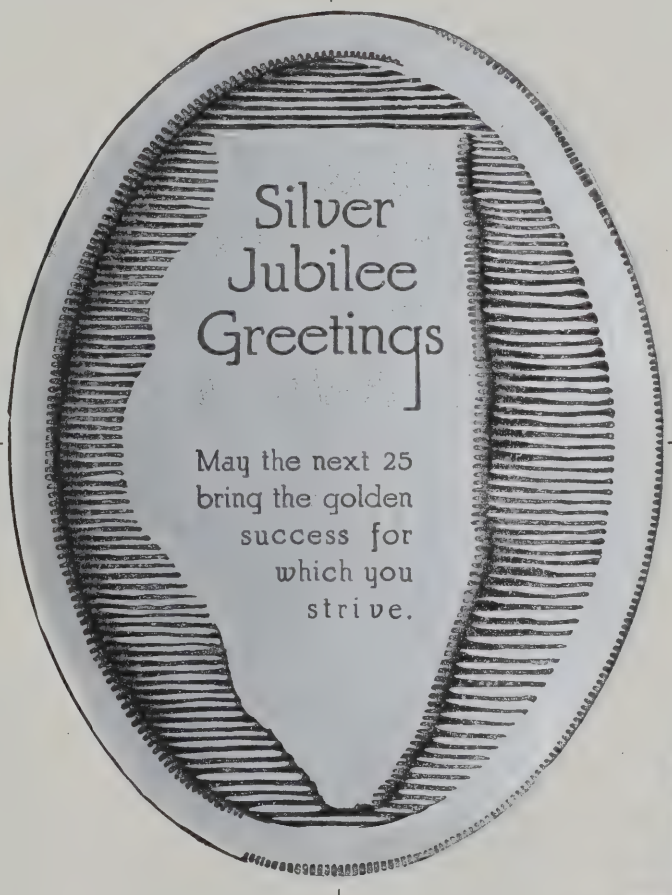
Refrigerating Machines
1 to 150 Ton Capacity

Cone Company of America

6001 SOUTH WESTERN AVENUE
CHICAGO, ILL.

Long Island City, N. Y.

"Havacones"
GUARANTEED PURE CAKE



The Impruv-Mix Company

2460 Amsterdam Avenue

NEW YORK CITY

Hallowell Sign Legs



Standard Pressed Steel Co.

Jenkintown, Pa.

Illinois Office:
Standard Pressed Steel Co.
28 N. Clinton St., Chicago, Ill.

NOTES ON ILLINOIS

Illinois is One of the Ranking States in Dairy Production

ILLINOIS' greatness in dairy manufacturing is indicated by dairy figures for 1923, issued by the U. S. Department of Agriculture. It is generally known that Illinois ranks in third place, just behind Pennsylvania and New York, in the manufacture of ice cream. Manufacturers of that state last year produced 12,391,000 gallons of ice cream. The creameries produced 47,249,000 pounds of butter. The state produced 5,124,000 pounds of cheese, and 2,269,000 pounds of evaporated milk.

* * *

N. LOEWENSTEIN has been secretary of the Illinois Association of Ice Cream Manufacturers since 1906. With the exception of the years 1909-10-11, when someone else temporarily discharged those duties, he has held that office continuously. He was made secretary of the National Association of Ice Cream Manufacturers when the Three-I Association of Ice Cream Manufacturers became the national association.

* * *

ILLINOIS' growth as a dairy state is indicated by figures published in the September issue of The Ice Cream Review, in the article by Prof. H. A. Ruehe of the University of Illinois entitled "Early History of Dairying in Illinois." These figures are repeated below:

(Census Figures.)

Year	No. milk cows on farms	Milk gallons	Butter pounds	Cheese pounds	No. silos
1870,	640,321	9,258,545	36,083,405	1,661,000	.....
1920,	957,313	370,486,981	69,685,255	6,412,701	30,000

* * *

ILLINOIS conventions for many years have been noted for enthusiasm and good programs. Last year's convention was more largely attended than four or five of some of the other state associations combined. This year's convention undoubtedly will break all records for this association.

* * *

RESERVATIONS have been pouring in upon Hotel Sherman. This large hotel ordinarily has ample accommodations for a convention, but in view of the wide interest this year, it is urgent that all planning to attend send in their applications for reservations at the earliest possible moment.

* * *

All aboard for Chicago!

Some of the Officials of the Illinois Association of Ice Cream Manufacturers



Z. G. GASSMANN,
Olney, Ill.
President



N. LOEWENSTEIN,
Chicago, Ill.
Secretary



G. E. THOMPSON,
Chicago, Ill.
Member of Advisory Committee



Mojonnier Bros. Co.

MILK ENGINEERS

4601 W. OHIO STREET

CHICAGO

EFFICIENCY PRODUCTS Mojonnier

Complete Equipment for the Ice Cream Factory



Our Plant is Your Laboratory, devoted exclusively to the development of better methods for the manufacture of ice cream.

Dry Zero Ice Cream Cabinets, Truck Bodies and Cold Storage Insulation

DRY ZERO INSULATION COMPANY

50 E. 42nd St. New York, N.Y.

Pfaudler

Glass Lined Equipment

Aging Tanks Pasteurizers Batch Mixers
Hoppers Butter Melters Chocolate Cookers
Truck Tanks Car Tanks

The PFAUDLER CO.

ROCHESTER, N. Y.

Originators and World's Largest Makers of Glass Lined Steel Equipment

CHICAGO OFFICE:—
1442 Conway Building, J. A. Simpson, *Mgr.*

ILLINOIS SILVER JUBILEE.

(Continued from page 52)

car to a general movement until we, ourselves, become involved. And when the industry reached that stage in development, then the recognition on the part of all as to the necessity of organization prompted such an organization. It was small, but, as I say, those who were in that organization at the time realized very keenly the need of the hour.

"That little nucleus has grown into this splendid organization.

"Convention assemblies are a splendid thing. Were it not for the combined thought of the men in the respective activities we would not be as progressive a city os as progressive a nation as we are now. Many heads are better than one. The wise man can learn from a fool, and the fool sometimes receives an added inspiration from the wise man."

THE Three-I Association of Ice Cream Manufacturers became the National Association in 1906. The "Three-I" Association was composed of the states of Illinois, Indiana and Iowa. The Illinois manufacturers formed a separate state association in 1906, immediately after the "Three-I" Association lost its identity.



NEW ENGLAND ASSOCIATION PLANS ROUTE TO NATIONAL CONVENTION.

The September meeting was held at the Poland Spring House, South Poland, Me., on September 13, 1924. The business meeting was called to order at 2:30 p. m. by President Platt who announced the following new members:

ACTIVE:

Colonial Ice Cream Co., E. Providence, R. I.
Hartford Ice Cream Co., Hartford, Conn.
Skowhegan Jersey Creamery, Skowhegan, Me.

ASSOCIATE:

Brown Package Co., Winchendon, Mass.
Gardner, Walter J., Boston, Mass.
General Sheet Metal Works, Malden, Mass.
Shepardson Extract Co., Springfield, Mass.

The resignation of Frank Smith of Wakefield, R. I., and Ice Poles, Inc., of Boston, was read and accepted.

After presentation by the secretary of the different ways of going to the national convention in New Orleans, considering that the New York men are going over the New York Central, joining the Illinois men at Mattoon, Ill., it was voted

That the New England delegation go by the same route, joining the New York delegation at Albany.

That the October meeting be held at the American House in Boston on Wednesday, October 22, and that the meeting be devoted to the policies and distribution or handling of the iceless cabinet.

To make it an all day meeting, the first meeting to be at 10 a. m. Luncheon will be served and a meeting in the afternoon.

To invite the cabinet people to be on hand to answer questions but not for demonstration before the meeting.

Mr. Gentleman presented the advertising plan as approved by the national committee which will probably be taken up at the national convention.

The Poland Springs meeting from all indications was highly successful. There were about 125 present which included 35 of the ladies. They began to drift in Friday morning and Friday night there was a registration of 94.

Friday afternoon the golfers and would-be golfers enjoyed a round on the golf course while the others visited and enjoyed the concert in the ball room or one of the movies.

Saturday morning the golfers took a preliminary round and at 9:30 the baseball game was played, George Dooley being captain of the supply men's team and Paul Harmon, captain of the manufacturers' team. The results of the game were very close, being 21—19, in favor of the manufacturers. There were too many star plays made for us to mention. There were the usual disputes with the umpire but nobody was disqualified.

While the men were playing baseball the ladies visited the Poland Spring bottling works, library and museum.

The business meeting was called at 2 o'clock. During the business meeting Mr. Ricker gave a talk to the ladies telling them how Poland Springs had been developed, giving some very interesting Maine history. Later the ladies visited the Shaker village.

Although it rained in the afternoon a 9-hole match was played for cups offered by the Simmons & Hammond Manufacturing Company. The low score winning the match was George Kimball of the Malden Ice Cream Company. Second was George Wallace of the Creamery Package Manufacturing Company. The high score was that of Mr. Cowan.

We had a dinner in the evening served at 7 o'clock and a general good time was had. Immediately after dinner Mr. John Mulholland of Philadelphia presented the golfers the cups that they had won and also presented Mr. Harmon with a fancy milk can properly inscribed as the winning cup for the baseball team.

Adjourned from the dining room to the ball room where Miss Kuschke entertained with music and the Sunshine Girl with stories. The party broke up at 10:30.

W. P. B. LOCKWOOD, Secretary.



PENNSYLVANIA AND NEW JERSEY MANUFACTURERS TO OPEN CONVENTION SEASON.

(Continued from page 16)

nounced for next month. In December the Texas, Georgia, Oklahoma, West Virginia, California, Kansas and Arkansas manufacturers will meet, and it is expected that other associations will announce dates for this month, too. The Pacific Ice Cream Manufacturers is a regional association to meet in December. Conventions in January have been announced by the North Carolina and New England association. The Michigan dairy pageant has been set for February.



NEW ADDRESS, BUT SAME OLD STAND.

The Smith Ice Cream Co., Leaksville, N. C., has announced that the company's new address is Leaksville-Spray, N. C. This comes about because a business section located between Leaksville, N. C., and Spray, N. C., recently established a postoffice under the name of Leaksville-Spray, N. C. The Smith Ice Cream Company is doing business at its old location, and this does not involve a consolidation of offices.



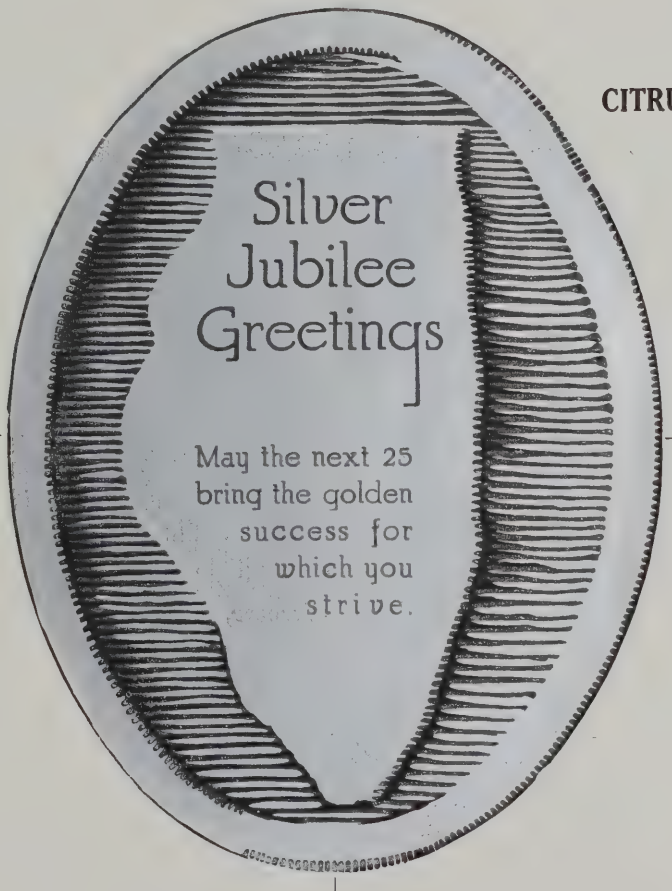
Anyone who studies the advertisements in this paper does not have to be told that it is profitable habit. He collects the profits daily.

The
Olsen Publishing Co.
Fifth and Cherry Streets
Milwaukee,
Wis.

PUBLISHERS AND PRINTERS
TO THE DAIRY INDUSTRIES

"Kist"
FRUIT FLAVORS

The Ice Cream Review
Butter, Cheese & Egg Journal
The Milk Dealer



CITRUS PRODUCTS CO.
54 East Kinzie Street,
CHICAGO,
ILL.

Heathization
for
Ice Cream

ICE CREAM CARTONS
Best Quality
Highest Grade
Business Builders

HEATHIZED PRODUCTS CO.
400 No. Michigan Ave.
CHICAGO, ILL.

NATIONAL CARTON CO.
Joliet, - Illinois

Co-operating With Dealers Responsible for California Company's Growth

THE growth of the Benham Ice Cream Company, with main plant at Fresno, Calif., is largely attributed to the co-operation that company renders its dealers. The company's "advertising and dealer help department" is often called upon to accomplish some real service, which eventually means greater dealer confidence and consequent additional business. The company's annual appropriation for advertising runs into thousands of dollars, according to officials of the company, and newspaper advertising, window cards, roadway signs, and direct-by-mail cards to ice cream consumers, have proven what can be accomplished by this method, and the Benham Ice Cream Company today is a million dollar corporation, with branches located at Visalia, Hanford and Merced.



Main Plant of Benham Ice Cream Co., Fresno, Cal.

The main plant is a three-story reinforced concrete building, 120 by 190 feet, situated on H street in the heart of the city of Fresno. Three ice machines with a total capacity of 150 tons of refrigeration are in operation here, six 80-quart freezers, two 500-gallon homogenizers, five 1,000-gallon mix tanks, two overhead ice crushers for loading out route trucks, and hardening rooms with a capacity of 24,000 gallons of ice cream, together with complete laboratory apparatus, brick packaging machine, large size, automatic Eskimo pie machinery and overrun testing machine completes the equipment of this thoroughly modern ice cream manufacturing plant.

The company manufactures the ice cream mix at its home plant and then, by insulated and brine refrigerated trucks with a capacity of 1,000 gallons each, the mix is delivered to the hardening rooms at its branch plants. It is reported that the company maintains six three-ton electric trucks, with complete general electric battery charging machinery, and 41 gasoline trucks. These trucks cover a radius of 100 miles from Fresno.

The hardening rooms of the three branches have a capacity of 3,000 gallons each, refrigeration furnished by ammonia compressors with direct expansian pipe shelves. A well kept garage is maintained by each branch, and the main plant has a 100-foot square garage with a complete machine shop for repairing equipment, according to L. W. Wilson, general manager.



Visalia Branch of Benham Ice Cream Co.

The company anticipates a business of 600,000 gallons for the next year and will add one more large brine freezer, several automobile trucks and a sixty-foot addition is to be added to its branch at Visalia to increase its hardening room capacity.

Officers of the Benham Ice Cream Company are J. A. Benham, president; M. B. Wilson, vice-president, and L. W. Wilson, general manager.



Many manufacturing concerns' greatest profits come from by-products. Employee, your by-product is your idle time. What profit are you getting out of it?

"M-W" ICELESS
Ice Cream Delivery Can Jacket

Saves Delivery and Ice Costs.
Keeps the Cream firm while in transit.
Made of best insulating material—Hair Felt covered with Heavy Duck.
Top securely fastened with straps.
Canvas handle for convenient carrying.

Manufacturers of "M-W" Milk Can Jackets, Bottle Box Pads, Ice Cream Tub Covers, Plain and Waterproof Canvas Goods of all kinds.

MONTGOMERY-WASHBURN CO. Saugerties, N. Y.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The BEST Vanilla Sells the MOST Ice Cream

A Message to the Manufacturer Whose Creed is QUALITY



If you instinctively seek the best and scorn the shoddy, you will use only the finest,

MICHAEL'S Mexican Vanilla Powder

"America's Flavorite"

We have demonstrated to quality Manufacturers that the regular use of Michael's Mexican AUTOMATICALLY increases sales as much as 25 per cent.

Because quality tastes NATURALLY demand more and more ice-cream that is flavored with delicious, lip-smacking, mellow-mild Michael's Mexican. MAKE THE TEST!

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.

The Man-at-the Michaelphone says :

Meet us at the New Orleans Convention, November 14 to 20. We'll be broadcasting from booths 9 and 21.



ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Ethics in the Sale of Ice Cream

Volume Is Not So Important That the Increase in Business Should Be Made at the Risk of Introducing Into Your Business Wasteful Practices

*By STANLEY M. ROSS**

WE WILL take for illustration two cities, one of which might have had far-sighted ice cream manufacturers for the last 15 years. On account of the forethought of the manufacturers in this city, they have always put out a product of high standard. By that I mean a well balanced, clean, palatable, wholesome product, not one made with the idea of adopting a kind of ice cream that would meet the price that they thought they could receive for their goods, but a product made with the idea in mind of making the best product that could be made to please the palates of the greatest number of customers. Such a product would be quite reasonably high in butterfat, and have a good standard of solids, and be compounded from all ingredients that pass the most rigid inspection for both sanitation and quality. After such product has been made, a price would be placed upon it that is fair. A city supplying a grade of cream of this kind for a period of 15 years would have a reputation from one end of the country to the other that would be enviable. The result would be a large consumption of ice cream per capita.

Who would benefit by the operation in such a city? First of all, the consuming public would have received all they had paid for. All the manufacturers in this city would have the advantage of the increased consumption per capita. Increased consumption per capita means increased sales for each dispenser. Increased sales per dispenser means a lessening of the sales expense. Since sales expense, as all plant managers know, is the major expense item, that is well worth considering.

Let us consider for a minute the other city where ice cream was made only to fit the price. If this is the case you can safely guess that the product is an indifferent one; that cheap materials have been resorted to; that oftentimes doubtful inspection has been passed, and the butterfat and solids standards will be low. Such merchants are always inclined to listen to the reports of their salesmen and dispensers and these reports are always of a nature to bring down the probable market price. If such ice cream has been distributed in a city for a period of time, the public in that city will have lost confidence in ice cream. The consumption per capita will be one-third that of the other city. The dispensers will have no interest in the sale of ice cream; the distribution expense of the manufacturer will be ridiculously high; in the end both the consumer and manufacturer have lost and lost heavily.

We need not draw on our imagination for these two cities. If it were not embarrassing, I could name a city of each kind. I am sure every man gathered here can recall to his mind such cities.

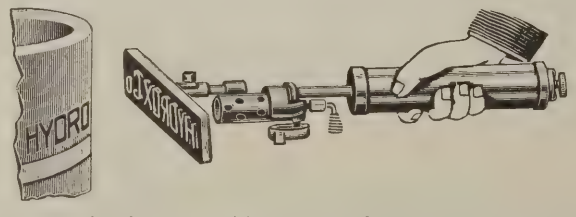
IF I have made a point on the quality of the product, I should like to pass this subject for another one. I refer to the location, size and number of dealers. Every manufacturer is anxious to increase his business as fast as he can. While volume is important, it is not so important that the increase in business should be made at the risk of introducing into your business wasteful practices. The public has a right to demand from each industry efficient operation. If we expect to keep our business in an efficient class, we muse not take on dealers promiscuously. Some dealers are profitable. Other dealers are a drain on your resources every day they handle your product. It is my opinion that it would be time well spent for each manufacturer to analyze the territory in which he expects to operate and give conscientious thought to the representation that he should have in that territory.

First of all, he does not want to have his ice cream put in every conceivable place; places that are not clean; places that have poor business methods; one stand right next to another; places that he knows can sell but a very small amount of ice cream per year. If he does this, he has a duplication of effort and a consequent increase of service.

On the other hand, he should analyze his territory carefully, select dealers who will represent him in the proper way, and have them not too frequent but in such places that the population of this territory may be adequately served. Would it not be better to go slower in the development of an ice cream business and as a result have a thorough, economical distribution system?

I want next to call your attention to a practice which I think might well come under the head of my subject. I refer to the abuse of fair business methods. By this

* With Moores & Ross Milk Co., Columbus, an address before 1924 Ohio Convention.



Positive Identification

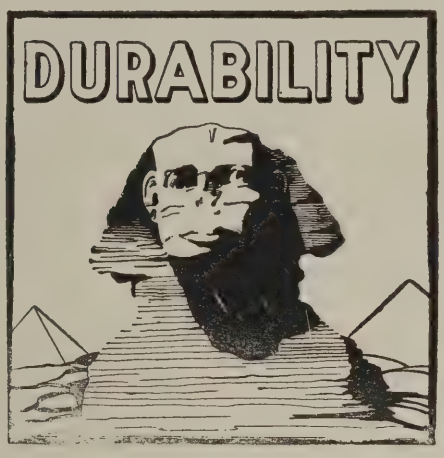
avoids:
—Loss by theft
—Personal appropriation of your property
—Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands help advertise your business.

Priced as low as $14.00

EVERHOT
America's Brand Makers
MANUFACTURING CO.
MAYWOOD, ILLINOIS

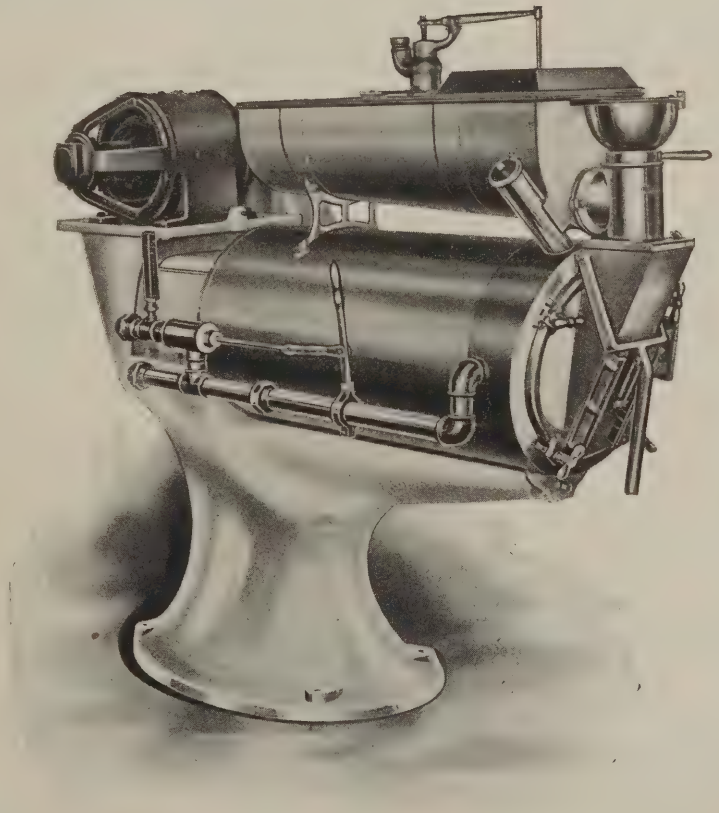


THE Durability and Silence of the ancient monuments have been proven by time. Those same two qualities in Emery Thompson freezers have also been demonstrated by time. And did the Sphinx ever suffer the terrible wear and tear to which a freezer is subjected. You wouldn't want a freezer to last as long as this stone face but you want it to last a long time, *for a freezer.* The Emery Thompson will.

THE DURABLE AND SILENT EMERY THOMPSON Brine Ice Cream Freezers

A number of Emery Thompson Horizontals, the last word in freezer conveniences, standing solid as the Sphinx, is a mighty pretty sight. But the rows of profitable figures they make possible on the books of many ice cream makers are a much prettier sight.

The Emery Thompson is built for long, satisfactory service, low operating cost, small labor cost, good quality output. In those respects it has been satisfying for many years. But it is also a quiet freezer. A high grade freezer for a quiet, orderly plant!—that's it. May we tell you more about the durable, silent Emery Thompson Horizontal?



Emery Thompson Machine & Supply Co.

271-275 Rider Ave., New York

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Use

"Ax"

Brand

Don't Wish You Had

ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street
CHICAGO 94 Board of Trade
ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue
ATLANTA 169 Haynes Ave.
SAN FRANCISCO Second and Brannan Sts.
LOS ANGELES 747 Warehouse St.
PORTLAND, ORE. 405 Hoyt Street

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

Unusual Bargains

New and Used Equipment for Immediate Shipment

1 40-qt. Cherry Perfection brine freezer—new
3—40-qt. Emery Thompson horizontal brine freezers with or without motor drives.
2—7x7 Frick, latest tyle, double cylinder, enclosed refrigerating machines—new.
6—200-gal. Cherry Perfection pasteurizers and coolers, steel bodies, with motor drives—new.
50 and 100-gal. Cherry upright batch mixers.
2—Pfaudler ice cream hoppers, 15x60x30 in.
20x2 in. tubular milk cooler (Perfection)—new.
1—3½-ft. Rogers' copper vacuum pan.
2—Champion No. 11-H hopper type ice crushers.
1—54-Y Creasey ice breaker.
145-ton shell and tube brine cooler.
15, 20 and 90-ton shell and coil brine coolers.
5,000 lineal feet 1¼ in. hardening room piping.
25,000 lineal feet 2 in. hardening room piping.
2 H.P., 5 H.P., 7½ H.P., 15 H.P., 20 H.P., and 25 H. P. motors.

We can furnish refrigerating and ice making systems from our own stock. Advise your requirements.

Send us your inquiries.

ROBERT P. KEHOE

7 East 42nd Street New York, N. Y.

Telephones: Vanderbilt 9594-9595

I mean the plan of secret rebates; unbusinesslike practices, such as buying customers; or offering special inducements in the way of paying for space on walls which have questionable advertising value; furnishing equipment such as are not regularly furnished, etc. It would be with considerable humiliation that I could list some of the things that may have come to my attention in the last 20 years in the ice cream business. Perhaps other businesses have had these abuses, but the majority of them have cleaned them up. It is the duty of this business to clean house in this particular. When I say clean house, I do not mean for the protection of the men who may be guilty of such practices. I mean it for the protection of every man who is engaged in this industry.

I listened to a talk given by a member of the National Association of Advertisers, who has been instrumental in cleaning up the abuses that existed in their business. I wish it were possible to pass on to you in detail his speech. He likened the men within the industry who practiced these various things, to criminals. First of all, I believe he said that the man who is indolent, and does not try to be efficient, is a petty thief. By that he meant robbing the industry of its good name and its good standing before the public. The term he gave to the man who had secret rebates and did many of the things that have been done in the ice cream business, was a safe blower, or the man who carried around in his pocket nitro-glycerine and other very high explosives with which at any time he might himself be blown into atoms and everybody about him suffer. Such a man he said is the man who gives secret rebates, makes sly concessions, does various little things that he takes a chance on not being found out. "Such a man in business," said the speaker, "not only takes the chance of blowing his own business to pieces, but also takes a chance of blowing to pieces the whole industry itself and it is the duty of every man in the industry to see that such dangerous characters are run to earth and put where they can not at least damage society at large."

Now I do not want to make my remarks and my talk like ones that I have listened to. I recall one in particular who was a lecturer on the proper conduct of a farm, and in it he touched on the care of farm equipment. His talk sounded very good, yet there were a number of men in the audience who knew, the same as I did, that he left his corn plow in the field after his last cultivation and it remained there until he needed it the next summer. I am therefore making my remarks with the hope in my heart that our own companies, if they have any such faults, will be the first to eliminate them, and I would thank anybody, if they know wherein we have slipped, if they will see that their communication gets to the speaker.

Also, I do not want it understood that I am making a plea for high prices or for combinations. Many of you know what the Advertising Club of the United States has done to foster and encourage truthful advertising. You also know the tremendous salary that the moving picture industry has paid to get a man to head its association activities with no other reason than to keep its record clean in the sight of the public. Baseball, even though it may be a pastime, saw fit to secure one of the country's most prominent men to look after its business, not individually but collectively. Just so long as the ice cream industry allows itself to grow like a weed patch, with no attention being paid to the direction in which it develops, and the way it grows, just that long will it fail to measure up and fill the high place in society that it should and would otherwise attain.

Perhaps I have criticised enough. No criticism is worth as much as it should without some helpful suggestions. Criticising is like asking questions. Anybody



The Better Way To Service Iceless Cabinets

THERE has been so much loose talk about servicing iceless cabinets that the subject has been made to appear too important, a regular "bug bear." We feel therefore that a plain statement of the Nizer service policy will be welcomed by those who wish to judge the situation fairly.

The Nizer service policy requires that each ice cream manufacturer send one of his own men to our factory for thorough service training. By having this man, the ice cream manufacturer is assured that routine inspections will be properly carried out, and that reports of trouble will be followed through without delay. "An ounce of prevention is worth a pound of cure." That this Nizer policy is basically sound and entirely practical is shown by the fact that, on the average, only one service man is required for the inspection and maintenance of nearly 200 Nizers in a territory.

Many other advantages of our service policy are obvious:

(1) The service man may train any desired number of substitutes or helpers.
(2) His spare time, when less than 200 cabinets are in his charge, can be used for other purposes about the plant.
(3) He knows ice cream as well as refrigeration and can take care of the retailer completely.
(4) All information he secures, whether on cabinets or ice cream or general business, is reported back to the plant.
(5) He is directly under the supervision of the ice cream manufacturer at all times.
(6) His shop facilities in the plant mean little additional expense.
(7) The ice cream manufacturer pays practically nothing except wages for cabinet inspection and service.

The 250 or more ice cream manufacturers who operate their own service in accordance with the Nizer policy will tell you that they are fully satisfied.

Nizer Corporation

Main Offices and Plant
7424 MACKIE STREET
DETROIT

Branches
Marbridge Building
34th and Broadway
New York
2714 Locust Street
St. Louis, Mo.

Branches
Sharples Building
Washington Blvd. at Jefferson
Chicago
405 McGlawn-Bowen Bldg.
Luckie and Fairlie Sts.
Atlanta, Ga.

TRIAL ORDERS

We will be glad to submit samples of any of our grades, sufficient for practical or laboratory tests, without charge. Trial orders are shipped subject to customer's approval with privilege of return if for any reason found unsatisfactory.



CRYSTAL GELATINE CO.

121 Beverly St. BOSTON, MASS.

BRANCH STORES

New York	Philadelphia	Chicago
14 Ferry Street	418 Arch Street	3630 Iron Street
St. Louis	San Francisco	
408 Elm Street	Fairfax Ave. and Rankin Street	

When ordering flavor for Maple-Nut Cream

Specify

ELPAM

If you are not using this flavor, ask us for a FREE SAMPLE.

A trial will convince you of its SUPERIORITY.

MANUFACTURED BY

G. W. Wardrop Company, Inc.

450 Broadway Boston 27, Mass.



G. W. Wardrop Co. Inc. 450 Broadway, Boston 27, Mass. Send Sample of ELPAM for trial purposes.
Name .....
Address .....
Cut off this tab and mail.

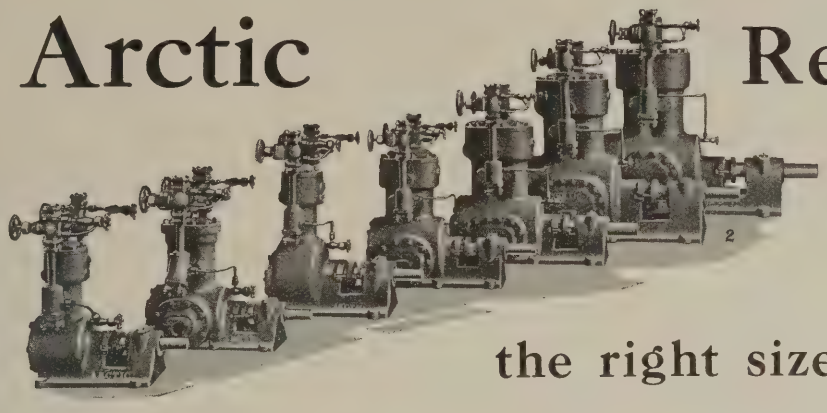
can ask questions, but it sometimes takes real thought to answer them. One of the things that I think might be as instrumental in improving the industry as anything is the careful and religious attendance at meetings such as we have here today. The man who stays at home and thinks he will not pass any of his secrets on to the other fellow is very likely the man who misses ten times what he might have passed on. He neither helps himself nor helps his industry. I believe that the faithful attendance to duty at home, as some of our members might want to term it to excuse their absence, is not a legitimate excuse. They have no duty to term it to excuse their absence, is not a legitimate excuse. They have no duty larger than that of safeguarding and directing the industry in which they are engaged. They have no right to be a slacker and depend upon others.

Another suggestion I would like to make concerns the very great importance of frequent meetings of the men engaged in our business in their local communities. These meetings are very important. Many petty misunderstandings arise from the lack of such meetings. Reports from salesmen and customers are always liable to be exaggerated, not necessarily intentionally so either. How are you going to know the kind of a man you have for a competitor and whether the things you hear about him are true without meeting him occasionally face to face. It is surprising the lack of confidence that can be created just by the absence of such meetings. I am sorry to say that this thing is not true only of the small dealers. It is just as true of some of the largest dealers in the United States.

IT HAS been the writer's privilege to have traveled over a great deal of the United States and therefore to have been privileged to study the ice cream industry at first hand in a number of large cities. I know a city where a very small number of ice cream manufacturers had invested millions of dollars, all employed in the manufacture and distribution of ice cream. These men were gradually undermining their resources and hurting the business. A fight was on. The consuming public was pleased because they thought they were benefited. They were not, they were losing. The high quality of ice cream was about to be undermined also. Finally it was suggested that a meeting be called and some of the fellows who were supposed to have had horns as long as a Texas steer, were to be told to their face just what they were like. The meeting was held and, much to the surprise of everybody, nobody's horns were much longer than the other fellow's, and in fact every man present was of the opinion that it was not such a complicated affair after all and that a great many of the abuses could be eliminated, which I am told was done. Up-to-date I know of no manufacturer in that large city who actually profited out of the fight. In fact fighting is a good pastime but it is a little hard on the fighters—it is much better to be a ring side spectatoh than an actual participant.

Summing up, I would like to leave my appeal with you for a good, high-class product that would stand out in every way beyond reproach; for an efficient industry that could stand all kinds of investigation and come out with its colors flying. Such an industry the public will always support. For an industry that has no blotches of unfair practices, I would recommend as two perhaps of the most important factors in bringing about such conditions, frequent local meetings and careful and regular attendance at all state meetings, and last but not least see that you are represented at the national association meetings. Do not go to any meeting, either local, state or national, expecting to be a wall-flower and take away everything and give out nothing.

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention. *Better*

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

ACME

Custard Flavor *for* Ice Cream

It Costs 1½c to flavor 1 gallon Ice Cream.

To make

FRUIT CUSTARD

Use 2 oz. Custard Flavor and add a *small* quantity of desired fruit to a 40 qt. batch.

PERFECTO

The perfect Ice Cream Power.

It improves and stabilizes Ice Cream and Ices.

We do claim Perfecto will make Delmonico Ice Cream out of Hokey Pokey mix, but we can convince you it will improve any mix.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS

HANOVER, PA.

Cost of Furnishing Packing Service To City Customers

Service Charge is Important, But Should Be Fair to All

*By F. H. CLAUSEN**

SOME of us think that we could remove mountains if we first had someone to remove the hills. In the ice cream industry the hills seem to be a service charge which would be fair to both the small and large dealers. In making a service charge we shall give it much thought. The basis of every principle is a thought; it is the beginning of every end; it is the forerunner of all advancement. For success one must work, fight and think. Let us not translate this but work, think and fight. When we consider a service charge we should be fair to the dealer as well as to ourselves, not to consider a profit on the service which we render him.

The ice cream manufacturers are no doubt to blame for the conditions existing and the service demanded. Competition, I believe, has made it so, or in other words, we were more or less anxious to increase our gallonage, regardless of what the service may cost us. If a survey had been made a few years ago it would have given us the information, that in some sections of the city ice cream manufacturers were serving a drug store, a confectionery store, grocery store and two meat markets in the same block. Had we taken an actual check of the number of gallons sold in that particular block, it would have shown us that one store would have been sufficient to serve that locality, but because of over-ambition there seemed to be a movement by the ice cream manufacturers to see how many dealers they could get to handle ice cream in every block, not considering the number of gallons that each dealer would be able to dispose of.

In making a check it was brought home to us, that it is not always the well traveled road which is the right road, and therefore, we had to back track which was to our benefit rather than a detriment.

Every spring the first warm day the grocery store and small dealers call for service, they want ice cream at once. They perhaps received a few scattered calls for ice cream and feel that they do not want to disappoint anyone, because the manufacturer carries all the burden in case the weather should turn cold. In nearly every instance we were giving this dealer free service a month before the season really opened. Having no service charge the manufacturer carried the loss.

These small dealers would not show a profit until the season was nearly half over, due to the loss that we had taken the first month and in the fall instead of calling the manufacturer that he did not want to handle ice cream any more, we would serve him another month at a loss, so instead of this dealer giving us the profit we should be entitled to, he showed a loss. Do not misunderstand me that all small dealers would be in this class, because we had some small dealers who realized that they had to sell a certain amount of ice cream before they would be profitable to the manufacturer, and as soon as cold weather came they were very prompt in calling us and discontinuing service which was to our benefit.

THE man who is popular at home is a great achievement, the man who is loved by the house cat, the dog, the neighbors' children and his wife is a remarkable man, even if his name is not listed in "who is who." The ice cream manufacturers' names are not listed in "who is who," but we certainly were popular with some dealers because we gave them something for nothing and in many cases, even kept his soft drinks cold for the privilege of having a cabinet in his store. I cannot think of a better illustration than that of Miss Johnson who was very rich and Mr. James who was very poor. Between them there was a friendly acquaintance, but that was all. He was painfully aware of the fact. One evening his conversation took on an unwonted tendency and at last he said, "You are very rich, are you not, Helen?" "Yes, Jack," replied the girl frankly. "My guardian tells me I am worth a million." "Will you marry me, Helen?" No, Jack; really I could not think of it." "I knew you wouldn't." "Then why did you ask?" "Oh, I just wanted to know how a chap feels when he loses a million."

Money talks very carelessly sometimes, but we never heard anyone criticize its grammar. In agreeing on a service charge, we should not make it too high, for it would be a burden on the small dealer. If a service charge of $3.00 a week per cabinet hole was made, the man selling ten gallons per week would pay 30c for service, while the man selling thrity gallons per week would pay 10c. I believe a service charge of $1.25 a week per cabinet hole would be a fair charge to both dealer and manufacturer. We should keep in mind a

* An address before 1924 Iowa Convention.

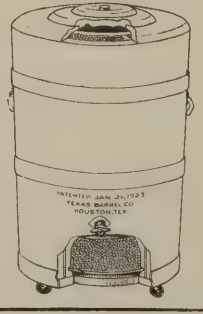


THIS
Tall Tub

has been the first choice of discriminating ice cream manufacturers ever since in was introduced. They will buy no other, for this tub is backed by a three year guarantee. Let us tell you more about it.

Below is the new-style Ice Cream Cabinet we are now manufacturing. It is a vast improvement over the old-style box cabinets. It is equipped with cut steel

Patented Jan. 21, 1923



rollers and galvanized handles and can be moved from place to place without aid of a delivery wagon, simply by catching hold of one handle and the rollers do the rest.

Texas Barrel Co.
HOUSTON, TEXAS

You Can Buy the Lifetime Services of the Best Advertising Man for the Cost of A Good Dinner

In fact in the book entitled "The Sale and Advertising of Dairy Products" you get far more than the experience of one man. You secure the experience of scores of concerns in the milk, ice cream, butter and cheese industries. They tell you the advertising and sales plans they have found which have been successful—plans which anyone can use to increase their sales of ice cream and dairy products.

It tells how one ice cream maker conducted a popularity contest at small expense and had everyone in town talking about him.

Another ice cream maker started off his season with a bang by means of a one cent sale.

A milk dealer, by means of a prize contest, had every child in town soliciting new customers for him.

Another milk dealer is greatly increasing his trade by use of telephone sales-ladies.

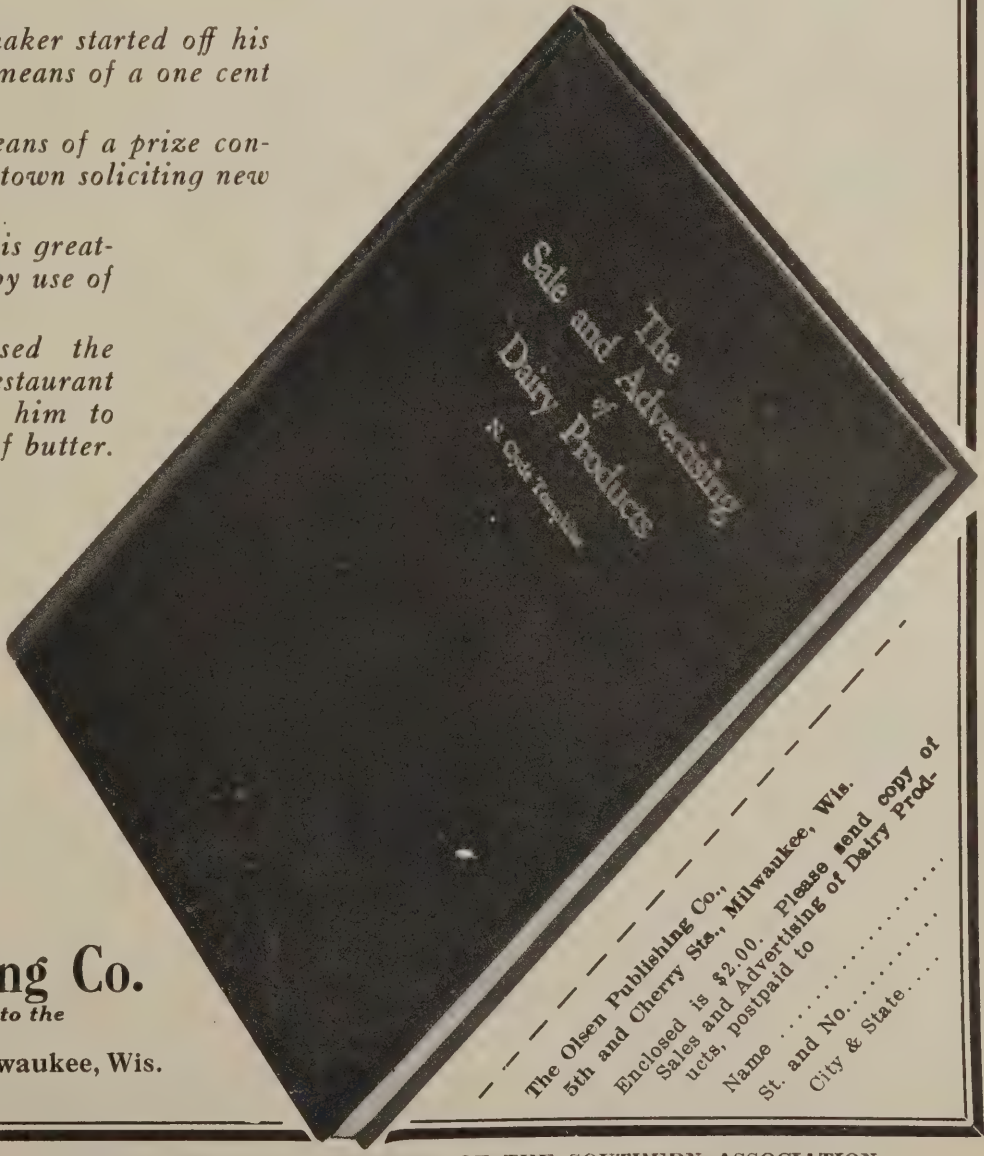
A creamery increased the trade of their best restaurant customer by inducing him to feature a one cent cube of butter.

Another one created much interest by means of a prize candy contest, etc., etc.

The above are but a few of the hundreds of sales creating ideas that are fully explained — any one of which are worth several times the cost of the book. In addition, the book has scores of charts, illustrations and samples of business producing advertisements.

Hundreds of copies of this book have been sold to date. No doubt your competitor has one or more copies and is using it to help build up his business. Here is your opportunity to learn how progressive concerns everywhere are advertising and selling their products.

The book contains over 100 pages, handsomely bound in blue cloth, with gold lettering, and is profusely illustrated.



The
Olsen Publishing Co.
Publishers and Printers to the Dairy Industries
Fifth & Cherry Sts. Milwaukee, Wis.

The Biggest Berries Not on Top



You know how the sly grocer puts the biggest berries at the *top* of the basket.

Some corkboard is made up on the same principle. It looks pretty good *on the surface—but beneath the surface*—that's another story.

Novoid Corkboard

is not made on this principle. You can cut a piece crossways or lengthways and you'll find no green centers or crumbling spots beneath the surface. You'll find every particle of corkboard *beneath* the surface has the same rich, brown coloring that shows on the surface—that every inch of a sheet has the same high tensile strength. This honest *beneath-the-surface* value results in greater insulating efficiency, greater durability and longer life.

Send for booklet.

CORK IMPORT CORPORATION

345-349 West 40th Street, New York City

Branches in large cities.

Holiday Specials in....

Cassell Center Molds

HALLOWEEN — October 31st is the first Holiday of the season for entertaining, and for this occasion we have the

PUMPKIN

as emblematic of Halloween. This design is also used for

THANKSGIVING

for who ever heard of a Thanksgiving Dinner without a Pumpkin Pie.

Prices $1.35 each or $16.00 per doz.

Order now through your JOBBER, or write.....

W. W. CASSELL
VINCENNES, INDIANA

small dealers as well as a large one, therefore, this service charge should be made so that there would be the same profit on every gallon sold.

A FEW years ago it was not a question whether a dealer would use five gallons a week or thirty. There was a set price per gallon, including free packing service, and if we had not had several of the large dealers, we would have realized that something was wrong long before it was brought to our attention. Packing service advanced each year, so that it has shown a loss rather than a profit.

Until a daily check was made on each customer it was impossible for us to tell what our service charge was costing us per individual stop. A special effort was often made to get the smaller dealer to handle ice cream during the summer months, and thought that the more dealers we had the greater the profit, not realizing that every day we were giving him something for nothing. When Mr. Dealer would allow us to put in a cabinet, it was not a question whether it would be a one or two-hole cabinet, that was left to him, and of course he wanted to handle more than one flavor, thinking that the more flavors he would handle the more ice cream he would sell, but not giving it the second thought that it was doubling the cost of refrigeration. They had the idea that the ice that was on our trucks cost nothing, and it was a "free for all" or "help yourself" proposition.

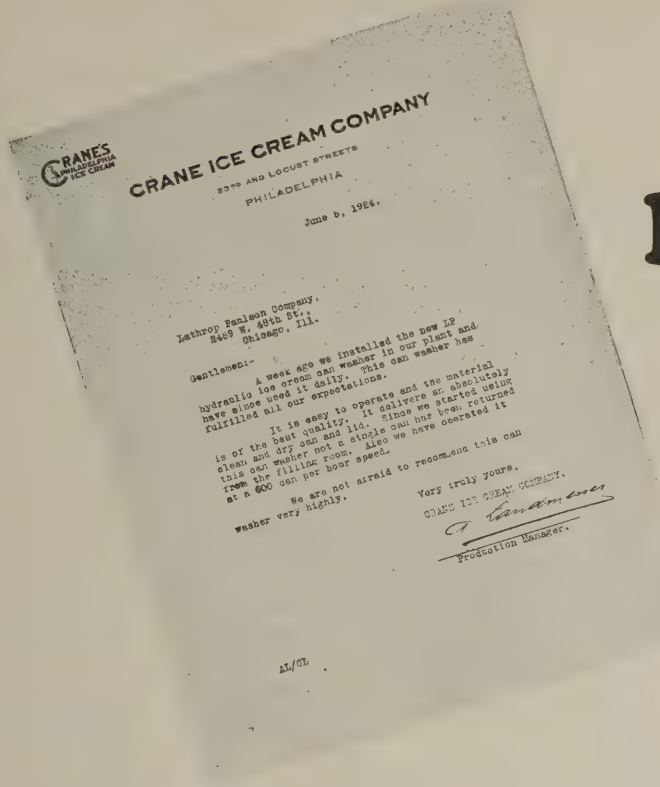
Many times complaints on the quality of ice cream that has come to our and your attention, if we would have made an actual check when this dealer bought the ice cream, from which the complaint was made, you may not have been surprised to find that he had had it at least three or four weeks and in that time had deteriorated in such a way that it was not the quality of ice cream that you are in the habit of giving to the public.

Some dealers use less than 15 pounds of ice and salt per gallon, and others use as high as 110 pounds of ice and salt per gallon. It is not fair that we should render the same packing service free of charge to the man using 110 pounds of ice and salt per gallon as the dealer who is using 15.

The question might arise that in making a service charge and eliminating as many of the cabinet holes as possible, that you would have to increase your special deliveries. Some manufacturers have solved this problem by charging 50c for each special delivery if it was the fault of the dealer not taking ice cream from the driver when he stopped to pack. We may illustrate by—If the driven came to a store in the morning and the dealer had a gallon left in the can and would not allow the driver to transfer it, and before the driver could make the rounds again in the afternoon he had sold out, and called for a special delivery, in that case it would be the dealer's fault and not the manufacturer's, so a charge of 50c would be justified.

A SERVICE charge per cabinet hole automatically adjusts the dealer to the number of holes that he can profitably use, and in that way he will not handle more than one flavor unless his trade so demands. This will enable the manufacturer to keep the cost of cabinets down to a minimum.

In giving this charge a name, let us not do as one company did, call it an icing charge. Many of the small dealers misunderstood the meaning of this word and did not hesitate to agree to the price that the manufacturer asked, but the first day this went into effect he told the ice man who stopped there regularly that he had made other arrangements, so that he would not want any more ice, expecting the ice cream man to ice



CRANE'S PHILADELPHIA ICE CREAM

CRANE ICE CREAM COMPANY

33rd AND LOCUST STREETS

PHILADELPHIA

June 5, 1924.

Lathrop Paulson Company,
2459 W. 48th St.,
Chicago, Ill.

Gentlemen:-

A week ago we installed the new LP hydraulic ice cream can washer in our plant and have since used it daily. This can washer has fulfilled all our expectations.

It is easy to operate and the material is of the best quality. It delivers an absolutely clean and dry can and lid. Since we started using this can washer not a single can we have returned from the filling room. Also we have operated it at a 600 can per hour speed.

We are not afraid to recommend this can washer very highly.

Very truly yours,
CRANE ICE CREAM COMPANY.
Production Manager.

L.-P.

ICE CREAM

Can Washer

Fast, Efficient and Fool Proof.

Washes All Sizes of Cans and Covers from 5-gal. Down to Smallest. Small Cans May Be Washed Together with Larger Ones Increasing Capacity to 1200 per Hour.

Cans Are Fed in and Delivered at the Same End of Machine.

This machine embodies many of the L. P. features of efficiency, simplicity and durability which characterize L.-P. equipment.

600 Cans and Covers or Brick Pans Per Hour

Absolutely Clean, Sterile and Dry

THIS machine has two speeds—600 and 300 per hour. At the 600 speed it will efficiently wash, sterilize and dry all ordinary city and shipping cans, and at the 300 speed it cleans, sterilizes and dries the dirtiest of cans. Handled at 600 per hour, cans, brick pans and covers come from the machine **absolutely clean, sterile and dry.** Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. The machine will also handle brick tanks up to 12-qt. size.

Each Can Receives 17 Distinct and Intensive Treatments

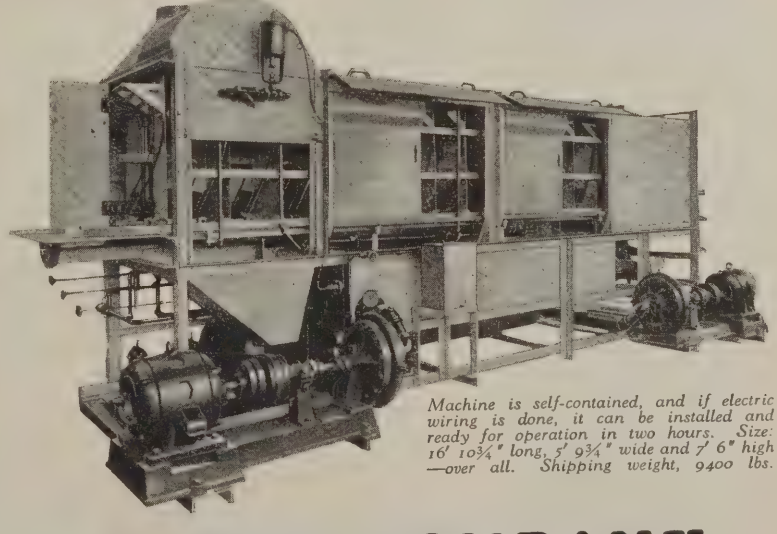
All cans are placed in machine upright. They are first thoroughly rinsed with preliminary tempered water, which thoroughly flushes out the cans, freeing them from refuse. This rinse water is caught in a separate tank and carried away. They are next washed inside and out with six separate intense soda solution treatments under 40 lbs. pressure; they are then entirely freed from soda and thoroughly drained before receiving six clear hot water washes, which are followed by scalding hot unused water rinse. Next comes the steam, inside and out, thoroughly sterilizing the cans, lids, pans and covers. They then pass over two hot air jets (the same as are used on all L.-P. Can Washers) and are delivered absolutely dry and ready for immediate service.

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed.

There are two powerful pumps operated by 10 h.p. and 7½ h.p. motors in separate units. No other power required.

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. patent Soda Regulator.

This machine has passed its experimental stage. It has stood the most rigid tests in actual operation, and is sold on a results-guaranteed basis. Write for full information and names of users.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size: 16′ 10¾″ long, 5′ 9¾″ wide and 7′ 6″ high —over all. Shipping weight, 9400 lbs.

THE LATHROP-PAULSON COMPANY

2459 West 48th Street *There Is an L.-P. Representative Near You* **CHICAGO, U. S. A.**

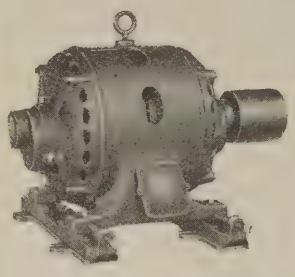
You Can See One of These Machines in Actual Operation at Milwaukee When You Attend the N. D. E.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

For Automatic and Remote Control Installations Specify

Century

½ to 60 HP



The 7½ HP Motor.

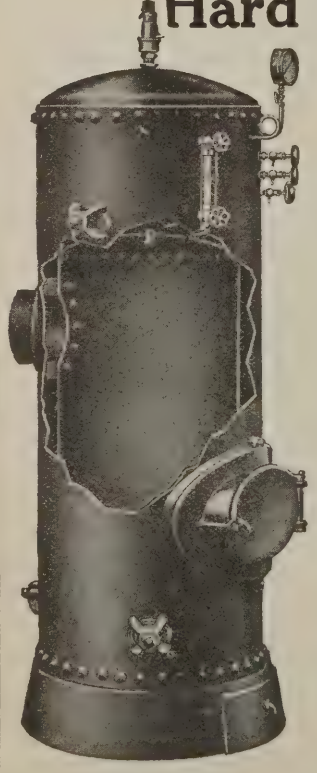
Automatic Start Induction POLYPHASE MOTORS

because the starting current will not exceed 245% of the full load current and a fuse that will protect the motor while running will usually effect a start. The starting current cannot be varied by a careless or uninformed attendant.

Temperature Rise Not More than 40° Centigrade.

CENTURY ELECTRIC COMPANY
General Office — 1827 Pine Street
ST. LOUIS, MO., U. S. A.
SALES OFFICES AND STOCKS IN PRINCIPAL CITIES

The Best Boiler for Hard Water



(Patent Applied For)

The Gem Flueless Boiler

"I do not know very much about boilers, but I think this one does fine. I can start fire and in one-half hour have fifty pounds of steam. It does good enough to satisfy me."

Very truly yours,
J. L. ULRICH,
Manager.
Miami Valley Co-operative Milk Producers' Assn.

Made in sizes from 1½ to 30 H. P.

THE GEM CITY BOILER CO.
DAYTON, OHIO, U.S.A.
ESTABLISHED 1895

his meat box, soft drinks and also his ice box, so let us not call it an icing charge, but a service charge.

Our drivers have a daily record of the amount it takes to furnish each individual stop. When he goes into a dealer's store and sells him four gallons of ice cream, on the sales ticket he makes a notation of the number of buckets of ice it took to furnish him with proper refrigeration for that day. When he goes into the next dealer and he is not in need of any ice cream, he has another card where he keeps a record of the number of pails of ice this dealer required. Each day the tickets are turned into the office and a weekly and monthly recap made of the same, giving us the cost of the ice and salt per gallon sold to each dealer. As a result of this daily check we have been able to serve the small dealer at a profit rather than a loss.

A service charge makes a small customer pay his own way. We believe in the economical value of a service charge, and we know that we have had many objections to same, but nevertheless it has been a benefit to us.

⚜

FLORIDA ICE CREAM INDUSTRY PROGRESSING.

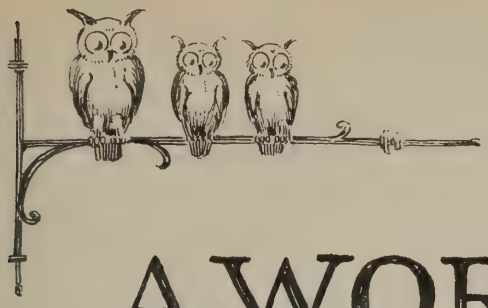
That the ice cream industry is progressing nicely in Florida is the opinion prompted by a communication recently received from W. J. Barritt, president of the Southern Association of Ice Cream Manufacturers.

The Tampa Dairy Co., Tampa, Fla., a partnership organization in 1912, of which concern Mr. Barritt was manager, has been succeeded by the Poinsettia Ice Cream Co. The Tampa firm has long been manufacturing its quality product under the trade name "Poinsettia" and, because of the popularity of this name, it was deemed appropriate to adopt that name as a firm style. Hence the Tampa Dairy Co., became the Poinsettia Ice Cream Co.

The company's home office at Tampa is managed by W. J. Barritt, and his associate partners are Clyde Perry, J. C. Hamlett, F. R. Hamlet and Fred Burton. This company operates four branch plants, which all report a nice volume of business; in fact, steady increase in production has compelled recent additions to the branches.

The plant at Orlando, Fla., is operated as Ambrosia Ice Cream Co., Inc., with W. J. Barritt, president; J. D. Barritt, vice-president and manager, and Clyde Perry, secretary. Officials recently let contract for the erection of a one-story reinforced concrete building at Orlando with tile walls, the entire exterior to be stuccoed, building to be of sufficient height to permit mezzanine floor upon which will be situated holding vats in order to permit gravity flow of mix to freezers. The structure will be approximately 60 feet wide by 108 feet in depth and will have a hardening room with a capacity of 4,000 gallons. Mr. Barritt reports that the building will be of the most modern construction and will be complete in every detail. Cost of building is estimated at $40,000, exclusive of machinery and hardening room.

The Pinellas Dairy Co., St. Petersburg, Fla., is also a branch of the Poinsettia Ice Cream Co., and this company has also awarded contract for the erection of a reinforced concrete and hollow tile building with pressed brick front, to be three-stories high, 60 by 120 feet. This building will not only accomodate the rapidly increasing ice cream business and have hardening room capacity of 5,000 gallons, but will also house the large wholesale and retail milk business of the company. Machinery and equipment in keeping with the size and requirements of the building will be installed, officials say. The cost of the building will be approximately $70,000, it is reported. Officials of this company are T. H. Rifley,



HIGH QUALITY AND QUICK SERVICE AT • RIGHT PRICES •

A WORD TO THE WISE



Have your old Rusty or Leaky cans Retinned by

HOPWOOD RETINNING CO. INC.

MAIN OFFICE~
56 COMMERCIAL STREET

BROOKLYN, N.Y.

© H.R.Co.

Miller Miller

THE
H·H·MILLER INDUSTRIES CO.
CANTON, OHIO.

MANUFACTURERS OF.....

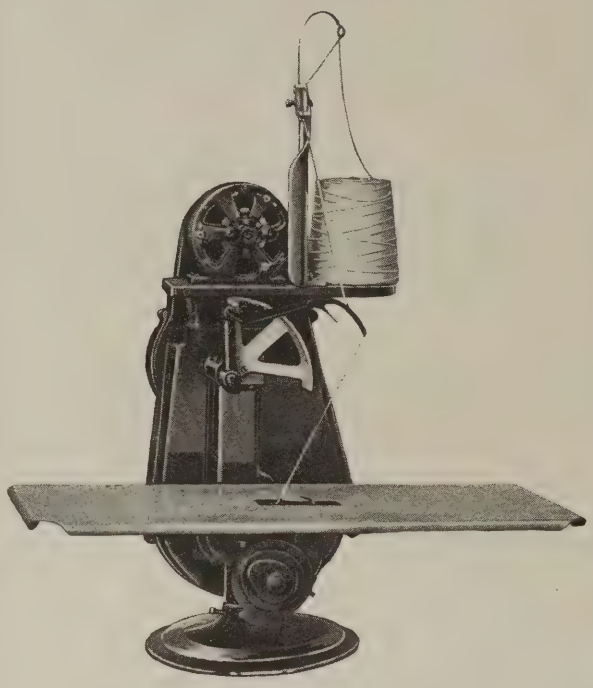
THE MILLER BRINE
ICE CREAM FREEZERS
MILLER PASTEURIZERS
MILLER HEATERS AND HOLDERS
MILLER CENTRIFUGAL PUMPS
INTERNATIONAL SANITARY PIPE, FITTINGS, ETC.

ALSO MANUFACTURERS OF.....

CHILLY KING COOLERS
SKIDD MILK HEATERS
SKIDD ROTARY BOTTLE FILLERS AND CAPPERS

CATALOGUE ON APPLICATION.

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.



Nearly 100% Popular in Chicago

Practically all the brick ice cream in Chicago passes over the platforms of "Saxmayer" Bundle Tyers.

These clever little machines have been almost universally adopted by Chicago ice cream manufacturers, who save thousands of dollars annually through their use.

Every knot is neat and uniform.

There is no waste string.

Operator needs no experience.

Does the work of several hand tyers.

Practically nothing to get out of order.

Automatically adjusts to various size packages.

Free Trial If You Wish

We would like you to try a machine for ten days, in your own plant, on your own work.

You may return it without question, if you are not convinced that you need it, and that it will pay for itself in a short time.

The National Bundle Tyer Co.

BLISSFIELD, MICH.

president and manager; Clyde Perry, vice-president, and W. J. Barritt, secretary.

A one-story hollow tile and stucco building was recently completed at Clearwater, Fla., by the Poinsettia Ice cream Co. This distributing plant, located about 32 miles from Tampa, is equipped with refrigerating machine and hardening rooms. From here the company's product is distributed to its west coast trade.

Another of the company's distributing branch plants is located at Lakeland, Fla., which is also about 32 miles from Tampa. Another hardening room was recently completed in this plant, which addition, according to W. J. Barritt, was made necessary by the increased volume of business.



KENTUCKIANS TO ATTEND NEW ORLEANS CONVENTIONS IN BODY.

The Dairy Products Association of Kentucky has made a reservation of ten double rooms, with bath, at the Hotel De Soto, New Orleans, for the convenience of ice cream manufacturers of Kentucky who plan to attend the Southern and National conventions. Five of these rooms have been spoken for, and it is requested that Kentucky manufacturers notify this association if they expect to accompany the Kentucky party, announces General Secretary Carlton Ball.

The Louisville and Nashville railroad is offering a special Pullman attached to the "Pan-American" leaving Louisville at 11:55, noon, November 13, and arriving in New Orleans at 9:55 a. m., November 14, thus affording all the privileges of this train's de luxe equipment and service. This offer is made with the understanding that the Kentucky party be composed of a minimum of twelve persons.

Every possible arrangement is being made for the comfort and entertainment of the ladies, both en route and at New Orleans, according to the secretary.



A NOVEL WAY OF ADVERTISING ICE CREAM.

Spare tire coverings on the backs of automobiles are employing for various purposes, usually to exploit the merits of some particular car. It has remained for one Howard Black, representing John H. Mulholland Co., to attract the attention of those who must take his dust to the merits of The National Dish. Mr. Black travels over the entire country by auto and also carries many other ice cream advertising signs.

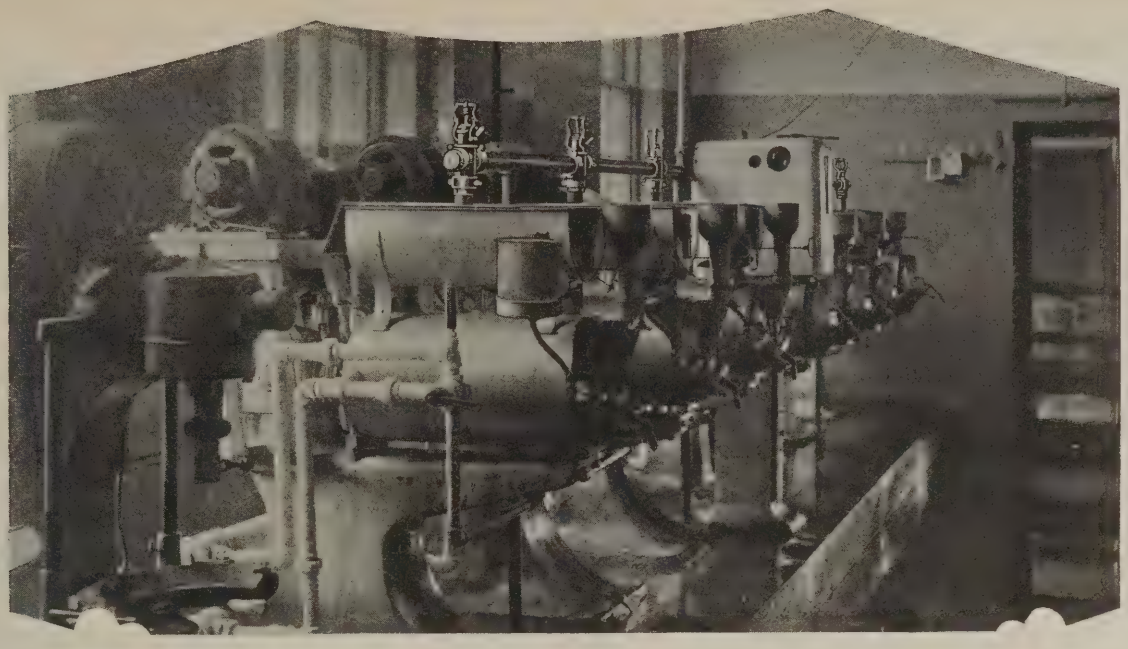
A big strawberry sundae in colors takes up most of the space on the entire covering. Along with it are these words, "Eat More Ice Cream, It's Good for You."

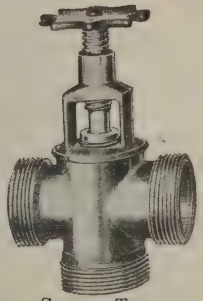
Imagine, if you will, a hot, dusty day and a guy passing by and flaunting this message in your face, "eat more ice cream, it's good for you." You would stop at the next filling station and fill up on ice cream, wouldn't you?



A LONG WINTER AHEAD.

Somebody is always taking the joy out of life. Here we are enjoying "Injun Summer," totally unmindful of coal bills, when along comes a 1925 calendar to remind us that the long winter months will soon be upon us. The perpetrator of this cruel joke is the Essex Gelatine Company, but we must add, in justice to them, that they have selected a very useful calendar.





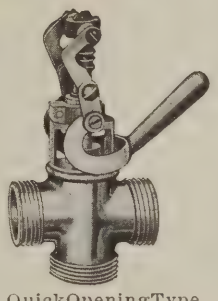
Screw Type

Shimp Valves in Northland Milk & Ice Cream Co. plant, Minneapolis, Minn.

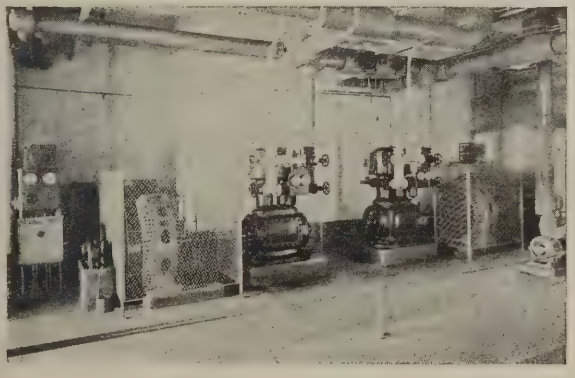
The Valve serves as a Valve as well as a Tee.
Saves fittings—no pockets in your line.

Ask your jobber or write us direct.

THE SHIMP MANUFACTURING CO.
2609 Stevens Avenue Minneapolis, Minn.

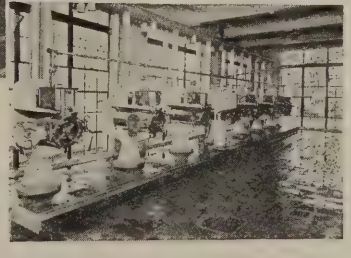


QuickOpeningType





Above—Two 10"x10" Frick Enclosed Compressors. Globe Ice Cream Company, Los Angeles, Calif.



Exterior and Freezer Views Globe Ice Cream Co., Los Angeles, Calif.

ONE RESPONSIBILITY

For Your Refrigerating System

All the details connected with your new plant——drawings, correct refrigerating equipment, freight shipments, hauling erection, test run—will be lifted from your shoulders by placing the full responsibility with Frick Company. One contract, one price, one responsibility, will guarantee you a satisfactory job. Frick Engineers have designed and erected thousands of plants for such companies as Breyer Ice Cream, Seattle Ice Cream, Globe Ice Cream, Imperial Ice Cream, St. Louis Ice Cream, American Ice Cream, National Biscuit, Sheffield Farms, Great A. & P. Tea, and Carnation Milk.

Frick Company
WAYNESBORO, PA., U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882

DISTRIBUTORS IN ALL PRINCIPAL CITIES

This Fall—

WHEN you are turning over in your mind the various improvements which this season's business has shown to be advisable, consider **this.** That the most important and beneficial change you can **possibly** make is an improvement in the quality of your **Vanilla Ice Cream.**

There is a particular **Vanilla** which fits **your** Ice Cream better than any other. **You** should buy **that** Vanilla. Sethness Company has, by means of a series of freezing tests, determined the particular type of Vanilla Flavoring best suited to each mixture of the various dairy products used in Ice Cream manufacture.

We believe there is room for improvement in the flavoring of every Ice Cream. We will be highly pleased to offer you the result of our labor along this line.

Get in touch with the Sethness salesman in your territory or write Sethness Specialty Department. Both are at your service for the increase of your Ice Cream Volume.

SETHNESS COMPANY

Manufacturers Since 1880

Extracts, Colors and Fruits

CHICAGO

Cosco — *For Forty-four Years the Mark of Quality in Ice Cream Products*

DIXIE MAIL BAG

ARKANSAS MANUFACTURERS HOLD UP QUALITY.

The 1924 season, while hindered by a late spring and severe cool spells during the summer, has, on the whole, been reasonably satisfactory.

The short season tendered to curtail sales, but due to co-operation of the members of the Arkansas Ice Cream Manufacturers' Association there has been very little price-cutting, and practically all ice cream manufacturers of the state have maintained the quality of their products, thus placing the industry on a more substantial basis from the viewpoint of the consumer.



WILL TERRY.

For several years past the ice cream manufacturers of the state have encouraged dairying among the farmers, with the result that at the present time enough dairy products are produced in the state to supply the demand of the ice cream manufacturers. This has enabled the manufacturer to improve the quality of his product, thereby increasing the demand as the consuming public prefers ice cream made from fresh ingredients.

The writer expects to attend the Southern and National convention in New Orleans, and it is probable that a number of the manufacturers of this state will also attend this convention.

Yours very truly,
TERRY DAIRY COMPANY,
Will Terry, President.

Statement of Ownership, Management, Etc., of The Ice Cream Review, published at Milwaukee, Wis.—required by the Act of August 24, 1912.

The Olsen publishing Co., Publishers, Milwaukee, Wis.

Manager—H. P. Olsen, Milwaukee, Wis.

Editor—E. K. Slater, Milwaukee, Wis.

OWNERS—(If a corporation, give name and address of stockholders holding one per cent or more of total amount of stock)—H. P. Olsen, Milwaukee, Wis.; L. S. Olsen, Milwaukee, Wis.; M. W. Olsen, Milwaukee, Wis.; E. E. Olsen, Milwaukee, Wis.; E. K. Slater, Milwaukee, Wis.; Paul H. Laabs, Milwaukee, Wis.

Known bondholders, mortgage and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities—None.

Signed, H. P. Olsen, Manager.

Sworn to and subscribed before me this 22d day of September, 1924.

C. J. Linden, Notary Public, Milwaukee Co., Wis.

(My commission expires February 1st, 1925.)

NOTE:—This statement is made in duplicate, both copies to be delivered to the postmaster, who will send one copy to the third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office. The publisher must publish a copy of this statement in the second issue printed next after its filing.



Meet me at the

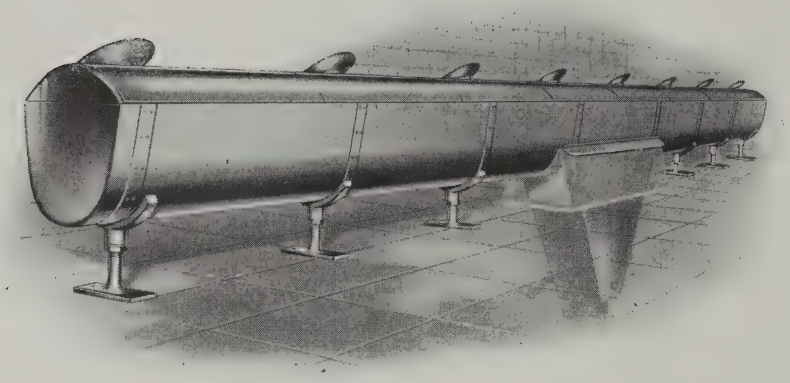
NATIONAL ASSOCIATION of ICE CREAM MANUFACTURERS' CONVENTION

NEW ORLEANS, LOUISIANA

November, 17-20

The J. B. Ford Company, Wyandotte, Michigan

MOJONNIER ADDS *for eliminating waste in the*



Mojonnier Ice Cream Hopper, refrigerated and insulated for keeping ice cream in perfect condition. (Patented.)

Eliminating Waste

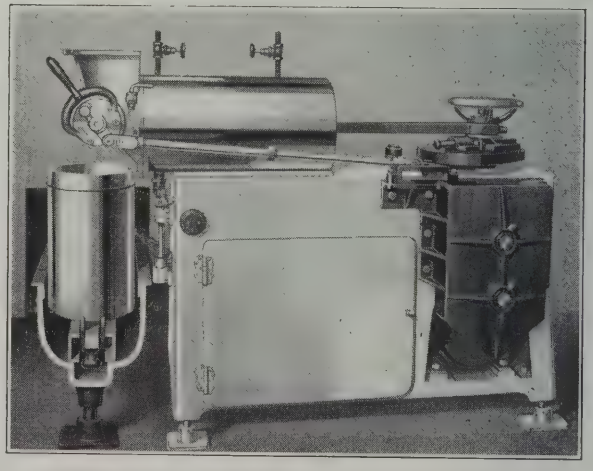
Mojonnier method of handling ice cream automatically from the freezer to the delivery truck makes "peak loads" easy and helps solve labor problems. It shortens route from freezer to hardening room from ten minutes to two and one-half minutes. It eliminates waste of over-filling the cans.

Hopper System

This hopper system may be applied to any size ice cream plant. It guarantees a minimum loss in overrun and shrinkage. It eliminates melting after the freezing process. It saves labor. It increases the output of the freezers, making it unnecessary to use freezers as filling machines.

Can Filling

Mojonnier Can Filler accomplishes two things making it an absolute necessity in every modern ice cream plant. Fills cans uniformly and prevents overfilling, so common when cans are filled by hand method. Substitutes mathematical precision for "guesswork." *Insures placing of frozen ice cream into the hardening room in a minimum amount of time.*



Mojonnier Automatic Ice Cream Can Filler. Fills ice cream cans with exact predetermined volume of ice cream. (Patented.)

EFFICIENCY PRODUCTS Mojonnier

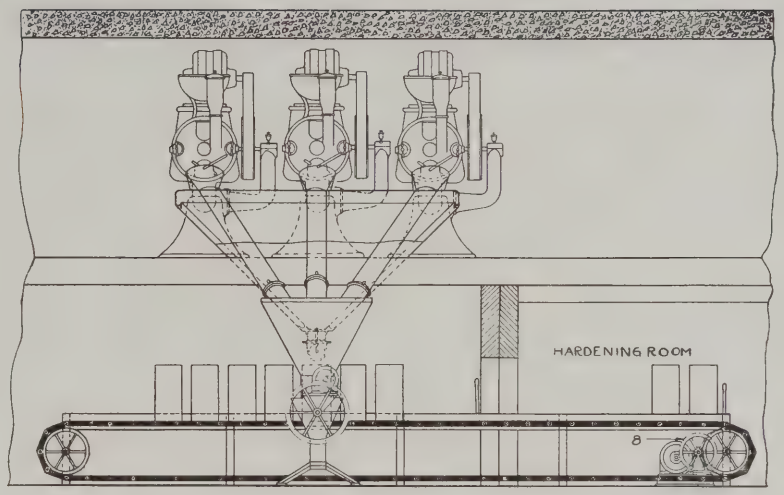
Mojonnier Bros. Co.

MILK ENGINEERS

4 MORE SERVANTS manufacture of Ice Cream

Ice Cream Conveyor

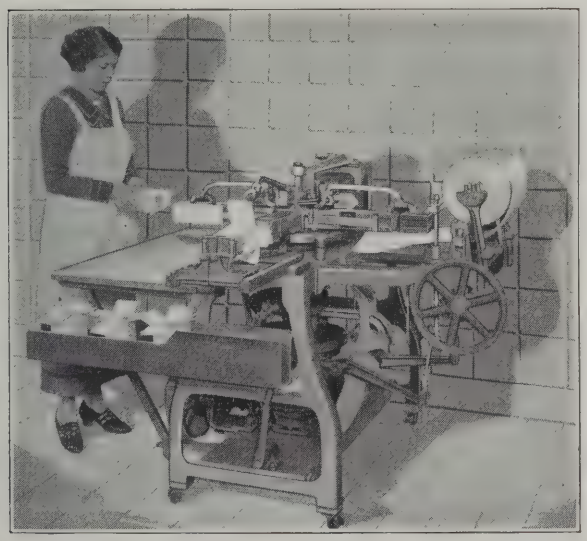
This is an entirely new, simple and inexpensive conveyor for handling either empty or filled ice cream cans. It eliminates trucks completely. It greatly increases hardening room capacity; saves refrigeration. Necessary in any size ice cream plant, enabling the smaller plants to operate with same degree of efficiency as the larger plant.



Typical installation of Mojonnier Ice Cream Handling System for three-freezer plant. Mojonnier Ice Cream Can Conveyor shown at bottom for conveying cans into or out of coolers. (Patents Pending.)

Automatic Carton Liner

This machine, with the Mojonnier Ice Cream Packaging Machine, has completely revolutionized the making of packaged ice cream. With these machines working together, packaged ice cream may be made at a cost a trifle more than bulk ice cream. Either 30-lb. or 40-lb. parchment or wax paper may be used. Parchment is fed off a roll, automatically slotted, folded and formed ready to be inserted into carton. The lined carton is delivered directly to the packaging machine at the rate of 1500 an hour, or as fast as the cartons are filled by packaging machine. In moderate sized plant, machine pays for itself the first year.



Mojonnier Automatic Ice Cream Carton Lining Machine for automatically lining "tuck end" cartons with parchment or wax paper. (Patents Pending.)

The other Mojonnier Servants:—

Milk Tester,
Vacuum Condensing Unit,
Overrun Tester, and
Packaging Machine

are well-known to the Ice Cream Industry. They, too, have been a means of greatly reducing waste in the ice cream industry.

Let a Mojonnier Engineer determine the possibility of eliminating waste in your factory.

[WRITE OR WIRE FOR OUR REPRESENTATIVE]

Chicago, Illinois

EFFICIENCY PRODUCTS Mojonnier

4601 W. OHIO STREET

"SPECIAL DELIVERY" OF ICE CREAM.

(Continued from page 12)

ness. The average family size for the United States is 4.3 persons and this family eats at least three meals a day, two of them according to our custom requiring some form of dessert; and infrequently that dessert takes the form of ice cream which is universally favored by young and old. How does it get to the table? Sometimes father brings it home; sometimes Jack or Jill is sent to a nearby dispenser for it; and less frequently (unfortunately so) it is delivered by a dealer. Why is it not more frequently delivered by a dealer? Simply because of delivery cost upon a small amount (one pint for the average family) allows no appreciable margin of profit. Some dealers whose methods for obtaining family trade have been described in various publications have solved in one way or another this delivery cost problem, but in all probability, in most cases, the cost is charged indirectly to advertising, good will creation, and the building up of indivduality for those dealers.

THUS far the manufacturer has not been touched upon. Let us consider his interests for a moment. The ice cream manufacturer's interest in the dealer must not stop (as has been pointed out innumerable times) at the point where he has succeeded in selling his product to that particular dealer. He must in a great many cases point out to the dealer the value of modern merchandising methods in promoting the sale of ice cream. The manufacturer's advertising and sales forces must aid the retailer in putting across to the public this particular brand of ice cream.

The fact that competition is keen in ice cream selling accentuates the idea that ice cream is not sold until the ultimate consumer has paid for his order. Therefore, the manufacturer, if he helps the retailer to increase his sales of ice cream, is surely helping himself to increase his gallonage, and consequently, activities of this sort which he undertakes may well be a part of his advertising endeavor. With this view in mind the writer suggests a method to be used by the retailer in building up ice cream sales, a plan which may well be proposed to the retailer by the manufacturer, and valuable assistance be given by the manufacturer in effectively putting it across with the public, to his and the retailer's mutual benefit.

The plan the writer wishes to set forth for consideration by the readers of this publication is not new, but, it is a plan which has latent possibilities of development, and one that should be given more universal and serious attention than has been given it in the past. It is simply the enlistment by the dealer of the services of the ubiquitous small boy and his bicycle in developing the "special delivery" family trade in ice cream. A few dealers have seen the value of this plan and have utilized it advantageously. The small boy with his bicycle can quickly deliver small amounts of ice cream upon order from the housewife. He can even solicit orders upon a commission basis for he is desirous of earning money and is willing to hustle for it. In a brief way follow some of the details which the dealer must work out for his own particular set of conditions in order to effectively put across this system of delivery.

FIRST, get the boys. This should be an easy matter for there are always bright, smart, energetic boys obtainable in any neighborhood and the bicycle is often one of his possessions. Fit the bicycle with a commodious carrier.

At the same time or a little previous to organizing the boy-bike delivery service run some newspaper advertising telling the story of the new delivery service and a list of the flavors which will be available for delivery in brick and in bulk. Emphasize the promptness and punctuality of the service which is proposed to be rendered. This advertising must be carried for some time to make a lasting impression but it need not be expensive in character. Its appeal must be directed to the housewife.

A feature which might be brought in to advantage is the week end special brick. This special may be the same one featured by the ice cream manufacturer or he may be induced to make especially for the dealer, the dealer's own combination, upon order. In the first case, the dealer would have the advantage of the manufacturer's advertising of the special, while in the second case he could develop individual expression in setting forth the merits of his own special brick, which had been made to order.

BY MEANS of the boys, place in very family mail box in the territory which is to be covered by the delivery system, a neatly prepared letter addressed to the mistress of the house; acquainting her with the service; pointing out the dessert possibilities of ice cream; describing the brand and flavors which will be handled; and emphasizing the special brick feature. Incidently state that the delivery of other articles which are sold by the dealer will be made, is requested, at the same time that ice cream delivery is made.

In the delivery work make use of some of the iceless containers which are available for carry-out trade and maintain a forenoon system of collection. At the time collection of the containers is being made the boy may be able to do some soliciting for which purpose they should be provided with order pads. For orders beyond the boy-bike capacity make use of the manufacturer's light delivery quick-service or some available means.

THE delivery end of this plan must be systematized in such a way that a boy can cover a delivery route say, between eleven and one o'clock and from five to seven o'clock, and if the territory is great enough have several routes, a boy to a route. The hours mentioned are for the two-meal periods, the limits set being the probable time within which delivery will be specialized for them. During the afternoon there will be phone orders to handle upon a moment's notice when it would be necessary for the boys to deliver in each other's territory, but in connection with the regular delivery hours, keep each boy to his own route and allow him to do soliciting only on his own route.

It goes without saying that the delivery boys should always be neat and clean. In addition, if each lad is furnished with a white coat and cap upon which the dealer's name and the brand of ice cream are attractively printed, it will do much to create interest. In this feature, the manufacturer could well afford to co-operate with the dealer by furnishing him with the coats and caps and even going so far as to launder them when needed.

These suggestions are offered for what they are worth to anyone who wishes to make use of them. They are a means of increasing the use of ice cream. They are also a means for building up service, one of the most important members of the merchandising triumvirate, **Quality, Service** and **Price. Quality** you must have, **Service** you can give, and **Price** is willingly paid for these first two if you efficiently furnish them.

DOES BILLBOARD ADVERTISING PAY?

(Continued from page 20)

reviewing all of the possible methods of tempting the public to eat more ice cream it seems likely that the "next best" is the display of beautiful colored pictures of the product. Certainly the feasting of one's eye is usually the introductory step to feasting one's inner self.

In order to clarify what is meant, let me read you the following list which gives in order of importance the various ice cream appeals which may be made to the public is display advertising:

(1) Picture of product in full colors, combined with a tempting description of its flavors and benefits.
(2) Picture of product in full colors, combined with a description of its benefits.
(3) Picture of the product in full color without description.
(4) Picture of product in one color, combined with a tempting description of its flavors and benefits.
(5) Picture of product in one color, combined with a description of its benefits.
(6) Tempting description of the product and its benefits.
(7) Picture of product in one color without description.
(8) Description of the benefits of the product.
(9) The words "ice cream," followed or preceded by the brand name.
(10) The brand name alone.

There are exceptions to this general rule, of course. Here and there you find some spectacular or extremely novel method of advertising, such as the sky writing employed by "Lucky Strike." But, generally speaking these exceptions live only as long as the novelty lasts. They cannot constitute any serious part of our permanent advertising plans. Their cost is usually proportionate to their exclusiveness, and is justified only as long as they are exclusive. Picture for yourself seventeen sky writers all at work at one time—and I can add that in view of the price the sky writers ask, you would be paying too much for one-seventeenth of the temporary attention of the spectators.

Let us consider again the list which I have just read. The biggest factors in the selling of ice cream to the public are right at the head of the list.

These important factors can be splendidly carried out in billboard advertising. I do not mean to indicate that this applies only to billboard advertising, for it does apply to certain forms of store display, direct-by-mail, street car cards, etc.

Up to this point we have seen that billboard advertising reaches the public in the right place, at the right time, and in the right way. Perhaps we can venture to say that billboard advertising should pay.

THE next question in order would naturally be "How many people can be reached per dollar of expenditure?" and "Is this cost greater or less per person than in the case of some other form of advertising?"

Frankly, I do not intend to answer these last questions specifically.

Let me say only that in the past I have used billboard advertising to promote the sale of ice cream, and have been thoroughly satisfied with my purchase.

At this point in my talk I really ought to sit down and let the next man on the program have a chance, but I don't have the opportunity very often of getting before so many men who are practically my business partners.

Therefore, there is one brief message which I wish

Self Apparent Sanitation

Telling the world all you do to keep things sanitary in the production and sale of your ice cream is not enough.

You must give them something to see to believe it.

ALLEN
One-Piece Sanitary CAN LINERS

are self apparent evidence that you are striving to deliver your ice cream in the most sanitary way.

Certainly ice cream packed in a rust spotted can lends no conviction toward your sanitary efforts.

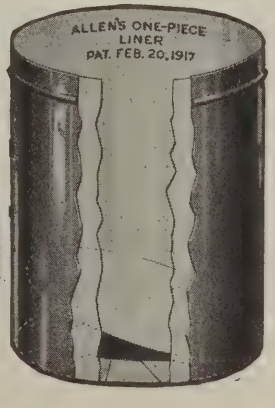
Use them in all your cans.

The Allen Candy Co.

Manufacturers

PONTIAC, ILLINOIS

Your Jobber Can Supply You



Send for Samples and Prices

to add. It concerns ice cream advertising, but covers a wider range than just billboard advertising.

It has probably occurred to you from time to time as you put out money for the advertising campaigns which carry your trade name or brand, that the other ice cream manufacturers in your territory are going to get considerable benefit from your campaign. My experience has shown me that it is almost impossible to advertise to the general public, especially in the ice cream business without benefiting your competitor.

I say, especially in the ice cream business, because our system of distribution is peculiar. In 99 cases out of 100, an ice cream retailer carries only one brand and yet he carries a thousand other items of merchandise. The traffic that comes into his store is attracted by his full line, and his average customer, while in the store, will spend much more for other items than for ice cream. Therefore, I reason that the favorite drug store, or grocery store, or restaurant of any consumer is selected from among the other stores of its kind in the neighborhood because the consumer likes the general line of products which the retailer sells. Furthermore, every consumer has a tendency or natural inclination to purchase in as few stores as possible. Perhaps this is simply a matter of laziness. A consumer buys at the most convenient point—other things being equal.

IF THE general public did not count conveniences as one of the biggest factors, then we would never in the world be able to maintain the tens of thousands of successful neighborhood stores. Consider it from another angle—If conveniences were not a big dominant factor in determining public buying, then a store located on the main street of a town would be worth little or no more than the one located on a side street.

The point I am shooting at is this, the store which will sell the most ice cream in the neighborhood is, in nine cases out of ten, the one which has the greatest numbers of customers for its whole line of products. In other words, if by display advertising I persuade Mrs. Jones to buy some ice cream she will unquestionably plan to get it the next time she is down street. In my mind's eye I can see her coming out of her house and going down the street with a shopping list in her hand or in her mind. She is counting up two or three items which she wants to buy at her favorite drug store, four or five items which she wants to buy at her favorite grocery store, and so on. When she gets to her drug store or grocery store she thinks of the ice cream. Her appetite for ice cream, so to speak, leaps to life. Perhaps, if the ice cream advertising which she saw was extraordinarily strong she will remember the brand name and ask for it. In our hearts, however, we feel that the chance of her asking for the ice cream by its brand name is very slim. Retailers will tell anyone of us, if we go to them incognito, that out of one hundred ice cream customers, there is hardly one who asks for the ice cream by its brand name.

WE LEFT Mrs. Jones standing in the store, and out of courtesy I am forced to keep her from waiting longer. Presume she is the one of a hundred and asks for "blank brand" ice cream. You know the rest of the story already. If the retailer does not carry blank brand he tells her that the brand he carries is every bit as good if not better. She believes him. In the first place he has her confidence or she would not be his general customer. In the second place, she has probably tasted every brand of ice cream in the community at one time or another, and knows that here is not any radical difference between them.

Therefore, I say, gentlemen, that the demand which the average ice cream advertising campaign stirs up is going to benefit each of the ice cream manufacturers in the city in which it is published, almost exactly in proportion to the number, location and character of their respective retailers.

TO ME the story which I have been telling means one thing—that our general ice cream advertising, those campaigns which are intended to increase the per capita consumption of ice cream, the per capita consumption of our standard product, should be joint campaigns instead of competitive campaigns.

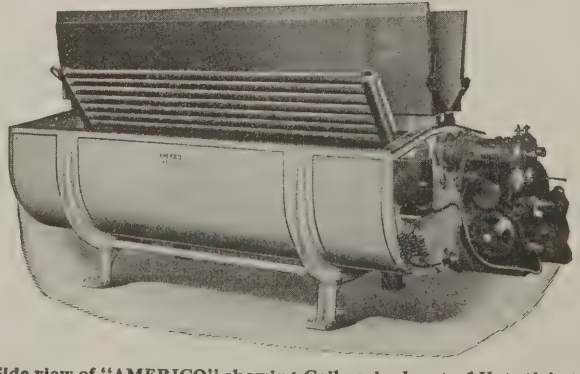
A joint or co-operative campaign, one in which the advertisements could be signed, for instance, "Bureau of Dairy Products" would be much more effective in influencing public opinion than campaigns signed "Blank Brand" because it would appear to come from an impartial and unprejudiced source. Then, too, there would not be any money wasted on the space which is now occupied by competitive argument. Every inch under a co-operative plan would be devoted to just one purpose—increasing the per capita consumption of our products. To my mind that spells efficiency.

"AMERICO" Pasteurizer—Ripener Mixing Vat—Holder

MOST SANITARY VAT ON THE MARKET

No Stuffing Boxes—No Churning or Foaming

UNIFORM TEMPERATURE



Side view of "AMERICO" showing Coils raised out of Vat giving access to interior for quick and thorough cleaning.

5 REASONS WHY IT SHOULD BE AN "AMERICO"

Most Accessable Coil Vat on the Market

No Stuffing Boxes to Contaminate Your Product

Uniform Temperature

Water and Brine Used for Cooling

No Metal in Contact with the Cream when Used as a Holder

American Copper & Brass Works

610-616 E. Front Street CINCINNATI, OHIO

MANUFACTURERS OF DAIRY EQUIPMENT

REYAM-BRAND
TRADE MARK
GUARANTEES SATISFACTION

"Peach-Aprico"

Reyam's New Trade-Winning Sensation.

You're going to smack your lips over the big business this new one will bring you, just as ice cream fans will enthuse about its wonderful flavor. It's a cold process product that produces fresh fruit peach ice cream of a rich golden-peach color. Ready now for your orders; packed in all sizes from No. 10 cans to 50 gal. barrels.

MEMBER

Broken Assorted Glace Fruits

Packed in 25-pound pails. Delicious for fruit creams and always up to Reliable-Reyam standards.

Tutti Frutti Mixture

The same good flavor and bright color that has made it popular for years—your reason for ordering now for your mixed fruit ices and creams.

New Crop Reyam Brand

Crushed Hawaiian Pineapple

in No. 10 cans. Special pack extra crushedfruit in own juice; absolutely clear; no eyes or cores.

Unsweetened Pineapple Juice

for water ices; in No. 10 cans

Whole & Broken Maraschino Cherries

New Crop; prompt delivery

The CINCINNATI EXTRACT WORKS

422-424 W. FOURTH ST.
CINCINNATI - O.

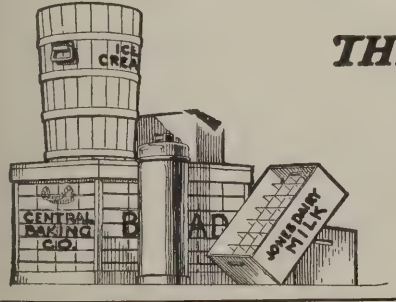


You are the "Judge" when you use Enamelad

Heads You Win; Tails We Lose

We take all the chances, you haven't a chance to lose. We want to convince you like we have hundreds of customers that ENAMELAD is the most durable, lasting and most attractive package enamel on the market.

Buy as much or as little as you want; use 25% of it—if it isn't better than any you've ever used, send back the rest and no charge will be made, nor questions asked. Doesn't this show what we think of ENAMELAD? There are no fair words or "before and after using testimonials"—



THE GARLAND COMPANY
Cleveland Ohio U.S.A.

ENAMELAD
THE EVER READY ENAMEL
for Tubs-Cans-Cases

Please send color-charts and samples to:

.....
.....
.....



METHODS USED BY ICE CREAM COMPANIES TO DEVELOP RURAL BUSINESS.

(Continued from page 10)

"One of the obstacles in the path of the rural ice cream trade is the cost of ice in the average small community. Mechanically refrigerated cabinets will overcome this to some extent but the dealers in small towns who can see the advantages of such a cabinet or have the means to buy one, are comparatively few. It is our opinion that the small refrigerator unit offers the greatest single opportunity for the development of the rural ice cream business."

ONE of the best analyses of the rural business situation has been made for the bureau by the president of one of the most representative ice cream companies in Western New York, whose company has met the decline in rural business by establishing storage branches in strategically located smaller cities, and furnishes to the customers to whom it formerly shipped ice cream by express, a complete packing and delivery service identical in every respect with the service given its city customers, through packing trucks operated from the storage branches. . . . The letter follows:

"The rural business or as we term it in the industry, the shipping business, is gradually diminishing and it is only a question of time when the supplyng of rural dealers by express shipments will entirely cease. There are several reasons for this situation.

"First, the constantly increasing express charges and these are shortly to undergo a further increase. Second, the uncertainty of a local ice supply, due to continued open winters. These two conditions are responsible for the third, which is perhaps the most important of all, as they have made it possible for the establishment of small ice cream manufacturing plants in rural communities who are able to sell cream at a lower cost to the buyer than the city plant is able to do after taking into consideration the express charges and the expense of buying salt and ice, to keep the cream, which must be borne by the country dealer.

"To overcome this situation, our company has established storage branches in strategically located smaller cities and are furnishing to the customers to whom we formerly shipped ice cream by express, a complete packing and delivery service identical in every respect with the service given our city customers through packing trucks operated from these branches. The location of these branches has enabled us to reach into territory which it would not have been possible to cover with trucks running out of our city because of the distance involved.

"This practice has enabled us not only to maintain the country shipping business formerly enjoyed, but to increase it to a considerable extent.

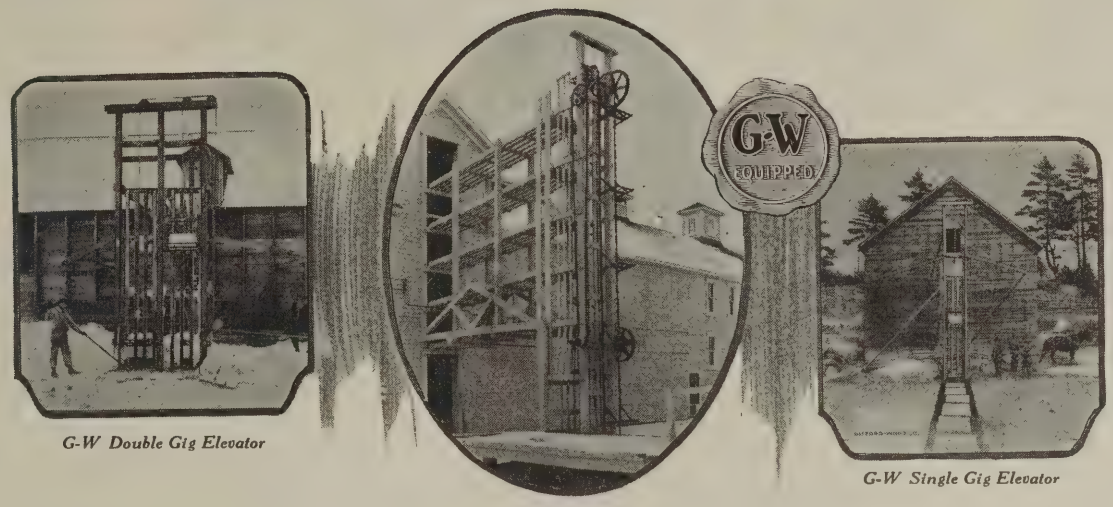
"In considering the development in such a territory it is obvious that the location and operating radius of other companies engaged in the same business must be taken into consideration because these rural communities are not large enough to support several companies operating in the same field and unless care is exercised disastrous conditions can be brought about through unfair competition. As a general observation, the business of all ice cream companies is being gradually crowded in to the territory which can be reached from a central base by packing trucks."

It is rather interesting to add at this point two letters received not from ice cream manufacturers, but from ice cream supply manufacturers, setting forth what such supply manufacturers do to encourage the development of rural ice cream business:

"The business in the smaller towns and villages is usually handled by a larger ice cream manufacturing concern in a nearby town or city. In these cases we can do very little directly to assist our customers.

"Our office and factory, while suburban to the city, are in a section that might be called rural. Ice cream is delivered by several companies to the town next to us, which is one-half mile away; but it is next to impossible to have any of those companies deliver us, two or three times a week, a 12-quart can of ice cream. Where rural business may be wanted, it would seem to us that if the attitude of the manufacturers near us may be taken as an indication, that there should be a very wide field open for someone with a different viewpoint.

"Relative to the development of rural business to sup-



G-W Double Gig Elevator

G-W Perpendicular Elevator

G-W Single Gig Elevator

For Economical Harvesting—
a well-built Elevator



G-W Power Field Saw
Light Model

Just the saw for the ice cream manufacturer. Light in weight, sturdily constructed—and moderate in price.

Cuts about 100 feet of ice per minute—or approximately 800 to 1,000 tons per day. A great saver of time, labor and money.

Write for complete information.

An ice elevator that gets out of order is a costly proposition. Delays cost money—and so do repairs.

G-W Perpendicular and Gig Elevators are first of all *designed right*—and, secondly, they're *built right.* It takes experience to properly design and build these elevators—and we've had many years of it. Hundreds of G-W Elevators have been installed and the excellent service they have given is convincing evidence of their high efficiency and sturdy construction.

For complete information regarding the G-W Perpendicular or Gig Elevator exactly suited to your requirements, or any other item of G-W Equipment—just write our nearest office below.

The complete line of G-W Equipment includes Crushed Ice Elevators, Salt and Sugar Elevators, Ice Breakers, Ice Carts, Ice Cans, Ice Tools, Can Tongs, Ice Handling Machinery of all types, Coal Handling Machinery, etc.

MAIN OFFICE: 5 HILL ST., HUDSON, N. Y.

New York: 50 Church St. **Chicago: 565 W. Washington St.**
Boston: 222 State St. **Pittsburgh: Peoples Bank Bldg.**

Plants: Hudson, N. Y., and Oakmont, Pa.

Gifford-Wood Co.
BUILT STRONGER LAST LONGER

ICE HANDLING MACHINERY AND TOOLS

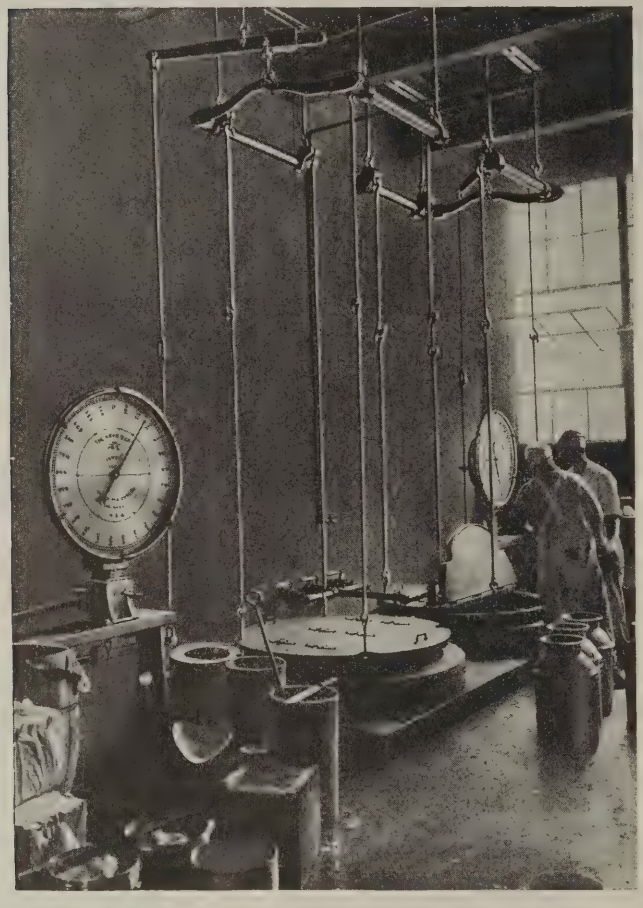
See other advertisements on pages 32 and 53.



BARBER

Everything for the Dairy Industry





Accumulative Indicator

AN added and exclusive feature of the KRON Scale. Not necessary to add the separate weights—the second indicator does that for you automatically, and instantly, always giving the total at a glance. Saves work, eliminates mistakes; avoids disputes.

The American Kron Scale

Just Load and Look

WITH modern methods of making ice cream mix it is highly essential to have speedy, accurate, and practical weighing apparatus.

Speedy—to handle large batches in limited time; its action is instantaneous; it saves half or more of your weighing time.

Accurate—so that you will know that each batch contains the proper amount of each ingredient.

Practical—so that it will save labor, simplify the recording of weights, and lower your weighing costs.

The KRON Scale gives you *all* of these advantages, and speeds up the entire plant. It has no springs to put it out of adjustment. Its uncanny accuracy eliminates the possibility of dispute, and removes your weighing worries once for all.

If you will tell us briefly the capacity of your plant and your weighing requirements we shall be glad to recommend the proper KRON equipment for your use and tell you exactly what it will cost you.

There's a KRON Scale Exactly Fitted to Your Needs—Let us Tell You About It



A.H.Barber-Goodhue Company

(Formerly A.H.Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul

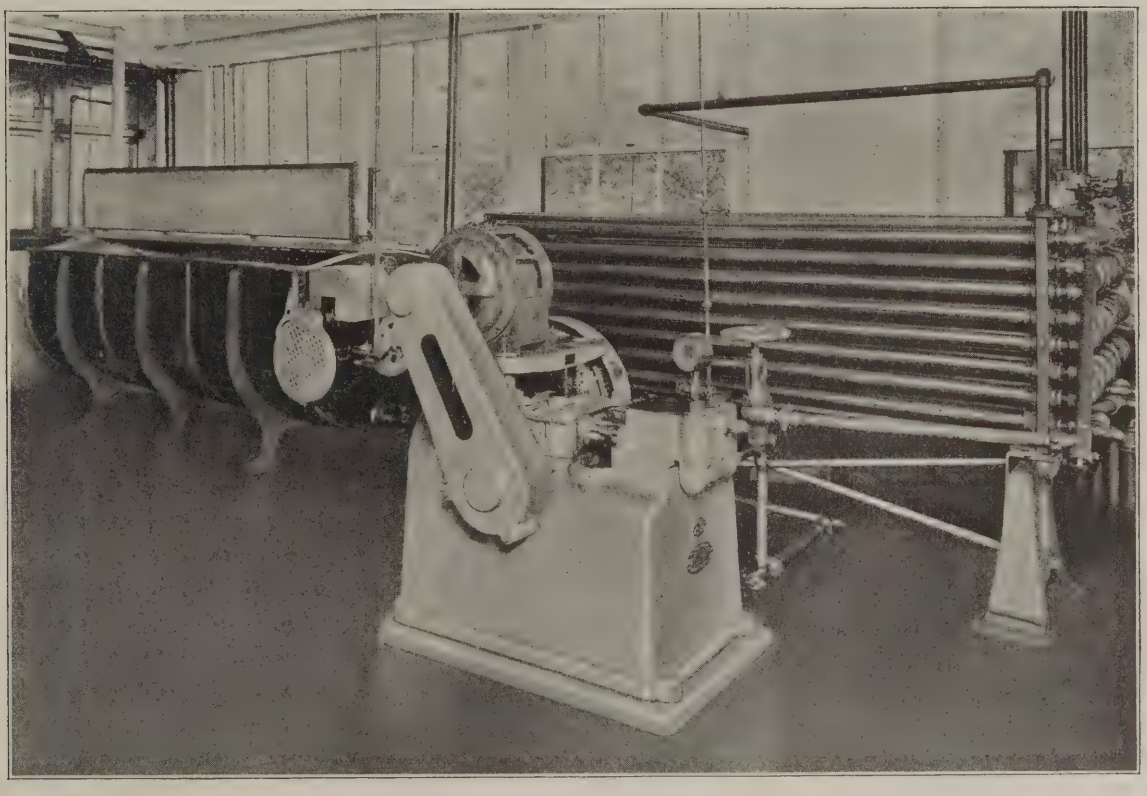




BARBER

Everything for the Dairy Industry





Crescent Creamery Co., St. Paul, Minn., showing Ice Cream Mix Pasteurizer, No. 300 Viscolizer and Internal Tube Cooler.

Plan Now for Bigger 1925 Production

1925 PROMISES more than ordinary business prosperity—for you, and all of us. That, coupled with the normal year-to-year increase in ice cream consumption, means larger sales and profits for you next season.

That will require larger production; and larger production calls for additional equipment—or speedier and more modern equipment to replace that you now have.

Now is the time to plan your plant improvements, while there is time to do so leisurely—without haste or waste. If you plan to build or remodel we shall be glad to give you, through our Engineering Department, the benefit of many years of experience in just that kind of work—without cost or obligation.

We should be glad to advise you, also, in the matter of equipment, to help you select the items best suited to your needs. We may be able to offer suggestions that will reduce your equipment costs, or that will greatly improve your products or your service.

And don't overlook the economy of buying all of your equipment and supplies from a single source; we can give you everything from parchment to power plant equipment.



A.H.Barber-Goodhue Company

(Formerly A.H.Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

port our trade, we believe that many small communities are kept from the enjoyment of ice cream through the more or less restricted attitude that the larger companies take in the matter of distribution. We believe there are many opportunities for small ice cream plants—plants that may never grow big, but which do have some opportunity for growth.

"Our salesmen have learned of a number of prospective manufacturers in small places, and it has been our practice to offer them information, and the knowledge we have acquired in our particular line that might be of help to them in starting rightly. Our men usually cover a section represented by one or several states and learn much about the business side of ice cream making, and they are often able to tell prospective manufacturers of the advantages of different methods. When such prospective ice cream manufacturers are ready to buy their equipment, we extend to them assistance in the way of deferred payments or accounts carried over a considerable period of time, which gives them the opportunity to get on their feet and to enjoy at least their first warm weather ice cream season without tying up the entire amount of their working capital."

A second ice cream supply manufacturing company:

"We are not in the ice cream business, but are furnishing a considerable part of the necessary equipment for ice cream plants, either large or small, and are in very close contact with these companies all over the country. Naturally, we are concerned in the success of the ice cream manufacturer, because that success is reflected in his ability to purchase new and up-to-date equipment to care for an increasing or successful business. We have endeavored to assist these ice cream manufacturers in an advertising way by furnishing them without charge advertising mats or plates. These provide a blank space at the bottom wherein the name of the manufacturer or dealer can be inserted, and the idea is that these will be run in local papers and in other ways, which may be of benefit to the local manufacturer.

"There is another feature that we, through our organization, are constantly endeavoring to impress on the ice cream manufacturer, namely, the thought that they should produce a product of high quality. It has been our observation that the consuming public is willing to pay the price for a good article, and in this, ice cream is no exception. The difference in cost is comparatively small. Benefits accruing to the manufacturer who puts out an article of high standard means an increasing demand for his goods and the consequence, expansion of business."

Summarizing the results of the bureau's study, it appears that

1—Rural business is diminishing.

2—It is so diminishing, according to ice cream manufacturers because

a—of the increased cost of shipping.

b—of the difficulty in securing icing service in winter.

3—Ice cream companies are endeavoring to maintain and develop rural business by careful missionary work by

a—using direct by mail advertising on prospective consumers of ice cream.

b—keeping the local dealers effectively supplied with display material, running week-end specials, etc.

4—One company has found it of distinct advantage to maintain strategically located storage warehouses.

5—Numerous ice cream manufacturers have not a full understanding of the nature of overhead expenses as it affects the nature of rural business.

(For a discussion of this phase of the problem see our Business Leaflet No. 9, "The Cost of Overhead.")

The secretary of one influential local ice cream manufacturers' association writes:

"The subject of developing rural business has not been discussed at our meetings and I feel sure that our people will be glad to get the results of your study on this."

It is in this spirit that the Policyholders' Service Bureau offers the foregoing upon a problem of vital importance to the ice cream manufacturer and to the study of which little systematic attention has hitherto been given.



STOUT

Schroeder Perfection Cabinets

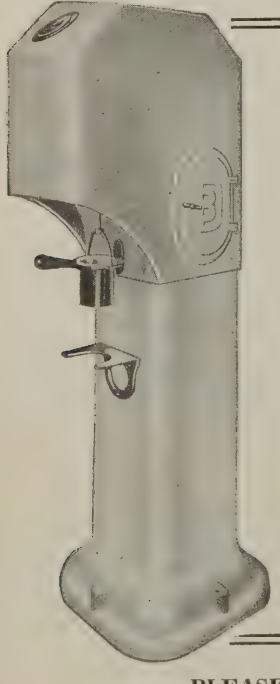
They're Stoutly Built.
They're Well Insulated.
They're Handsome.

Tub and Metal Lined Bulk, Brick and Combination Cabinets in Mahogany Smooth Panel and Golden Oak Ceiling Finish.

Our Stout Cedar Tubs are right, and our prices, too.

Let Us Quote on Your Needs

STOUT MFG. CO., 610 Sycamore St., Milwaukee, Wis.



Sommers Ice Cream Over-run Tester

Simple in Construction—Quick Acting and Accurate

SMOOTH, SIMPLE CUP IS USED.

No loose weights or adjustment on Cup necessary.

Adjustments for variation in specific gravity of the mix are easily made on the Tester itself.

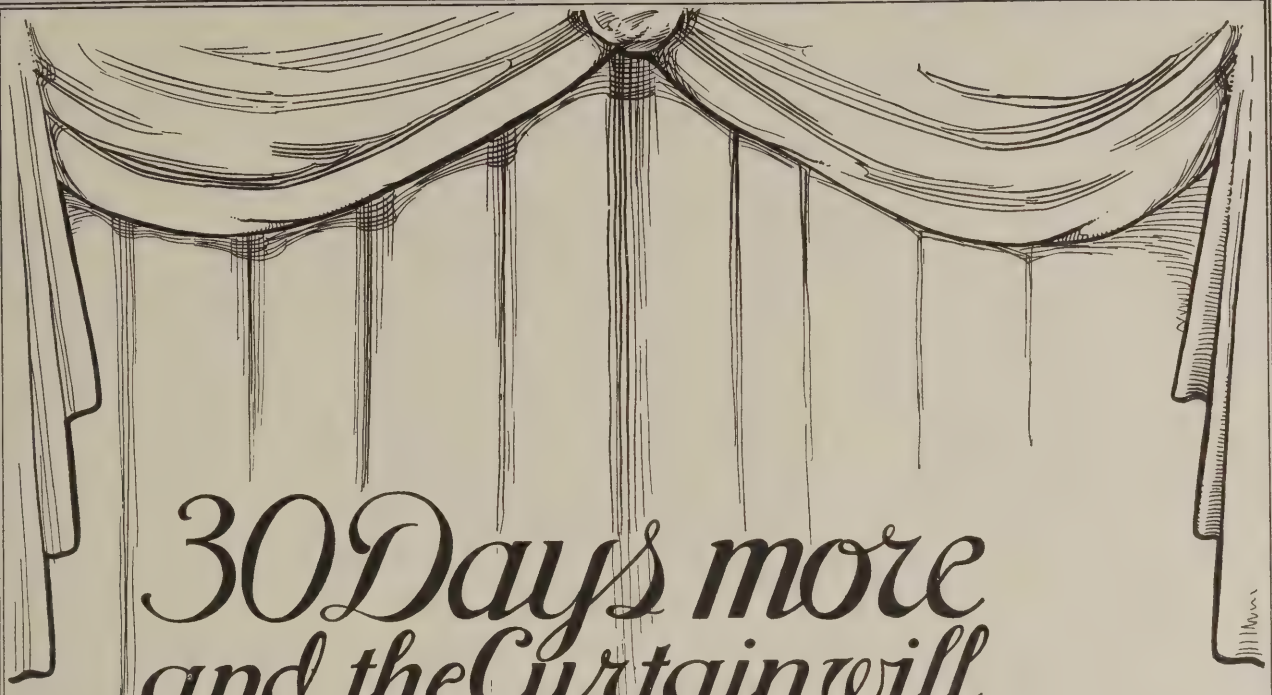
The Cup hanger is easily accessible.

The reading is always made at one place, right under your eye as you stand in front of the Tester and tilt your head slightly forward.

Write for Descriptive Literature and Price

MANUFACTURED BY

Damrow Brothers Company, Fond du Lac, Wis.



30 Days more and the Curtain will rise on Jamison Cabinets

A new Ice Cream Cabinet that, under actual test, cuts Ice and Salt consumption about 30 – 50 per cent

JAMISON COLD STORAGE DOOR CO.
HAGERSTOWN, MARYLAND, U.S.A.

Supplymen's Achievements for the Ice Cream Industry

A Little Story How Letter D Works Hard For Those Three Other Well-Known Characters, C, B and A

NOT until we have survived all of childhood's diseases and reached the age of algebra and high-school do they usually introduce us to those mysterious and perplexing characters X, Y and Z.

But there is a more familiar group of characters, and much more friendly, that we are all introduced to far earlier in life, those famous old acquaintances A, B, C and even D. In the third grade A used to have five apples; he very, very generously gave two to B and one to C, and how many then had D?

And even before that there used to be a nursery rhyme or two where A and B and C and D met in a jingling way.

Each of us in the busy world in which we live has a particular job to do. The millionaire leader of many businesses perhaps sits at an uncluttered desk and seems to work but little. But actually he has his daily job and stop and wonder with a real confusion just what the actual relations of our daily jobs are to the bigger aggregation of days' jobs that constitute the life of a community or industry.

And one of the simplest ways of seeing clearly this relationship, without the natural confusion that the magnitude of many individual efforts does create, is to hark back to our familiar, simple, unspoiled old acquaintances, A, B, C and D.

MEN WHO HAVE ACTED AS DIRECTORS AND OFFICERS OF THE ASSOCIATION OF ICE CREAM SUPPLY MEN SINCE ITS REORGANIZATION FIVE YEARS AGO.

C. S. Bassett	Cherry-Bassett-Winner Co.
W. L. Cherry	J. G. Cherry Co.
T. D. Cutler	The Ice Cream Trade Journal
L. B. Esmond	Essex Gelatine Co.
Roberts Everett	Secretary
G. W. Heisler	Menasha Printing & Carton Co.
J. W. Hussey	Davis Cooperage Co.
O. S. Jordan	Brown & Shaw
H. A. Keiner	Keiner-Williams Stamping Co.
G. H. Litz	The August Maag Co.
John R. Livezey	John R. Livezey
W. D. McCormick	The McCormick Co.
A. McDougal	The Allman Gas Engine & Machine Co.
Marshall Miller	Richmond Cedar Works
H. H. Miller	H. H. Miller Industries Co.
Wyn B. Morris	Barker, Duff & Morris
John H. Mulholland	John H. Mulholland Co.
J. L. Nelson	C. Nelson Mfg. Co.
S. E. Perkins	J. O. Whitten Co.
K. W. Schantz	K. W. Schantz, Inc.
B. B. Scott	B. B. Scott
Robert Soule	Merrell-Soule Sales Corp.
J. H. Stoddard	Dominion Chemical Co.
C. A. Street	Walker Vehicle Co.
Gabe S. Wegener	Hudson Mfg. Co.

A, B, C and D in the Ice Cream Industry.

Men in every branch of the ice cream industry, men who write for business men, business men in other industries frequently ask: "Just what is the work of The Association of Ice Cream Supply Men and why is it so useful to the ice cream industry."

NOTABLE ACHIEVEMENTS OF THE ASSOCIATION OF ICE CREAM SUPPLY MEN.

The adoption of the Fair Practice Code.

Support of the National Association's industrial laboratory project.

Eight expositions for the ice cream industry.

Development of greater industrial consciousness among supply men and throughout the whole industry.

Extensive publicity in behalf of ice cream and the ice cream industry.

Consistent efforts toward a sounder industrial economy for ice cream.

Then A, B, C and D advance to give the answer—an answer which lies, of course, in an understanding of the relationship inherent between the various stages of transaction that comprise the ice cream industry.

There is a principle underlying any successful industry. In this case the principle is this:

A is the public. Without the public there would be no occasion to produce ice cream.

B is the dealer. Without the dealer it would be difficult, if not impossible, to distribute ice cream to

DARKO

The new and better Cocoa Powder, made by the Dutch Process—improved in the Fortune Plant, and adapted particularly to the making of Ice Cream. DARKO produces a dark, rich, velvety ice cream—full of chocolate flavor that brings 'em back for more.

Drop us a card, and let us send you a working sample or a trial order in 25-lb., 50-lb., or 100-lb. drums, or in 200-lb. barrels.

Also Mahogany and Superior domestic cocoas, if a lighter cocoa is desired.

Manufactured by

FORTUNE PRODUCTS CO.

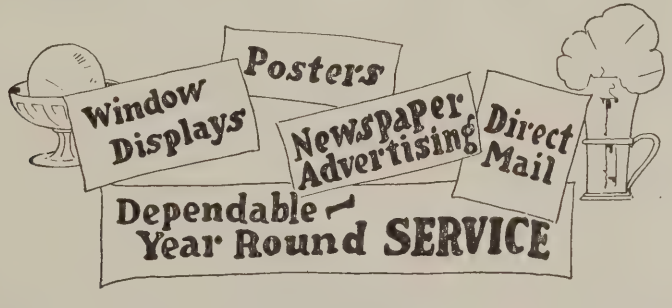
420 So. Desplaines St.
CHICAGO

Makers of Fortune "Thinflo" Chocolate Coating for Eskimo Pies.



do you want more business?

YOU can get it by proper advertising. Let us offer you the benefit of almost fifteen years of continuous experience advertising and selling Ice Cream. We've worked with many of the biggest manufacturers in the country and are still working with them, providing a day by day individual service and supplying everything necessary to properly advertise Ice Cream.



If your business does not conflict with someone we are now serving we should like to discuss advertising and selling with you. Write now while you are thinking about it.

Barker, Duff & Morris

Union Trust Building,
Pittsburgh, Pa.

has to do it, no less than has the driver of the wagon that leaves a shipping platform.

Often many of us, absorbed in the daily jobs we do, the public. If there were no dealer the manufacturer would have to make one.

C is the manufacturer. Without the demand from A and the means of distribution through B, C would not exist.

D is the supply man—the man who makes and delivers to C equipment, machinery, ingredients, supplies, accessories, and performs for him specialized services. Of course, if there were no C, D would not be in business.

Our familiar childhood friends, A, B, C and D have a faculty in this case of realigning their relationships also. If there were no A, it is quite apparent there would be no B and C and D. What some students of the business alphabet at one time did not realize in full, is that without a D there could not be a C or B or a means of reaching A.

THE work and the success of The Association of Ice Cream Supply Men is based on an understanding of the fact that D cannot exist and prosper without C and so on through to A; that C cannot exist and prosper without D and so on through to A. If this is true, it must be true as well that D can help C prosper and that C can help D prosper—that everytime that D helps C to prosper, D helps D to prosper too.

The ice cream industry is a whole. The supply men have realized that. They have not regarded themselves as incidental sellers to casual buyers. They recognized the fact some years ago that as they were dependent on the ice cream industry, so was the ice cream industry dependent upon them, and that the degree of dependence synchronized precisely with the degree of possible prosperity for each.

The supply men, through The Association of Ice Cream Supply Men, set out to help make the ice cream industry more prosperous.

D Begins to Work.

All men, all business and almost every institution that has survived any time in history has had a core of selfishness. The Association of Ice Cream Supply Men is no different. It began to work for D—and D is itself. It brought its members closer together. It taught the equipment man that the supply man has a right to live.

EXPOSITIONS HELD BY THE ASSOCIATION OF ICE CREAM SUPPLY MEN.

Philadelphia	**1919**
St. Louis	**1920**
Atlantic City	**1920**
Portland, Ore.	**1920**
Buffalo	**1921**
Atlanta	**1921**
Cleveland	**1922**
Cleveland	**1923**

It taught the million dollar company that the fifty thousand dollar company can and should survive beside it. It gave the salesman a new appreciation of his employer. It gave all member companies an exactitude of information on their common market. It saved them money, through eliminating waste sales effort. It did many things, legitimate, constructive and essential, for its members.

But in almost every part of this work for itself it simultaneously discovered that it was working just as actively for C. What did it do for C?

It brought supply man and manufacturer to understand each other. Both of them exist, you see, because there is an A and B. Some of them had never thought of that.

By reducing waste and inefficiency in selling effort, it eliminated great expenses that otherwise would have continued to be figured in the selling cost of articles that C must buy.

It dressed its window so that C might come and look at all the things displayed there. It did this in a series of great expositions that have made it possible for ice cream manufacturers to keep a close and wonderfully valuable check on all developments in process, mechanism, method and performance.

D cleaned its own house so that C might find it had

When Winter Comes

The season's rush is over and ample time is available to

CONSIDER INSTALLING

Sterling

Refrigerating Equipment

Its construction is different and the services you will get from it will be by far the most satisfactory, efficient and economical.

Send today for some bulletins and investigate.

UNITED IRON WORKS, Inc.
KANSAS CITY, MO.
OFFICES IN ALL PRINCIPAL CITIES

TIFFANY

CABINETS LEAD!

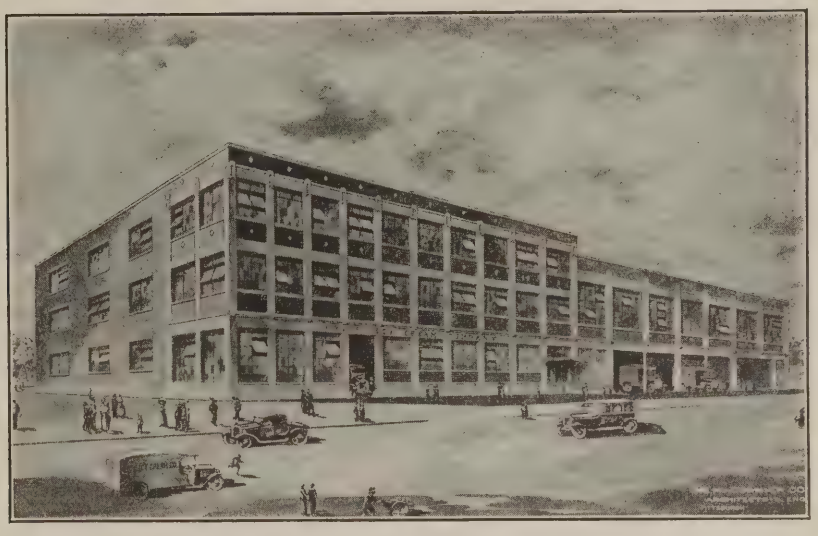
Recognized Everywhere as the "Last Word" in Ice Cream Cabinet Construction

WRITE FOR DETAILS

TIFFANY & COMPANY
Incorporated
Manufacturing Woodworkers
CARBONDALE, PA., U. S. A.

A CABINET IS AS GOOD AS ITS TANK

A Plant is Known by the Profits It Makes



Rich Ice Cream Company, Buffalo, New York

An Efficient Dairy and Ice Cream Plant is a good thing. It increases your pride in your business.

To know in advance, its exact cost is another good thing. It prevents over-investment.

To have it sanitary is necessary. That keeps the product up to Quality Standard.

To have it so perfectly laid out in every detail that operating costs are lowest is a most important factor. It enables the sales department to meet competition and satisfy customers.

All of these points are assured when the planning and construction supervision are done by Architects and Engineers specializing in Dairy and Ice Cream Plants.

DON'T GUESS ABOUT ANYTHING

LET US SHOW YOU ADVANCE FACTS AND FIGURES CONCERNING EVERY ITEM.

The McCormick Company, Inc.

Pittsburgh, Pa.
121-127 S. Negley Ave.

New York
41 Park Row

Inspect the Valves as your Cabinets go into Storage

See how many are lacking plugs —how many have leaky joints. Your estimate will be safe that a similar proportion of imperfect valves exist among the active dealers.

Determine Now

to make replacements and new installations with only

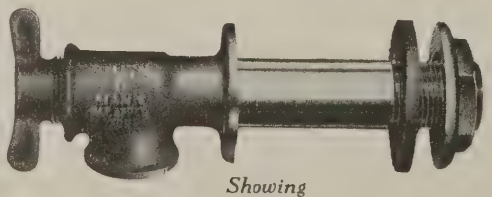
SMITH & MANN One-Piece Valves

with security plugs. Then there will be no more leaky joints or lost plugs.

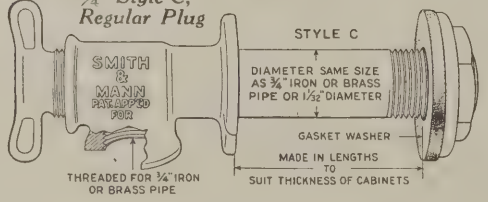
Send for Prices Now

SMITH & MANN

914 W. York St. Philadelphia, Pa.



Showing ¾" Style C, Regular Plug



no grievances to entertain. D adopted a fair practices code and a procedure for its enforcement.

D did many other things for C.

What did D do for B? Nothing, by direct contact; much, indirectly. D, at its end, laid the foundations for a sounder general economy throughout the ice cream industry—that economy which, according to an advertisement published recently by the association, is defined as "the disposition of the parts or functions of an organic whole."

D helped C save money. With that money saved C has helped and is helping B to make more money for himself. D preached and practiced modernization of plant and merchandising. C lagged not a bit behind in an enthusiasm that brought profit, for this modernization of both plant and merchandising. B today is more modern in his distribution methods, and expects and profits by instruction in bettering his approach to A.

D's Help Reaches Clear to A.

What has D done for A? Much.

A WANTS and buys more ice cream today. B wants and is learning better how to provide more ice cream tastefully, conveniently and every day. C is equipped to make more ice cream than B purveys to A. D has done no little to assist in this development and provision of a greater gallonage.

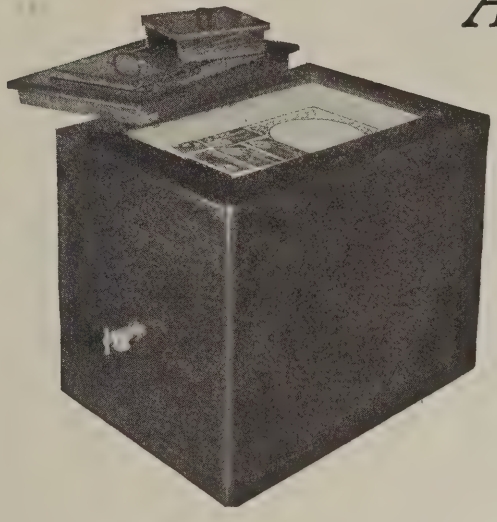
Has D done it all? By no means. The paragraphs above in no case state, and in no case should be so interpreted. D has received in return from the other elements of the industry. D has merely helped to do this work. But D has helped with an intelligent vision in its mind of what help was required and of the effective ways in which it could be given. D has known that its expositions would not merely help the ice cream manufacturer but would re-echo to the public. D has known, in its insistence on fair practices, that it not merely was protecting the ice cream manufacturer but was advancing all the way through B to A that sounder economy which would mean more ice cream and better ice cream called for by the public, more effective methods of purveying by the dealer, more invested capital at call for legitimate plant and production expansion by the manufacturer.

D has realized that an industry can be strengthened and advanced by working from the supply end as well as from what is more truly the heart and center of an industry, the manufacturing end. D has worked to make that heart and center sturdier and more prosperous.

WHAT has The Association of Ice Cream Supply Men done in definite terms? It was reorganized in 1919 from a small, semi-social business organization to a national trade association with a definite program. A feature of this program was the holding of expositions for the ice cream industry. Keeping pace with the development of that particular stage has been a development of educational work, of fair practices regulation, of market charting, of publicity in behalf of ice cream as an industry and a commodity, of co-operating with organizations of ice cream manufacturers in many of their activities, and in numerous other directions.

To relate the story of accomplishments in each of these directions would require extensive space and treatment. The story of its expositions can be taken as typifying the story of its other activities—in that it is a story of progressive, steady increase, of accomplishment and service.

Their Performance is Your Assurance of Economy



Dry Zero Universal Ice Cream Cabinets

48 hours
on one icing

HOT weather alone is not the only convincing evidence of Dry Zero superiority. In the cooler days of autumn and spring and during the winter season when you work with limited help and infrequent deliveries, then is when you will appreciate another angle of Dry Zero Accomplishment.

TRULY SURPRISING is what users say of the way Dry Zero cabinets maintain uniformly well refrigerated ice cream for a long period of time. The saving in ice and salt and the ability to go unattended for so long a period makes Dry Zero Cabinets an all year round profitable investment.

Time is plentiful now to make any test with Dry Zero Cabinets that you feel will determine their value to you. Send for a trial cabinet today. No cost to you unless satisfied.

Dry Zero Insulation Co.
50 East 42nd Street **NEW YORK**

You can have a Dry-Zero Universal Cabinet shipped to you subject to your approval after full test at your plant.

Send for one and try it out



There's always an extra *urge* in a dish or cone of ice cream made with Ucopco Gelatine. It's the kind of an urge that inspires quicker consumption, popularizes the dealer and makes fast friends all down the line.



Let this trade-mark, which appears on every barrel, be your guide in selecting gelatine.

NAME six of your leading competitors in the ice cream business and you will probably find at least three of them using Ucopco Wheel Dried Gelatine.

There are reasons for such universal acceptance. Investigate them today.

United Chemical & Organic Products Co.
Home Offices: 4200 So. Marshfield Avenue, Chicago
Branches:
New York New Orleans San Francisco Milwaukee Detroit

Ucopco Wheel Dried Gelatine

The Eskimo Pie Season

Views and Reviews of the Chocolate-Coated Bar Industry

THE Eskimo pie season, now opened with a vengeance, as related on following pages, promises to bring forth developments of considerable interest to ice cream manufacturers who once persuaded themselves that this proposition was not sound. In the language of the streets, the industry once was divided between manufacturers who were frankly willing to see the matter through, and others who thought that Eskimo pie simply was a novelty that soon would "fizzle out."

The Ice Cream Review has seriously studied the matter. Feeling that it owes to its readers a thorough discussion of such a timely matter, much effort has been made to bring to light facts and figures which would enable readers to understand what to expect of the Eskimo pie in the future.

What follows is not an expression of opinion, except in regard to the opinions of men quoted. Great care has been taken not to inject into the discussion any personal bias or any unwarranted enthusiasm.

One of the oldest and most commonly accepted axioms of trade is the worth of a piece of merchandise, is best indicated by how well it pleases the public after a full trial. The Eskimo pie will get the fullest kind of a trial this year. This is assured. Many men will make it pay. Others, probably, will be dissatisfied. For that matter there probably never has been a merchandisable commodity that fully satisfied all who would handle it.

IT HAS been found that a five-cent pie can be sold. It has been impressed that nothing but a quality pie can be sold. There is ample proof that the buyer expects quality ice cream in his Eskimo pie, the same as he does out of a glass, a dish, or a cone. Quality is paramount. There is no doubt that some men in the past have not been satisfied with the pie business because they were led into buying chocolate not of the best quality. There is little likelihood that this mistake will be made this year.

The nickel pie, made from quality products, seems to have a future. Ice cream men who do not think they can profitably handle pies will be reminded, on the pages next to come, that men are building up winter gallonage through the Eskimo pie. Other men are giving more thought to the matter of pushing the chocolate-coated bar business more vigorously throughout the year.

There seems to be little reason why one section of the country is more favored than in any other section. In certain states the business is being more actively carried on than in others. It may be argued on one hand that these are states known for the quality of the ice cream produced, but in other states where manufacturers are conscientiously striving to produce the best ice cream possible, it may be pointed out, on the other hand, the Eskimo pie business is not being developed so fully.

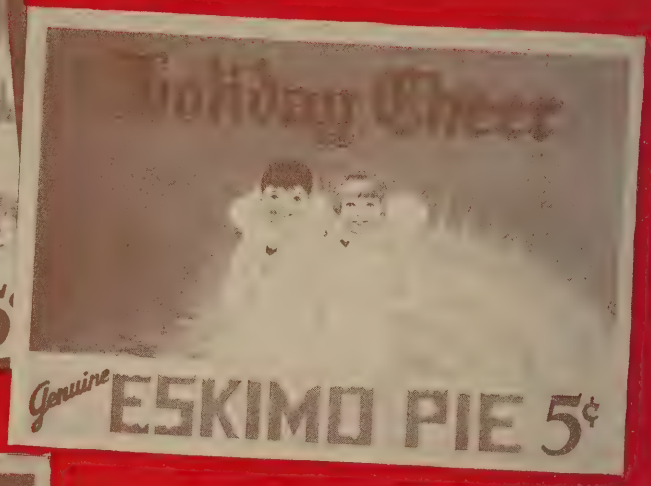
READERS are requested thoughtfully to consider the information given here and to write us their views on the matter. We hope to see developed a correspondence discussion that will throw the fullest possible light upon the matter of Eskimo pie. In this desire we have the interests of the industry at heart.

Early in September manufacturers of chocolate, wrappers and pie machines find themselves hard pressed immediately to fill orders. Approximately 1,000 ice cream manufacturers have set out to make money out of Eskimo pies this year. Others will follow suit.

Just as in any other line of activity certain men are finding it possible to make the Eskimo pie sell better than others. The balloon day idea is fully described in this section. It is declared that some manufacturers, through the balloon day plan, have been enabled to increase their business 100 per cent and to hold up that volume for a period of 90 days. Consistent and intelligent advertising throughout the year means developing and holding more business.

THE Eskimo pie has made chocolate a dairy product. Just as the ice cream cone has stood the test and become a dairy food instead of a baker's cracker confection, just so does the chocolate-coated ice cream bar stand on trial before the high sales court of the ice cream industry. It may be that the point is well taken by the gentleman most intimately in touch with the Eskimo pie business of the country in saying, "The Eskimo pie has come through—just as the ice cream industry itself has weathered various storms and come through. It is here to stay."









Over 900 Ice Cream Manufacturers

are now actively engaged in making Eskimo Pie.

Daily sales are running close to a million.

Eskimo Pie is a patented product, made under a registered Trademark.

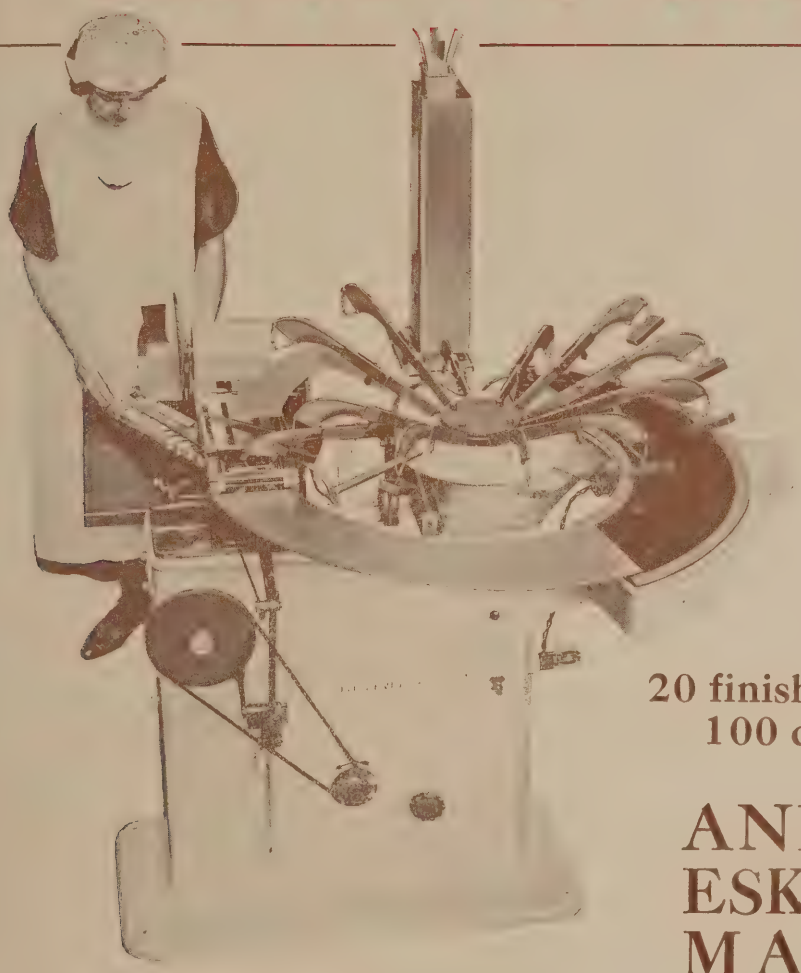
Benefit by our Merchandising Plans and Sales Policies. Our Free and attractive Display Advertising, combined with a nationally known name.

Send for New 2nd Edition "Cold Selling Facts."

THE ESKIMO PIE CORPORATION
5 N. Wabash Avenue CHICAGO, ILL.



ANDERSON ESKIMO PIE MACHINE



THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

20 finished Pies a minute
100 dozen per hour
on the

ANDERSON ESKIMO PIE MACHINE

Cuts—Dips—Wraps

It is a sanitary machine. Pies are made untouched by hand.
Every operation on the Anderson Eskimo Pie Machine is absolutely automatic.
The only machine made that cuts, dips and wraps in one continuous operation.
It lowers manufacturing costs.
It is endorsed by leading Ice Cream Manufacturers.

Manufactured by
Anderson Bros. Mfg. Co.
Rockford, Illinois

Sold by
Eskimo Pie Corporation
Exclusive Sales Agents
5 N. Wabash Ave., Chicago

Captain CHAS. B. COLBY, P. O. Box 1223, Sydney, Australia
Exclusive Representative and Sales Agent for Australasia

UNIVERSAL
ESKIMO PIE MAKER



Cut and Dip your Pies uniformly with a

UNIVERSAL
Eskimo Pie Maker

An 80 lb. machine that cuts, dips, agitates chocolate and removes the finished Eskimo Pies from the hooks

60 to 90 dozen Pies per hour.

Get bigger winter gallonage by making Eskimo Pies with a UNIVERSAL ESKIMO PIE MAKER.

Price, $225.00

Start Now **Profit Now**

MEMBER

The Eskimo Pie Corporation

5 N. Wabash Ave. CHICAGO, ILL.

Captain Chas. B. Colby, P. O. Box 1223, Sydney, Australia
Exclusive Representative and Sales Agent for Australasia

Eskimo Pie to Be Important Convention Topic this Year

Many Ice Cream Manufacturers Will Look Forward to Hearing About Chocolate-Coated Ice Cream Bar Business at Conventions.

AS THE convention season has not officially been pried open yet, with programs for this year, still in tentative form, it is impossible to say just how largely Eskimo pie will come up for discussion. But there is no doubt that the subject will occupy important places on convention programs throughout the country.

An important matter in connection with Eskimo pie is cost accounting. Members of this industry in the past have given too little attention to cost accounting, even in connection wth their general operations. It is extremely advisable, if the experiences of Eskimo pie manufacturers can be counted upon, for every manufacturer to study costs and profits in connection with the chocolate bar business and keep in operation a system that will enable them to know at all times just what it is costing to do this kind of business and just how much money it is drawing.

MANY manufacturers will recall bitter experiences at the time when the ten-cent bar went on the decline. At that time the hue and cry was raised that Eskimo pie was dead. The word was passed around in many states. Thinking they would get a jump on other manufacturers by suddenly shaving down the price to five cents, without properly studying the cost of putting together a certain amount of ice cream and chocolate at this price, many manufacturers a couple of years ago developed a large volume, excited themselves into believing they were making much money and suddenly were awakened to the fact that they were losing considerable money.

Some ice cream manufacturers still know very little about this business, which requires study in the same proportion that is required by the ordinary operation of an ice cream factory. There are sales systems to be worked out.

One man's system will be of interest to another. One man's experiences in a certain direction will be helpful to another. One man's mistake will enable others to avoid those mistakes.

As the industry continues to push Eskimo pie, different angles of the matter will be presented. There are angles to be discussed this year that were not thought of last year.

There is no doubt that the convention will bring out many new and interesting things in connection with this product.

Announcement was recently made that Cutlip's Ice Cream Co., North Bend, Ore., will erect a new plant at an estimated cost of $25,000. This structure is to be modern and the equipment is to be complete in every detail.

L. A. Cutlip is manager of the company and J. E. Tourtellotte is architect for the new structure.

We have all met men who were too little to be big. You know the fellow I mean, the one who mooches lunches, smokes, gum, etc., and walks ten blocks in the middle of a busy day to save car fare.

Founded in 1870

For Over 50 YEARS Exclusive Manufacturers of Chocolates and Cocoas for Confectioners, Grocers and ICE CREAM MANUFACTURERS

Today

Chocolate

is **"It"**

—as a FLAVOR and Growing Continually.

If the Ice Cream maker wishes to have the benefit of this increase he must use only the BEST grade of either COCOA POWDER from which a limited quantity of Cocoa Butter has been extracted or the PURE unsweetened Chocolate liquor with the entire Cocoa Butter contents, but the grade of the Cocoa Bean must have STRENGTH and AROMA so that the ICE CREAM should have a rich Chocolate Flavor; this applies also to Ice Cream Pies, (or Eskimo Pie). USE—

Runkel's

—WHO MAKE the following Brands specially adapted for Flavoring ICE CREAM and coating Ice Cream Pies

Pure Unsweetened Chocolate Liquors	
PHOENIX BRAND	100 lb. cases
A-No. 1	" " "
Caracas Extra	" " "
Super Ice Cream Brand	" "

PURE COCOA POWDERS	
Selecto Brand	5, 10, 50 lb. Cans
B-No. 2	" " "
X-Soluble	" " "
X-Essence	also packed
X-Dutch Process	in barrels

Coatings for Ice Cream Pies (Eskimo Pies)	
ICE BRAND, Dark	100 lb. cases
ZERO " Light	" "
PEARY " Vanilla Dark	" "
YUKON Milk Flavor Light	100 lb. cases

P. S. The experience we have gained by supplying the most successful Ice Cream Manufacturers throughout the United States will be cheerfully given and samples with our lowest present prices sent on application to

RUNKEL BROTHERS, Inc.

445-47-49-51 West 30th St., New York — 363 West Erie St., Chicago, Ill.

40 Court Street, Boston — 33 South Water Street, Philadelphia — 603 Crescent Drive, Hollywood, Cal.

Eskimo Pie Season Off With a Running Start

Approximately 1000 Manufacturers Start Campaign that Promises to Boost Eskimo Pie Per Capita Consumption in Virtually Every State

IT'S off with a bang—the Eskimo pie "season." Approximately 1,000 ice cream manufacturers at this time are perfecting their plans to handle a record output of the chocolate-coated ice cream bars. Credited with doing more than anything else except consistent effort and persistent advertising to develop winter consumption, the Eskimo pie this winter promises to reach new high levels of popularity.

The growth of the business is indicated by the fact that the Chicago company which supplies 75 per cent of the wrappers used on the Eskimo pie bar this year are doing business with approximately 600 accounts greater than this time last year, with an average of three or four new accounts a day showing up in the mail.

The wrappers sold in 1923 amounted to 1,183,000, whereas, up to August 30, 1924, there had been sold 10,832,000 wrappers. A striking feature in this connection is the fact that while most manufacturers regard the Eskimo pie as a winter proposition, suited only for cold weather, many manufacturers last year were proving that proper initiative could make these bars sell all the year around. This is shown by the fact that in May, 1924, aproximately two million more bars were sold than in the same month last year. There was a slight decrease in June, but in July the manufacturers sold nearly double the amount of bars sold in July, 1923. And in August, which formerly was regarded as no month for the chocolate ice cream bar, sales jumped to approximately nine million more bars than in the same month last year.

The figures of the Chicago company handling the bulk of the business in wrappers follow:

1923	No. wrappers sold	1924	No. wrappers sold
May	5,562,000	May	5,308,000
June	3,310,000	June	3,394,000
July	1,730,000	July	2,947,000
August	1,183,000	August	10,832,000

Up to September 20, 1924, this company had sold 12,500,000 wrappers, while in the same period in 1923 only 8,999,000 wrappers had been sold.

The general manager of this company points out that Eskimo pie has been "put over," after many manufacturers were sure the idea was ready to die, by manufacturers who are willing to wield intelligent effort.

BALLOON day is a proposition that has done much to increase the Eskimo pie output in many different cities. This was described in the preceding issue of The Ice Cream Review. This plan, as explained in the preceding issue, means that the ice cream manufacturer is supplied with a number of balloons at a cost of approximately one cent each.

The dealers give free a balloon to each customer of an Eskimo pie bar. The spread in popularity of this idea is indicated by the fact that this year, with six companies manufacturing balloons solely for Eskimo pie, six million balloons were sold in the month of August. It was estimated during the middle of last month that in the months of September and October there would be sold five million balloons to ice cream manufacturers who are energetically at work building up business in the frozen chocolate pies.

ONE firm alone recently ordered 165,000 balloons, and another entered an order for 100,000. One day's mail brought in an order for 1,145,000 wrappers from the Chicago company supplying the bulk of these wrappers, and another day's mail, in September, brought to the same company orders for 219,000 for balloons, these orders being placed by 16 manufacturers.

An idea of how well adapted is the Eskimo pie to cities of different types is indicated by figures showing

Order

PRINTED TIN-FOIL
WRAPPERS
AND
GLASSINE
BAGS

for CHOCOLATE COATED BARS

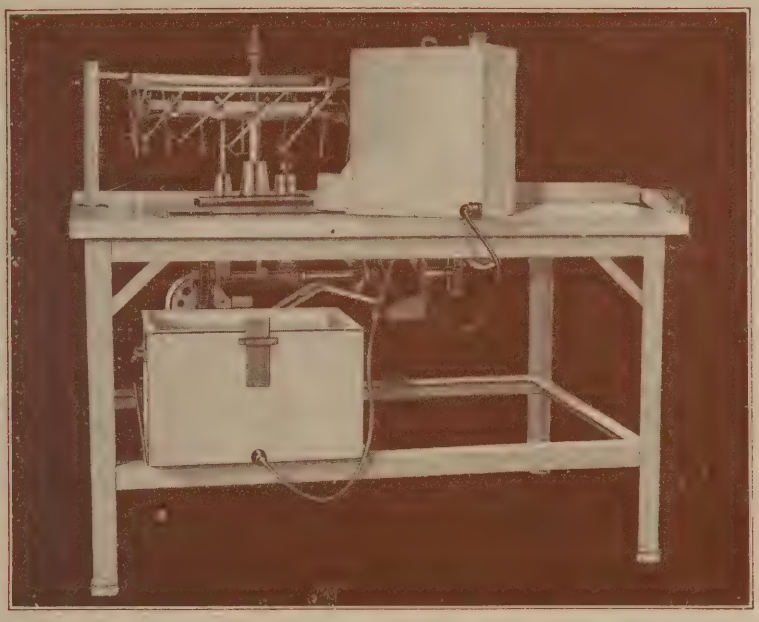
WRAPPERS and BAGS for
IMMEDIATE DELIVERY

EASTERN PAPER BOX CO.
"The Paper and Box House for Ice Cream Men"
46 Portland St. Boston, Mass.

Beehler Tub Handles



Patent Pending
YOUR DEALER CAN SUPPLY YOU
Beehler Steel Products Co., 1437 No. 13th Street ST. LOUIS, MO.



Northwestern Cutting and Dipping Machine

Making the 5c Pie at a Profit

USERS by the score are making the elusive nickle share a portion of itself as regular profit with this

Northwestern Cutting and Dipping Machine

Because it cuts and dips Eskimo Pies so fast, so uniform, with such unfaltering regularity, low operating cost and limited investment.

$375.00 is all this complete outfit costs you, and 120 dozen cut and dipped pies per hour is its production. "Northwestern" machines have been giving satisfaction for the past 3 years. More than 300 users have testified to their satisfactory service.

Sales opportunities with Eskimo Pies were never bigger than now. Get one of these machines and gather some real profit.

Write for circular giving list of users.

Northwestern Corporation

MORRIS - ILLINOIS

A Bar Cabinet that makes a silent salesman of itself. It keeps the pies right. Its self advertising features helps to sell them. You will find lots of places to put them to advantage.

Northwestern Bar Cabinet



that manufacturers of Springfield, Mass., last year built up a per capita consumption of 12.8 per cent in Eskimo pie, while a very large city, Pittsburgh, went even higher, accomplishing a per capita consumption of 13.6 per cent of the population. In the latter city five manufacturers handled the pies.

The Chippewa Model Dairy Co., Chippewa Falls, Wis., a town of 9,000 population, last year sold 390,000 pies.

Other cities this year are starting out for new high records. The fact that Eskimo pie was many manufacturers' friend in need in the cool weather during the most part of the summer has given these manufacturers an insight into the possibilities of this product. There is no doubt that the product will be pushed harder during the remainder of 1924 than ever before has been the case, not even excepting the early days of Eskimo pie's frenzied popularity.

"Who is in best position to handle the Eskimo pie?" a representative of The Ice Cream Review asked at the headquarters of the Chicago company that controls this field.

"The manufacturer who has the foresight to vision possibilities and the enterprise to act," was the prompt reply. "The popularity of Eskimo pie is not confined to any particular part of the country. Men are doing a big business in this product in New England, and so are others in the Middle Atlantic states, the Middle West, the South, and on the Pacific Coast."

MISSISSIPPI, a Southern state, leads in per capita consumption in proportion to the population of the cities where Eskimo pie is sold. An Eastern city leads in per capita consumption among cities. Middle Western manufacturers have hung up sales records in the product.

Eskimo pie, in the opinion of many observers in close touch with the situation, is in for an active season. Many believe that the early start this year will carry far into next spring, while manufacturers who have given much study to the matter are of the opinion that there is every reason to expect to see heavy sales of the product in the summer of 1925.

Building Eskimo Pie Business on Balloon Day

Cleveland Manufacturers, Early in the Fall, Sold 29,580 Dozen Pies in One Day

CLEVELAND ice cream manufacturers began their drive on Eskimo pie on August 30. Balloon day opened the campaign with the sale of more than 355,000 pies. This outstanding record in merchandising was due to one simple fact, explained by a leading Cleveland ice cream manufacturer as follows: "The success of balloon day was due to our having conducted it in a thorough and organized manner."

An article in the September issue of The Ice Cream Review told the purpose of balloon day. Since this was published manufacturers throughout the country have tried out the plan. They will be reported on in subsequent issues of this publication.

Balloon day was launched ten months ago as a merchandising idea, particularly adapted to the Eskimo business. A small Iowa city was the starting point. An ice cream manufacturer with twenty dealers bought 1,000 balloons and gave away one with each Eskimo pie sold. After this successful experiment other manufacturers tried out the scheme.

MANUFACTURERS of a large Eastern city joined hands in a balloon day and sold 900,000 pies on that day. As the idea spread four balloon factories were contracted with for their entire output. All the balloons that could be furnished by smaller plants were bought up. Arrangements were made with six leading manufacturers of balloons to build up stocks for the fall.

This made it possible for the Cleveland manufacturers to receive 345,000 baloons, requirng six different imprints, in seven days from the date of the order.

"We checked up a number of dealers actually handling Eskimo pie," one Cleveland ice cream official said. "We figured each Eskimo pie dealer would sell 100 pies on that day, and, accordingly, we ordered 110 balloons for each dealer, which gave us a few extra for advertising purposes.

"We placed our order for advertising and for balloons the same day. The balloon announcement streamers, window streamers and placards were immediately delivered and placed.

"With the aid of our drivers and salesmen we put up two balloon streamers, two window streamers and one placard on Monday previous to the Saturday on which balloons were to be given away. The dealer readily agreed to put them up, as we were doing something out of the ordinary to stimulate his sales.



The Choicest Wood for Richmond Tubs

Only the choicest white cedar trees from this gigantic swamp of a hundred thousand acres are used in fashioning the Richmond White Cedar Tub. Only a wood with tremendous moisture resisting qualities could survive under conditions like these. It's this extraordinary quality of wood that makes Richmond White Cedar Tubs so economical.

Order a lot and you'll agree.

RICHMOND CEDAR WORKS
Richmond, Virginia



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Eskimo Pies

MADE BETTER BY

using

Bischoff Eskimo Pie Covering

"Manufacturer's claim this Covers more than fifty Pies to the pound." **Forty-eight Pies to the pound is assured.**

ITS SPECIAL FEATURES ARE

1. No further addition of any ingredients necessary.
2. The absence of the objectionable brittleness on the finished Pies.
3. It dissolves with the ice cream when eaten, the delicious flavor creates a desire for more.

We are co-operating with the Eskimo Pie Corporation.

WHEN WRITING ASK FOR

BISCHOFF'S

Vanilla flavored or plain sweet product with that better chocolate flavor.

F. BISCHOFF, Inc.

Serving the trade 31 years

FACTORIES
Brooklyn, N. Y.
Ballston Spa, N. Y.

BRANCHES
Boston, Mass.
Chicago, Ill.

Cover Your Full Requirement Now
Purchases Made Thru This Coupon Saves You One Cent Per Pound
Send at once 50 lbs. for trial at the special price.
100

Name.....

Address.....

"This advertising was up five days before balloon day. Every youngster in town knew Saturday was the day.

"MONDAY we started making pies for a reserve and Tuesday and Wednesday we started taking orders, advising the dealer that he should order ten times his normal Saturday requirement, at the same time emphasizing the fact that we were only making pies to fill our actual orders and to equal in number the quantity of balloons on hand; that no second deliveries would be made.

"By Thursday noon we had in all orders and, where practicable, made deliveries Friday, so the dealers would have pies the first thing Saturday morning. We put thirteen balloons in each box of a dozen pies to give the dealer a few extra for advertising.

"We did not disrupt our organization, but took care of every dealer, and, as we had forewarned them, were in a position to turn down calls for extra pies. We sold 45,000 pies that day, where we had formerly sold but 4,900 on the previous Saturday. We could have sold an additional ten thousand had we cared to make second deliveries.

"Hundreds of youngsters purchased their first Eskimo pie that day and acquired a taste for the product. Some dealers had ten times their normal pie business. Our name, appearing on the balloons, was carried into hundreds of homes. Our cost was $1.20 per dealer, and profit on the pies that day paid for it. We did not spend one cent for announcements or advertising, and our sales jumped one hundred per cent in the next 30 days."

ICE cream manufacturers who understand the importance of co-operating with dealers see, in this Cleveland experiment, an excellent means of making the Eskimo pie and balloon day useful in developing closer contact with the dealers.

For a long time it has been pointed out in The Ice Cream Review that more ice cream will be sold from the dealer's fountain when more ice cream manufacturers make up their minds that they are responsible for a very large share of the merchandising problem.

Will Eskimo pie be the means of bringing dealers and manufacturers closer together in sales promotion work?

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES

Are Standard

Guaranteed to Comply with all National and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED

Manufactured by

J. O. WHITTEN COMPANY

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NEW YORK CITY

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AMERICA'S TYPICAL FOOD.

What is America's typical dish? The editor's are asking, and the answers range from potatoes and gravy through "hot dogs" to roastin' ears. But we think they are wrong. So many Americans went abroad a few years back that, if you listened to their talk, you could get a pretty good idea of what things at home that were lacking in France they most esteemed. So in food there was one dish they talked of always. Many a soldier expressed the intention of buying a dollar's worth the moment he landed on his native soil. Sometimes they saw it advertised in the window of a French restaurant, ordered it eagerly and found it far from the real article. A motherly woman at Newport News told us that tears came to the eyes of boys in the hospital newly returned from overseas when they were told they could have as much as they wanted.

What is it? At every railroad lunch counter you can get a ham sandwich. Travelers who go where they must and eat in restaurants of all characters, and no characters, often say "ham and—" is the safest dish. But what do you find everywhere—in restaurants, in drug stores, in department stores, yes, even in 10-cent stores? Ice cream, of course. And you can buy it for 10 cents, better than most American travelers ever tasted it overseas.—Editorial in The Milwaukee Journal.

LOUISIANA PLANT IN OPERATION.

The Crystal Ice and Bottling Co., Ltd., South Mansfield, La., recently began operatons in its new ice cream plant. The plant is small but, according to reports, it is modernly equipped and has a capacity of 100 gallons of ice cream daily. D. J. Cook, secretary, informs us that his company is using "the famous Kim mix, prepared by the Kentwood Ice Mfg. and Bottling Co. of Kentwood, La., and the quality of our product is excellent."

The plant is equipped with a three-ton refrigerating machine, enclosed type; a forty-quart horizontal freezer, and has a hardening room of 500 gallons capacity.

Officials of the company are J. L. Braun, president; Morris Aaron, vice-president; H. A. Cook, general manager; D. J. Cook, secretary, and V. E. Cook, treasurer.

NEWLY ORGANIZED COMPANY AT MOLINE, ILL.

The Bluebird Dairies, 2300 Fifth St., was recently incorporated with a capital of $21,000. This firm will soon begin the manufacture of ice cream and will deal in all dairy products.

The incorporators are H. R. Krueger, O. S. Brown, and others.

You'll make better ice cream if you get "The Ice Cream Review."



Master Metal Wrappers

The *official* wraps for Eskimo Pie

Why?

QUALITY

Master Metal has a rich, silver-like lustre, is strong enough to stand the hardest use, yet flexible, pliable, and easily handled. Beautiful color-printing.

SERVICE

No more delays and waiting for wrappers. Prompt shipments from our factories at Louisville and San Francisco of stock or imprint wrappers in sheets or continuous rolls.

SATISFACTION

The pleasure of knowing your bars are properly packaged to appeal to the most discriminating buyer.

Order your wrappers now from the Eskimo Pie Corporation, Chicago, or direct from the—

United States Foil Company

LOUISVILLE, KY.

Branch: SAN FRANCISCO

MASTER METAL WRAPS *for* ESKIMO PIE

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

What Is the Saturation Point for Eskimo Pies?

One Statistician Declares the Maximum Volume Lies Somewhere Beyond 17 Million Gallons of Ice Cream a Year

STUDYING the possibilities of the Eskimo pie in this country becomes a fascinating undertaking when one takes counsel with the statistics. A representative of The Ice Cream Review, familiar with the widespread activity centered around Eskimo pie, asked an Eskimo pie supply official this question:

"What do you consider the maximum volume that can be reached on Eskimo pie? In other words, what do you consider a reasonable saturation point?"

"We do not know," was the frank reply. "But we have a statistical department through which we do know certain facts and possibilities of great interest.

"For example, we know there are 55,000,000 people in the United States living in cities, towns and suburbs within daily reach of ice cream dealers. We know that these people in the last twelve months took it upon themselves to eat an average of one Eskimo pie every three months and thereby consumed more than 170,000,000 Eskimo pie bars, or 2,125,000 gallons.

"WE KNOW that in seven states manufacturers have developed an appetite calling for one Eskimo pie every five weeks. If the people in the remaining states can develop a similar desire, the ice cream industry will sell 550,000,000 Eskimo pies, and an additional 7,000,000 gallons of ice cream will be sold.

"We know that in 45 cities scattered throughout 17 states the public's craving reached a point where people averaged one pie every seventeen days. They are only the healthier for it—they still are at it.

"Now, think what it would mean in turnover (mostly winter business) if the manufacturers in the remaining cities would get their public to eat just one Eskimo pie every seventeen days — exactly: 1,199,000,000 Eskimo pies annually; 14,990,000 additional gallons, and $5,996,000 greater income for the ice cream manufacturers."

On the basis of this figuring, there doesn't seem to be any close aproach to the saturation point in the ice cream industry at this time.

Asked if there were not some particular reasons why ice cream manufacturers of the remaining cities would find it more difficult to develop the Eskimo pie appetite, the man in question promptly replied, "The manufacturers in the remaining cities have before them the same situation that is facing the manufacturers in the seven states—people who eat."

PROFESSOR C. H. DAHLE ACCEPTS POSITION AT PENN STATE.

The dairy department of the Pennsylvania State College recently announced the appointment of Professor C. H. Dahle of the University of Minnesota as associate professor of dairy manufacturing. Professor Dahle is a graduate of the University of Minnesota and also received his masters degree from that institution in 1921. He has for several years been assistant professor of dairy manufacturing at Minnesota and has made an enviable record in his profession. He has completed a number of outstanding research projects and is the author of numerous professional papers relating to the manufacture, chemistry and nutritive value of dairy products.

Mr. Dahle will devote the major portion of his time to teaching and research work in dairy manufacturing, particularly ice cream. A wide field of opportunity for this line of work is presented in Pennsylvania which is the greatest ice cream state in the Union with an output of 34,100,000 gallons in 1923. The state outstrips its nearest competitor, New York, by about 14,000,000 gallons annually.

Professor Dahle's wide experience and technical training in dairy manufactured products will enable him to render much service both in instructional and research work to the dairy manufacturing industry in Pennsylvania.

"Standard of Quality"

STOLLWERCK

CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla
Vanilla AA
Black Eagle
Melba
Imperator
Superior Vanilla
Matchless
or Columbia Liquor

These brands are recognized by the leading Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY
Factory, Stamford, Connecticut
NEW YORK CHICAGO LOS ANGELES

ICE CREAM MIX
New and Enlarged Edition

A book every ice cream man should have handy

Contains formulas for making mix of all ingredients. Tells how to figure formulas, costs, etc.

PRICE $1.00

Sent anywhere postpaid on receipt of remittance

The Olsen Publishing Co.
Fifth and Cherry Sts. Milwaukee, Wis.

ALUMINUM FOIL

The Standard Wrapper

for

ESKIMO PIE

During the last twelve months, more aluminum foil was used for Eskimo Pies than all other wrappers combined.

Aluminum foil is especially suited for wrapping food products because it is absolutely hygienic and can form no poisonous compounds with any food. Aluminum foil wrappers are made for all wrapping machines used on Eskimo Pies.

Bright silvery—white foil—made of pure aluminum—keeps its lustre and brilliance better than any other metal foil.

Aluminum Co. of America

Oliver Building *PITTSBURGH, PA.*

The Right Way to Manufacture Eskimo Pies

Cream Direct From Hardening Room Makes Best Pies

UNLESS you have less than ten accounts, and a very limited chance for development, it is recommended by most manufacturers that you purchase a machine. In making pies, let the following guide you:

1. See that cream is hard and free from moisture. Cream direct from the hardening room makes best pies. Moisture quickly thickens and ruins your coating. Note: Moisture in coating can be removed by slowly agitating it in a double boiler at a temperature of 100 to 108 degrees.

2. See that all pies are uniform. Better throw away a pie smaller than standard, than to make a dissatisfied customer.

3. See that pies are neatly and completely wrapped. Particular people will judge you by its appearance. It costs no more to have your pies properly wrapped — merely occasional inspection and attention.

4. See that pies fresh from the machines or wrapping table are thoroughly hardened before being checked out to your trade. Soft pies cause dissatisfaction and disgust and hurt sales quicker than any other cause. This mistake has been made many times. Far better to advise your dealer you have no pies for delivery than to send him soft ones.

5. In general, see that your pies are uniform, properly wrapped and delivered in good condition.

This keeps your dealer satisfied—your purchaser buying. It is claimed that no product of the ice cream manufacturer is as easy and simple to sell and build into volume as Eskimo pies. Instead of requiring weeks to build up and establish a satisfactory volume, maximum production can be secured the day it is placed on the market, is also claimed for the chocolate covered bar.

The newness of Eskimo pie, in comparison with the length of time many of the old established and popular foods have been on the market, is largely responsible for the lack of proper selling information and the wide range in volume secured in the same states and localities.

The HOUSE *of* *Personal Gelatine Service*

Hughes Gelatine Co.

1815 Franklin Street

DETROIT MICHIGAN

AUSTRALIAN IS HERE TO STUDY METHODS EMPLOYED IN U. S.

Dr. R. M. Kinross, prominent cattle raiser and president of the Australian Guernsey Breeders' Society, also part owner in an ice cream plant in Sydney, Australia, is visiting the United States to obtain complete knowledge of the dairy and ice cream making methods employed in this country.

According to Dr. Kinross, Wisconsin is recognized by Australia as the greatest dairy center in the world and it is only natural that Dr. Kinross should come to the "heart of dairyland" to glean a keener knowledge of producing quality dairy products.

Besides inspecting the model ice cream plants located in Milwaukee, Dr. Kinross also visited many of the splendid dairy farms throughout Wisconsin.

Your Money Cannot Buy—

Better Cabinets. It matters not whether you prefer Metal Lined or Tub (all wood) Cabinets, you will find BROOKS CABINETS unexcelled, they are unusually strong, insulated with CORKBOARD and sealed with hot asphaltum. Catalogue on request.

Booth 73 Dixie Flyers Exposition New Orleans

BROOKS CABINET CO., Norfolk, Va.



FORTUNE'S

"Thinflo"

FOR

ESKIMO PIES

In making 5-cent pies you need a Thin-flowing Chocolate Coating

"THINFLO" produces a thin shell-like covering, has a delcious flavor, comes all ready for use (no additional butter required) and is most economical because of the great number of pies covered.

GUARANTEE: *We guarantee Thinflo Chocolate Coating to be absolutely free from substitutes, and to contain only the highest quality Cocoa Butter.*

FORTUNE PRODUCTS TRADE MARK

Also—Cocoas especially prepared for the Ice Cream Trade—DARKO (Dutch Process) dark; MAHOGANY medium dark, and SUPERIOR medium—and Chocolate Liquors. Write for working samples.

Manufactured by

FORTUNE PRODUCTS CO., 416-22 So. Desplaines St., Chicago

Consumption Grows In Dixie

Higher Quality and Better General Conditions Give Impetus to Ice Cream Industry in Southeast, Questionnaire Shows

*By F. R. EDWARDS**

IF WE can rightly judge, from the answers received to a recent questionnaire sent out by the Animal Industry Department of the Georgia Experiment Station of Experiment, Ga., the use of ice cream is decidedly on the increase in the Southeast. Things seem to be "moving along" and the ice cream folks have their pockets full of money as a result of the past season.



F. R. EDWARDS.

They are looking forward to an even better season for 1925, this survey indicates.

Two sets of questions were sent out. One set went to ice cream makers, while the other went to dealers in equipment and supplies.

The territory covered by these questionnaires includes all or parts of Georgia, Florida, South Carolina, Tennessee, Alabama, and Mississippi.

Special emphasis was laid on Georgia. The following is a resume prepared from the answers received:

GENERALLY speaking, business has been from 5 to 30 per cent greater than for 1923. No answer showed a decrease of business, and only one answer said that the present season had showed little or no change from the 1923 season.

Florida seems to have had the largest increase in ice cream production and demand over the preceding year. This comes in spite of the fact that Florida had a good year in 1923.

W. J. Barritt of the Tampa Dairy Co., and president of the Southern Association of Ice Cream Manufacturers, stated that his company's business had shown about 25 per cent increase over the 1923 season.

Georgia seems to rank about second in increased business. The answers from this state seem to show an increase of from 10 to 15 per cent.

For the entire Southeastern territory it would seem from the answers received that consumption had shown an increase of nearly 10 per cent in 1924 over 1923. The dealers in equipment and supplies showed an even greater increase in sales than did the ice cream manufacturers.

This seems to denote preparation for further expansion for the coming year.

ICE cream manufacturers seem to be expecting an increase of from 5 to 20 per cent next year over the present year. In Georgia this will probably be about 10 or 12 per cent, judging from the answers. In Florida somewhat less expansion seems to be expected for the coming year over the present season. In other sections of the Southeast covered here about the same increase is expected as in Georgia, or perhaps slightly more.

The supplymen are evidently planning for a substantially increased business for the coming year.

The question was asked whether a poor cotton year, with the decreased buying power it gives the South, tends to cut down ice cream consumption by causing more farmers to produce cream and thereby better supply the market.

This question brought rather divergent answers. Most of the answers seemed to agree that low buying power from a poor cotton year tended to cut down ice cream consumption.

On the other hand several keen business men said that such a decrease from unprofitable cotton was only temporary in its nature and, with cotton remaining unprofitable for any length of time, the consumption of ice cream would eventually be heavier than ever. Both views may be right.

Cotton conditions have been decidedly favorable during the last two years.

(Continued on page 118)

* Animal Husbandman, Georgia Experiment Station. (Written exclusively for The Ice Cream Review.)



Write for complete list of standard molds and prices

Telling's Idea for Brick Ice Cream

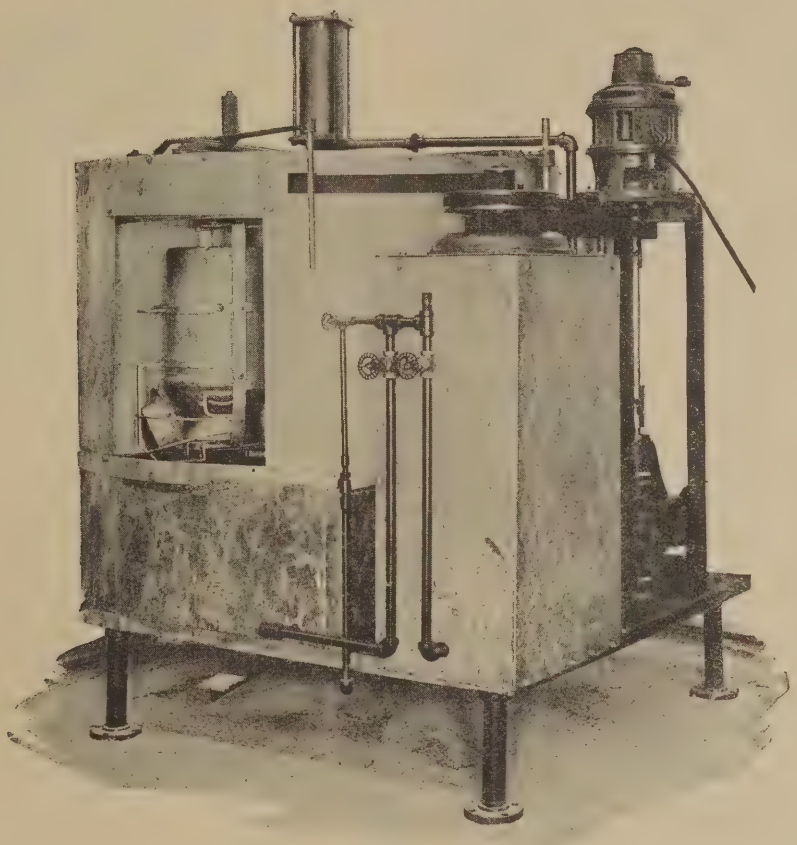
A different brick each week in the year. Choose some design and see the results. Something new is the life of business. If you have an idea, send it in and we will advise whether mold is practical. Sherbets and water ices used as a Center are always appreciated and save butter fat.

C. B. TELLING 10325 EMPIRE AVENUE **Cleveland, Ohio**



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The ANCO Rotary Can Washer Is Proving a Great Success



IT HAS incorporated the most thorough cleansing features of expensive types of machines but is moderately priced, occupies comparatively little floor space and is adaptable for small, medium and large requirements.

The exceptional serviceability of these machines may be largely attributed to the method in which washing sprays, sterilizing sprays, steam and water sprays are applied. They are raised and lowered in the cans, while the cans are revolving, so that high pressure streams of water, etc., are directed directly against each square inch of the cans' surface. This insures PERFECT CLEANING.

The Allbright-Nell Co.,
Chicago, Illinois.

Gentlemen:

Since installing your machine, we have used it constantly, cleaning several hundred cans daily. These cans have been well cleaned and dry when taken from machine. We have washed some very dirty cans, and have had good results.

With best wishes for success, we beg to remain,

Yours very truly,
UNITED DAIRY COMPANY.
(Signed) Louis G. Glick.

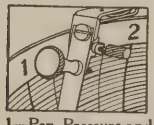
THE ALLBRIGHT-NELL CO.

5323 So. Western Boulevard **CHICAGO, ILLINOIS**

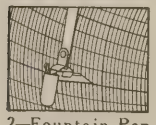


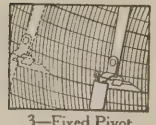
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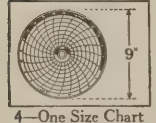
The FACTS *in the* CASE



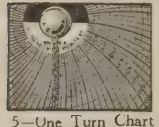
1—Pen Pressure and Position Adjustments


2—Fountain Pen Point


3—Fixed Pivot



4—One Size Chart


5—One Turn Chart Holder


6—Improved Case

Inside the case you will find the reason for the extraordinary ruggedness and accuracy of TAG Recorders. By reason of a patented cam arrangement, the TAG is the ONLY Recorder with uniform chart graduations for ALL ranges. A special seasoning process prevents "setting" of the spiral spring. The development of a single-piece welded bulb and of a capillary tube of exceptionally fine bore are other TAG achievements. The following distinctive structural features also contribute to TAG superiority.

1—Pen pressure adjustment and pen position adjustment, the latter providing an exact and convenient means for correcting accidental bending of pen arm.

2—Fountain pen point writes a clean sharp record line and requires less frequent filling. The non-corrodible pen arm is inverted so that ink cannot run down into operating mechanism.

3—Accuracy of time indications is assured by mounting pen arm on a FIXED pivot so that pen point will always follow radial lines of chart (with clock stopped). Positive pen-arm stops, specially designed clock, convenient clock starter-lever are other features.

4—By standardizing on one best size of chart, manufacturing costs have been reduced making possible unusual refinement of construction at the usual price.

5—Improved chart holder, secured to case by light chain, is attached and removed with a single turn. Charts are printed in green ink on specially seasoned high quality ledger paper.

6—Improved case construction incorporating moisture-proof feature, if desired.



TAG DIAL-INDICATING Thermometers embody the same improved construction and operate according to the same reliable principles as TAG Recorders. The exceptionally easy reading dial is a feature.

Send for Catalog 0-520

C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN, N.Y.

Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769

TAG TAGLIABUE MFG. CO.

CONSUMPTION GROWS IN DIXIE.

(Continued from page 116)

THE answers, as a whole, seemed to indicate that in recent years it is becoming decidedly easier throughout the South to obtain milk and cream from local producers than it was a few years ago. This is undoubtedly the fruit of the ravages of the boll weevil and of the campaign that the state experiment stations and agricultural colleges in the South have made to get the farmers to diversify.

The ice cream manufacturers were asked whether they had found that specialties (such as Eskimo pies, etc.,) increased their trade.

The replies were pretty evenly divided between the affirmatives and the negatives, but the affirmatives seemed to be slightly in the majority.

Manufacturers were almost unanimous in saying that ice cream consumption could be profitably stimulated in the South by a united advertising campaign, rightly staged. [Such a campaign is planned by the Southern Association of Ice Cream Manufacturers.—Ed.] Evidently the ice cream makers have great faith in the ability of the Southeast to expand its consumption.

In the writer's opinion the figures comparing the present year with the previous year may be a little too high for the ice cream business in the Southeast, as a whole, since the figures are largely from concerns that are well known and prosperous.

However, there seems to be little doubt but that the ice cream trade in Dixie has been unusually good during the present season, as compared to 1923, and the outlook is decidedly favorable for 1925.

AMONG the suggestions made as to how the trade in the Southeast could be helped were: 1. Greater co-operation among ice cream manufacturers. 2. A strong central organization to boost the trade by setting better standards, advertising and educating the consumer. 3. Keeping low grade products off the market and preventing them from hurting the trade. 4. Stimulation of local production of milk and cream and adoption of more efficient methods in milk production, so as to cut down the cost of raw materials. This included, especially, the education of the Southern farmers and dairymen away from the use of so much expensive imported grain feed and the substitution of home grown pastures, silage and other feeds.

The writer considers the suggestions made by James J. Harvey of Bessire & Co., Atlanta, as especially timely. Mr. Harvey says, "What we need for the ice cream industry of the South is greater co-operation toward a strong trade organization that would maintain high standards for ice cream. Encouragement must be placed upon ice cream of the highest quality. This would work toward greater consumption."

⚜

ROBERTS DAIRY CO. EXPANDS.

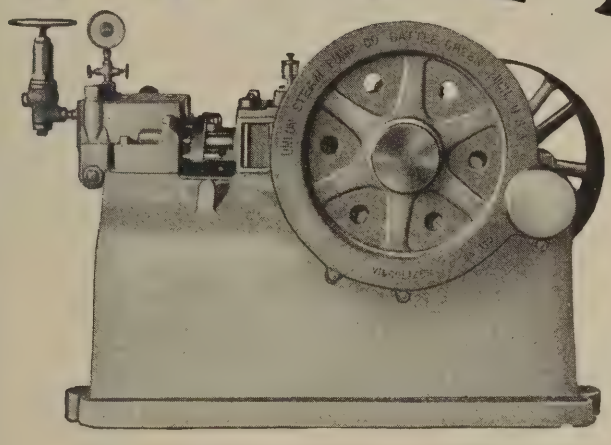
The Roberts Dairy Co., Lincoln, Nebr., is erecting a new plant at an estimated cost of $70,000, on Twentieth and N Sts. The construction contract has been let to the Olson Construction Co.

The new plant will include complete equipment for the manufacture of cheese, condensed milk and ice cream, and will also have a pasteurizing and milk bottling department.

⚜

Leave them remembering what you said, and not what you wore.

FOR PROFIT!



No. 800 Belt Drive—
Furnished in sizes from 50 to 800 gal.
Belt and Motor Drives

H. A. SPEER MILK CO.

WHOLESALE AND RETAIL MILK DEALERS

22 DIAMOND SQUARE

Pittsburgh, Pa.

Cherry Bassett-Winner Co.
1139 Penn. Ave.,
Pittsburg, Pa..

Gentlemen:-

About a year ago we installed one of your Viscolizers in our Milk Plant. We bought it for the purpose of viscolizing our table or coffee cream, but we also use it in a very satisfactory way for viscolizing our cream for sour cream and for viscolizing our skim milk for buttermilk, also for making milk and cream from by-products at times when milk is scarce. We think the Viscolizer is the most profitable piece of machinery we have in our plant and we know that it gives us an opportunity to work up our by-products in a more profitable way. It is making real money for us and we could not part with it under any consideration.

We recommend the Viscolizer very highly to every one in the milk business as we can put out a much better product than is possible to any other way.

Yours very truly,
(COPY) HA SPEER MILK CO.

R. C. Speer

Most *Successful Dairies Operate*

The Viscolizer

"The machine of Many Uses"

"There are more Viscolizers in use than all makes of Similar machines combined

Built by Union Steam Pump Co.

Distributed by

John W. Ladd Co.
Detroit Columbus Cleveland Cinncinnati

Cherry-Bassett-Winner Co.
Philadelphia Baltimore Pittsburgh
Syracuse New York City

No Decision in Matter of Weights and Standards

Officials Believe Situation is Favorable to Industry's Hopes

*By VERNON F. HOVEY**

THE subject of ice cream standards was apparently the most important brought before the Chattanooga meeting, the discussion being led by Dr. W. W. Skinner, chairman of the joint committee on definitions and standards.

At the request of Dr. Skinner, the writer was given fifteen minutes.

Mr. Munn, president of the National Dairy Council, very kindly consented to go to Chattanooga with the writer, for the purpose of discussing nutrition in connection with ice cream standards.



VERNON F. HOVEY.

At the conference of this same body, in Duluth, a year ago, I understand they voted unanimously for a 12 per cent standard, whereas, at Chattanooga, they could come to no agreement, and there seemed to be comparatively little support for a 12 per cent standard.

You will, of course, understand that the joint committee on definitions and standards is sure to be considerably influenced by the action of the association of American dairy food and drug officials, the members of which are mostly state officials. This subject came up for discussion at 2 p. m., on Thursday afternoon, and as soon as the writer had completed his statement the association went into executive session, discussing ice cream standards all the rest of the afternoon, and again in the evening, finally deciding on Friday morning, just before adjourning, that no action be taken but that the whole matter be referred back to the joint committee on definitions and standards.

* President, National Association of Ice Cream Manufacturers.

WHILE there is considerable agitation through the country, over the question of ice cream overrun and shrinkage, I am glad to be able to say to you that the officials seem disposed to be quite fair. They feel that every abuse within the industry should be corrected, and that there should be no objection to a proper standard, showing consideration for variations in net weight resulting from normal operating conditions. They admit they have not, at the present time, sufficient information to come to an intelligent conclusion, and they intend sending one or more representatives into various large commercial ice cream plants for the purpose of getting facts, first hand.

One great difficulty which they recognize is the fact that no standard is logical because there is not necessarily any relation between weight and value.

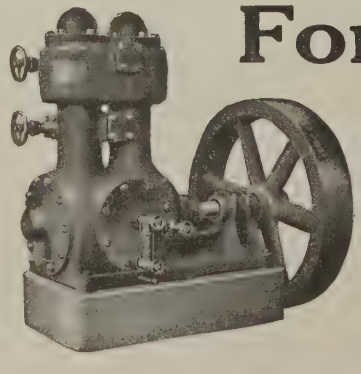
I am personally much opposed to high overrun, as I consider it is very uneconomic that we should pile up executive, delivery and selling expense on air; that it is fundamentally good economics to make our product as heavy as possible. At the present time we do not know whether or not shrinkage in in direct proportion to overrun, nor do we know what effect total solids may have on shrinkage. I intend to put this subject on our New Orleans program, and have real facts to present.

* * *

Report of the Chattanooga Meeting.

Mr. Hovey, president of the National Association of Ice Cream Manufacturers, discussed proposed legislation regulating the industry which he represents. He spoke in favor of maintaining the present minimum of 8 per cent butterfat in ice cream, instead of raising it to 12 per cent, as suggested. Mr. Hovey stated that the sale of ice was more or less local, and that it consequently seemed that the question of ice cream standards should be determined by the different states, and that a federal standard was of importance, mostly because of the influence of such a standard upon state standards, there being a desire for uniformity. Because of this, the ice cream manufacturers are much concerned about getting a proper federal standard.

MR. HOVEY stated that it was the purpose of the food and drug act to prevent adulteration or misbranding, and that ice cream could not be said to be either adulterated, or misbranded, simply because it



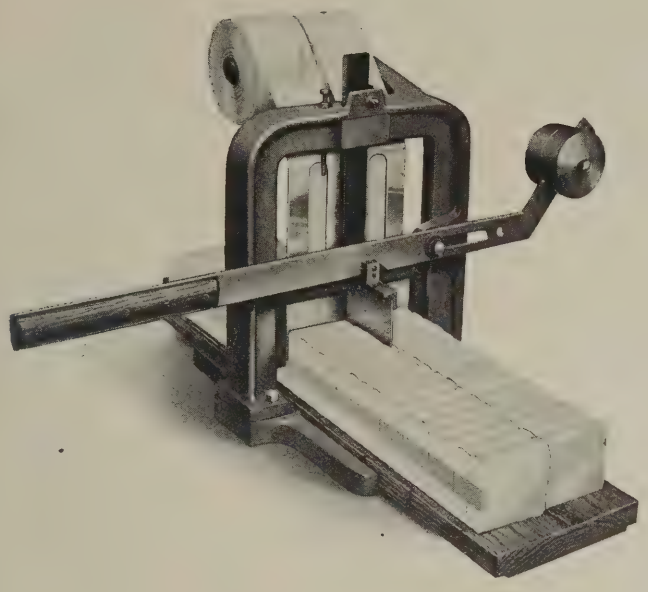
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York
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One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, *Wisconsin Manager*
1016 Majestic Bldg. Milwaukee, Wisconsin



Anderson "CUT-WRAP" MACHINE

"It Wraps as it Cuts"

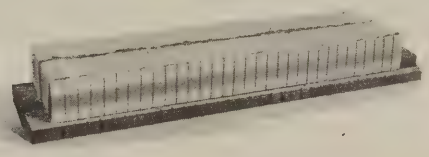
Simple—Practical—Fast—Low Priced

IN designing and experimenting on the Cut-Wrap idea, it was the desire to perfect a faster machine that would quickly cut ice cream slices wrapped on three sides. Our final accomplishment was greater than this, because while it does this rapidly, yet it as capably cuts quarts and pints. This wrapped idea is a good one for every Ice Cream Manufacturer — large or small.

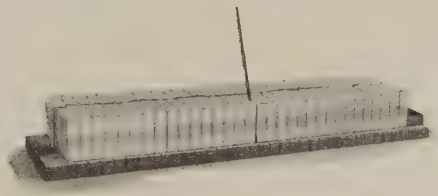
Send to-day for Literature and Price.

Manufactured by

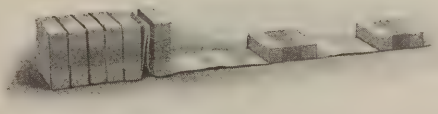
ANDERSON BROS. MFG. CO.
ROCKFORD, ILL.
U. S. A.



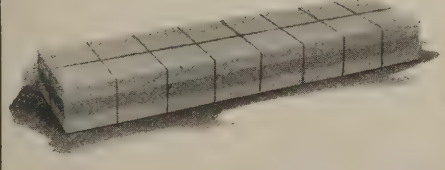
Sliced and Wrapped



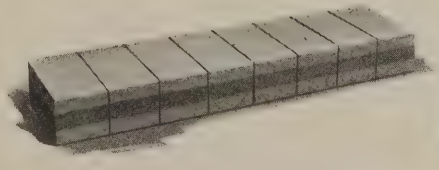
Quickly Slit for Individual Bricks



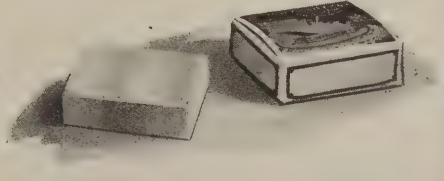
Ideal for Serving Large Gatherings



Pints Are Cut Uniform—2 at a time



Quarts Are Cut Uniform



Individual Bricks—Wrapped 3 Sides

failed to contain 12 per cent butterfat when 75 per cent of all of the ice cream sold in the country has been sold in states having butterfat standards of 8 per cent. In other words, that the federal government could not declare that 8 per cent ice cream was not ice cream when it had been officially recognized as ice cream by a substantial number of the biggest ice cream producing and consuming states. He stated that it could not be the thought that a higher fat standard in ice cream would give the people more for their money, as selling prices would be entirely determined by costs.

It was, therefore, simply a question whether people should be required to eat richer ice cream, for which they would pay more money. Mr. Hovey quoted the opinions of numerous food and nutrition experts, who stated that they would not endorse a minimum fat standard for ice cream in excess of 8 per cent, as a properly balanced product requires a proper ratio of milk fat and milk solids not fat, the ideal ratio probably being that found in normal whole milk. He admitted that the average consumer prefers rich food and that competition in the ice cream field was so keen that ice cream manufacturers were going to extremes in raising the fat content of their ice cream, seeking thereby to gain public preference, in spite of the fact that rich ice cream cannot be consumed 365 days in the year, with as much benefit as a product containing 8 per cent fat. He stated that food officials could leave it to competition to give the public any product for which there might be a demand, but that the desire for rich foods was no good excuse for raising the fat standard of ice cream, when considering only minimum standards. Mr. Hovey advocated that ice cream manufacturers be allowed to continue the use of certified colors, stating that the public will consume more largely a product that is pleasing to the eye, and that colors are not used in ice cream for the purpose of deceiving the public, the richness of which will be guaranteed in any standard that may be adopted.

HE ALSO suggested that manufacturers be allowed to use corn sugar, stating that the use of this product might help to stabilize the sugar market; that the product was an entirely American product, just as wholesome and more digestible than sucrose. He stated that the industry, as represented by the national association, desired to work with the food officials, in correcting every abuse found within the industry. Regarding a minimum weight standard he stated that it was impossible to determine in advance the weight of the finished product, and before any definite ruling should be considered, he asked that the government committee on standards send representatives into various ice cream plants, and to get facts as to actual operating conditions, particularly regarding the extreme variation in weights of finished ice cream, in different plants, when operating under normal conditions.

All of Mr. Hovey's recommendations were referred to the executive committee.



NATIONAL PRESIDENT REPLIES TO NEWSPAPERS.

A Washington news item recently stated that ice cream manufacturers, now and then, take advantage of the fact that their product is sold by volume, rather than by weight, and that the department of agriculture proposes a tentative weight standard of 4¾ pounds per gallon.

In connection with this, Vernon F. Hovey, president of the National Association of Ice Cream Manufacturers, has made the following statement:

"Such a statement is unfair to the ice cream industry, as the committee on definitions and standards has no definite conclusions regarding a weight standard for ice cream, but in line with their regulatory work, are making an investigation of this subject, with the assistance of the leading men in the ice cream industry.

"The public will appreciate that cream becomes whipped cream only when air is whipped into it, and in like manner cream, milk and sugar become ice cream only when whipped and frozen.

"The manufacturers of ice cream have made great progress, and have wonderfully sanitary and well equipped plants, yet, it has not been possible to get equipment which would enable them to determine, in advance, the exact weight of their finished product.

"The ice cream industry welcomes every reasonable and proper measure of regulation that will give the buying public increased confidence, and is working with the department of agriculture to determine whether or not a minimum weight standard is logical and commercially practicable. It is not the thought that ice cream should be sold by weight, but rather to fix a minimum weight per gallon."



ACQUIRES NEW DISTRIBUTION PLANT.

The New Haven Dairy Co., New Haven, Conn., manufacturers and distributors of ice cream, recently acquired the two-story plant on Knight, St., Norwalk, Conn. This plant was erected two years ago by William Krusch and is adequately suited for the purpose to which it is intended. The New Haven company will begin operations here immediately to accommodate its increasing business in that city.

The New Haven Dairy Co., of which Charles Morris is president, operates nine plants in Connecticut.

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."



has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.



THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. Cleveland O., U.S.A.



Do Your Trucks Cost or Save?

ONE thing above all others that recommends GMC's for ice cream deliveries is their ability to stay on the job and meet delivery schedules in the busy season.

There is extra sturdiness in every GMC part. GMC design is simple and accessible. It calls for the use of that material which is best for the purpose in the fabrication of every GMC part. GMC started to find out which was best way back when the truck industry started.

Another thing—every GMC wearing part can be speedily replaced any number of times.

Another thing—GMC's of two tons and over have the now-famous GMC Two-Range Transmission with an extra power range for heavy loads and heavy pulling.

And still another—GMC price is lower than that of other high grade trucks. GMC volume and participation in the vast purchasing resources of General Motors saves you money.

There are two kinds of trucks. GMC's are the saving kind. Ask for a catalog.

General Motors Trucks

GMC

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC, MICHIGAN

Clip and Mail

General Motors Truck Company,
Dept. 33,
Pontiac, Michigan.

Send me the GMC catalog.

Name .....

Business .....

Address .....

It's Little—

but you should see the work it does

Size alone is no argument for a can washer. As a matter of fact it is a detriment, because the more size the more complicated and the greater the initial investment in bulk material.

The Improved

Little Gaint Can Washer

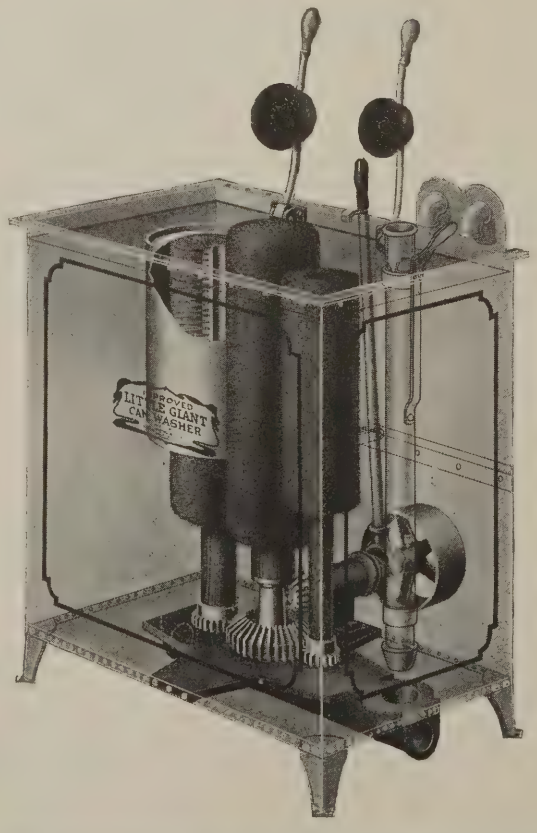
is about as simple a piece of equipment imagineable. Not an extra bolt or nut that does not do 100% duty. That makes the investment low.

As for the work it does—well—you must see it in action or

Write for Folder giving full details

C. Doering & Son, Inc.

Lake & Seldon Sts. Chicago, Ill.



DAIRY INDUSTRY NEEDS TRAINED MEN.

The dairy manufacturing industry's great need for men who understand the theory and practice of manufacturing dairy products of all kinds is pointed out in the 1924-25 winter dairy course catalog issued by the University of Wisconsin College of Agriculture.

Prof. W. A. Sumner, associate professor of agricultural journalism, has called to this publication's attention the following striking paragraphs in the catalog which he believes will be of interest to our readers:

"At no time in the history of dairying has there been a greater demand for men who understand the theory and practice of manufacturing dairy products of all kinds than now. The managers and operators of creameries, cheese factories, ice cream plants, and city milk establishments realize more than ever before the greater value of trained men over untrained men.

"The quality of the product made and the profitable use of all by-products obtained in butter and cheese making depends to a large extent on the knowledge the workers have of the methods of manufacturing and of testing these products. The moisture content of both butter and cheese is something that must be thoroughly understood as to its influence on both the yield and the quality of butter and cheese; and the importance of small leaks and losses from waste, and the saving of food and fuel in a dairy manufacturing plant are points that our students are taught in their everyday work of this course of instruction.

"At the present time we are receiving an unusual number of requests for men to fill important positions in a great variety of dairy manufacturing plants.

"The following is a list of the inquiries received during one year for men who have been trained at the Wisconsin dairy school:

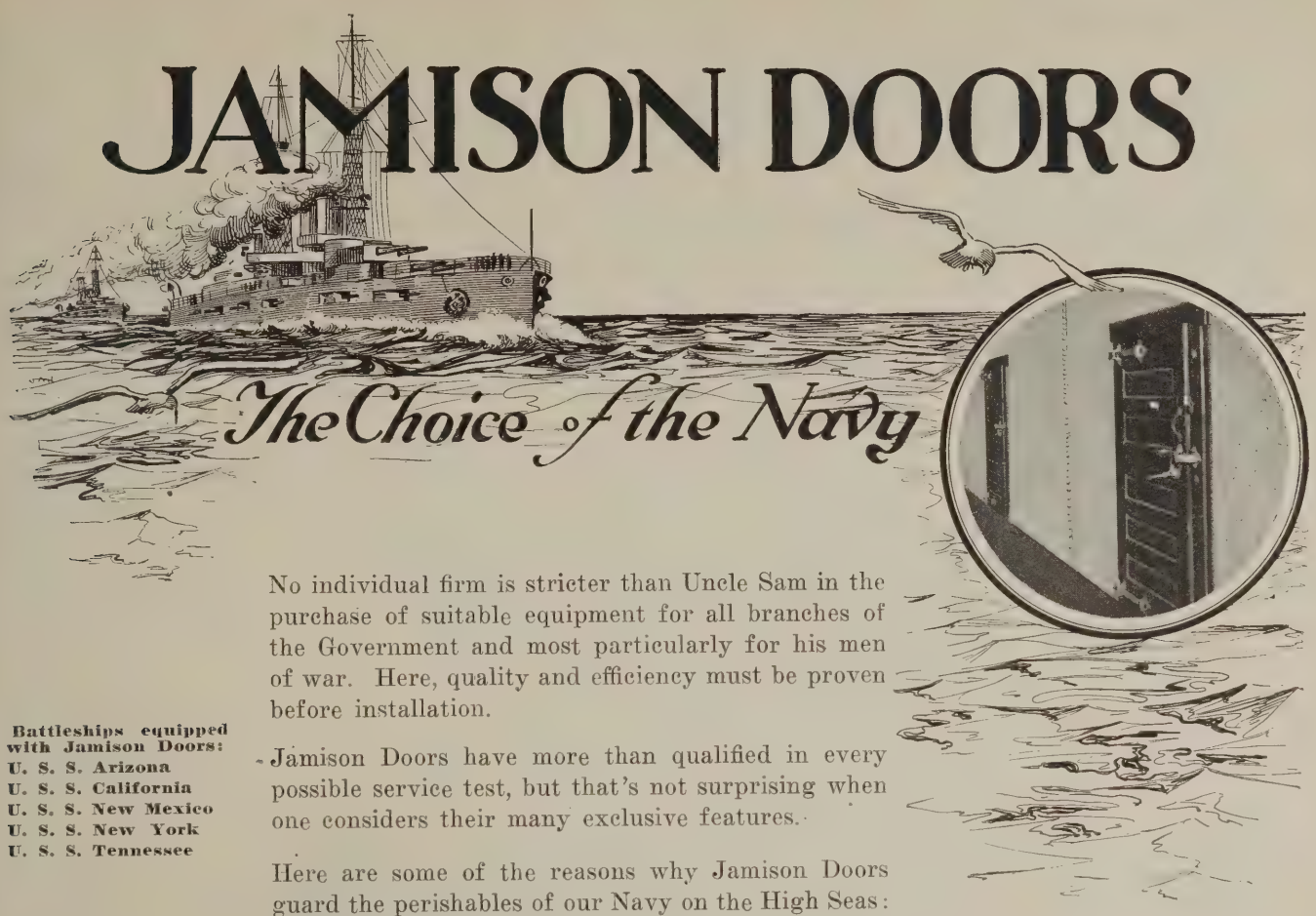
Buttermakers—183.
Helpers in creamery—24.
Buttermakers and ice cream men—14.
Cheesemakers—176.
Helpers in cheese factories—4.
Combined butter and cheesemakers—16.
Managers of factories—16.
Ice cream makers—12.
Cow-testing association men—4.
City milk plants—27.
City milk inspectors—6.
Condensed milk factories—35.
Factories wanted to buy and for sale—23.
Dairymen—8.
Traveling men—3.
Oleomargarine factories—7.
Instructors in other colleges—25.
Total—583.

"At the beginning of the winter dairy course students are allowed to select either buttermaking or cheesemaking as their special subject. Students desiring to take instruction in both cheese and butter can divide the twelve weeks between these two subjects. Most of the students, however, elect only one line of work.

"The instruction in making ice cream may be taken by students during one or two weeks of the periods they are assigned to the creamery or the cheese room.

"The instruction given during the course consists of both lectures and laboratory practice. The students meet at 8 o'clock every morning, except Sunday, for a lecture on some phase of dairying by one of the professors or instructors. At 9 o'clock the class divides into four sections, passing into the milk testing laboratory, the cheese room, the creamery or the machine shop,

JAMISON DOORS



The Choice of the Navy

No individual firm is stricter than Uncle Sam in the purchase of suitable equipment for all branches of the Government and most particularly for his men of war. Here, quality and efficiency must be proven before installation.

Battleships equipped with Jamison Doors:
U. S. S. Arizona
U. S. S. California
U. S. S. New Mexico
U. S. S. New York
U. S. S. Tennessee

Jamison Doors have more than qualified in every possible service test, but that's not surprising when one considers their many exclusive features.

Here are some of the reasons why Jamison Doors guard the perishables of our Navy on the High Seas: The Jamison 100% efficient fastener, the multiple seal between frame and door where others have but one, the adjustable spring hinges extending over half the width of the door; making it possible to regulate the pressure and renewing the seat against the multiple seals of contact, and the material weight of Jamison Hardware is about three times greater than that on any other cold storage door.

Our Catalog is in the Government's file—is it in your's?

Kindly Address Desk 6

Jamison Doors are guaranteed to outlast others, even under harder service conditions.

Jamison Doors
for better refrigeration

JAMISON COLD STORAGE DOOR CO. **Hagerstown, Md., U. S. A.**

STANDARD
HANSEN'S
OF THE WORLD

Investigate!

A *purely vegetable* annatto color, *unequalled in shade, strength and purity* and superior to any vegetable or aniline color on the market. Try a gallon of

HANSEN'S
June Cream
Ice Cream Color

and you will be convinced that it will not only give you **more coloring power per dollar invested,** but whether you desire a pale cream color or a rich yellow egg shade, the result will be just what you want in your ice cream.

HANSEN'S
Ice Cream Rennet

A pure rennet enzyme, unadulterated, in handy liquid form, especially prepared and packed for the ice cream trade. The specific action of Hansen's Ice Cream Rennet is to increase the viscosity of the mix, thereby increasing the smoothness and apparent richness, enhancing the flavor and making the desired overrun more uniform and certain.

Try a gallon now, and be convinced that **Hansen's Ice Cream Rennet** will do better work, if used as an improver, **at less than one-tenth the usual cost.**

Ask your dealer or write us for prices, giving us your dealer's name and we will send you an interesting little booklet by W. W. Fisk, the well known expert in ice cream manufacturing, "**Some Ice Cream Problems Solved,**" without charge.

CHR. HANSEN'S LABORATORY, Inc.
Western Branch: **Milwaukee, Wis.**

where definite duties are assigned to each student. This practical work is continued throughout the morning, and, if necessary, students come back in the afternoon to complete their assignments.

"At 1:30 in the afternoon, Saturdays and Sundays excepted, the second general lecture is given to the entire class. After this lecture the students take up laboratory work or meet for discussion in sections for the remainder of the afternoon.

"Students should be at least 16 years old and have a common school education. No entrance examination is reqquired.

"Every one who attends the winter dairy course must have had at least six months of practical experience in a creamery, a cheese factory, or some dairy manufacturing enterprise before entering. The records show that those pupils who have had experience before coming here are the best pleased with what they learn. Students with no experience in creamery or cheese factory work may enter the summer dairy course."

The catalog is strikingly illustrated with views of students at work in the dairy courses. It gives full information concerning the courses, the expenses, requirements, etc.

⚜

TAKES HER FATHER'S OWN MEDICINE.

This little miss is taking some of her father's own medicine. She is little Miss Elaine Marie Asselin of the Asselin Creamery, Norway, Mich. She likes her ice cream in all forms, but you will note how fondly she holds the cone to her breast. Ice cream is responsible for her full and rosy cheeks, her parents say. She is a good advertisement for the industry.



ELAINE MARIE ASSELIN.

Speaking of advertisements, few of us stop to think of how much appeal an ad with a child's picture can carry. Most of us like to advertise our products with pictures of pretty girls, generally in bathing suits, on calendars, ink blotters, billboards, etc., but it is doubtful if anything so catches the fond eye of the public as the picture of a little girl smiling from an ad.

Men love their women, but it must be remembered that men and women and everybody love the kiddies. You can fall in love with little Miss Elaine Marie right now just by looking at her picture.

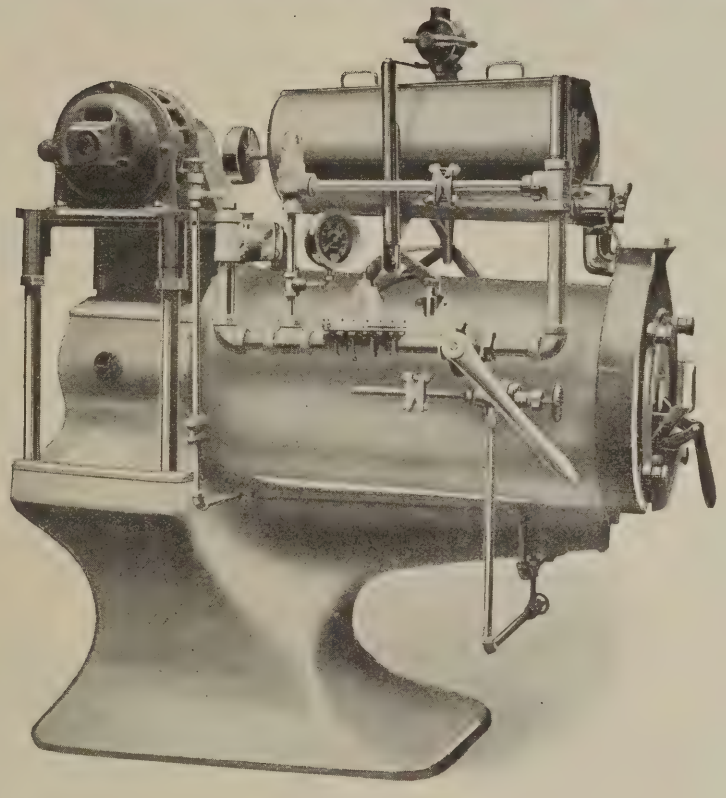
⚜

We have so everlastingly drilled the word **service** into the public in our milk business that perhaps that accounts for the following note received by one of our salesmen one day last summer. It read:

"Mr. Jones:—I am going on my vacation, but can't get anyone who will take care of my cat, so please pour a pint of milk in a pan left on the piazza every morning so that it can feed regularly." When she returned she found the cat fat and healthy.—A testimonial of good Service.

THE COW BELL.

U. S. HEAVY DUTY DIRECT EXPANSION Ice Cream Freezers



The Sensation of the Show

Due to the many exclusive features found only on U. S. HEAVY DUTY DIRECT EXPANSION FREEZERS, that save time, money, work and worry.

One of the many exclusive features is the U. S. AUTOMATIC PRESSURE REGULATOR; simple and positive in its action, and maintaining absolutely at all times a uniform pressure in the freezer cylinder. Extremely simple, and can be set by the operator at any temperature desired.

May we prove our claim to you?

CATALOG AND TECHNICAL INFORMATION ON REQUEST

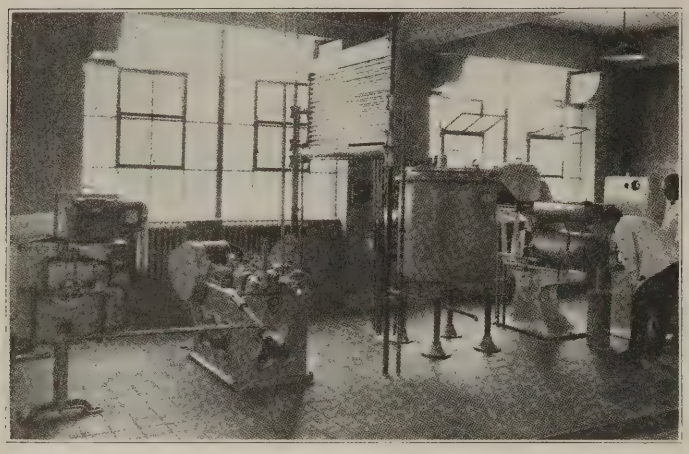
DISTRIBUTORS EVERYWHERE

U. S. FREEZER & MACHINE CORPORATION

General Offices: 241-243 W. Broadway, New York City
Factory: North 11th St. & Driggs Ave., Brooklyn, N. Y.

MINNESOTA SHORT COURSE.

The annual ice cream short course, offered by the dairy division of the University of Minnesota, will be given at University Farm, St. Paul, Nov. 17 to 26. W. B. Combs, who will be in charge, has chosen the dates most likely to meet with the approval of those interested in such work, and expects many of the ice cream supplymen, as well as the ice cream makers, to attend.



A View of the Ice Cream Department.

The course this year will consist of 32 lecture and 8 laboratory periods. It is intended to cover the practical phases of the subject in the lectures and to demonstrate to the students the preparation and handling of the ice cream mix and the operation of the homogenizer and freezer in the laboratory periods. The forenoons will be given to lectures and the afternoons to laboratory work. Work will be assigned each day to be prepared during the evening and returned at the meeting of the class the next morning.

The laboratory work will include the testing of milk, cream, butter, condensed milk, and ice cream for butterfat; the calculation and preparation of the ice cream mix; pasteurization, homogenization and aging the mix. During the freezing periods the students will be instructed concerning the use of butter, powdered milk and improvers in ice cream, and will have ample opportunity to study the effect these may have on the quality of ice cream. Every student will be given an opportunity to learn the operation of the freezer.

The University of Minnesota has just completed a new dairy building in which all classes with the ice cream short course students will be held. Two testing laboratories will be open to the short course students every day of the course as well as an ice cream laboratory designed for ice cream instruction. The equipment available at the university is of the most modern type. This equipment consists of a five-ton refrigerating machine, a hardening room, one mixing tank, one homogenizer, one glass lined holding tank, one coil brine cooler, two brine freezers, and one overrun tester. In addition, minor equipment essential for instruction is well provided.

A short course catalog listing the dairy manufacturing courses for 1924 and 1925 is now available and may be obtained by addressing W. B. Combs, Dairy Division, University Farm, St. Paul, Minn.

The longer you listen to some salesmen talk, the more thoroughly you become convinced that all the bull is not put out from Durham, N. Car.

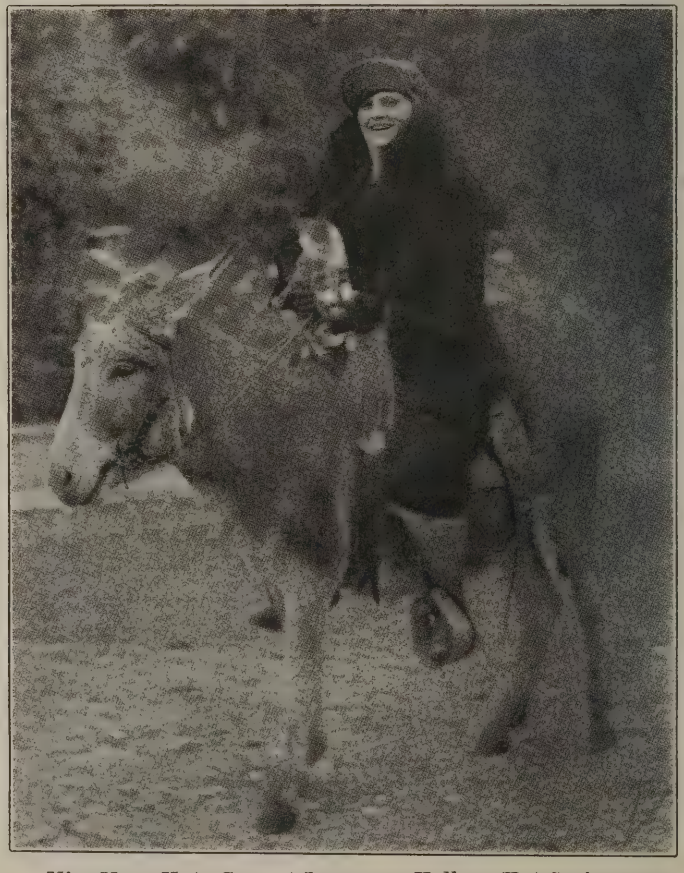
MILLER
Refrigerator Bodies

"We SELL you one — you BUY more"



Send for Our New Catalog
Showing Both Truck and Wagon Bodies

THE JOSEPH MILLER COMPANY
Manufacturers of Refrigerator Bodies and Ice Cream Cabinets
Using Miller Patented Tanks for Refrigerating
919 Third Avenue North MINNEAPOLIS, MINN.



Miss Mary Kate Carr at Lonesome Hollow, Hot Springs.

TIME—The GREATEST OF ALL TESTS—

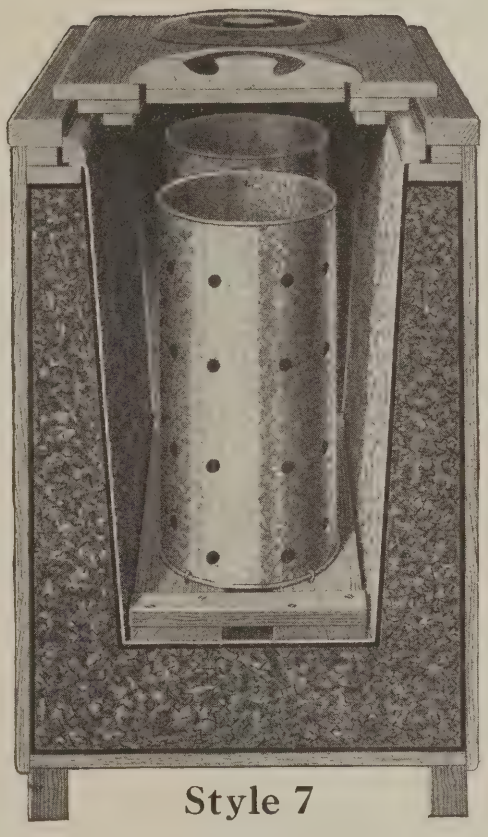
Has Proved Its Value to You!

The Grand Rapids
ICE CREAM CABINET OF QUALITY

WHEN you buy ice cream cabinets you want the absolute assurance that they will render many years of money-making, trouble-free service. You want to be sure that your investment will be returned to you with good interest. How can you be positive of those things, in advance? Only by choosing a product on which TIME has placed its seal of approval.

Year after year Grand Rapids Ice Cream Cabinets go on making staunch friends *through the exceptional service they render.* Year after year they lead in scientific design and integrity of construction. That is why they defy TIME.

Now that the season is fast approaching when you will need new cabinets, be sure to investigate this leader. Write for our catalog illustrating full line of models of all types, including the far-famed ZERO Brick Cabinets.



Style 7

The Most Highly Developed Ice Cream Cabinet Ever Built

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W. **Grand Rapids, Mich.**

NEW ENGLAND SALES OFFICE AND WAREHOUSE, MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
SOUTH EASTERN SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD. 1918 Market St., PHILADELPHIA, PA.
CENTRAL SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 1319 Penn. Ave., PITTSBURGH, PA.
NEW YORK STATE SALES OFFICE AND WAREHOUSE. CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y. 400 Canal Street, SYRACUSE, N. Y.
NORTH-WESTERN SALES OFFICE AND WAREHOUSE, A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
SALES AGENT FOR TEXAS, OKLAHOMA AND ARKANSAS C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS

TAKE ICE CREAM TO THE PEOPLE

By a Special Correspondent

EVERY period of five to ten years has brought to the ice cream industry new methods of serving ice cream. Today the total volume of ice cream is made up partly of cones, partly of sundaes, partly of sodas, partly of brick ice cream, partly of ice cream carried home and the balance in specialties. Each one of these adds a certain volume to the gross ice cream sales.

An analysis of the above methods of selling ice cream reveals the fact that a large share of the ice cream is sold upon the basis of the consumer coming to get it at the fountain. The fountain is absolutely essential for the sale of sodas, sundaes, cones and bulk ice cream.

There is no question that there is a possibility of selling more ice cream if it would be possible to take the ice cream to the people instead of having the people come to the soda fountain as at present. More ice cream can be sold if dispensed just as people want it, just when they want it. The following illustration will help to prove this point:

The writer was making a trip from Portland, Ore., to Los Angeles, Calif., in the summer of 1922. The train stopped in a small California town. At the station was an old man, driving an old gray horse, hitched to a rickety old wagon. In the wagon was a five-gallon packer filled with ice cream in individual boxes with a spoon. The driver announced his wares by calling "Ice cream, ten cents a box." Inside of five minutes people from all parts of the train had rushed to his wagon and his complete supply of ice cream was bought and consumed in a very short time. If this man had not met this train and had ice cream in a form that he could serve quickly surely this ice cream would never have been sold.

Taking ice cream to the people overcomes one element of resistance to the purchase of ice cram. There are hundreds of places where service in the small package ready to eat will make it possible to sell a great deal more ice cream. In office buildings, industrial plants, upon the bathing beaches, in the theatre, at baseball games, at railroad stations, in the home on the porch, upon the dining room table, at the banquet and at the picnic, these are just a few of the places where ice cream packaged in individual packages can be supplied.

There is no question that people are in the mood to eat ice cream at these places. If ice cream can be brought to them there will be very little resistance to its purchase, especially if it can be bought for five cents.

Experience has demonstrated without doubt that to be a good seller the individual package of ice cream must be sold at five cents. The ten-cent cone was a failure, but the five-cent cone is a great success. The ten-cent Eskimo pie was a failure, the five-cent Eskimo pie made by automatic machinery is a real success.

Statistics show that ten kiddies have a nickel to spend to one that has a dime. Folks think twice about spending a dime and do not think of spending a nickel at all.

At first thought many manufacturers will say that it is impossible to put out a five-cent package at a profit. A few years ago this would have been impossible. Today automatic machinery for packaging small quantities of ice cream and for making individual packages has been so highly developed that putting out the five-cent package is a real success.

On the market is a sturdy little cup, attractively decorated with a standard body design.

It is filled at the factory with automatic machinery, the lower half with slightly over one ounce of true fruit orange and lemon sherbet. The cup is then completely filled with vanilla ice cream. There is no assortment to bother with and no juices to run out. This is sold for five cents.

The cups are automatically fed to the machine, filled

What You Want--
When You Want It

With a complete stock of SUPPLIES and an abundance of MACHINERY carried in stock at five advantageous points from the Great Lakes to the Gulf of Mexico, we are in position to serve you in a way that no others can.

If your needs be a Freezer, Crusher, Packing Tubs, Packing Cans, Ice Cream Cabinets, Carry-Out Cans, Can Washer, Ice Cream Moulds, Ice Cream Pails or Dishes, Parchment Paper—in fact, anything from a Wood Plug to a Steam Boiler, we can furnish it at the right price.

Our business has been built up largely through the confidence of our customers. To secure and hold their confidence is the ambition of our organization; we take an active interest in their progress, because our progress is linked inseparably with theirs.

If you are not already a customer of ours give us a trial. Our service will please and our merchandise is dependable.

BESSIRE AND COMPANY
Incorporated
INDIANAPOLIS LOUISVILLE
MEMPHIS COLUMBUS ATLANTA

Fancy Ice Cream Forms
(Imported and Domestic)
Featuring
Hallowe'en and Thanksgiving
Leaves, W/Stem, Lace Papers
Imported Fruits, Pulps and Marrons
SCHALL & CO., New York
81 Barclay Street 16-18-20 W. Broadway

ECONOMY

It's economy to supply your trade with

Nelson Cabinets



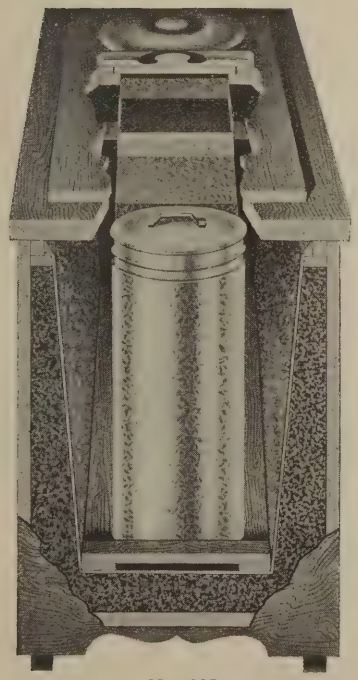
No. 25
Two-Hole Wood Compartment
Cabinet

The durable—dependable Ice Cream Cabinets—that keep Ice Cream in excellent condition at a minimum cost for salt, ice and labor.

Types for all conditions in

Bulk, Brick and Combination Styles

Constructed of CALIFORNIA REDWOOD
CORK INSULATED
PERFECT BRASS DRAINS

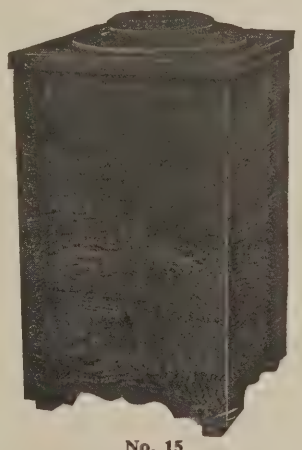


No. 335
Cross Section Metal Lined
Combination Cabinet

"Confessed the best when put to test"



Write for prices—today!

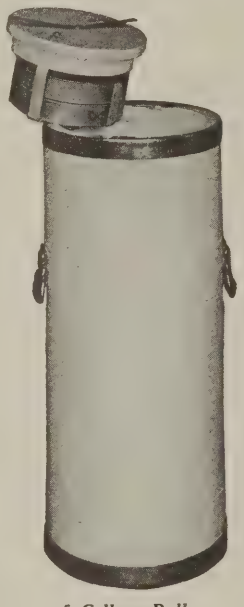


No. 15
Single 5-Gal. Bulk Cabinet

C. NELSON MFG. CO.

2306 Division St. St. Louis, U. S. A.

And Now—
New Express Rates
Just in Time for the Busy Season



5 Gallons Bulk
12-15 Hours Preservation

Effective June 3rd in—

MASSACHUSETTS
WISCONSIN

Effective July 16th in—

ILLINOIS
MAINE
OHIO
TENNESSEE
IOWA
NEW YORK
PENNSYLVANIA
VERMONT

The Glacifer may now be billed at 25% less than gross weight both interstate and intrastate,—68 lbs. on the 5 gallon size.

Where the Rate on Tub is $1.00
The Glacifier is 60

Glacifers and Iceless Cabinets make the ideal combination. If you deliver and service a long distance customer, a Glacifer packer and a mechanical cabinet will do the work better and at less cost.



20 Quart Brick
12-15 Hours Preservation

Ask for circular giving comparison of costs and express rates

THE GLACIFER CO.

Miller Street **Somerville, Mass.**

first with the sherbet and then with the ice cream and then capped automatically.

From the turntable of the automatic machine the cups with the caps on are placed in bags holding three dozen cups and two of these bags can be slipped into a five-gallon can. If desired the bags may be placed in the stores of your dealer in the brick cabinet just as the Eskimo pies were handled.

The dealer is furnished with a small wooden spoon, if eaten at the store or near the store, or put a half dozen in a paper bag to be taken home and eaten at the table.

The natural fruit sherbet that goes in the bottom of the cup is made from pure oranges and lemons. It is made from a formula that produces a product second to none. The ice cream and sherbet are placed in the cup in perfect condition because of the provision made upon the automatic packaging machine for keeping them in this condition until they are filled. The small volume in the cup makes it possible for these to harden very quickly and a fine smooth quality of ice cream is produced.

In every community where the distribution will be sufficient to supply the demand these little dainties will be introduced to the public by striking newspaper and window paster advertising. The amount of advertising in each city will be in proportion to the territorial sales based upon the demand for the cup sundae.

One company selling a million of these cups a month state that they spent no money at all for additional trucks, cans or cabinets. They made no changes in their plant to accommodate this volume of business. The only expense required is the cost of the inexpensive automatic machine for manufacturing these. This is absolutely necessary, because the cost of packaging by make-shift methods will cost more for labor and waste of cream and an inferior product in two months than the cost of the machine. It is better not to handle them at all unless they are made upon entirely automatic machinery.

The advantages of these cups may be summed up as follows:

Help fill your cabinets this winter when you will want something to stimulate the demand.

Creates a new demand for ice cream just as the cone did. Millions of nickels that are now being spent for candy, peanuts and pop corn will go for ice cream instead.

They will not decrease your total volume of sales. They will increase your total volume. Packaged with your best quality of ice cream they will advertise your product. In other words, it enables you to distribute samples of your ice cream which you put out at a large profit.

You make more money for your dealers by bringing

Ice Cream Molds

For Large and Individual

FANCY SHAPES

Will Increase Your Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.

Manufacturers

34-44 Hubert St. **NEW YORK CITY**

I wish to take this opportunity of thanking my friends in the Ice Cream Industry for the courtesies and patronage shown me during the past years.

It is these friends who have made possible whatever measure of success which I have attained in the Vanilla business.

To these friends I wish to announce my resignation from The Widlar Co., of Cleveland, and to express a wish that the customers who have been served faithfully in the past, will see fit to favor The Widlar Co. with their continued patronage.

I am proud also to announce that I have become associated with our mutual friends, the John H. Mulholland Co., of Philadelphia.

From now on my entire efforts will be employed in popularizing the Mulholland line of Sanitary Ice Cream Dishes, Bentwood Spoons, Sidewalk Signs, and the many other items which comprise the Mulholland line of Advertising Necessities.

Sincerely,

HOWARD BLACK.



Up-to-date Jobbers recommend RING Cones

Up-to-date Dealers demand RING Cones

Plain design cones are out of style. They are fast being discarded for the newer design having the Breakage Protection Nesting Ring. THIS VALUABLE FEATURE IS PATENTED BY McLAREN

McLaren's "Real Cake" (Double Ring) Cones are a big improvement over other brands, not only in practical design, but in taste and flavor as well. They're packed in a strikingly attractive three-color carton.

BE UP-TO-DATE — MEMBER — HANDLE "McLAREN'S"

The McLaren Products Co.

PEORIA ILL. DAYTON OHIO KANSAS CITY MO.

more people into their stores and keep the dealers better satisfied in pushing ice cream, especially in the season when the gallonage is low.

The package will put new life into your organization. This is true as shown by the results obtained by one manufacturer in the East who states he has been selling a million packages a month. In other words, getting their share of a million nickels a month that would ordinarily be diverted to other channels.

The package will help to capitalize upon all of the propaganda put out by the orange growers for people to eat more oranges. Each day orange drinks are growing more popular, especially where the natural fruit juices are served.

In Boston during a period of hard times one company sold a million packages a month. There is no question that you should be able to sell these at the same rate in your particular city.

ICE CREAM INDUSTRY WELL REPRESENTED AT RECORD DAIRY EXPOSITION.

(Continued from page 12)

FROM this industry's angle the exposition was featured by the disclosure that ice cream men of the country are considerably "worked up" over the ice cream conventions at New Orleans in November. National association officials were confident there would be a record attendance. Judging by the opinions of ice cream men who made the New Orleans gathering the general topic of conversation while passing through the exhibits, the sentiment of the industry seems largely in that direction.

Delegates left Milwaukee highly pleased with the 1924 convention. Facilities were all that could have been desired, though many expressed the wish that the machinery and farm exhibits could have been held nearer together. The exhibits relating to dairy farming were housed at the Wisconsin State Fair Grounds.

But all in all, Milwaukee was credited with having made a good job of the exposition. Officials came in for much praise. There is no doubt that in the long winter months to come manufacturers of many states will pause in discussions of different conventions and again recall to mind the many delightful experiences while traveling through Dairyland.

Many leaders in the industry believe the exposition did more to bring the ice cream industry into closer contact with dairying matters than any other development in recent years.

TO BOOST NEW ORLEANS ICE CREAM EVENT.

Representatives of The Blanke Manufacturing Co., St. Louis, will be in the thickest of activities in connection with the great Southern exposition and convention at New Orleans in November, judging by the excellent showing the company made at the National Dairy Exposition. Representing the company at Milwaukee were R. L. Blanke, general manager; A. K. Gillespie, salesmanager; Harry Blanke, Robert Sheer, Ben E. Cabell, Jr., Thomas Bernstein, O. E. Moore, S .K. Jensen, S. S. Brady, Clem J. Corbett, W. H. Hightower, H. R. Brady and C. R. Solomon.

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad for you and insert it in the next issue of "The Ice Cream Review." You just stay at home and wait for results. You'll soon have your hands full.

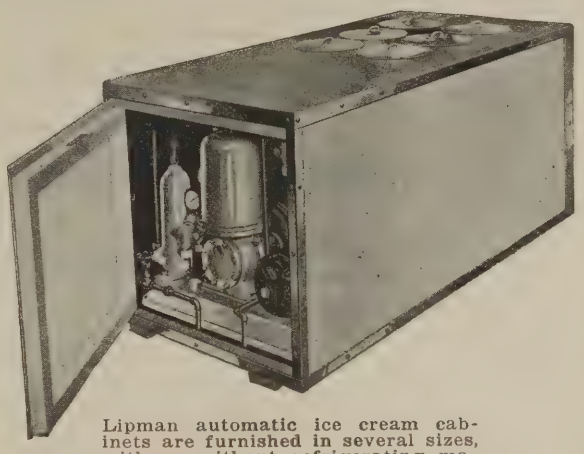
Add to Your Ice Cream *Profit* By Subtracting *Icing Service!*

You can eliminate practically all of your icing service overhead by providing your retailers with a Lipman automatic refrigeration cabinet. Not only do you do away with the expense of packing, salting and ice waste, but your dealers are able to keep their ice cream firm and hard, selling more and increasing your own volume. Here you get a double profit where before you had increased service costs.

Let us send you one of our engineers from our distributor's in your territory. He will give you a pretty accurate survey—at no cost to you—of your refrigerating costs and how to reduce them.

A Lipman cabinet will prove an investment for you—your saving will pay for it. Write

LIPMAN REFRIGERATION CO.
Dept. HH-10 Beloit, Wis.
65 Sales and Service Stations in U. S.



Lipman automatic ice cream cabinets are furnished in several sizes, with or without refrigerating machine. Fountain and back-bar refrigeration systems also installed.

Lipman
FULL-AUTOMATIC REFRIGERATING MACHINES

LACALAC
POWDERED PRODUCT

Specially prepared for use in the making of Ice Cream—Contains approximately 8% Pure Butterfat, and contains the average milk solids found in Powdered Skim Milk.

"LACALAC" gives the Ice Cream Manufacturer the largest percentage of Milk Solids in proportion both to its bulk and *cost*.

Write for samples—Contract prices submitted on request.

WARD DRY MILK COMPANY
WASECA, MINN.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Tentative Program

Southern Association of Ice Cream Manufacturers

New Orleans, La. - - - Nov. 14 and 15, 1924

Thursday, November 13.

4:00 p. m.—Registration at De Soto Hotel.

Friday, November 14.

8:00 a. m.—Registration at the Athenaeum, St. Charles Ave. and Clio St. Street cars marked "St. Charles Ave." pass the door.

10:00 a. m.—Assembly of the Convention at the Athenaeum.

10:05 a. m.—Invocation.

10:10 a. m.—Welcome Song.

10:15 a. m.—"We Welcome You to New Orleans."

10:25 a. m.—"We are Happy to be in New Orleans." By Will Terry, Little Rock, Ark.

10:30 a. m.—Presentation of the Convention Program for Adoption. By Benjamin C. Brown, Chairman, Convention Program Committee, New Orleans.

10:35 a. m.—Convention called to order by President W. J. Barritt, Tampa, Fla.

10:40 a. m.—Announcements, Reading of Communications, Telegrams, etc.

10:45 a. m.—President's Message — W. J. Barritt, Tampa, Fla.

11:00 a. m.—Secretary-Treasurer's Report, by J. W. Clopton, Decatur, Ala.

11:15 a. m.—"Specialties — Are They Profitable?" By—
S. N. Sutton, Vicksburg, Miss.
G. A. Meyer, Stuttgart, Ark.

Discussion.

12:00 a. m.—Adjournment. Buffet luncheon served in the building. Compliments of the Dixie Flyers.

Friday Afternoon.

2:00 p. m.—"Should a Dealer Carry Several Flavors?" By—
E. B. Giesel, New Orleans, 10 minutes.
John Kloecker, Lexington, Ky., 5 minutes.

2:15 p. m.—Discussion.

2:30 p. m.—"The Magic Chance." By Benjamin C. Brown, New Orleans.

2:50 p. m.—"Co-operation of Factory Employees." By Harry Cuscaden, Louisville, Ky.

3:00 p. m —Discussion.

3:10 p. m.—"What is the Proper Standard for Ice Cream?" By—
M. J. Costa, Athens, Ga.
S. S. Dent, Memphis, Tenn.

3:40 p. m.—"Pure Food Laws and Their Enforcement." By Dr. Oscar Dowling, President Louisiana State Board of Health.

4:00 p. m.—Discussion.

5:00 p. m.—Adjournment.

Saturday, November 15.

9:30 a. m.—"The Mechanically Refrigerated Cabinet." By—
Geo. L. Boedeker, Dallas, Tex.
J. L. Helmer, Atlanta, Ga.
W. E. Drake, Nashville, Tenn.
George K. Brown, Chattanooga, Tenn. Ten minutes each.

10:10 a. m.—Discussion.

11:00 a. m.—"Modern Methods of Training Salesmen." By Wm. H. Duff, Pittsburg, Pa.

11:20 a. m.—Discussion.

11:35 a. m.—"Our Attitude Toward the National Association of Ice Cream Manufacturers." By W. W. Campbell, Shreveport, La.

11:40 a. m.—Round Table Discussions. Session open to ice cream manufacturers only.
Report of Committees.
Selection of Convention City.
New Business.
Election of Officers.

1:00 p. m.—Adjournment.
Visit with supplymen.

General Information.

The headquarters of the Southern association will be the De Soto Hotel.

The convention will be held in the Athenaeum, St. Charles Ave. and Clio St., eleven blocks above Canal St. Street cars marked "St. Charles Ave." pass the De Soto Hotel and the Athenaeum. The exhibition given by the Dixie Flyers will be held in the Athenaeum.

Registration at the Athenaeum. The secretary will be at the Hotel De Soto after 4 p. m., Thursday, Nov. 13, and at the Athenaeum, 8 a. m., Friday, Nov. 14. Be sure to register early, as the convention will convene promptly at 10 a. m. No one will be allowed inside the hall without a badge of either the Southern association or of the Dixie Flyers.

Your officers request your co-operation by being prompt at all meetings. The program is interesting and instructive and it is going to be run on time.

You cannot afford to be late, and it can be carried through to a successful completion if you will be on hand promptly at all times.

The convention will adjourn on Saturday at 1 p. m., in order to give those in attendance an opportunity to visit with the supplymen. The Dixie Flyers have gone to considerable trouble and expense in arranging a splendid exhibit, and we are indebted to them for their efforts.

Entertainment.

On Saturday, Nov. 15, at 8 p. m., the Southern Association of Ice Cream Manufacturers will give their annual banquet.

This year a very novel entertainment will be provided. Something unusual in the way of a program will be offered.

You cannot afford to miss this hit of the season. Please secure your tickets early so the committee may know how many to provide for.

Entertainment Tendered by the Dixie Flyers.

Friday, November 14.

12:00 m. —Buffet luncheon served in the Athenaeum.

12:30 p. m.—Ladies' luncheon, by Ladies' Auxiliary, Hotel De Soto.

8:30 p. m. to 1:00 a. m.—Louisiana Jamabalaya??????? Vaudeville — Dancing — Refreshments, etc., to be held in the Athenaeum. Henry W. Stern, Master of Ceremonies.

Saturday, November 15.

1:30 p. m.—Buffet luncheon, served in the Athenaeum.

2:00 p. m.—Ladies, Orpheum Party (matinee).

Sunday, November 16.

10:00 a. m.—All day boat ride on steamer Capitol, to Ellington plantation, where visitors will witness cane cutting, cane grinding and sugar making. Refreshments will be served on board.

Continuous dancing. Music by the famous Gold Band of the steamer Capitol.

Boat leaves foot of Canal St., 10 a. m.; arrives Ellington plantation, 1 p. m. Leaves Ellington plantation, 3 p. m.; arrives New Orleans, 7 p. m.

NEW ORLEANS

During the winter season offers many attractions for the visitors. All the golf clubs are open, and playing is most enjoyable just at this time.

All the theatres are running full blast.

AN ADDED ATTRACTION, FOOTBALL, SATURDAY, 2:30 P. M.

To the lovers of this sport, a high-class exhibition will be the contest between Tulane University, **"The Greenbacks,"** and the University of Tennessee from Knoxville. Not less than 12,000 people will be in attendance. Street cars marked "Freret" pass Tulane Stadium. Tickets on sale at Porter Clothing Co. and D. H. Holmes Co.

Tentative Program

National Association of Ice Cream Manufacturers

ANNUAL CONVENTION

New Orleans, La. - - November 17, 18, 19, 20

MONDAY, NOVEMBER 17th.

9:30 A. M.

Meeting of Executive Committee and Board of Directors.

11:00 A. M.

Address of Welcome

Possibly by His Excellency, Henry L. Fuqua, Governor of Louisiana.

Response

Vice-President, W. W. Campbell, Shreveport, La.

Report of the Secretary

Report of the Treasurer

President's Address

2:00 P. M.

Executive Session

Admission by card only—for ice cream manufacturers.

"Some Uneconomic Manufacturing Policies"

by Dr. H. A. Ruehe, Head, Dairy Husbandry Dept., University of Ill., Urbana, Ill.

Also talk along the same line

by Mr. O. E. Williams, Dairy Manufacturing Specialist, Bureau of Dairying, U. S. Dept. of Agriculture, Washington, D. C.

The foregoing addresses to be followed by one or two ice cream manufacturers, concluding with a general discussion. Possibly the subject of "Suburban Trucking" will also be taken up at this session.

TUESDAY, NOVEMBER 18th.

All day Tuesday will be taken up on the subject of REFRIGERATED CABINETS. Addresses will be made by representatives of the various Refrigerated Cabinet manufacturers, as well as a large number of ice cream manufacturers who have been asked to prepare statements showing all of the factors connected with Refrigerated Cabinets. There will be a general and free discussion from the floor by all ice cream manufacturers who wish to participate therein.

WEDNESDAY, NOVEMBER 19th.

Wednesday morning, Mr. E. C. Sutton, Chairman of the Slogan Committee, will make a report for that Committee, after which the subject of the national advertising of ice cream will be taken up by a number of very capable speakers having experience in national co-operative campaigns, who are expected to amplify report of the Committee on National Advertising, of which Mr. W. A. Schwindeler of St. Louis is Chairman. After the conclusion of discussion on National Advertising of ice cream, which is expected to take up the entire morning session, Mr. S. T. Nivling, Chairman of the Cost Accounting Committee, will render a report for that committee and several able speakers will participate in the subject of Cost Finding and Uniform Cost Accounting.

THURSDAY, NOVEMBER 20th.

Thursday morning, there will be another Executive Session, at which admission will be by card and for Active Members only. At this session, Committe Reports not previously rendered will be presented. It is possible that some other matters of great interest to ice cream manufacturers may be discussed.

Early in the afternoon there will be a meeting of the Executive Committee and the newly elected 1925 Directors.

We cannot, as yet, give any particulars regarding the entertainment features in view of the fact that this is entirely in the hands of The Association of Ice Cream Supply Men and they have not as yet concluded their plans.

N. LOEWENSTEIN,
Secretary.

MERRELL SOULE COMPANY

QUALITY PRODUCTS

Powdered Cream

Powdered Whole Milk

Powdered Skimmed Milk

Liquid Cream

Powdered Orange Juice

Powdered Lemon Juice

The Final Testing of our Powdered Milk

WE have told you in the preceding advertisements of this series, how our fresh milk supply is examined and tested as it is received from modern sanitary farms. You now know, also, how carefully and accurately each day's supply is tested, checked, and safeguarded.

In addition to the regular Control Laboratory, located right at the plant, Merrell-Soule maintains a separate Research Laboratory at Syracuse. To this institution are referred all problems of an unusual character and, in addition to aiding in this manner, the Research Laboratory is constantly evolving new ways and means to insure the uniform quality and purity of Merrell-Soule Powdered Milk.

When the powder is finally ready for packing it is again tested and this test must reveal the same high standard of quality and purity that we insist be found in fresh milk as it is received by us. Next month's advertisement will tell how our powdered milk is packed.

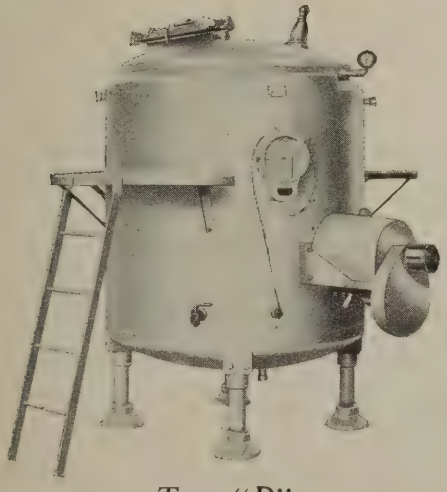
THE ASSOCIATION OF ICE CREAM SUPPLY MEN ★ MEMBER

ADVERTISEMENT No. 6

Upon request, we will be glad to send any ICE CREAM MANUFACTURER a complete set of the advertisements in this series, setting forth the production of our chief product, POWDERED MILK.

MERRELL-SOULE CO.
Syracuse, N.Y.

GLASCOTE



Type "D"
Closed Jacketed Tank

New features embodied in Glascote Equipment include Glass Coated Coils, cork insulation incased in 3/16" welded steel, insuring additional insulation of a dead air space, a highly developed spray coil easily cleaned, prevents brine splash and frosting, and inverted bottom tanks with perfect drainage.

Before specifying your equipment, investigate these features if you did not visit us at the Dairy Show and let us present our proposal to your inquiries.

THE GLASCOTE COMPANY EUCLID OHIO

ICE CREAM MANUFACTURERS OF NATION PREPARE FOR MIGHTY GATHERING AT NEW ORLEANS.

(Continued from page 8)

exposition recently held in Milwaukee, assurance was given by L. S. Wilson, president of the Michigan association, that his state will be well represented. Gentlemen from Minnesota give the same assurance.

NO ONE possibly could be so pessimistic as to doubt the attendance of the Southern manufacturers. It would be difficult to express in words the supreme elation felt by manufacturers of that section over the privilege of having that convention in their own section. It is for this reason that we find it is easy to justify the predictions made by Southern ice cream officials that the 1924 convention will mark a new beginning in the career of the national association, bring closer to the national body as it were the sympathies and understanding of the Southern people, a people peculiarly responsive when appealed to in a spirit of brotherly and neighborly cooperation. Probably in no other part of the country is the neighborly spirit so highly developed. Men who understand the situation in the Southern states—and unfortunately that section has not been fully understood in the past—know that the failure of the national association to develop full strength in the South is due to the fact that it has not previously found it possible to make the Southerners a visit and get next to the problems of the Southern manufacturers.

As a matter of particular importance in connection with the coming convention and the important lines of action that possibly will be confronted at that time is the situation with regard to the quality standard program undertaken by the Southern Association of Ice Cream Manufacturers.

THIS program, as repeatedly explained exclusively in The Ice Cream Review, calls for the setting up by the Southern association of a quality aristocracy that will give the public a new confidence in ice cream. The shaping up of this program has made much headway since it was put before the manufacturers of that association at the New Orleans convention. The plan centers around a symbol of quality adopted by the Southern association, the label bearing this seal being available only for those manufacturers who live up to the association's membership standard with regard to quality ice cream. It is in the nature of a quality guarantee that these members are privileged to use in their advertising.

The carrying out of this program, which is quite the most ambitious line of action yet undertaken in the industry, will mean giving ice cream manufacturers all over the country something over which to ponder.

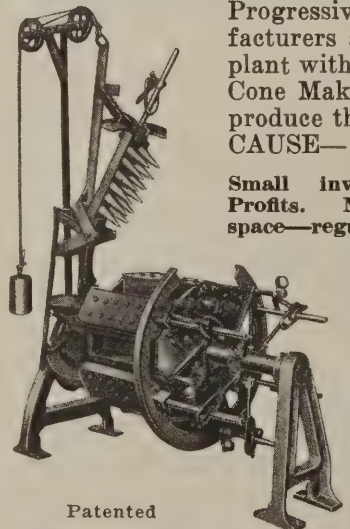
The national association's national advertising program easily is the matter most outstanding at this time. It is almost sure to find something approaching a definite course at the New Orleans convention.

THE Southern manufacturers will not fail to appreciate the honor conferred upon their industry when the national association elected as its vice-president that worthy gentleman, W. W. Campbell of Louisiana, at the 1923 convention. It would have been difficult for the association to have thought of a wiser action than this. Not only did it select a man fully capable and desirous of working for this industry, but it placed in line for the presidency of that association a man who holds the love, respect and admiration of his fellow manufacturers in the Southland. The simple, genuine affection of the Southern industry toward "Bill" Campbell is one of most sublime instances of human trust anyone may hope to encounter in trade experiences. It is a trust that has been exhibited on many occasions that Mr. Campbell has been honored by election to offices by associations in the South, particularly when the Southern association placed him in the chair at the Macon convention in 1921 by an acclamation that spoke for the entire industry as saying, "A man of whom we are justly proud."

It is not the providence of the editor of a trade journal to express his personal opinion of any one man's personal achievements, but it is from a sense of deep interest in the welfare of this industry that we mention at this time that the men who are most hopeful for the ice cream industry's advancement are the men who pen their trust and confidence in such men as "Bill" Campbell, a gentleman with whom this young writer has little more than passing personal acquaintance.

(Continued on page 142)

NEW FIELD Opens for Ice Cream Manufacturers



Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones BECAUSE—

Small investments net big Profits. No extra labor or space—regular salesmen solicit orders — helpers bake cones. Fresh, Crisp, Delicious Cones increase ice cream consumption.

Patented

Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

This machine saves time, space and positively produces a better cone at less cost than any other machine on the market — Write for details today.

THE PHILADELPHIA ICE CREAM CONE MACHINERY AND ART METAL WORKS.

68 N. Fourth St. Philadelphia, Pa.

SUPERIOR" TUB COVERS



Made for Service of extra heavy canvas. Double sewed and plenty of lap to cover tub. Ample in size.

Write for Samples and Prices

Scott Mfg. Co.
1501-5 Howard St.
OMAHA, NEBR.

WHY PAY HIGH PRICES
for Vanilla Extract

Better Flavor and more lasting Flavor by using

"Vanoleum"

(TRADE MARK)

One pound of *"Vanoleum"* is equal in flavoring strength to two gallons of standard strength Vanilla.

Used for a quarter of a Century by the leading Ice Cream Manufacturers throughout the country.

Contract Prices submitted on request.

WE ALSO MANUFACTURE A COMPLETE LINE of VANILLA EXTRACTS

MEMBER

CORRIZO EXTRACT COMPANY 211-215 West 20th Street NEW YORK CITY

JOHN H. MULHOLLAND CO.

1033 CHESTNUT STREET
PHILADELPHIA, PA.



ICE CREAM PLATES
Glassine Lined and Printed
Plain, Square and Round

ICE CREAM SPOONS
Bentwood and Flatwood

SIGNS
Sidewalk Signs, Ready for Service.

All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.

Electric Window Displays, for Standard Car Cards.

SINGLE SERVICE CAN and TUB
Soldered Tin Can Paraffined Fibre Tub.

AS THE Southern ice cream manufacturers have turned their eyes more earnestly toward the work of the National Association of Ice Cream Manufacturers during the past year, they have been reminded of how singularly energetic and constructive have been the labors of the president of the association, Vernon F. Hovey, one gentleman who never in his extraordinarily busy and nerve-straining activities has been too occupied to answer the letters, the inquiries, suggestions and recommendations of those whom he so ably and so usefully has served.

It is at the New Orleans convention, if this young writer is correct in his gauging of the trade's pulse, that the ice cream manufacturers of the South are going to join those of the entire industry in expressing deep appreciation of the service of their chieftain during this exceedingly active year, and give to Vernon Hovey the assurance that they are mindful of the sacrifices he has made for them and our common industry. He has literally been at the elbow of every ice cream manufacturer of the country interested in the upbuilding of this industry. He is marked for one of the badges of honor going to those who serve well.

THERE will be entertainment features galore at New Orleans. The Dixie Flyers have prepared an elaborate program for the Southern manufacturers. The Association of Ice Cream Supply Men have mapped out very delightful entertainment features for the national delegates. The trip to Panama by steamer is being handled by Secretary N. Loewenstein of the national institution, and many reservations already have been made.

THE convention will bring to the national association many strong men of the Southern states only too glad to join in and do their best for the industry's advancement. It will bring before the national association such strong, enterprising and earnest men as J. D. Kinnett, M. J. Costa, Fred Scanlin, W. J. Barritt, A. E. Dixon, Charles Landreth, J. B. Porter, J. W. Clopton, S. N. Sutton, A. M. Thornton, E. R. Harris, E. B. Geisel, Ben C. Brown, W. E. Drake, Will Terry, Frank Stuart, A. E. Watson, George L. H. White, Hans Brody, and other men who can labor well and to good effect.

If there is a more earnest trade secretary than J. W. Clopton he is not on record.

FARE RATES FAVOR EARLY ATTENDANCE.

J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers, has received advice from the Southeastern Passenger Association that the selling dates of reduced fare tickets for the New Orleans convention have been moved up from November 13 to November 11. This will enable members and others wishing to attend the convention to secure the reduced fare tickets in time to arrive in New Orleans by Thursday, November 13.

Reduced fare tickets will be on sale at all points covered by both the Southeastern and Southwestern Passenger Association and will be available from November 11 to 19 and will be honored in the sale of return tickets until November 26. Anyone wishing to take advantage of the special trip that has been arranged to the Panama Canal and other points after the convention, may extend the time of return by the deposit of the certificate and the payment of a fee of $1.00 at the city ticket office, Southern Pacific Lines, New Orleans.

W. W. CAMPBELL BELIEVES NATIONAL CONVENTION IN SOUTH WILL BE WINNER.

W. W. Campbell, Shreveport, La., vice-president of the National Association of Ice Cream Manufacturers, reached the dairy exposition in time to take part in Ice Cream Manufacturers' Day. He reported that preparations are rapidly being completed for a record ice cream event at New Orleans in November. In honoring the South by selecting a Southern city for its 1924 convention, the National Association of Ice Cream Manufacturers, the national association, at Cleveland last year, elected Mr. Campbell vice-president of the association, the first Southerner to hold office in the national body.



W. W. CAMPBELL

BAKER



System Refrigeration

Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order —"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65 D It's chuck full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.

Don't be without a position, when at a small cost you can locate one through the Want Department in "The Ice Cream Review."

WHY WORK FOR SOMEONE ELSE!!

"MONEY CAN BE MADE WITH OUR CONTAINER"



It is:—

Waterproof.
Stainless—Spotless.
The Cleanest to Handle.
Constructed Purposely for the ICE CREAM Manufacturer at a Real Price for Profits.

EASTERN PAPER & BOX CO.

"THE PAPER AND BOX HOUSE FOR ICE CREAM MEN"

46 PORTLAND ST. BOSTON, MASS.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
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CHERRY-BASSETT-WINNER CO.
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CHICAGO BRANCH
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J. W. ALLEN & CO.
116 No. Peoria St., Chicago, Ill.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

Insurance That Cost Nothing

In the making of Marshmallows or Ice Cream, the amount of gelatine used is very small, compared with other materials.

Yet that small amount may make or mar a whole batch of expensive materials.

Then why take the risk, when you can buy **The World's Best Food Gelatine** at no greater cost?

DELFT costs less because it goes further. Warranted free from harmful and liquefying bacteria when delivered.

Send for samples and make your own tests.

ASK ANY FOOD CONTROL OFFICIAL

MEMBER

Harold A. Sinclair

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

PROGRAM OF THE ICE CREAM SHORT COURSE TO BE GIVEN BY THE DAIRY DIVISION OF THE UNIVERSITY OF MINNESOTA. NOVEMBER 17-26, 1924.

Monday, November 17.

8:15-10:00 a. m.—Registration.

10:15 a. m.—Lecture, "The Babcock Test as Applied to Milk and Cream."

1:30-5:00 p. m.—Laboratory Practice in Testing Milk and Cream for Butterfat.

Tuesday, November 18.

8:15 a. m.—Lecture, "Ice Cream Defined and Ice Cream Standards."

9:15 a. m.—Lecture, "The Babcock Test Applied to Ice Cream and Condensed Milk."

10:15-12:10 p. m.—Laboratory Practice in Testing Ice Cream and Condensed Milk.

1:30-2:20 p. m.—Lecture, "Standardizing Milk and Cream."

2:30-5:00 p. m.—Laboratory Practice in Standardizing Milk and Cream.

Wednesday, November 19.

8:15-10:10 a. m.—Lectures, "Ingredients Used in the Manufacture of Ice Cream."

10:15-12:10 p. m.—Lectures, "Calculating the Ice Cream Mix."

1:30-5:00 p. m.—Laboratory Practice—Preparation of the Ice Cream Mix.

Thursday, November 20.

8:15 a. m.—Lecture, "Homogenizing the Ice Cream Mix."

9:15 a. m.—Lecture, "Calculating the Ice Cream Mix."

10:15-12:10 p. m.—Lecture, "Freezing the Ice Cream Mix."

1:30 p. m.—Laboratory Practice—Freezing Period and Preparation of the Mix.

Friday, November 21.

8:15-10:10 a. m.—Lecture, "Principles of Mechanical Refrigeration."

10:15 a. m.—Lecture, "Calculating the Ice Cream Mix."

11:15 a. m.—Lecture, "Defects in Ice Cream."

1:30. p. m.—Laboratory Practice in Freezing and Judging.

Saturday, November 22.

8:15 a. m.—Lecture and demonstration, Judging gelatine.

9:15 a. m.—Lecture, "Ice Cream Improvers."

10:15-12:10 p. m.—Laboratory Practice in Using Ice Cream Improvers.

1:30 p.m.—Laboratory practice in freezing mixes containing improvers and preparing the mix, using butter as a source of fat.

Monday, November 24.

8:15 a. m.—Lecture, "Bacteria, a Brief Survey."

9:15 a. m.—Lecture, "Viscosity and Its Relation to Ice Cream."

10:15 a. m.—Factors Influencing the Overrun of Ice Cream.

11:15 a. m.—Ice, Sherbets and Fancy Ice Creams.

1:30 p. m.—Laboratory practice in preparation and freezing the mix—A study of composition.

Tuesday, November 25.

8:15 a. m.—Lecture, "The Normal Fermentations of Milk."

9:15 a. m.—Plant records.

10:15 a. m.—Lecture, "The Food Value of Ice Cream."

11:15 a. m.—Lecture, "Ice Cream Sales."

1:30 p. m.—Laboratory Practice, Freezing the Mix and Judging Ice Creams.

Wednesday, November 26.

8:15 a. m.—Lecture, "Relation of Milk and Milk Products to the Spread of Disease."

9:15 a. m.—Lecture, "Hardening Ice Cream."

10:15 a. m.—Lecture, "Ice Cream Equipment."

11:15 a. m.—Round Table Discussion.

1:30 p. m.—This afternoon is to be given to visiting some of the prominent plants of the Twin Cities.

STOUT

Schroeder—Perfection Cabinets

for 1924 are now ready. Check over your stock and send us your requirements early.



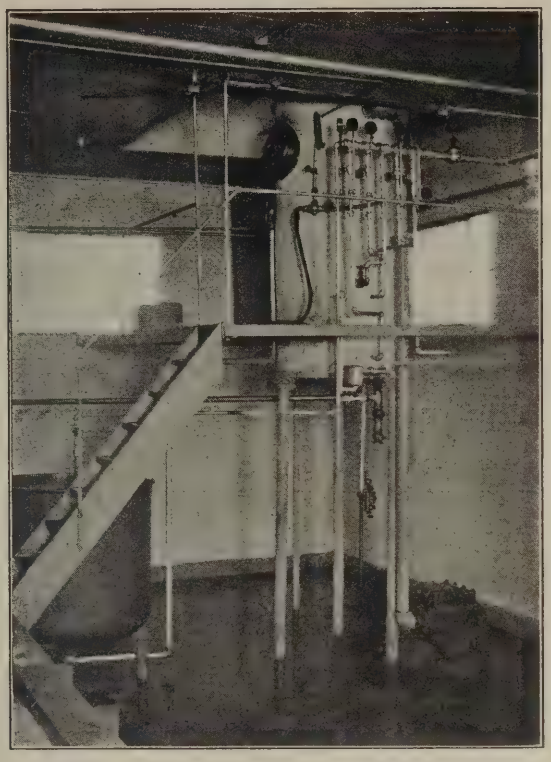
"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. MILWAUKEE, WIS.

You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?



Three Foot Condensing Unit in the plant of Franklin Dairy Co., Franklin, Ind.

FRANKLIN DAIRY COMPANY
FRANKLIN, INDIANA

MANUFACTURERS OF

"SANIGOLD" CREAMERY BUTTER

ICE CREAM
CONDENSED MILK
SWEET CREAM

Dec.
I3th
I923

C.E.Rogers,
Detroit,Mich.
Gentlemen:

The thirty-six inch pan which we purchased from you, has been in operation about nine months.

The pan is working perfectly,and has never given us a bit of trouble. We are using it for making ice cream mix,and are enabled to make our mix cheaper and better by this method. We will probably be in the market for a larger pan next year.

Thanking you for the excellent service rendered on this installation,we remain,

Yours very truly,

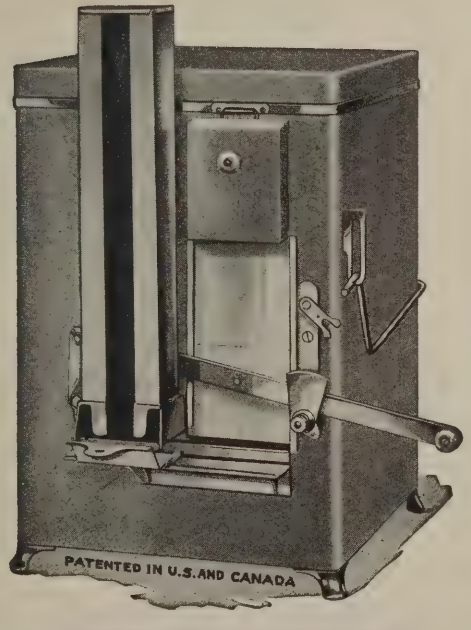
Franklin Dairy Co.

D.D.Ferty

WE HAVE A SIZE TO FIT YOUR CONDITIONS. ASK US.

C. E. ROGERS

8731 Witt Street **Detroit, Mich.**



Let us tell you how you can supply these places with Sanisco machines at a profit to you.

Sales Never Lag
where Sanisco's are Used

HERE IS MORE PROOF

"A wonderful business was done with your Sanisco at our Fair. On the opening day two machines using 124 gallons of cream."

Chapin-Sacks Corporation
Norfolk, Va.

The winter season offers exceptional opportunities for maximum ice cream sales with Sanisco machines at clubs, department stores, bowling alleys, billard halls, dance halls, roller rinks, church bazaars, school entertainments and the like.

THE SANISCO CO., 1019 - 3rd Street, Milwaukee, Wis.

NATIONAL SUPPLY ASSOCIATION CANVASSING MEMBERSHIP CONCERNING PROPOSED SUPPORT OF NATIONAL ICE CREAM ADVERTISING CAMPAIGN.

The Association of Ice Cream Supply Men, as a result of recommendations made to it by members of the advertising committee of the National Association of Ice Cream Manufacturers and representative supply men whom this committee recently invited to a discussion of national advertising of ice cream, has voted through the executive committee of its board of directors to canvass its members in advance of the New Orleans convention as to its constituent companies' possible support of a 1925 national advertising campaign for ice cream, in conjunction with major support from the manufacturing end of the industry.

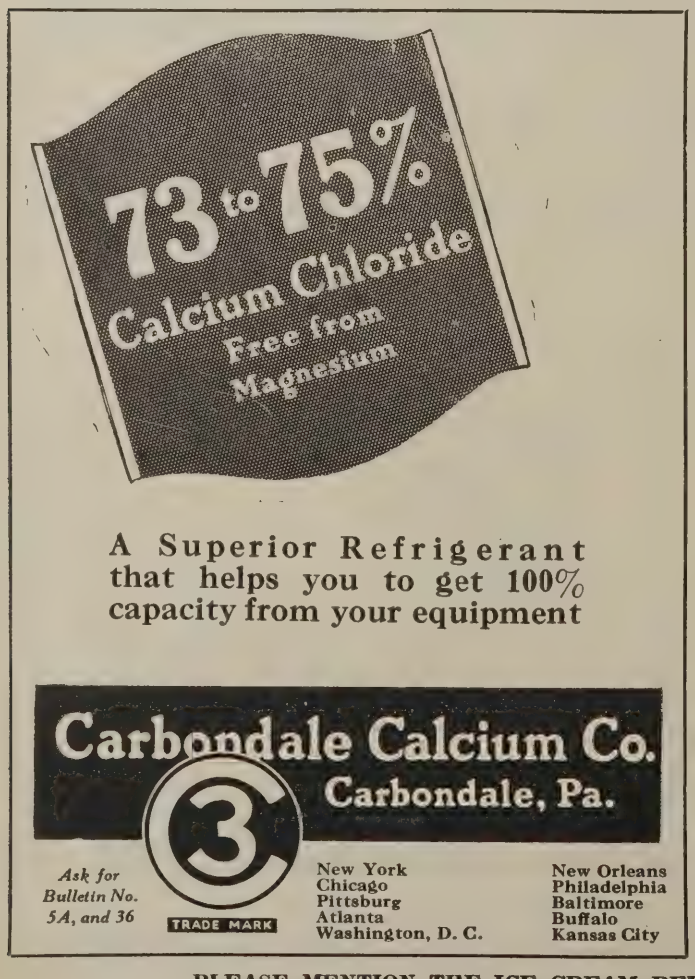
The method being followed by The Association of Ice Cream Supply Men in this canvassing is the offering of an opportunity to member supply houses to pledge one-half per cent of the latter's gross 1924 sales of such of their products as are purchased directly by the ice cream industry, and contingent upon the following conditions:

1. That a plan satisfactory to the trade organizations concerned and, insofar as possible, the individual companies financially interested, be developed.

2. That the ice cream manufacturers of the country definitely pledge contributions equivalent to one-half cent a gallon on 40 per cent of 1924's estimated total commercial gallonage.

3. That a total of pledges from the supply field, shall amount to one-half per cent of 40 per cent of the estimated 1924 gross sales of supplies, machinery and equipment to the ice cream industry, by the companies ordinarily regarded as making up that field.

The Association of Ice Cream Supply Men expects, as a result of this canvass to be in position to report to the ice cream industry as a whole, through the National Association of Ice Cream Manufacturers at the latter's forthcoming annual convention in New Orleans in November, the degree of support for a sound campaign of national advertising for ice cream that may be expected from the nationally organized supply fields, in the event that the conditions enumerated are fulfilled.



AMERICAN DAIRY FEDERATION BANQUET.

Over 900 leaders in American dairying gathered at the Hotel Pfister on Wednesday evening, October 1, to enjoy the first annual banquet of the American Dairy Federation. Former Governor Lowden of Illinois presided as toastmaster.

Former Governor Philipp of Wisconsin, president of the Milwaukee Association of Commerce, in a happy vein, welcomed the visitors representing every dairy section of the Union, and in doing so briefly revied the history of dairying in Wisconsin. Other speakers were Secretary of Commerce Hoover, Vice-President Whitney of the Metropolitan Life Insurance Co., and Dean Russell of the Wisconsin College of Agriculture.

A very pleasing feature of the program was a series of vocal selections by W. P. Kearney, president of the Axle Valve Co. of New York. Mr. Kearney was forced into the job, we are told, by his partner, Mr. Driscoll, but his listeners were not forced to enjoy his work. They were mighty pleased and he got a good "hand." Mr. Kearney is a real artist.

Secretary Loomis is wearing a smile that just refuses to come off.

THREAT OF VIOLENCE MADE AGAINST ICE CREAM MANUFACTURER.

A. A. Comey, one of the best known ice cream manufacturers in the country, recently was threatened with death by blackmailers, according to newspapers in his home town, Los Angeles, where Comey is vice-president and general manager of the Globe Ice Cream Co. and the People's Ice Cream Co. The blackmailers demanded $20,000 and declared if this amount was not forthcoming they would blow up the company's plant.

The letter follows:

A. A. Comey:

This is to notify you that we want $20,000 cash and want it bad. If we don't get it we are going to blow your million dollar factory all to Hell.

This is no joke and we mean business. We are organized and only last week blew up a factory in Lomita. You will hear from us sonn telling you where and how to leave the money.

Rember your factory is going the rout of the Lomita factory unless you come clean. Get that money and have it ready.

If you notify the police it may cost you your life. Be careful.

You will hear from us soon, within 48 hours.

Mr. Comey notified detectives and a special investigation was put under way.

We want to remind you that if you do not find advertised in this issue what you are seeking, it will cost you only 2 cents a word to let the world know through "The Ice Cream Review" what you want. Get busy before the other fellow gets ahead of you.



"Atlas" Brand Colors

(All Shades)

Certified Combination Colors
Certified Primary Colors
Certified Paste Colors
Certified Liquid Colors
Vegetable Dry Colors
Vegetable Paste Colors
Vegetable Liquid Colors
Atlas Carmine No. 40

"Atlas" Brand Flavors and Extracts

Genuine True Fruit Extracts
Imitation Fruit Flavors
Conc. Imitation Fruit Flavors
Pure Vanilla Extracts
Imitation Vanilla Flavors
Maple Flavors

For A Distinctive Flavor

USE

ATLAS VERTEX

A highly concentrated artificial vanilla flavor sixteen times as strong as pure vanilla, imparts a rich, delicious flavor to

ICE CREAM

Maintains Its Flavor in the Hardening Room
WILL NOT FREEZE OUT

A Most Economical and Wholesome Flavor For You To Use

SINGLE GALLON $19.00 Gal.

TRY IT

SIX GAL. CASES $18.50 Gal.

H. KOHNSTAMM & CO., INC.

ESTABLISHED 1851

CHICAGO: 11-13 E. Illinois St. NEW YORK: 83-93 Park Place

Homogenization

Heavy Work
High Pressure

THE UNIVERSAL is built to withstand this extraordinary wear and tear.

THE UNIVERSAL ELIMINATES REPAIR BILLS BECAUSE IT HAS:

Individual Cylinders machined from rolled tobin bronze bars (not cast)

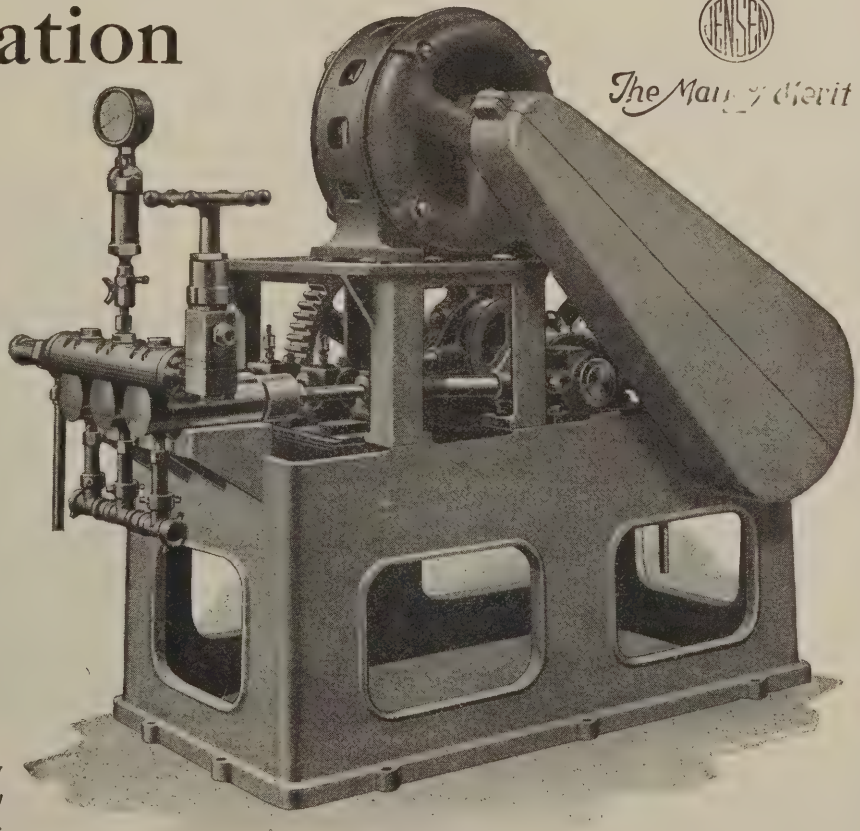
High pressure manifold machined from rolled tobin bronze having tensile strength of 55,000 pounds.

Individual shimming of cross-head slides, which maintains correct individual alignment of pistons at all times.

Chrome vanadium steel shafts. Monel metal pistons not affected by milk acids.

Internal spring type Homogenizing valve. Plug and seat made of an alloy of semi-precious metals so hard it can not be machined.

Built in belt or motor drive—sizes 200, 400 and 800 gallons.



Jensen Creamery Machinery Company
Builders of Equipment of Practical Efficiency
Bloomfield, N. J. **Oakland, Calif.**

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

TAYLOR JOINS BROOKS CABINET CO., INC.



J. N. TAYLOR.

J. N. Taylor, secretary-treasurer, Brooks Cabinet Co., Inc., Norfolk, Va., became acquainted with the dairy industry in Charlotte, N. C., about thirty-nine years ago, as he had the honor to be born a "Tar Heel," as he puts it.

In 1900 he entered the service of the Pennsylvania railroad in Norfolk, Va., and served that company in various capacities, from office boy to chief accountant, which position he occupied when he resigned in 1918 to accept a position as office manager with the Eagle Iron Works, Inc., Norfolk, Va. After spending three years in the machine shop and foundry business he was elected secretary-treasurer of the Brooks Cabinet Co., which position he now occupies.

THE TRACTOR-TRUCK.

From General Motors Truck Company.

For heavy duty work in milk hauling, the GMC tractor-truck with its train of trailers has been found a practical



piece of equipment, according to officials of the company, who have canvassed the industry on the subject.

The company claims the tractor-truck, like the railroad engine, can pull more than it can carry, a point often overlooked by truck buyers, and the loading and unloading of trailers can be effected without detaining the tractor-truck.

BAKER SALESMEN MEET.

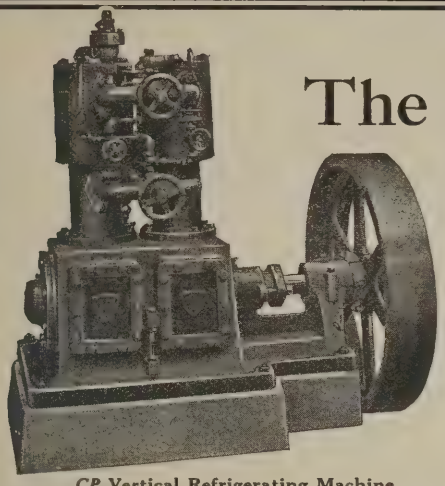
The most enthusiastic sales meeting that the Baker Ice Machine Company of Omaha ever had, according to officials, took place at Omaha, Neb., Sept. 15, 16 and 17.

Reading from left to right, rear column in the picture above, are: F. E. Hartman, sales manager, Omaha; E. N. Nicklas, factory foreman, Omaha; J. M. McKenzie, manager Los Angeles branch; R. C. Hudson, advertising manager, Omaha; C. H. Williams, manager Minneapolis branch; J. E. Rasmussen, manager Forth Worth factory; Chas. Knox, superintendent of erection, Omaha; C. F. Sturtevant, manager of the foreign department, Omaha; J. C. Vaught, manager engineering department, Omaha; P. R. Hospe, sales engineer, Omaha; C. A. Baker, manager purchasing department, Omaha; C. W. Koehler, manager fisheries and produce departments, Omaha; B. E. Morley, sales engineer, Kansas City branch; W. F. Moody, president Moody Engineering Co., Little Rock; C. W. Stipp, sales engineer, Kansas City office; L. Hebert, president Northwest Ice Machine Co., Seattle. Second row, left to right: W. G. Smith, president Southern Engineering Co., Memphis; J. M. Speed, manager Des Moines branch; J. H. Coesfeld, superintendent, Omaha; F. J. Vette, secretary, Baker Ice Machine Co., Omaha; A. P. Benway, sales engineer Kettering Co., Denver; W. C. Hardy, manager Philadelphia branch; J. L. Baker, president Baker Ice Machine Co., Omaha; W. A. Cross, president New England Ice Machine Co., Boston; H. G. Venemann, general sales manager, Omaha; C. F. Burge, president Burge Machine Works, Chicago; S. A. Krantz, sales manager Burge Machine Works, Chicago.



Walter Christenson of the Dade Refrigerating and Engineering Co., Miami, Florida, was also present but is not shown in the picture.

Due to pressing business, the manager of the Birmingham



CP Vertical Refrigerating Machine

The Silent *CP* Refrigerating Machine

The unusually silent operation of the ***CP*** Refrigerating Machine is a wonder to all users. Guy Spiers, owner of the Cameron Creamery and Produce Co., who has a ***CP*** Refrigerating Machine in his plant at Cameron, Wis., declares it runs "as quietly as a watch." An engineer who inspected a ***CP*** Refrigerating Machine in the Hotel Astor, Milwaukee, Wis., asserted that it operates so quietly it could be installed in the hotel lobby without disturbing a single guest.

The silent operation of the ***CP*** Refrigerating Machine is due to the accuracy with which all parts are fitted and to the perfection of its lubricating system. Both of these features assure a long life for the machine with a minimum of attention. A high grade, custom-built, quiet running automobile runs quietly and has an exceedingly long life, whereas the reverse is true of the noisy, cheaply constructed machines. So it is with refrigerating machines.

CP Refrigerating Machines are built in all sizes and in both horizontal and vertical types. Please write for catalogue.

THE CREAMERY PACKAGE MFG. COMPANY

61-67 W. Kinzie Street Sales Branches Everywhere **Chicago, Illinois**

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezing to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening room.

The truck can also be used in taking cans from the hardening room.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

Made in two sizes. Style A, capacity six 5-gallon cans. Over-all dimensions, diameter 28½ inches; height, loaded with 5-gallon cans, 26 inches.

Style B, capacity four 5-gallon cans. Over-all dimensions, diameter 23 inches, height loaded 26 inches.

PRICE, STYLE A $50.00 **PRICE, STYLE B $45.00**

F. O. B. FARIBAULT, MINNESOTA

Order direct or through your jobber.

UTILITY MFG. CO.

FARIBAULT, MINN.

office, N. R. Keeling, and the manager of the Valdosta, Ga., office, W. G. Eager, were unable to attend. The same was true of representatives from the Cornell Mathews Company of Orlando, Florida, and the Morton McI. Dukehart Company of Baltimore, Md.

* * *



NELSON C. HOAG.

Thomas W. Dunn Co., 546 Greenwich St., New York City, recently appointed Nelson C. Hoag as Southern representative. Officials of the company advise that Mr. Hoag is a practical ice cream man and is well known and much esteemed by the ice cream trade as well as among the supplymen.

* * *

Gifford - Wood Co., Hudson, N. Y., through its sales promotion manager, W. F. Granger, has announced some new bulletins, including ice chopper, scoring machine, power field saw model "c" and Bulletin No. 110 on power ice saws.

* * *

NEW REGENERATOR COOLER AND HEATER BULLETIN.

The Creamery Package Mfg. Co., 61-67 W. Kinzie St., Chicago, announces the publication of a bulletin covering the Progress and Alaska regenerator coolers, heaters and preheaters.

The Progress unit described in this bulletin is an enclosed tube-within-a-tube outfit. The cold or raw milk is pumped through the tubes, entering at the top, while the hot pasteurized milk is pumped through spaces surrounding the tubes and inside the outer tubes, thus giving up its heat to the cold incoming milk, which in turn is warmed up to near the proper pasteurizing temperature.

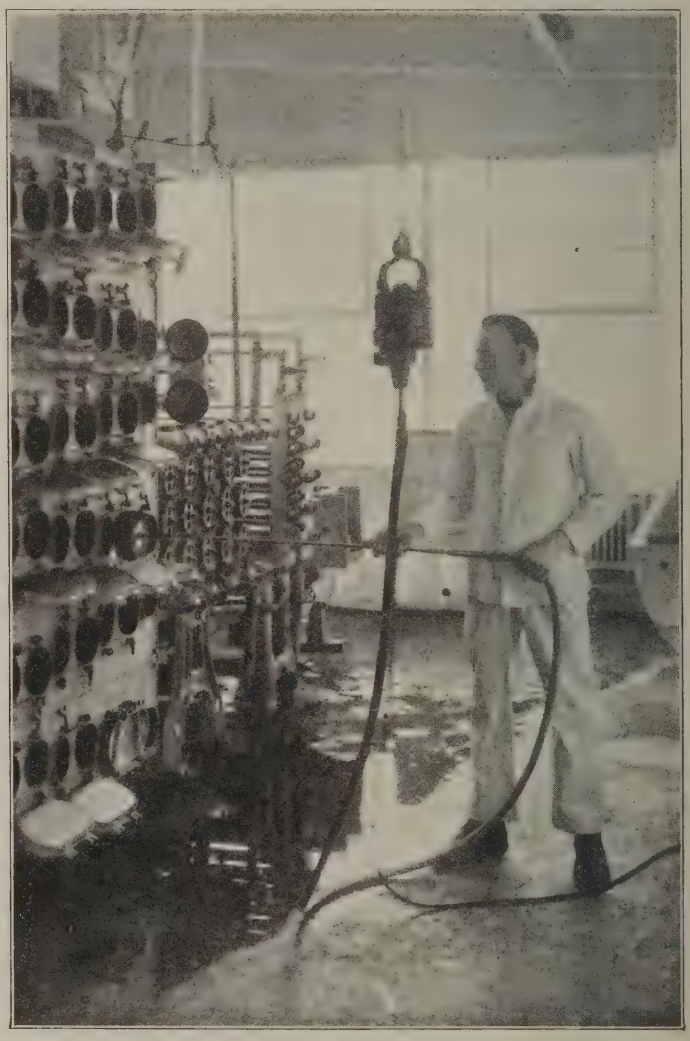
The Alaska unit is described as a continuous surface outfit, the incoming cold, unpasteurized milk enters the lower tube of the bottom regenerative section and passes upward inside of cooler, coming out at the top tube and going direct to the pasteurizing heater. The hot milk from the pasteurized holder enters the top trough and flows down over the outside surface of cooler. A similar action is obtained used with cream in creamery.

Either of these machines are extremely economical for use in milk bottling plants, creameries, milk condenseries or ice cream plants. A copy of the descriptive bulletin may be secured by mentioning this publication and addressing the manufacturers.

* * *

KING SANITARY PIPE CLEANER.

The King sanitary pipe cleaner was developed by S. F. King, a member of the Mitchell Dairy Co., Bridgeport, Conn. He has applied for patents on it in his name. This is a power driven brush for cleaning any internal tubing or sanitary piping used in a milk or ice cream plant. The accompanying illustration shows the King cleaner being used.



The machine consists of a ½ h. p. motor, to which is attached a gear box and 16 foot flexible shaft. The shaft is covered with woven canvas, so that no injury can occur to the soft metal of the sanitary piping or internal tubing. The brush revolves at 750 r. p. m., thereby securing a percentage of cleaning efficiency many times that of hand cleaning, it is claimed.

The machine is guaranteed to clean anything from barrel heaters to Simplex holders in less time and with much less effort, officials say.

(Continued on page 152)

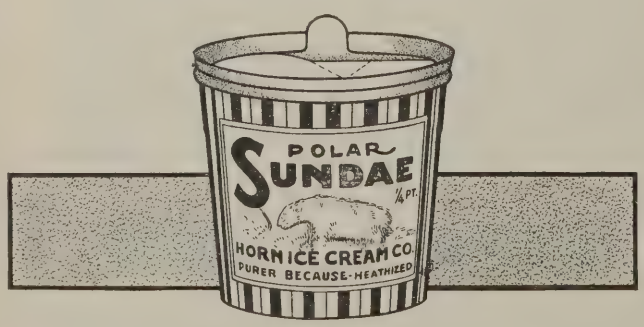
The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

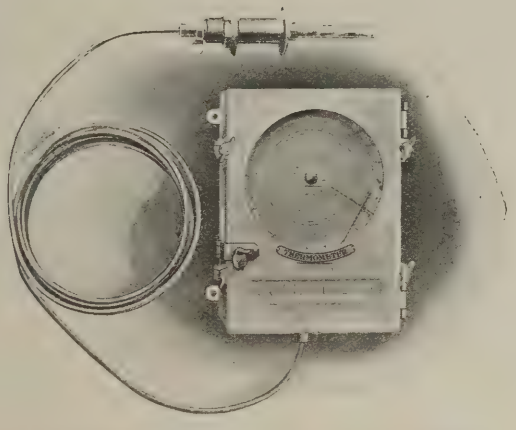
PERFECT PACKAGE
TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



Sensitiveness



Our Bulletins Give the Details of Bristol Super-Sensitiveness — Send for Them

TRADE MARK
BRISTOL'S
REG. U.S. PAT. OFFICE

Sensitive to heat and cold but not to Atmospheric conditions.

That is why

Bristol Recording Thermometers

do such exacting work and render so great a service to so many leading ice cream plants.

For extracting temperature records there is no better piece of equipment than a Bristol Temperature Recorder.

THE BRISTOL COMPANY
WATERBURY, CONN.

BRANCH OFFICES:
Boston New York Philadelphia Pittsburgh
Detroit Chicago St. Louis San Francisco

DUNN'S CELEBRATED EDIBLE GELATINE

COMPLIES WITH ALL STATE AND FEDERAL PURE FOOD LAWS

WE have purveyed Gelatine to the Ice Cream Industry faithfully ever since we were established in 1879 and for over 20 years were the ONLY firm specializing in Ice Cream Gelatines—prior to 1900.

All our goods specially produced and blended are guaranteed for Purity, Uniformity and Value.

THOMAS W. DUNN COMPANY, 546 Greenwich Street. NEW YORK, N. Y.

Canadian Office and Warehouse: 55 Cote Street, Montreal

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



Vacuum Pan.

Write for Prices.

We can furnish these small size equipments in vacuum pan sizes ranging from 8″ diameter to 36″ diameter, with suitable fore-warmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U. S. A.



Transformation

RE-TINNING

ICE CREAM & MILK CANS

By Our Special Sanitary Process Makes

OLD, WORN OUT CANS LIKE NEW

Tinning of All Kinds Including Cast Iron

SANITARY TINNING & MFG. CO.

3753-63 E. 93rd Street CLEVELAND, O.

BRANCH PLANT ESTABLISHED.

Bessire & Co., Indianapolis, Ind., announces that a branch house has been established at 120-122 East Chestnut St., Columbus, Ohio. Officials say this means that Bessire & Co. now "will be in position to carry on in Columbus the same full merchandising responsibilities that have characterized their Indianapolis, Louisville, Memphis and Atlanta houses."

This company has been serving ice cream manufacturers of the country for more than 25 years, distributing supplies and equipment.

* * *

TO REBUILD TEXAS BARREL PLANT.

A new site has been purchased and plans are going forward for the rebuilding of the plant of the Texas Barrel Co., Houston, Tex., which was destroyed by fire on August 26. G. J. Kapner, secretary of the company, has informed The Ice Cream Review that machinery has been ordered from the East and will be installed with all possible speed. He expects the company to return to the manufacture of ice cream tubs, kegs and barrels without much loss of time.

Trade Literature

BOOKLET ON LACALAC.

"Lacalac" is the title of a booklet recently issued by the Ward Dry Milk Co., Waseca, Minn. Lacalac is a cream product which, its makers claim, will not sour quickly, and which gives the manufacturer the largest percentage of milk solids in proportion both to its bulk and its cost. The greatest possible purity is assured by its powdered form, it is claimed. It is declared in the booklet that there need be no loss through souring, no sticky, half-empty cans standing around, gathering flies, when Lacalac is used.

* * *

The J. G. Cherry Co. has just published a new bulletin (No. 2070) in which are shown 15 plant lay-outs illustrating successful methods of grouping and installing equipment in milk plants, ice cream plants and creameries of varying sizes and capacities.

The drawings shown were developed to save floor space and cut down production operations under certain specific conditions.

A copy will be mailed, without obligation, to anyone making request, officials say. In asking for the bulletin, they request readers to mention the bulletin number—2070—and address all inquiries to the Cedar Rapids office.

⚜

WHERE WILL THE NEXT NATIONAL DAIRY EXPOSITION BE HELD?

A live question. If the opinions of the exhibitors in the auditorium are to point the way then Milwaukee will stage a return engagement.

Just to ascertain the sentiment of the exhibitors in the auditorium we distributed ballots for a "straw" vote on which this question appeared: "My choice of city for holding the next National Dairy Exposition is ————." The result of the vote was as follows:

Milwaukee, Wis.	109
Chicago, Ill.	34
Detroit, Mich.	19
Cleveland, O.	13
Louisville, Ky.	8
Kansas City, Mo.	5

The remainder of the votes were scattering, cities all over the country, from Springdale, Wis., to Paris, France, getting from one to four votes each.



We Specialize in Printing for the Dairy Products Industries

In our modern building we have housed an array of equipment of the first order to turn out in volume, with precision and dispatch, an endless variety of advertising material.

Specializing in printing to the dairy products industries, we are in a position to lend advertisers the benefit of a long experience and association with this trade, its requirements and peculiarities.

Our volume production should also make our prices worth your investigation. Submit your next printing job to us for suggestion and quotation.



Booklets
Catalogs
Broadsides
Tags
Mailing Cards
House Organs
Circulars
Letters
Envelopes
Enclosures

THE OLSEN PUBLISHING COMPANY · *MILWAUKEE, WIS.*

Fifth and Cherry Streets

WASHINGTON—MAINE

News From Far and Near

CALIFORNIA—FLORIDA

Bessemer, Ala.—The American Ice Cream Co. was recently organized and operations were begun in the company's plant on Fourth Avenue.

Gurdon, Ark.—The Southern Creameries of Texarkana, a branch of the Southern Utilities Co., concluded a deal with R. L. Thomas of the Gurdon Bottling & Ice Cream Co., whereby the ice cream part of the business becomes property of the Southern Utilities. Mr. Thomas, however, will continue to operate the ice cream factory until the end of the season. He will also continue his bottling business. The Southern Creameries have made plans to establish a modern ice cream factory here next winter.

Eustis, Fla.—A modern ice cream factory is being built here.

Chicago, Ill.—The Hydrox Corp. has purchased the Durkin Ice Cream Co. of Waukegan, Ill., and will begin the manufacture of ice cream soon. J. E. Sams will be manager.

Anderson, Ind.—Kruesch Ice Cream and Bottling Co., incorporated with capital of $75,000, by Luther F. Pence, T. C. Werbe, B. J. Noland and N. M. McCullough.

Seymour, Ind.—The Seymour Ice Cream Co. was recently organizd with capital of $50,000. William B. Gallemore, Ernest Denk and Loretta Gallemore are the incorporators.

Augusta, Kans.—Chas. Chambers has sold his interest in the Augusta Ice Cream Co. to J. R. Gray, who will take over the entire management of the business.

No. Adams, Mass.—The Berkshire Ice Cream Co. will soon begin the erection of a large and modern ice cream factory.

Detroit, Mich.—The Arctic Ice Cream Co. will erect a new plant at Ovid, Mich., where the mix for ice cream will be prepared, placed in refrigerated, glass lined tank trucks and conveyed to the company's new plant at Lansing.

Milaca, Minn.—The Wahl Dairy Co. will erect a new building for its ice cream plant at a cost of about $5,000.

Brookhaven, Miss.—J. B. Halty, W. A. Halty and others recently organized the Purity Ice Cream Co., with a capital of $15,000.

Tupelo, Miss.—The McLeran Ice Cream Co. will add new equipment, including ice plant.

St. Louis, Mo.—A charter, with capital of $30,000, was granted to the People's Ice and Ice Cream Co. Matthew H. Galt, Woodruff Bldg., Springfield, Mo., is attorney.

Buffalo, N. Y.—The Rich Ice Cream Co. has awarded the contract to the Metz Bros. Construction Co. for the erection of a two-story garage and repair shop on Pratt St., to cost $50,000.

New York, N. Y.—The National Dairy Products Corp., 23 Brood St., through an exchange of stock, has acquired the J. T. Castles Ice Cream Co. of Irvington, N. J., and the Castles Ice Cream Co. of Perth Amboy, N. J. The two companies are reported as manufacturing 3,270,000 gallons of ice cream annually.

Pittsburgh, Pa.—The plant of the Reinhold Ice Cream Co. was recently destroyed by fire entailing a loss estimated at $60,000.

Wilkes-Barre, Pa.—The J. K. Stelnoters Co. was recently organized by John K. Karambellas to manufacture ice cream. The capital is reported at $11,000.

Winnsboro, S. C.—J. C. McMaster is manager of a newly organized ice cream company, with capital of $20,000. A brick structure will be erected, it is reported.

Galveston, Tex.—A site on Avenue K and 23rd St., has been acquired by the Galveston Ice Cream Co., and steps are being taken to remodel and enlarge the plant.

San Benito, Tex.—A plant, 56 by 204 feet, two stories high, for the manufacture of ice cream, will be erected by the San Benito Creamery Co., at a cost of $25,000. Roy Mulhausen is architect.

Puyallup, Wash.—The Puyallup Ice Cream Co. recently moved into its new $10,000 brick building. Tony Roettger is proprietor of the plant. Much new equipment has been purchased, he reports.

Edgerton, Wis.—The ice cream and creamery plant owned by L. L. Hannan and Ernest F. Saltwedel was almost completely destroyed by fire. Loss is estimated at $25,000.

Racine, Wis.—The Thiesen Ice Cream Co., purchasers of the defunct Billy's Ice Cream Co., has filed articles of incorporation. Its capital stock is given at $50,000, and the incorporators are T. W. Thiesen, Jacob Stoffel, Jr., and Gustave Hilker.



Butyrometer (Test Tube) for Cream

ICE CREAM TEST

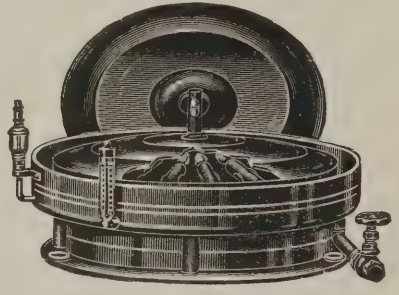
BY

"TROY-FUCOMA" METHOD

a new practical, ACCURATE and QUICK method to determine butterfat.

CREAM TESTING

with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND for 2 to 36 Tests

Skimmed--Condensed--Whole Milk

Quick and Accurate results will be obtained with our method.

Other Specialties:

Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.

154 Nassau St. *Specialists in Testing Apparatus* NEW YORK

Write for Illustrated Circulars

TO FRIENDS OF DAIRYINK.

Visitors to the National Dairy Exposition enjoyed the daily editions of Dairyink which were published and contributed for the good of the cause.

We greatly acknowledge the assistance of many friends in getting the paper out. In the rush of doing so, working all night every night to make it possible, several contributions were "lost, strayed or stolen." If your contribution was among them please pardon us. We did the best we could.

Write for the new

Ice Cream Powder Preparations

Improve Ice Creams and Ices at reduced costs

Supplied only in 100 lb. containers.

HELP

Richness
Smoothness
Viscosity
Ageing

SOLE DISTRIBUTORS

CHITTENDEN, TURNER & CO.,

LONG WHARF **Importers** BOSTON, MASS.

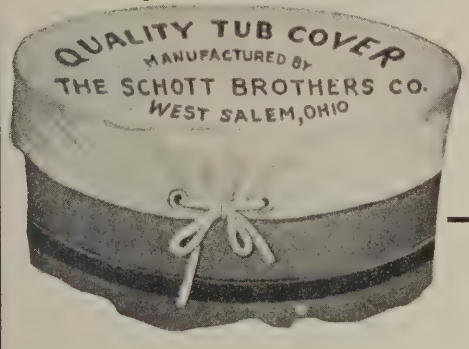
Tub Covers

of best quality non-shrinking canvas.

Covers are furnished complete with staples, tie-strings and your advertisement on top.

Our large producing facilities enable us to give big value at exceptionally low prices.

The constant re-orders of big users show recognized value.



Write us for quotations on your season's requirements **NOW!**

The Schott Bros. Co.

West Salem, Ohio U. S. A.

CHAS. R. PHILLIPS, President. F. J. MINGES, Vice Pres. L. W. CHAPIN, Sec.-Treas.



Trade Marks Department

Conducted by National Trade Mark Co., Washington, D. C.

The following are trade-mark applications pertinent to ice cream pending in the United States Patent Office which have been passed for publication and are in line for early registration unless opposition is filed promptly. For further information address National Trade-Mark Company, Barrister Building, Washington, D. C., trade-mark specialists.

As an additional service feature to its readers. The Ice Cream Review gladly offers to them an advance search free of charge, on any mark they may contemplate adopting or registering.

Ser. No. 190,985. (CLASS 31. FILTERS AND REFRIGERATORS.) Stavros F. Peterson, doing business as The Freezocrat Container Co., New London, Conn. Filed Jan. 18, 1924.

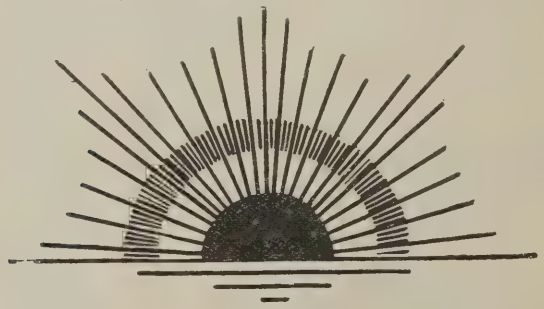


Particular description of goods.—Ice Cream Packing Receptacles.

Claims use since Sept. 1, 1923.

* * *

Ser. No. 192,484. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Eskimo Pie Corporation, Chicago, Ill. Filed Feb. 18, 1924.



Particular description of goods.—Coated Ice-Cream Bars.

Claims use since Oct. 1, 1921.

* * *

Ser. No. 188,641. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Rio Grand Valley Dairy Association, El Paso, Tex. Filed Nov. 21, 1923.



Particular description of goods.—Milk, Buttermilk, Cream, and Creamed Cottage Cheese.

Claims use since Jan. 1, 1923.

* * *

Ser. No. 182,982. (CLASS 23. SKIDD CUTLERY, MACHINERY, AND TOOLS, AND PARTS THEREOF.) The H. H. Miller Industries Company, Canton, Ohio. Filed July 9, 1923.



Particular description of goods.—Bottle filling and Capping Machines; Dairy Machinery—Namely, Aerators, Coolers, Heaters, Pasteurizers, Vats—and Parts and Fittings for Bottle Filling and Capping Machines and Dairy Machinery.

Claims use since June, 1917.



Nebraska Boosters at the National Dairy Exposition.

Ser. No. 181,213. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Pabst Corporation, Milwaukee, Wis. Filed May 26, 1923.

The drawing is lined for red.

Particular description of goods.—Malt Extract Used for Food Purposes.

Claims use since May 16, 1919.

* * *

Ser. No. 163,673. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Delico Products Company, Sheridan, Wyo. Filed May 11, 1922.

Particular description of goods.—Frozen Confections and a Preparation Composed Principally of Corn Syrup, Cane Sugar, and Egg Albumen and Used as a Base for Frozen Confections and as a Topping for Fruit Desserts, Icings for Cake, Meringue for Pies, and a Filler for Cream Puffs and the Like.

Claims use since about Feb. 28, 1922.

INDIANA CONVENTION SET FOR DECEMBER 4.

Ice cream manufacturers of Indiana will meet in annual convention at Indianapolis on December 4. This date was set at a recent meeting of the board of directors of the Indiana Manufacturers of Dairy Products, according to announcement on September 11 by General Secretary R. L. Hammond. The association will hold only one day's session. This will be followed by the annual banquet and dance in the evening.

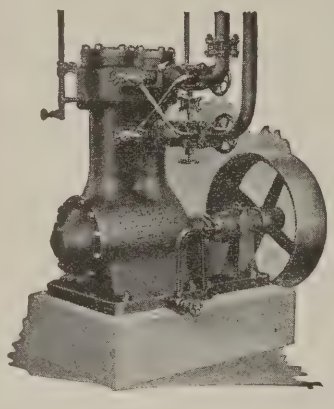


French Bros.-Bauer Booth at Cincinnati Fall Festival.

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

Vilter

Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us submit quotations on your requirements —no obligation to you.

The
Vilter Manufacturing Company
ESTABLISHED 1867
830 Clinton Street Milwaukee, Wis.

Leffel Scotch Marine Boilers

BECAUSE they require less room and are more powerful than other boilers of the same size Leffel Self-Contained, Internally Fired, Horizontal Return Tubular, Portable Boilers are highly desirable for use in Creameries, Dairies, Ice Cream Factories—Milk Handling Plants of all kinds.

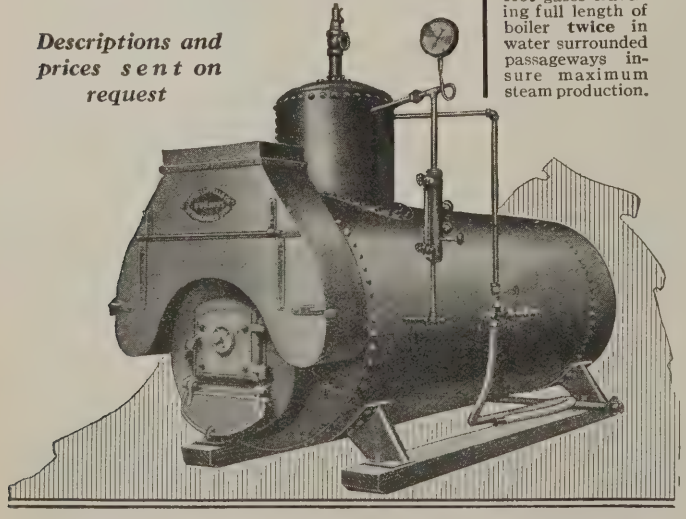
They are perfectly safe and require little attention and meet requirements of all State boiler laws. Sizes 6 to 100 H.P.

Self-Contained Come complete with wooden skids and necessary fittings.

Internally Fired Fire box and ash pit, entirely surrounded by water, provide generous heating surface.

Quick, Steady Steamer Hot gases traveling full length of boiler **twice** in water surrounded passageways insure maximum steam production.

Descriptions and prices sent on request



The James Leffel & Co.
Box 333, Springfield, Ohio, U.S.A.

Ladies' Auxiliary to S. A. I. C. M. and Other Organizations

LADIES HAVE THEIR WORK AT NEW ORLEANS.

The members of the Ladies' Auxiliary to the Southern Association of Ice Cream Manufacturers and the Dixie Flyers are going to contribute their share toward the success of the great New Orleans gathering. Our activities, as well known, are in the interest of the Southern association. But this year the Southern association will have a great honor conferred upon it; the national association will meet at the same place, and near the same time.



SALLY MAHONEY.

Ladies, we must do our duty. We must make a showing at New Orleans such as never before have we made. We must show the ice cream men of the nation how much we can do to make a trip to the South pleasant and enjoyable. No other association is so famous for its social features as our Southern body. No other association has allied with it and assisting in its advancement an organization of ladies. No other convention carries the charm of the feminine touch.

We are expecting at New Orleans the greatest attendance of the ladies of Dixieland in the history of Southern conventions. There can be no true Southern hospitality without the presence of ladies. You are the hostesses.

In a few days you will hear something about our program. But in the meantime, make your plans to be at New Orleans. We'll turn back the pages of time and show every visitor how nice it is to meet with the ladies and gentlemen of the Southland.

SALLY MAHONEY, President,
Ladies' Auxiliary to the S. A. I. C. M. and Dixie Flyers.

HEADQUARTERS ANNOUNCED.

The headquarters for the Michigan Dairy Boosters at the Lansing convention will be at the Kearns Hotel and all Boosters should send in their room reservations early, it has been announced by C. J. Yuncker, president of the Boosters.

NEED ANY HELP?

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.

CASTLES IN THE AIR.

After spending an enjoyable vacation in Colorado, Mr. and Mrs. W. L. Castle of St. Louis are getting in in readiness for the conventions of the National and the Southern Association of Ice Cream Manufacturers at New Orleans in November. Their vacation, according to the Castles, was in the nature of a second honeymoon. The accompanying illustration shows the pair on the top of Look Out Mountain, beside Buffalo Bill Cody's grave, an altitude of more than 7,000 feet.



MR. AND MRS. W. L. CASTLE.

Mr. Castle is connected with the Blanke Baer Extract and Preserving Co. of St. Louis. He and Mrs. Castle were married last spring a year ago, and spent their honeymoon at the Southern convention at Little Rock.

In a communication to The Ice Cream Review, Mr. Castle calls attention to the fact that Denver, with an altitude of 6,000 feet above sea level, and a consequently much cooler climate than the Southern states, has had a very good ice cream season.

⚜

BORN SALESMAN.

A small boy was complaining to a sympathetic neighbor of his father's suddenly acquired penuriousness. He wasn't giving his offspring money for ice cream and soda water as before and the latter was greatly stirred over the change in his parent's nature.

"Papa's saving his money, but I tell him he's foolish," he observed.

"Saving, eh?" commented the neighbor.

"Yes. Papa said he's saving to buy a baby, but I think I'll be able to talk him out of it."—New York Sun and Globe.

DREW'S
Egg Yolk
Makes Better Ice Cream

SOLD IN ORIGINAL PACKAGE

Prices on Request

JAMES F. DREW & CO.
320 Broadway New York City

Did You Get Your Copy ?

OUR BOOK
"Cork and Insulation"

contains 152 pages of practical information that every ice cream manufacturer will find handy to have about the plant.

No obligation for the asking. Write today.

Use Crescent CORKBOARD

Information on insulation problems -- practical--economical erection, etc., furnished by expert engineers.

United Cork Companies

BRANCH OFFICES
New York, N. Y.
50 Church St.
Philadelphia, Pa.
1042 Ridge Ave.
Cleveland, O
1200 W. Ninth St.
Pittsburgh, Pa.
1331 Penn Ave.
Chicago, Ill.
Westminster Bldg.
Boston, Mass.
45 Commercial Wharf
St. Louis, Mo.
1444 No. Broadway
Baltimore, Md.
503 Munsey Bldg.

AGENTS
Los Angeles, Cal.
Warren & Bailey Co.
Seattle, Wash.
Seattle Asbestos Factory
Milwaukee, Wis.
Federal Asbestos Co.

For Efficient INSULATION



Plant of United Cork Companies at Lyndhurst, N. J., where the 100% Pure "Crescent" Corkboard is made.

"A high salaried man on our staff"—



Mr. F. J. Paddock a reader of The Ice Cream Review who operates three ice cream plants has this to say:

"We appreciate the interest you take in our business.

"We consider the information obtained from your magazine one of the greatest helps in solving our problems.

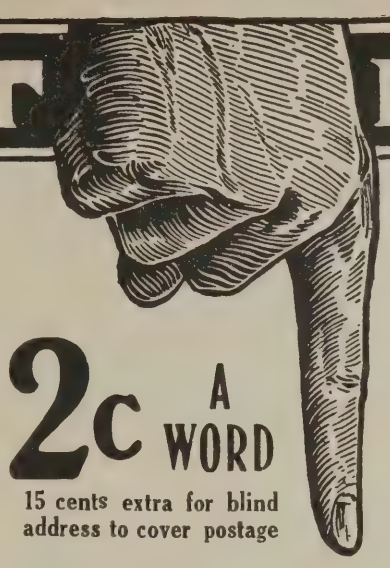
"In fact every month in the "Review" we find something that improves our business; and we consider it worth as much to us as though we had a high salaried man on our staff for this information."

Ice Cream Men get all this for little effort and small cost.

The advertiser, too, obtains the services of the high salaried man—at little cost. The "Review" brings regularly to the ice cream industry news and information on meritorious products, supplies, machinery and equipment that ice cream manufacturers use.

Do You Advertise in the Ice Cream Review?

WANT DEPARTMENT



2c A WORD

15 cents extra for blind address to cover postage

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office.. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

HELP WANTED

WANTED—A reputable manufacturer of a complete line of high grade ice cream fruits has opening for several salesmen, who are now calling on the ice cream trade and in a position to take on an additional line. To a producer it will mean a profitable and permanent connection. Replies advising as to territory covered and lines handled will be held in strict confidence. Address: R-596, The Ice Cream Review. 10-24

WANTED—First class ice cream maker who also understands butter and milk. Address 54, Bristow, Okla. 10-24

WANTED—High class man to handle ice cream specialty that has become popular seller. Southern territory open. Splendid opportunity. Address: R-614, The Ice Cream Review. 10-24

POSITION WANTED

POSITION WANTED — As manager of large creamery or ice cream business, wide experience in both lines and thoroughly competent to handle any size plant. Address: R-517, The Ice Cream Review. 10-24

POSITION WANTED—Former president wholesale ice cream plant 200,000 gallons; Swift chain of creameries; sales manager 60 retail milk routes; sales manager very large ice cream plant; agricultural college education; morally and financially all right; energetic; tactful; good health; family man. 20 years experience. An asset, not a liability. Address: R-605, The Ice Cream Review. 10-24

POSITION WANTED — As manager in good sized ice cream plant in town of 25,000 and up, preferably in Middle West. Ten years experience in ice cream manufacturing, theoretical knowledge as well as practical, good education, aggressive, forceful and yet command respect of employees. Address: R-555, The Ice Cream Review. 12-24

POSITION WANTED — By ice cream maker. Have several years experience. Understand mixing, freezing, pasteurizing, etc. Have general creamery and milk plant experience. Neat, steady and reliable. Best of references. Can come immediately. Address Box 153, Genoa, Wis. 10-24

FOR SALE BARGAINS

BUSINESS

FOR SALE—Small Oklahoma creamery and ice cream plant, well located, now operating, increasing each year, pay $1500.00 cash balance on time. Address: R-340, The Ice Cream Review. 10-24

FOR SALE—Small ice cream and ice plant, splendidly located in an Ohio town, making twelve thousand gallons of ice cream and about a thousand tons of ice a season. Business well established and making money. Address: R-380, The Ice Cream Review. 10-24

FOR SALE—$5,000 interest in new factory manufacturing creamery specialties, used by ice cream trade. Capitalization $50,000. Address: R-482, The Ice Cream Review. 11-24

FOR SALE — Good going prosperous creamery, ice cream and ice business in good Middle Western city of 28,000. Modern equipment. Can be bought with or without building. Practically no competition. A real opportunity for some live man. For details write R-604, The Ice Cream Review. 10-24

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 10-24tf

Send news items and personal notices to the "Review" and see how well they look in print.

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 10-24tf

FOR SALE—1 56-case milk sterilizer; 1 10-case milk shaker; 1 motor driven Burks can labeler; 1 Mojonnier sugar cooler (new); 1 12-h.p. gas engine; 1 50-h.p. steam engine; 1 No. 6 Jensen milk pasteurizer; 1 1,300-gal. glass lined milk tank; 1 1,400-gal. glass lined milk tank with brine jacket; 1 No. 41 De Laval cream separator; 1 motor driven milk pump; 1 motor driven water pump; 1 10x14x16 Wethington vacuum pump; 1 1x4 hydraulic milk pump; 1 steam brine pump; 2 400-gal. milk agitators with new coils; 1 5-foot Herman Stier condensing pan; 2 400-gal. copper forewarmer; 1 600-pound Toledo scales, new; 1 500-pound weigh can. Address Garnet Ice & Milk Co., Garnett, Kan. 11-24

FOR SALE — Meyer patented anti-rust direct packing ice cream wagon for sale, size No. 493, overhauled, repainted and put in good condition, painted to suit customer. Address Meyer Wagon Works, 216 Elms St., Buffalo, N. Y. 10-24

FOR SALE—Motor—Wagner 40 h. p., A. C., 60 cycles, 2 phase, 220-440 volts, 1,140 r. p. m. Like new. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 10-24tf

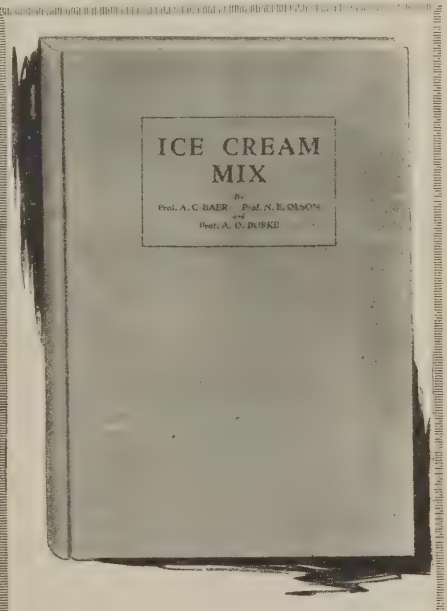
FOR SALE—6,000-pound Simplex centrifugal pasteurizer, 6,000-pound Simplex tubular cooler. Both in splendid condition. Address Dairy Supply Company, Minneapolis, Minn. 10-24

FOR SALE—York, 7½x7½ in. twin cylinders, enclosed, vertical, single acting, belt drive, twelve tons refrigeration, with or without high side. Berryman Bros., 305 Drexel Building, Philadelphia, Pa 10-24tf

FALL BARGAINS — We are offering some attractive prices at this time of the year so as to keep the full force producing. We have quite a stock, in fact, ten floors full of new and rebuilt compressors, condensers, coils, pipe, ammonia fittings, all sizes and kinds, receivers, traps, tanks and, in fact, almost everything used in ice and refrigerating plants. Write for prices or information. Have your compressor valves right—WE KNOW HOW. Avail yourself of the experience of our Service Department. We never charge for information. Stock drawings, cuts, photographs sent freely. If you want to buy—Ask Niebling. If you want to sell—Tell Niebling. Write, wire or telephone. F. W. Niebling & Company, Cincinnati, Ohio. 11-24

FOR SALE—Two latest type Larsen belt driven compressors, twin cylinders, enclosed, 5½x8 in., feather valves, eight tons refrigeration, with or without high sides. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 10-24tf

Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want Department.



New Revised & Enlarged Edition

Contains practical methods for calculating the ice cream mix. Formulas for mix from all ingredients. Many pointers on every day problems.

A handy reference book for every ice cream maker.

$1.00 Anywhere

Postpaid on receipt of remittance.

THE OLSEN PUBLISHING CO.
5th and Cherry Sts. Milwaukee, Wis.

FOR SALE—Freezers at special reduced prices. Miller 40 and 80-qt., Ft. Atkinson 40 and 100-qt., Cherry, Thompson, new, used and re-built, belt and motor drive.. Guaranteed. Free trial period. Homogenizers, viscolizers, vats, etc. Send for list and illustrations. Philadelphia Retinning Co., North Philadelphia, Pa. 10-24tf

FOR SALE—Three stands of 3x2 York double pipe brine coolers, 18 ft. long, 12 pipes high, with all fittings. Berryman Bros., 305 Drexel Building, Philadelphia. Pa. 10-24tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400.00 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago.

FOR SALE — Cheap, 200 gross "400" seven ounce bottles. Have gone out of business and wish to dispose of them. Address Smith & Tyfe, Inc., 130½ Southbridge St.. Worcester. Mass. 12-24

FOR SALE—Ft. Atkinson motor drive freezer No. 6034, complete, practically new, $500. Also Miller motor drive, $400. Address: R-593, The Ice Cream Review. 10-24

The Sale and Advertising of Dairy Products

The only book of its kind for dairy products manufacturers. Order a copy today and learn of a hundred ways to increase the sale of your products and make more money out of your business.

Sent postpaid anywhere on receipt of $2.00.

The Olsen Publishing Company,
5th & Cherry Sts., Milwaukee, Wis.

FOR SALE—New Honey, both comb and extracted, also broken comb or chunk honey put up in all size cans direct from my 5 large apairies of 300 colonies in Pendleton County, Ky. Also sweet clover seed. Prices and circulars free. John A. Sheehan, Falmouth, Ky., R. 4. 10-24

FOR SALE—Manton-Gaulin 80 gal. No. 626 belt drive homo. $450; 40 qt. Miller freezer $400; Ft. Atkinson $500; 80 qt. Miller $1,425; 100 qt. Ft. Atkinson $1,000; late type freezers and all motor drive. Overhauled and guaranteed. Send for Photos. Philadelphia Retinning Co., North Phiadelphia, Pa. 10-24

FOR SALE — Rebuilt machinery and equipment, good as new, such as pasteurizers, coolers, fillers, ice breakers, mixers, separators, homogenizers, viscolizers, washers, motors, etc. Let us know your needs. Write for twenty-four page booklet of bargains. Address Dairymen's Manufacturing & Supply Company, 403 N. Main St., St. Louis, Mo. 12-24

FOR SALE—We have on hand a number of vertical and horizontal ice cream freezers, taken in trade on new equipment. These have been rebuilt during the summer, and are guaranteed to be in perfect mechanical condition. Write for twenty-four page booklet of bargains on supplies and equipment. Address Dairymen's Manufacturing & Supply Company, 403 N. Main St., St. Louis, Mo. 12-24

FOR SALE—36-in. C. E. Rogers copper vacuum pan. Complete with vacuum pump and glass lined, hot well, excellent condition. Priced to sell. Address The Isaly Dairy Co., Marion, O. 10-24

FOR SALE—One Mojonnier ice cream overrun tester. New, has never been uncrated. One Burrell Simplex emulsor, in first class condition. Priced right. Address Western Dairy & Ice Cream Company, St. Joseph, Mo. 10-24

FOR SALE — One size D-4 Disbrow churn; working capacity, 135-160 lbs.; good as new. Address Dairy Supply Company, Minneapolis, Minn. 10-24

FOR SALE—Two 80-qt. Miller pyramid base, motor drive, brine freezers, Nos. 2320 and 2321, used two seasons, complete and equal to new mechanically, at a bargain. Address: R-594, The Ice Cream Review. 10-24

FOR SALE—One Sharples motor driven 3 h. p. cream separator, capacity 4,000 lbs. per hour. Two internal type milk coolers, capacity 800 gals. Address: R-612, The Ice Cream Review. 10-24

BERRYMAN BROS.,
305 DREXEL BUILDING, PHILA., PA.
If you are in need of rebuilt ice making or refrigerating machinery, write us. We have all makes and sizes on hand that we can offer at greatly reduced prices at this time.

WANTED TO BUY

WANTED—Two enclosed type belt drive ammonia compressors between 4 and 10 ton, with or without high side and coils. Address Amboy Creamery Co., Marion, Ind. 10-24

WANTED TO BUY — Good going ice cream plant, Ohio or Indiana, up to twenty thousand. Give full particulars. W. M. Wonn, Logan, O. 10-24

Every Shipper of Dairy Products Should Have a Copy of the

Dairy Produce Year Book

1923 Edition, Just Out

Contains 160 pages of market statistics. Tells how to dress and ship poultry. Gives legal holidays for 1924 and list of commodities in greatest demand. Has a big "buyers' guide" and tells a lot about the markets you ship to and how to get the most out of it.

Price only 75c.

Send your remittance now to

The Olsen Publishing Company,
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FILTERING DEVICE ADDED.

The White Dairy Products Co., Raleigh, N. C., recently announced the installation of the first filtering device used in any ice cream plant in North Carolina. All ingredients used in the manufacture of White's ice cream will in the future be filtered through this high pressure filter, removing all possible impurities in the sugar and other ingredients, according to officials of the company. Mr. White claims that this is another evidence that all possible human precautions are taken by them to assure the elimination of any possible impurities in the raw materials and insure a quality product.

⚜

ARCTIC TO OFFER LANSING PLANT FOR SALE.

Announcement recently was made by the Detroit, Mich., office of the Arctic Ice Cream Co. that the two Lansing plants now manufacturing ice cream would be offered for sale. However, it is also made known that the company expects to erect a refrigeration and storage plant to be used as a distributing center for its product in Lansing and adjacent territory. The present plans call for the erection of a manufacturing plant in Ovid, Mich., nearer the raw milk supply, where the mix will be made, placed in refrigerated, glass-lined trucks and delivered to the Lansing distributing plant.

The main reason for the change in manufacturing plant is because Ovid offers the Arctic company a steady supply of raw milk, although other matters also played a part in reaching the decision. The company claims that lower taxes, lower cost of manufacturing, lower priced property and other economies have made this step advisable.

THE BOYS WERE WISE.

With the thermometer near zero one early morning last winter, a man who directs the operation of a score of newsboys considered it a good idea to give the boys some food to help them combat the cold. So he invited them all into a restaurant. "Now order what you want," he told them, "so you'll be able to keep warm when you go out on the street."

And every mother's son of them ordered ice cream!—The New Guide.

⚜

Bulling the Goat.

A Holstein cow with a high-bred mein,
Daintily browsed in a meadow green;
And bragged to a goat as he wandered by,
"A pedigreed 'queen of the herd' am I."

"**My** milk's above normal in butter fats,
And I yield twice as much as the poor 'scrub rats';
One pound to the quart is my average score
And when 'Contented' I may give more!"

Old Billy (who had travelled) concealed a grin
But finally said, "I should hate like sin,
In the slightest degree your pride to choke,
But your owner get's "the coin and you're the goat!"

* * *

THE STORK'S RIVAL.

"Mother," little Archie said, "it wasn't the stork that brought baby."

"Who was it then?" his mother asked, curious to hear what idea her small son had in his head.

"It was the milkman," Archie replied with absolute positiveness. "He has a sign painted right on his wagon: "Families Supplied Daily."

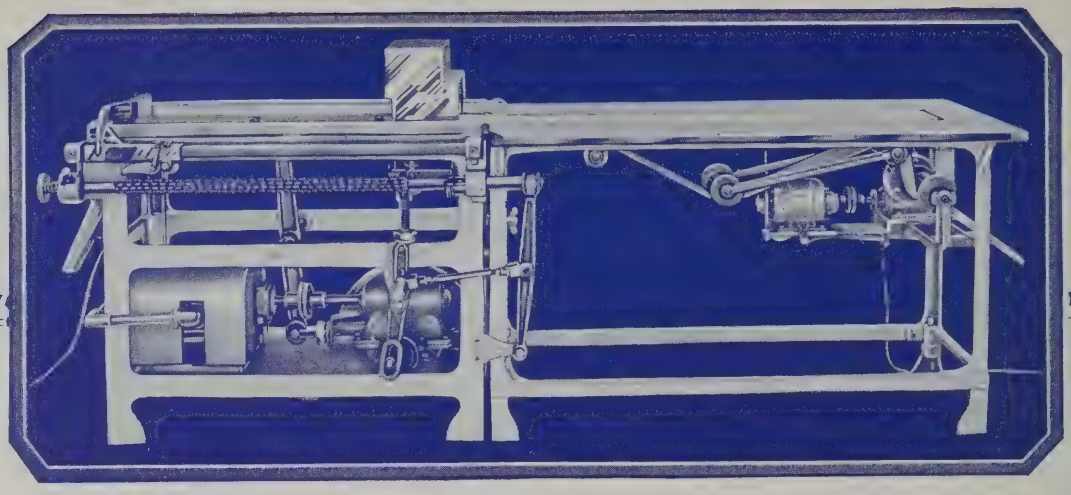
The ICE CREAM REVIEW

SOUTHERN ASS'N OF ICE CREAM MFGRS. CONVENTION NOV. 14-15. 1924.

NATIONAL ASS'N OF ICE CREAM MFGRS. CONVENTION NOV. 17-20. 1924

NEW ORLEANS





Double Your Brick Cutting Capacity

with the

CHERRY ICE CREAM BRICK CUTTER

SPEED—Under normal operating conditions this machine will cut 60 quart bricks or 120 pints per minute.

ACCURACY—Size of each cut is determined by an accurately machined steel ratchet feed arm which is notched for the following cuts per minute: 1, 2, 4, 5, 6, 7, 8, 9, 10.

SIMPLICITY—There are only two simple adjustments to make in changing from one cut to another.

ECONOMY—The Cherry Brick Cutter is so simple to adjust and works so rapidly and quietly that high-priced labor is not required to operate it.

AN EXCLUSIVE FEATURE — Due to the design of the special cams which operate the cutting knife there is ample space between each cut of ice cream as it goes onto the conveyor belt of the wrapping table for the girls who are packing to pick up each cut without touching the one next in line. You will appreciate this exclusive feature when you have seen the Cutter in operation.

Send NOW

FOR BULLETIN 2078 describing this machine in detail. There is no obligation incurred!

J.G. CHERRY COMPANY

CEDAR RAPIDS IOWA

St. Paul, Minn. Tama, Iowa. Peoria, Ill.

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ICE cream men in 41 states have informed The Association of Ice Cream Supply Men of their intended presence at the annual convention of the National Association of Ice Cream Manufacturers at New Orleans, November 17th—20th, inclusive.

Announcements of officers of the National Association forecast reports and discussions of such matters at the Convention as the iceless cabinet, national advertising, cost accounting, selection of a slogan, butter-fat standard.

The New Orleans Convention is the industry's clearing house of 1924 for facts and analysis, policies and decisions.

A Southern climate—outdoor recreation—the charm of a "different" city — add to the business attraction of attendance at the Convention. The Roosevelt is the convention hotel.

The Seal



THE ASSOCIATION OF ICE CREAM SUPPLY MEN

1328 Broadway New York City



of Safety

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

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OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Minnesota Gophers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

NOVEMBER 1924

A STAR of high destiny is rising for the ice cream industry. This is an impression gained by careful observation in late months. Those "in the know" feel sure something big is about to develop for this industry. It's in the air. Ice cream manufacturers in various parts of the country seem to sense it. This feeling is a recognizable under-current in virtually every topic of conversation where ice cream men in different groups have gathered in late months. They seem to think "something's going to drop."

It is this general frame of mind which will do as much as anything else to attract a large attendance at the annual convention of the National Association of Ice Cream Manufacturers at New Orleans the week of November 17.

Many want to see America's most interesting city. But when men in remote corners buy strips of tickets longer than their neckties and make hotel managers sit up late nights figuring out extra sleeping quarters in one of the great hotel cities of the world—when these things happen, one can rest assured that the armies of delegates now preparing to move on New Orleans are going for something besides the prospect of seeing magnolias bloom in a land of scenic splendor. They feel that something big is hanging fire for their industry. We believe President Hovey has something in mind when he makes this statement in this issue of The Ice Cream Review about "new opportunities in connection with the New Orleans convention."

It's in the air.



IT'S a great day for the Southern ice cream industry. Washington waited and got its World Series; Greece waited and got its republic; the South waited and got its national convention. The word "got" is used advisedly. For the Southern ice cream industry sent a band of "go-getters" to Cleveland last fall and they would not be denied.

The South is determined to make the most of this great victory. It comes from high authority that, to a man, the Southern ice cream industry is behind the ice cream events at New Orleans this month. It is no light honor that has fallen upon the men of Dixie. And with it goes a heavy responsibility. This seems to be generally realized in the states below the Ohio River. They are out to make good. The word has been passed that company is coming. In the South the word company has a deep significance. It means calling into play those thousand and one little courtesies and accommodations that have made that section known from pole to pole as the land where all strangers are at home. It is the proud boast of Dixie that the sun never sets upon a stranger within its gates.

Leaving aside the many important matters that undoubtedly will engage the thoughts of delegates at this convention, the 1924 national convention is sure to go down in trade annals as one of great moment, if for no other than the reason that it promises to celebrate a new spirit and a new understanding among the men who do business on the opposite sides of what we once foolishly called a dividing line in this country. That line has gradually melted away as the men of the Southern ice cream industry, year after year, have labored over their works and looked forward to the time when they could call into their own confines their neighbors of every state in the Union, and raise high the glasses cementing cordial relations.

Delegates from out of the South are sure to get many surprises at New Orleans. While they will see a city that, in many respects, is not unlike other port cities of this country, they also will see a city with enterprise that will match the cream of the great commercial centers of the country—a city with great hotels not eclipsed by any city its size in the land.

It is safe to say that never have delegates to a national ice cream convention received a welcome such as the one they will receive at New Orleans this month. The Southern association will hold its convention and get its own matters out of the way. It is promised that there

will be a record attendance. Virtually all of this large number of delegates will be waiting at New Orleans with outstretched hands for the coming of the gentlemen "from up the country." From all the hills and hamlets, from all the lowlands and valleys, they will be assembled in goodly company.

It is a great day for the Southern ice cream industry. The South is sure to make the most of it.

⚜

YOU will notice that this issue of The Ice Cream Review reaches you right at the start of a new month. You will also notice that it contains considerable information that is new to you. That is one thing, among many others, you can always depend upon about The Ice Cream Review—timely arrival. It comes out on time and tells the things in which you are interested at the time.

If you are reading this at the national convention, you will notice that this is the **November** issue of The Ice Cream Review, and that it dwells particularly upon things of interest to the industry this month. It is not the October issue; that month is dead so far as matters of present interest are concerned. It has been said that nothing is quite so dead as yesterday's newspaper.

We believe in giving the ice cream industry what it wants and at the time when it wants it. If you are reading this issue at your office, you will note that it deals largely with matters which are facing you at this particular time of the year.

If you are reading this on the train, on your way to the convention, you will notice that we had your trip in mind in preparing our reading matter for this month.

This kind of service is made possible because we are in position to give it, because the industry needs it, and because our readers and advertisers deserve it. That little line means something under the masthead—"NOVEMBER." It means service. It means we are on time.

⚜

AGAIN the ice cream industry comes face to face with its old, old question, "What about winter consumption?" It seems as though it were only a few days ago when we discussed this same topic in connection with the gathering snowclouds of 1923. The snowclouds are hovering around us again. In just a little while we shall be at close handgrips with Jack Frost, the ice cream industry's enemy of long standing.

Sometimes our enemies do us much good. Maybe it will prove that way in this case. It is undeniably true that young Jack Frost makes us fight for what we get—that is, if we get it. Some of us don't. He has done a good service when he has taught a man how to fight.

A very successful business man once said the best friend that ever influenced his life was a long-eared, hard-headed mule that was forever fighting against him. That mule developed in this man a tendency always to be set to put forth his best efforts in facing any undertaking that might arise.

There is now no longer any doubt that people can be sold ice cream in the winter time if the effort is made. Let us all fight harder this winter than ever before. This is not the time to lean back and wait for next year. It is true that business has slacked up enough to allow ice cream men to take in the conventions, but of all times in the year, this is the best time for every ice cream man to make up his mind that Jack Frost, stubborn son of Old Man Winter, is not to have things all his own way. There is nothing that will so tune you up for the campaign just ahead as a fight to the finish with this arch enemy. He is likely to prove one of our best friends yet.

⚜

IS THE ice cream industry going to launch a great national campaign? That question has been uppermost in the rank and file of the industry for many months. Manufacturers at large have had their eyes glued upon the activities of the advertising campaign of the national association. Even during the summer months one could not find as many as three or four manufacturers gathering in one spot when somebody did not bring up that subject. Manufacturers have written letters to The Ice Cream Review asking for information.

It seems that at last something is to be done. It is to be hoped that out of the activities of the advertising committee there will emerge a program that will place this industry in the same rank with the other great food groups that have adopted national advertising. We shall know something definite about this in the very near future, it now seems sure. Now that the national slogan has been definitely adopted as related on page 10, there is little doubt that if the matter is put before the members of the industry with request for its support, it will get widespread indorsement.

At the national convention this month there will be much said on the subject. Considerable time will be allotted the advertising committee to go into detail and explain what it has discovered concerning the feasibility of this plan. That is a mighty good reason why you should go to New Orleans this month. It's a big thing, gentlemen of the trade, and you owe it to yourselves and the future of your business to see what is going to come off and what you can do for the good of the cause.

⚜

OUT on the coast the gentlemen of the golden West are getting ready for a huge affair. They don't mind telling you so, which is a habit they have that is all their own. But when you reflect that all the big things they plan on the coast generally go over with a vim, you will understand that officials no doubt have good reasons for their high expectations in connection

with the Pacific Slope Dairy Show, which will take place at Oakland in December.

There have been several months of preparations, another habit they have on the coast. They believe in planning well and thoroughly before they act. Maybe that is one of the reasons why they usually are so successful. But probably the big reason is the enthusiasm so characteristic of the Pacific territory. It is doubtful if such a spirit of enthusiasm can be found anywhere else in the world. That is where they get their vigor.

The Pacific show will draw together this year all the ice cream men of the West, including not only the coast states but also many of the inland states of the Southwest and the Northwest. The Pacific Ice Cream Manufacturers' Association will meet in joint convention with the California and Southwestern States Ice Cream Manufacturers' Association. In addition, the Supply Men of the Pacific Ice Cream Industry, a duly organized body, will furnish the ice cream men a show for which they make great promises.

It is sure that something extremely interesting faces the ice cream men of that territory. They have done so many really great things in that part of the country that few of us will be surprised at the victory they probably will score at this time, however big it may be. They have made us all sit up and take notice before; they may be expected to do the same thing many times again.

⚜

THE manufacturers of Pennsylvania and New Jersey formally opened the convention city in the ice cream industry with a highly successful convention at Newark the middle of last month. It was the eighteenth annual convention of the association, which now is known as the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey, but it was the first convention since including the New Jersey manufacturers in the membership.

The association showed its appreciation of E. E. Rieck by re-electing that gentleman president.

⚜

THE felicitations of the industry go out to the Illinois Association of Ice Cream Manufacturers. As this issue of The Ice Cream Review was going to press that splendid organization was celebrating its Silver Jubilee, at the twenty-fifth annual convention in Chicago. Prominent ice cream men from all parts of the country were sending in congratulations on the eve of the convention. Many had promised personally to attend and express appreciation for the services this association has performed. By the time you read these lines the Illinois Silver Jubilee will be history. But the spirit of that great organization will continue to flower as its activities go on and on toward greater usefulness. It gives us all a better feeling about the future of this industry when we think of the men who have made possible the good record of the Illinois association.

THE Southern convention will be featured by what probably will prove to be one of the greatest expositions ever held in connection with a Southern convention. This will be provided by the Dixie Flyers. The Athenaeum, one of New Orleans' largest buildings used for this purpose, will be the scene. Officials of the Dixie Flyers report that space is virtually all sold. It was originally planned to occupy only a small part of the hall, but the demand for booths made it necessary to throw open additional space. The Southern convention sessions will be held in this same hall. Southern ice cream manufacturers owe a debt of real gratitude to this splendid body. Not only will the Dixie Flyers furnish a dazzling exposition but they also will live up to their splendid reputation for high-class entertainment.

BULLETIN OF EVENTS

Southern Association of Ice Cream Manufacturers—Twelfth Annual Convention, New Orleans, November 14 and 15, 1924. Secretary, J. W. Clopton, Decatur Ice Cream & Creamery Co., Decatur, Ala.

National Association of Ice Cream Manufacturers — Twenty-fourth Annual Convention, New Orleans, La., November 17, 18, 19 and 20, 1924. Convention headquarters, Hotel Roosevelt. Secretary, N. Loewenstein, 155 N. Clark St., Chicago.

Louisiana Association of Ice Cream Manufacturers—Annual convention, November 21, 1924. New Orleans, La. Secretary, N. F. Manning, Monroe.

Texas Ice Cream Manufacturers' Association—Annual Convention, Dallas, December 3, 4, 5, 1924. Secretary, A. J. White, San Antonio.

Georgia Ice Cream Manufacturers' Association—Annual Convention, Augusta, Ga., December 2, 1924. Convention headquarters, Richmond Hotel. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.

Indiana Manufacturers of Dairy Products—Annual convention, Indianapolis, December 4. Secretary, R. L. Hammond, 306-07 Chamber of Commerce Bldg., Indianapolis.

Oklahoma Association of Ice Cream Manufacturers—Annual Convention, Tulsa, December 8-9-10. Secretary, W. M. Hawk, Tulsa.

The Association of Ice Cream Manufacturers of West Virginia—Annual Convention, Clarksburg, December 9 and 10. Convention headquarters, Hotel Waldo. Secretary, C. F. Jamison, Huntington, W. Va.

Dairy Products Association of Kentucky—Annual convention, Paducah, Tuesday, December 9, 1924. Convention headquarters, Palmer House. Secretary, Carlton Ball, 206 Republic Bldg., Louisville.

Association of Ice Cream Manufacturers of Iowa—Annual convention, Des Moines, December 9, 10 and 11. Convention headquarters, Fort Des Moines Hotel. Secretary, P. W. Crowley, 512 S. & L. Bldg., Des Moines.

Pacific Slope Dairy Show—Exposition under the auspices of the California Dairy Council with co-operation of dairy councils of the Western states and dairy divisions of the agricultural colleges and departments of the Pacific Coast states, Oakland, Cal., December 10 to 16, inclusive. Secretary-manager, Sam H. Greene, 216 Pine St., San Francisco.

Pacific Ice Cream Manufacturers' Association—Annual convention, Oakland, Cal., December 10, 11 and 12. Secretary, Bert H. Walker, Tacoma, Wash.

California & Southwestern States Ice Cream Manufacturers' Association—Annual convention, Oakland, December 10, 11 and 12. Secretary, Jay Kugler, 57 Post St., San Francisco.

Supply Men of the Pacific Coast Ice Cream Manufacturers' Association—Exhibition in connection with joint convention of Pacific Northwest, Pacific Coast and Southwestern States, City Auditorium, Oakland, Cal., December 10, 11 and 12.

Kansas Association of Ice Cream Manufacturers—Annual convention, Topeka, December 16, 17 and 18. Convention headquarters, Hotel Kansa, Topeka. Secretary, B. T. Perkins, Pittsburg.

Louisiana Association of Ice Cream Manufacturers—Annual convention, New Orleans, December 21. Convention headquarters, Hotel DeSoto. Secretary, N. F. Manning, Monroe.

Arkansas Ice Cream Manufacturers' Association—Annual Convention, Little Rock, some time in December, 1924. Convention headquarters, Hotel Marion. Secretary, Charles Hooberry, Pine Bluff.

North Carolina Ice Cream Manufacturers' Association—Seventh Annual Convention, Charlotte, January 13-14, 1925. Secretary A. E. Dixon, Fayetteville.

New England Association of Ice Cream Manufacturers—Annual convention, January 21-22, Hartford, Conn. Secretary, W. P. B. Lockwood, 51 Cornhill, Room 401, Boston, Mass.

Ohio Association of Ice Cream Manufacturers—Annual convention, Cleveland, during last week of January, 1925. Convention headquarters, not announced yet. Secretary, W. A. Wentworth, 509 Outlook Building, Columbus, O.

Michigan Dairy Boosters—Exhibition in connection with convention of the Michigan Allied Dairy Association, Lansing, February 2, 3, 4, 5 and 6, 1925. Exhibition headquarters, Kerns Hotel. Secretary, C. J. W. Smith, 502 Lenox Ave., Detroit.

Michigan Allied Dairy Association—Annual convention, Lansing, February 2, 3, 4, 5 and 6, 1925. Convention headquarters, Michigan Agricultural College. Secretary, R. F. Frary, Lapeer.

Ain't it ? the Truth

You
are always trying to lower that "Equipment Up-Keep."

"Electric Weld" Ice Cream Cans have plugged one wasteful leak and thousands of "Electric Weld" users know it.

Investigate!
Everything that is worth while is imitated, but you must get the real thing for

Safety, Service and Satisfaction

John Wood Manufacturing Co.
CONSHOHOCKEN, PA.
Jobbers and Warehouse Stocks in all parts of the country.

Tentative Program

National Association of Ice Cream Manufacturers

ANNUAL CONVENTION

New Orleans, La. - - November 17, 18, 19, 20

MONDAY, NOVEMBER 17th.

9:30 A. M.

Meeting of Executive Committee and Board of Directors.

11:00 A. M.

Address of Welcome

Possibly by His Excellency, Henry L. Fuqua, Governor of Louisiana.

Response

Vice-President, W. W. Campbell, Shreveport, La.

Report of the Secretary

Report of the Treasurer

President's Address

2:00 P. M.

Executive Session

Admission by card only—for ice cream manufacturers.

"Some Uneconomic Manufacturing Policies"

by Dr. H. A. Ruehe, Head, Dairy Husbandry Dept., University of Ill., Urbana, Ill.

Also talk along the same line,

by Mr. O. E. Williams, Dairy Manufacturing Specialist, Bureau of Dairying, U. S. Dept. of Agriculture, Washington, D. C.

The foregoing addresses to be followed by one or two ice cream manufacturers, concluding with a general discussion. Possibly the subject of "Suburban Trucking" will also be taken up at this session.

TUESDAY, NOVEMBER 18th.

All day Tuesday will be taken up on the subject of REFRIGERATED CABINETS. Addresses will be made by representatives of the various Refrigerated Cabinet manufacturers, as well as a large number of ice cream manufacturers who have been asked to prepare statements showing all of the factors connected with Refrigerated Cabinets. There will be a general and free discussion from the floor by all ice cream manufacturers who wish to participate therein.

WEDNESDAY, NOVEMBER 19th.

Wednesday morning, Mr. E. C. Sutton, Chairman of the Slogan Committee, will make a report for that Committee, after which the subject of the national advertising of ice cream will be taken up by a number of very capable speakers having experience in national co-operative campaigns, who are expected to amplify report of the Committee on National Advertising, of which Mr. W. A. Schwindeler of St. Louis is Chairman. After the conclusion of discussion on National Advertising of ice cream, which is expected to take up the entire morning session, Mr. S. T. Nivling, Chairman of the Cost Accounting Committee, will render a report for that committee and several able speakers will participate in the subject of Cost Finding and Uniform Cost Accounting.

THURSDAY, NOVEMBER 20th.

Thursday morning, there will be another Executive Session, at which admission will be by card and for Active Members only. At this session, Committe Reports not previously rendered will be presented. It is possible that some other matters of great interest to ice cream manufacturers may be discussed.

Early in the afternoon there will be a meeting of the Executive Committee and the newly elected 1925 Directors.

We cannot, as yet, give any particulars regarding the entertainment features in view of the fact that this is entirely in the hands of The Association of Ice Cream Supply Men and they have not as yet concluded their plans.

N. LOEWENSTEIN,
Secretary.

Program

Southern Association of Ice Cream Manufacturers

New Orleans, La. - - Nov. 14 and 15, 1924

Thursday, November 13.

4:00 p. m.—Registration at De Soto Hotel.

Friday, November 14.

8:00 a. m.—Registration at the Athenaeum, St. Charles Ave. and Clio St. Street cars marked "St. Charles Ave." pass the door.
10:00 a. m.—Assembly of the Convention at the Athenaeum.
10:05 a. m.—Invocation.
10:10 a. m.—Welcome Song.
10:15 a. m.—"We Welcome You to New Orleans." Andrew J. McShane, Mayor New Orleans.
10:25 a. m.—"We are Happy to be in New Orleans." By Will Terry, Little Rock, Ark.
10:30 a. m.—Presentation of the Convention Program for Adoption. By Benjamin C. Brown, Chairman, Convention Program Committee, New Orleans.
10:35 a. m.—Convention called to order by President W. J. Barritt, Tampa, Fla.
10:40 a. m.—Announcements, Reading of Communications, Telegrams, etc.
10:45 a. m.—President's Message — W. J. Barritt, Tampa, Fla.
11:00 a. m.—Secretary-Treasurer's Report, by J. W. Clopton, Decatur, Ala.
11:15 a. m.—"Specialties — Are They Profitable?" By—
S. N. Sutton, Vicksburg, Miss.
G. A. Meyer, Stuttgart, Ark.

Discussion.

12:00 a. m.—Adjournment. Buffet luncheon served in the building. Compliments of the Dixie Flyers.

Friday Afternoon.

2:00 p. m.—"Should a Dealer Carry Several Flavors?" By—
E. B. Giesel, New Orleans, 10 minutes.
John Kloecker, Lexington, Ky., 5 minutes.
2:15 p. m.—Discussion.
2:30 p. m.—"The Magic Chance." By Benjamin C. Brown, New Orleans.
2:50 p. m.—"Co-operation of Factory Employees." By Harry Cuscaden, Louisville, Ky.
3:00 p. m —Discussion.
3:10 p. m.—"What is the Proper Standard for Ice Cream?" By—
M. J. Costa, Athens, Ga.
S. S. Dent, Memphis, Tenn.
3:40 p. m.—"Pure Food Laws and Their Enforcement." By Dr. Oscar Dowling, President Louisiana State Board of Health.
4:00 p. m.—Discussion.
5:00 p. m.—Adjournment.

Saturday, November 15.

9:30 a. m.—"The Mechanically Refrigerated Cabinet." By—
Geo. L. Boedeker, Dallas, Tex.
J. L. Helmer, Atlanta, Ga.
W. E. Drake, Nashville, Tenn.
George K. Brown, Chattanooga, Tenn. Ten minutes each.
10:10 a. m.—Discussion.
11:00 a. m.—"Modern Methods of Training Salesmen." By Wm. H. Duff, Pittsburg, Pa.
11:20 a. m.—Discussion.
11:35 a. m.—"Our Attitude Toward the National Association of Ice Cream Manufacturers." By W. W. Campbell, Shreveport, La.
11:40 a. m.—Round Table Discussions. Session open to ice cream manufacturers only.
Report of Committees.
Selection of Convention City.
New Business.
Election of Officers.
1:00 p. m.—Adjournment.
Visit with supplymen.

GENERAL INFORMATION.

Headquarters of the Southern association, De Soto Hotel.

The convention will be held in the Athenaeum, St. Charles Ave. and Clio St., eleven blocks above Canal St. Street cars marked "St. Charles Ave." pass the De Soto Hotel and the Athenaeum. The exhibition given by the Dixie Flyers will be held in the Athenaeum.

Registration at the Athenaeum. The secretary will be at the Hotel De Soto after 4 p. m., Thursday, Nov. 13, and at the Athenaeum, 8 a. m., Friday, Nov. 14. Be sure to register early, as the convention will convene promptly at 10 a. m. No one will be allowed inside the hall without a badge of either the Southern association or of the Dixie Flyers.

Your officers request your co-operation by being prompt at all meetings. The program is interesting and instructive and it is going to be run on time.

You cannot afford to be late, and it can be carried through to a successful completion if you will be on hand promptly at all times.

The convention will adjourn on Saturday at 1 p. m., in order to give those in attendance an opportunity to visit with the supplymen. The Dixie Flyers have gone to considerable trouble and expense in arranging a splendid exhibit, and we are indebted to them for their efforts.

All railroads under the supervision of the Southeastern and Southwestern Passenger Associations have made reduced fares based on the certificate plan which entitles the passenger to one-half fare return from the convention. These tickets will be on sale November 10.

For Entertainment Features see page 158

National Ice Cream Slogan Selected

"Serve It—And You Please All"

Is Winning Slogan in Contest Covering Civilized Globe and Attracting 110,000 Entries

DETERMINED to unearth a slogan that would emphasize the universal appeal of ice cream, the slogan committee of the National Association of Ice Cream Manufacturers combed the North American continent and searched the civilized globe to find the one desired—"SERVE IT—AND YOU PLEASE ALL." The slogan, as shown in the accompanying illustration, was announced by the slogan committee on October 25, and is published in The Ice Cream Review for the first time.

It remained for a young lady in the Dominion of Canada to offer the winning slogan, which was selected from 110,000 submitted from virtually every corner of the earth. The winning slogan was submitted by Miss Edith Ashcroft, 204 King St., Kingston, Ont. She sent in a neat little folder that showed, on the first page, the slogan worked in with a very attractive emblem. The explanation was written out on the second page of the folder in twenty-five words, as follows:

"Foods or delicacies which 'please all' obviously embody purity, wholesomeness and deliciousness, and year-round use.

"My slogan is adaptable to all forms of advertising."

The value of this slogan was suggested to the committee by that last line, regarding all forms of advertising.



The Ice Cream Industry's Slogan.

"The fact that this slogan is contained in a very attractive emblem, which immediately associates it with the product being advertised gives it an emphasis which cannot be denied," declares E. J. Weinstock, one of the slogan judges, in a statement to The Ice Cream Review. "It is the constant repetition of this slogan and its universal use by ice cream manufacturers throughout the country that will popularize this phase and literally place it on the tongues of every man, women and child."

A FOLLOW-UP campaign has been prepared, so the complete membership of the national association may co-operate with the committee in announcing the winning slogan. This slogan now is being circulated in every state in the Union and among the provinces of Canada, including a newspaper advertisement which can also be used for other advertising purposes.

Members of the national association who wish to co-operate can obtain newspaper mats, stereotypes, electrotypes or reprints of this announcement ad by communicating at once with Walz-Weinstock, Inc., Washington Building, Buffalo, N. Y.

Six judges waded through the 110,000 slogans submitted. These judges were Miss M. P. Knight, domestic science department, Hutchinson High School, Buffalo, N. Y.; Dr. Albert P. Sy, professor of chemistry, University of Buffalo; Edwin J. Weinstock, vice-president, Walz-Weinstock, inc., Buffalo, N. Y.; Reynolds A. Peters, Joseph Kearn and Roy Snyder.

THE judges personally went over every individual slogan submitted, which accounts for the delay in deciding upon the winner. The original number of slogans was reduced to 564, then to 139, and finally to a choice of 20 slogans. The committee then apprised every director of the national association and every member of the executive committee. Each director and member of the executive committee was asked to name his choice. The winning slogan was determined by the vote of the directors plus the vote of the judges.

The phrase, "Serve It—and You Please All" will be the ice cream industry's official catchline, the same as the florists have for their trade cry the phrase, "Say it with Flowers," and the bakers advertise their slogan, "Bread Is Your Best Food—Eat More of It."

The slogans were tabulated and arranged numerically, according to file number. Behind the packages were boxes containing the cards on which were written the slogans, these slogans being arranged alphabetically as to state and slogan. Early in July it was realized that the work of wading through the large number of offerings would consume several weeks. According to the method of handling the work, it was impossible for the judges to know the name of the winner until after they had judged the slogan itself.

ICE cream manufacturers throughout the country have waited with great interest for a decision. There is no doubt that this will be a great stimulus to ice cream advertising. It remains for the advertising committee to make known its suggestions, and then for the association to take action, before it will be definitely known just what will be done in connection with nation-wide advertising of ice cream.

The fact that a decision has been reached in this matter will add to the interest centering around the advertising committtee's report at the national association. The entire industry is vitally concerned in the matter, and no doubt the session at which advertising will be featured will find a crowded convention chamber.

If the winner of the slogan had resided in the United States she would receive quite a bit of prize money, for many state associations had offered prizes, in addition to the national association's, providing the winner should be a resident of one of certain states.

Among the slogans included in the last twenty to be selected were:

"A Health Prescription in Two Words."

(Continued on page 154)



There Are No IFS *or* ANDS About It

DREW'S EGG YOLK will produce a better ice cream that will boost your winter gallonage and keep your factory running nearer capacity during the otherwise dull winter months.

The wisdom of your using DREW'S EGG YOLK will be reflected in your statement of net profits at the end of the season.

Let the good judgment of some of America's largest ice cream manufacturers guide you. Write for particulars today.

SEE OUR
EXHIBIT
AT THE
NEW ORLEANS CONVENTION
NOVEMBER
14th-21st
Booth 21

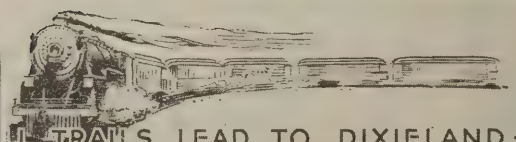
JAMES F. DREW & COMPANY

320 BROADWAY **NEW YORK CITY**

All in Readiness for Great Dixie Classic

New Orleans Awaits Arrival of Monster Gathering of Ice Cream Men from all States This Month

All Eyes on South



ALL TRAILS LEAD TO DIXIELAND—as preparations near completion for the twelfth annual convention of the Southern Association of Ice Cream Manufacturers and the twenty-fourth annual convention of the National Association of Ice Cream Manufacturers. The Southerners will convene in New Orleans, November 14 and 15, and are expecting to entertain a large number of visitors from other sections. With the close of the Southern convention on the Saturday afternoon of November 14, Dixie delegates and their visitors will be entertained by the Dixie Flyers over the week-end and will be in readiness to extend welcoming hands to all delegates to the national association, which this year is honoring the South and the national association's Southern vice-president by meeting in a Southern city for the first time since 1909.

The association held a meeting in Memphis in 1909.

In many ways this promises to be the national association's greatest convention. This despite the fact that it will meet this time for the first time in three years without the attraction of a great national exposition. This is more than offset, some onlookers agree, by a number of extraordinary matters to confront the convention this year, to say nothing of the great natural appeal of the convention city itself.

MANY manufacturers who for years have looked to the national association for the working out of problems facing the industry will be drawn to the convention by a number of matters that have been hanging fire for some time. The past year has been one of the most eventful in the association's history. It has seen launched several constructive lines of action that, carried out, would mean something of vast importance to the ice cream business. Among these are such matters as national advertising. The convention will be featured by discussions on what other industries have accomplished through national advertising, with experts giving their opinions on what the ice cream industry can accomplish in this way. This alone will hold strongest interest for many delegates.

Much has been said about weight per gallon. The national association has had little to say upon this matter thus far, but it probably is safe to surmise that its officials have given much thought in this direction. There is no doubt much will be said on the subject at New Orleans—very much indeed, very probably. It is a timely matter of paramount importance.

The trade for the past two years or so, particularly in the last twelve months, has been particularly on the alert for all the information possible on iceless refrigeration. This will be forthcoming at New Orleans, officials promise. At least one entire day, we are told, will be devoted to this subject. There is sure to be brought out some very valuable information concerning this phase of the ice cream business, which, overnight as it were, has brought the ice cream manufacturer entirely face to face with new conditions.

OF VERY great importance will be the report of the committee on cost accounting. Nothing that has developed in the annals of the industry surpasses the step taken by the national association looking toward the elimination of unbusinesslike practices in the industry. Delivery costs will be discussed at length.

In discussing convention features last month Secretary Loewenstein said:

"Uniform cost finding and accounting will occupy a half day. The subject of the national advertising of ice cream, which is another very important topic, will be thoroughly taken up and action may be taken which will effect every manufacturer of ice cream in the country.

"If you will visualize what these subjects mean to you and your business you can understand what an epoch making convention the coming meeting of the national association will be to the ice cream industry.

"The Association of Ice Cream Supply Men have assured us that they will put on an even more elaborate entertainment than ever before. This in view of the large anticipated attendance of the ladies.

"From Chicago, one and possibly two, solid Pullman trains will be operated to take care of manufacturers attending the convention from the West and Northwest. Arrangements will be made to pick up delegates en route from Chicago as well as take care of Eastern delegates whose cars can be attached to the special train at points along the way. Special reduced rates have been granted by the various passenger associations throughout the country.

"A number of choice available rooms are still to be obtained by ice cream manufacturers at the Bienville Hotel. Manufacturers from the Southern states are requested to make reservations at the DeSoto Hotel.

"In addition to the foregoing you have an opportunity of traveling with a number of your fellow ice cream manufacturers on a seventeen day (17) trip to Cuba and the Panama Canal Zone and return to New Orleans. This trip will be made on one of the finest of the United Fruit Company's boats, leaving New Orleans, Saturday, November 22."

Southern interests are centering every effort upon the success of the New Orleans gathering. It is generally known that the national association's purpose in de-

(Continued on page 132)

WELCOME TO DIXIE!

Now that the big dairy show is over, all eyes are turned to the Southern and national conventions which meet in New Orleans from the 14th to the 25th of November.

The Southern manufacturers are making preparations to give those who attend this meeting the glad hand and show them some real Southern hospitality. It is with a great deal of pleasure and gratification that we welcome every manufacturer of ice cream throughout the United States to this meeting, as it has long been the wish to have the National Association meet in our Southern territory, and especially New Orleans, our most interesting city and the second port of the United States.

From what I can learn, we are going to have a record breaking crowd, and we hope each and every one of them will enjoy themselves to the fullest extent, and when they return to their respective homes, they will have the thought that they are glad that they atended this great meeting.

W. W. CAMPBELL, Shreveport, La.,
Vice-president, National Association
of Ice Cream Manufacturers.

HAVE YOU TRIED The New CAN-PRO-CO ICE-LESS SHIPPERS

TRY THIS BAG ON OUR TRIAL OFFER (SEE BELOW) AS HUNDREDS OF OTHERS HAVE DONE, BECOMING ENTHUSIASTIC ENDORSERS OF THIS METHOD OF DELIVERY



PATENT PENDING

Made of Heavy Waterproof Canvas Inside and Outside —Double Canvas Bottom and otherwise Reinforced to give Maximum Service.

The Can-Pro-Co Ice-less Shipper weighs nine pounds. The height of this container is less than 24" and the diameter is 12", made for regular twenty-quart cans. You can ship Ice Cream to your customers at less than half the former express charges. Think of this tremendous saving. Think of the ease of the delivery. No salt or ice. No packing. Just drop the cans of cream into the container, buckle it up and you're ready. Load your truck. Any truck will do. Pile them up like cord wood, and you'll be surprised how many you can load. One man does the work of three. One truck carries the load of four as formerly.

MADE ONLY BY

CANVAS PRODUCTS CORPORATION

19-21-23 East McWilliams St.

FOND DU LAC, WISCONSIN

The Mfgs. of the Stay-On Tub Cover and Canvas Specialties for the Dairy Trade

NO ICE
NO SALT
NO PACKING

The Can-Pro-Co Bag is extremely light, cutting express costs to the minimum, increases your truck capacity 400% and keeps ice cream reasonably hard so that you need have no fear of spoiled cream.

MAIL US YOUR SAMPLE ORDER ON THE COUPON BELOW, AND LET US TELL YOU MORE ABOUT THIS WONDERFUL SHIPPER, AND THE MANY ADVANTAGES WE CAN CLAIM OVER THE OLD METHODS.

TEAR OUT HERE AND MAIL

Canvas Products Corp.,
Fond du Lac, Wisconsin.

Please give us full information concerning your ICE-LESS SHIPPING BAG and send us for a trial the following amount. If the bags do the work we will keep them, remitting for them at $5.50 each. If we are not satisfied, we will return them, and no obligation will be incurred.

Name .....

Send..... how many.....For 20 Qt. Cans

City..... State.....

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

Many Important Features President Says

"Opportunities for Constructive Work offered at New Orleans Convention"—Vernon F. Hovey

THERE are good reasons for feeling that the New Orleans convention offers real opportunities to the ice cream manufacturer — opportunities for service to himself and service to the industry.

There has probably never been a time before in our history when we have been confronted with so many problems or been favored with so many chances to progress. If we can have at New Orleans a representative gathering such as we expect to have, it will be a surprise to the writer if we do not make this convention a real corner stone in the path of progress within our industry.

There seems to be a certain vision among leaders in the industry, that we can make the national association an agency for service, in doing constructive work that we have never before attempted. There is probably no one thing that would be as helpful as increased volume and some of us believe this increased volume can be gained at a minimum of cost, through co-operative national advertising. At the convention you will be shown the progress that has been made through national advertising, by other industries, and you will hear talks by some of the best advertising men in the country. Let us hope we will all have the vision to do the big thing if we can be convinced that it is the right thing.

WE HAVEN'T said much about weight per gallon, overrun or shrinkage, but this is a problem of paramount importance that confronts the industry. This problem is being agitated everywhere and it is our contention to the food officials of the country that the ice cream industry is made up of men who are disposed, without compulsion, to conduct their business in a way that is fair and economically sound. We certainly intend to correct every abuse that may be found to exist, and we ask that we be permitted to do this without interference. This particular problem is going to be handled in an aggressive manner. It is needless to say that we will have a mass of information to present to the trade regarding refrigerated cabinets. At least one entire day will be devoted to this subject, as we have a great number of speakers, who can speak with authority on this question. Every ice cream manufacturer needs all the atmosphere he can get on this subject, and the only way to get it is to go to New Orleans.

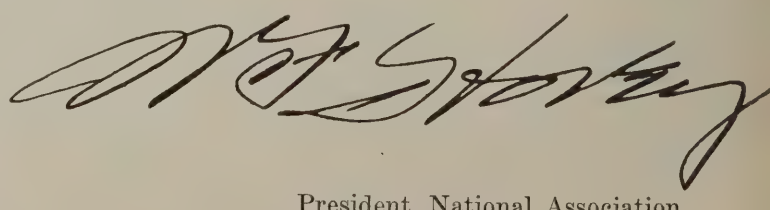
THE committee on uniform cost accounting will make a report, telling of the work that has been done, and the scope of our plans. It is sometimes difficult to arouse interest on this subject, nevertheless, it is a fact that we would find but little wrong with the ice cream industry if every manufacturer had all the figures regarding his own business, and we are sure to have better conditions within the industry if our competitors can be shown that unbusinesslike practices are uneconomic and unprofitable. A comparison of costs will give all of us the satisfaction of knowing wherein our business is efficient, or inefficient, as compared with others, truly a wonderful thing for all of us to know.

Some time will also be devoted to a discussion of delivery costs.

The New Orleans convention is going to be worth while, and we are hopeful that we will have a gathering of men there, who will make it a turning point in our industry.

The national association is an agency for service, and gives us the opportunity to do all the big things that may be accomplished only through co-operative effort.

Come to New Orleans and do your part in boosting the industry



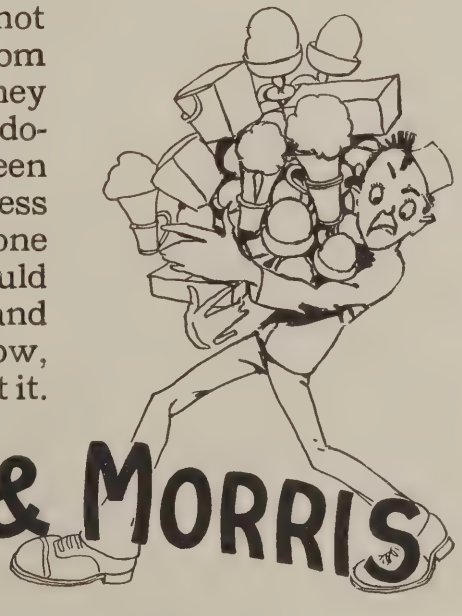
President, National Association,
of Ice Cream Manufacturers.

More Business

Makes Music for both Manufacturer & Dealer



WE ADVERTISE ICE CREAM. Work with many of the biggest manufacturers. Study their particular conditions, keep in constant touch with them all through the year, plan their campaigns, supply window displays, posters, mailing literature, newspaper campaigns, etc., help them to sell Ice Cream and not infrequently save them from frittering away good money unwisely. We have been doing the job for almost fifteen years and if your business does not conflict with someone we are now serving we should like to discuss advertising and selling with you. Write now, while you are thinking about it.

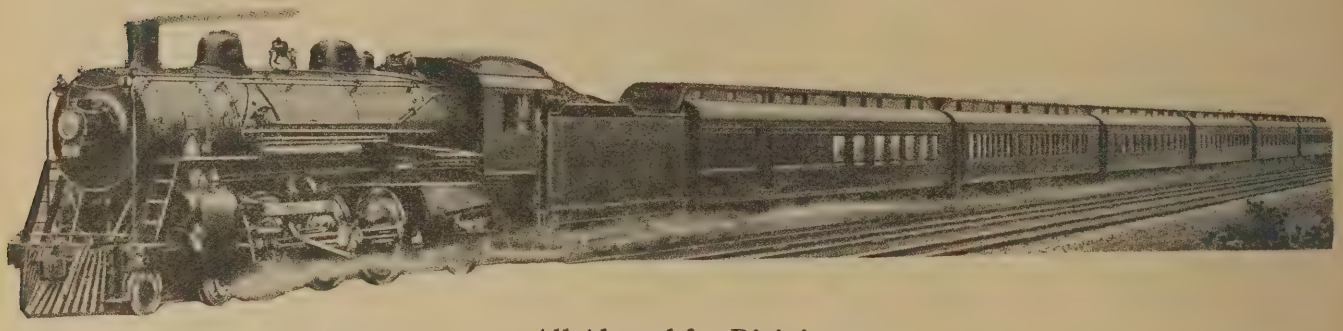


BARKER DUFF & MORRIS

Union Trust Building, Pittsburgh, Pa.

How Far Is It to the Convention City?

The Farther Away You Live, the Longer Ride You'll Have Through Some of the Most Fascinating Scenery in America



All Aboard for Dixie!

WHEN ice cream manufacturers of the nation pack up their troubles in their old kit bag and start traveling toward New Orleans this month, many of them will wonder how Christopher Columbus could have missed so big a country as America, even if he had wished to avoid it. Mileage will run higher for this convention than for any other in the history of the national association, with the exception of the Los Angeles convention a few years ago.

Regarding distance, the selection of New Orleans works extremely well for the convenience of Southern manufacturers. It is just at the point where the territory embraced by the Southern Association of Ice Cream Manufacturers ends and the territory embraced by the large Texas and Oklahoma associations begins. This will mean drawing together the largest number of Southern manufacturers possible.

There will be compensations for the manufacturers who have to make long journeys to New Orleans. Every step of the journey will be taking them into a country that is fairly saturated with romantic history.

President Hovey will travel straight to the convention city from his home in Schenectady, N. Y. He will ride a matter of 1,400 miles or so. Joining him at Pittsburgh will be a delegation of Pennsylvania members, who will have a distance of 1,142 miles to cover before ordering their spinach and roast at the Roosevelt Hotel in New Orleans Sunday noon, November 16. Those traveling from New York and other Eastern points will use the Pennsylvania Railroad. At Effingham, Ill., they will connect with the special train to be run from Chicago. On this train will be delegates from Wisconsin, Michigan, northern and eastern Iowa, Nebraska, the Dakotas and other Western states.

Let's follow the routes of these various groups. The gentlemen in Iowa will travel a distance of 400 or 500 miles to Chicago to connect with the special train. From the Dakotas the delegates will travel about 600 miles, or a little more, before reaching Chicago. Wisconsin manufacturers will make their trip to Chicago in a few hours, most of them being in a part of the state no farther away than 100 miles to 250 miles, though those manufacturers in northern Wisconsin will ride about 400 or 500 miles before connecting with the special train.

Those manufacturers desiring to travel on the special train will do well to reach Chicago on the morning of November 16. The special leaves right after noon on that date, at 12:45 to be exact. The distance from Chicago to New Orleans is 912 miles. It will be covered in 23 hours.

The manufacturers of Missouri, Kansas and southern Iowa have been asked to leave St. Louis on the Illinois Central train No. 207, leaving at 4:04 p. m. Saturday, November 15, connecting with the special train from Chicago at Carbondale, Ill. E. D. Miller, assistant general passenger agent of the Illinois Central, 408 Pine St., St. Louis, is the man to get in touch with in connection with this trip. From St. Louis the delegates will travel a distance of 699 miles to New Orleans.

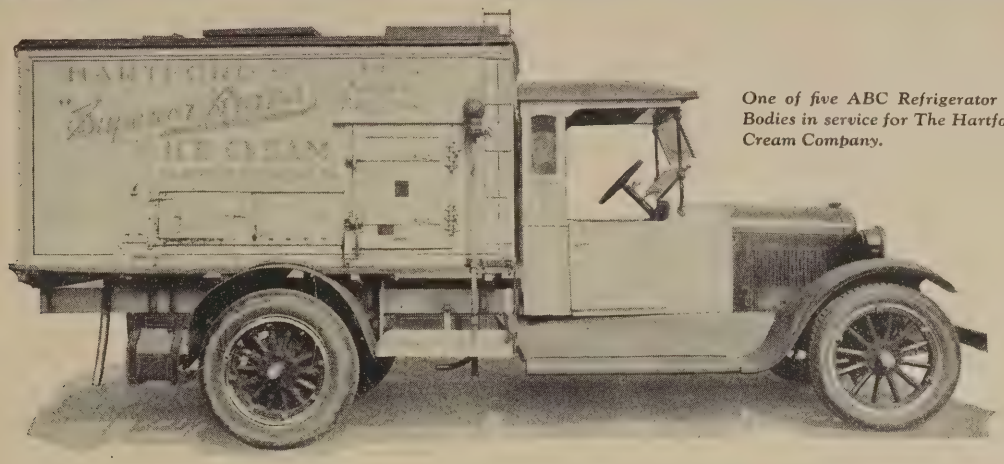
The Ohio delegation may use B. & O. train No. 57, leaving Cincinnati Saturday morning, November 15, at 8:20 o'clock, change to an Illinois Central train at Louisville, and connect with their special car at Fulton, Ky., at 7:50 o'clock Saturday evening. The special train will pick up this special car at Fulton. From Cincinnati the delegates will ride 829 miles.

It is not likely that any of the Kentucky manufacturers will wait for the special train, though provisions were made for them by Secretary Loewenstein of the national association. The Kentucky manufacturers, by that time, however, will be in New Orleans with a solid front for the Southern convention, as the manufacturers of the Blue Grass state are heartily behind the Southern association.

But if you are lamenting the long ride you will have to reach the convention city, just reflect upon the journeys of others. Manufacturers who travel from Seattle will pass something like 3,000 milestones before they get to shake hands with their brothers-in-arms from Boston, who will cover a trifle over 1,062 miles. Los Angeles manufacturers will cover a pathway strewn with 2,007 milestones.

And it is not all soup and gravy for the Southern manufacturers. You get an idea of the size of the South when you reflect that even manufacturers around Atlanta will have to cover in the neighborhood of 500 miles. Manufacturers of Richmond, Va., and vicinity are farther from New Orleans than they are from New York City, having more than a thousand miles to cover to reach the Crescent City.

(Continued on page 118)



One of five ABC Refrigerator Truck Bodies in service for The Hartford Ice Cream Company.

Two on trial in 1922—another in 1923 —a fourth and fifth this year

And now The Hartford Ice Cream Company writes: "Convinced ABC type of refrigeration is economical and bodies well constructed."

Two years ago, The Hartford Ice Cream Company, of Hartford, Conn., bought their first ABC Refrigerator Truck Bodies —two 1½-ton units. A 2-ton unit was added in 1923. And in 1924, orders were placed for two more ABC bodies— one of 1-ton, one of 2-ton capacity.

In a letter, F. A. Judd, general manager, says: "We are now operating a total of five ABC bodies in addition to two refrigerator bodies of different makes. The fact that we have ordered two additional bodies from you this year after a trial of our two previous orders is evidence that we are convinced the ABC type of refrigeration is economical and your bodies well constructed. The last three were painted in your shops, and the painting and lettering were as good as any we have ever seen in Hartford."

Seeking perfect refrigeration and the lowest possible delivery cost per gallon, more ice cream manufacturers are standardizing on ABC Refrigerator Truck Bodies every year.

ABC Refrigerator Truck Bodies use less ice and less salt than any other refrigerator truck bodies. All brine is retained in the tank and circulated thru coils of heavy iron pipe—again and again. This circulating principle, plus a one-piece brine tank—an exclusive ABC feature—prevents the waste of good, cold brine thru running or dripping. Consequently, less ice and less salt are required to keep ice cream, milk and other perishable products at the exact temperature desired.

ABC Refrigerator Truck Bodies are adaptable to any type or size of chassis from 1-ton to 7-ton capacity.

ABC REFRIGERATOR MOTOR TRUCK BODIES AND WAGONS

ANHEUSER-BUSCH, *Builders*
ST. LOUIS, U. S. A.

Paul W. and Guy F. Minnick
Eastern Sales Representatives
280 Madison Ave., New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Bldg., Los Angeles, Cal. 617 Pioneer Bldg., Seattle, Wash.
401 Wells Fargo Bldg., San Francisco, Cal. 216 U. S. Nat'l Bank Bldg., Portland, Ore.

NATIONAL SUPPLY MEN CONTINUE NEW ORLEANS ACTIVITIES.

The Association of Ice Cream Supply Men, according to the bulletins to its membership in the last month and announcements by its officers, is concentrating with increased definiteness on plans for assisting the success of the 1924 annual convention of the National Association of Ice Cream Manufacturers in New Orleans November 17 to 20, inclusive.

The supply association is recommending in communications to ice cream manufacturers the country over, that all ice cream men who have their own selfish welfare and general good will of the industry at heart, attend the sessions at New Orleans.

The supply association is also whipping into definite shape its entertainment program for the four-day period of the convention, during which time the members of the National Association of Ice Cream Manufacturers, all other ice cream men in attendance, and the wives and families of the ice cream manufacturers will be guests at numerous events arranged by and through the courtesy of The Association of Ice Cream Supply Men.

The preparations are taking into account the expected attendance at the national convention of a great number of Southern ice cream manufacturers, who are expected first to attend the two-day sessions of the Southern Association of Ice Cream Manufacturers in New Orleans November 14 and 15, the week preceding the national convention. During the two-day sessions of the Southern association, the Dixie Flyers, the organization of Southern supply salesmen, will manage an exposition of supplies. The Dixie Flyers will also entertain members of the Southern Association of Ice Cream Manufacturers and other ice cream manufacturers present in New Orleans, November 14, 15 and 16.

Part of the program of The Association of Ice Cream Supply Men for the period of the national convention will be an elaborate initiation ceremony for and by members of the salesmen's club of the association.

KANSANS MEET NEXT MONTH.

On December 16-17-18, 1924, the Kansas Association of Ice Cream Manufacturers will meet at the Kansa Hotel, Topeka, Kan.

The general arrangement committee met at Topeka in August to make general arrangements for the coming convention. Most of the speakers for the event have been secured. Some of the most prominent speakers are: Nels Darling of Chicago, nationally known, who will deliver a business address to us the afternoon of the 18th and will, also, deliver the after-dinner address; Professor A. C. Baer of Oklahoma, of the editorial staff of The Ice Cream Review; State Dairy Commissioner E. C. Luellen, and Professor N. E. Olsen.

The Jackrabbits will play their important part in the convention and will give their usual high class entertainment. Special arrangements are being made for the entertainment of the ladies.

It was decided by the Kansas Association of Supply Men that no exhibit would be displayed as was at the Broadview Hotel, at Wichita, the preceeding year.

If you can't travel, you can get Pullman luxury at home. Just crawl up on a closet shelf and stick a cinder in your eye.—Coatesville Record.



A Fall and Winter FAVORITE!

Black Walnut Ice Cream

Very delicious when made with the original Velvet Black Walnut flavor.

The most popular of heavy-bodied nut cream,—the first taste convinces!

Keep up your volume of ice cream sales by making VELVET BLACK WALNUT ICE CREAM your winter specialty.

THE INTERNATIONAL COMPANY

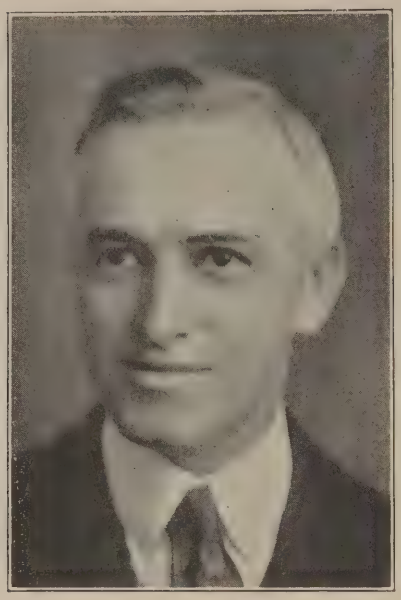
The Right Flavor for Every Ice Cream

LOMBARD AND COMMERCE STS.

MEMBER

BALTIMORE MARYLAND


WARNER-JENKINSON CO.
RED
TRADE MARK
SEAL
ST. LOUIS



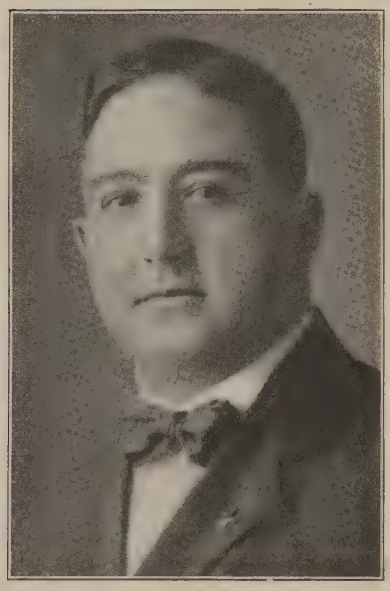
W. J. BARRITT,
President.



S. N. SUTTON,
Vice-President.



J. W. CLOPTON,
Secretary-Treasurer.



M. J. COSTA,
Past President.

Officers and some of the Directors of the Southern Association of Ice Cream Manufacturers



A. M. THORNTON,
Past President.



J. D. KINNETT,
Director.



W. E. DRAKE,
Director.



BEN C. BROWN,
Director.



THE BOWEY BUILDING

To Serve You Better

Twenty-nine years in the successful service of the Ice Cream Trade is, in brief, the history of the organization which now occupies the new, modern Sun-Lit Factory here illustrated.

The one aim of our organization is the production of *Quality* merchandise and we solicit your orders on the guarantee that Bowey Brand Products are right and will meet your requirements.

Write for your copy of our 1925 net wholesale Price List covering the complete line of

BOWEY BRAND

Fruits, Flavors and Colors

Especially prepared for the

ICE CREAM MANUFACTURER

Van Cou Concentrate - 62½% Pure Vanilla
"401" Vanilla Extract - 100% Pure Vanilla

Compound Caramel Flavor — Ice Cream Maple Flavor
Orange Creme Flavor — Lemon Creme Flavor
True Fruit Extracts — Pure Food Colors
Special Dark Dutch Process Cocoa
Jeline (Ice Cream) Powder
Bulk Crushed Fruits

Write for our 1925 Price List



MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St. CHICAGO, ILL.

Established 1895

WHY PAY HIGH PRICES
for Vanilla Extract

Better Flavor and more lasting Flavor by using

"Vanoleum"

(TRADE MARK)

One pound of *"Vanoleum"* is equal in flavoring strength to two gallons of standard strength Vanilla.

Used for a quarter of a Century by the leading Ice Cream Manufacturers throughout the country.

Contract Prices submitted on request.

WE ALSO MANUFACTURE A COMPLETE LINE of VANILLA EXTRACTS



CORRIZO EXTRACT COMPANY

211-215 West 20th Street

New York City

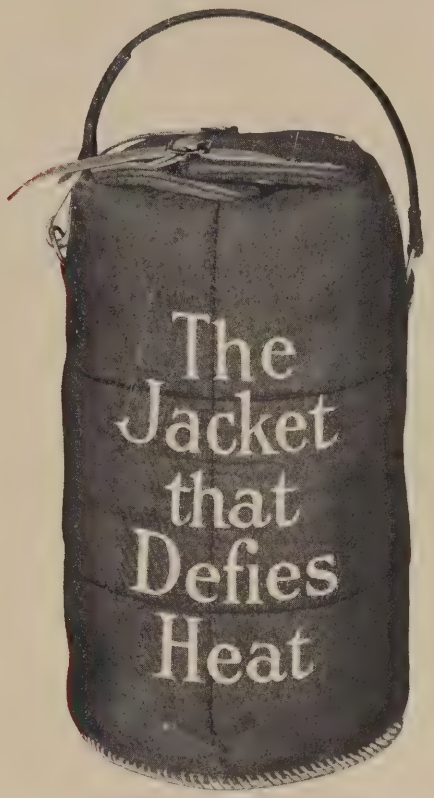
SAVE 1/2

The Cost of Delivery

BY USING

"M-W" Iceless Jackets

In place of the old, slow, cumbersome and expensive Tub and Ice method



PATENT APPLIED FOR

These Jackets keep Ice Cream firm under all conditions of transit, and deliver it in perfect shape to your customer, all without an ounce of ice or salt.

Jacket with Cream ready for shipment weighs less than one-half of the ice packed tubs, and requires one-quarter of the space.

This Jacket is made to withstand rough handling.

The wall of Hair Felt is a perfect insulation against heat. The canvas covering is extra heavy Brown or "M-W" Cream Colored Waterproof Duck.

Jacket is thoroughly quilted, and the bottom is reinforced with three rows of rope. Top of Jacket folds securely over, and is fastened with straps, and there is a strong canvas handle for carrying.

PRICE LIST

Brown Duck.

Four Quart Size	$3.19
Eight Quart Size	3.80
Twelve Quart Size	4.15
Twenty Quart Size	4.85

Cream Color—Waterproof.

Four Quart Size	$3.47
Eight Quart Size	4.15
Twelve Quart Size	4.60
Twenty Quart Size	5.50

When ordering, specify style and capacity of your cans, and give exact dimensions.

A TEST WILL CONVERT YOU TO ICELESS SHIPPING

Samples Furnished on Request. **Credit Allowed if Returned**

Montgomery-Washburn Company

SAUGERTIES - **NEW YORK**

From FREEMAN DAIRY COMPANY, *Flint, Mich.*

MONTGOMERY-WASHBURN COMPANY,
Saugerties, N. Y.

Gentlemen: The twelve Jackets for the Flint Plant have arrived, and are very satisfactory. Will you please make the shipment to Lansing at once, if you have not already done so, as our plant needs these Jackets very much.

Inasmuch as we have found the Jackets that you sent us at our Flint Plant to be very satisfactory, we shall send you our order within a few days for all of the Jackets that we shall need.

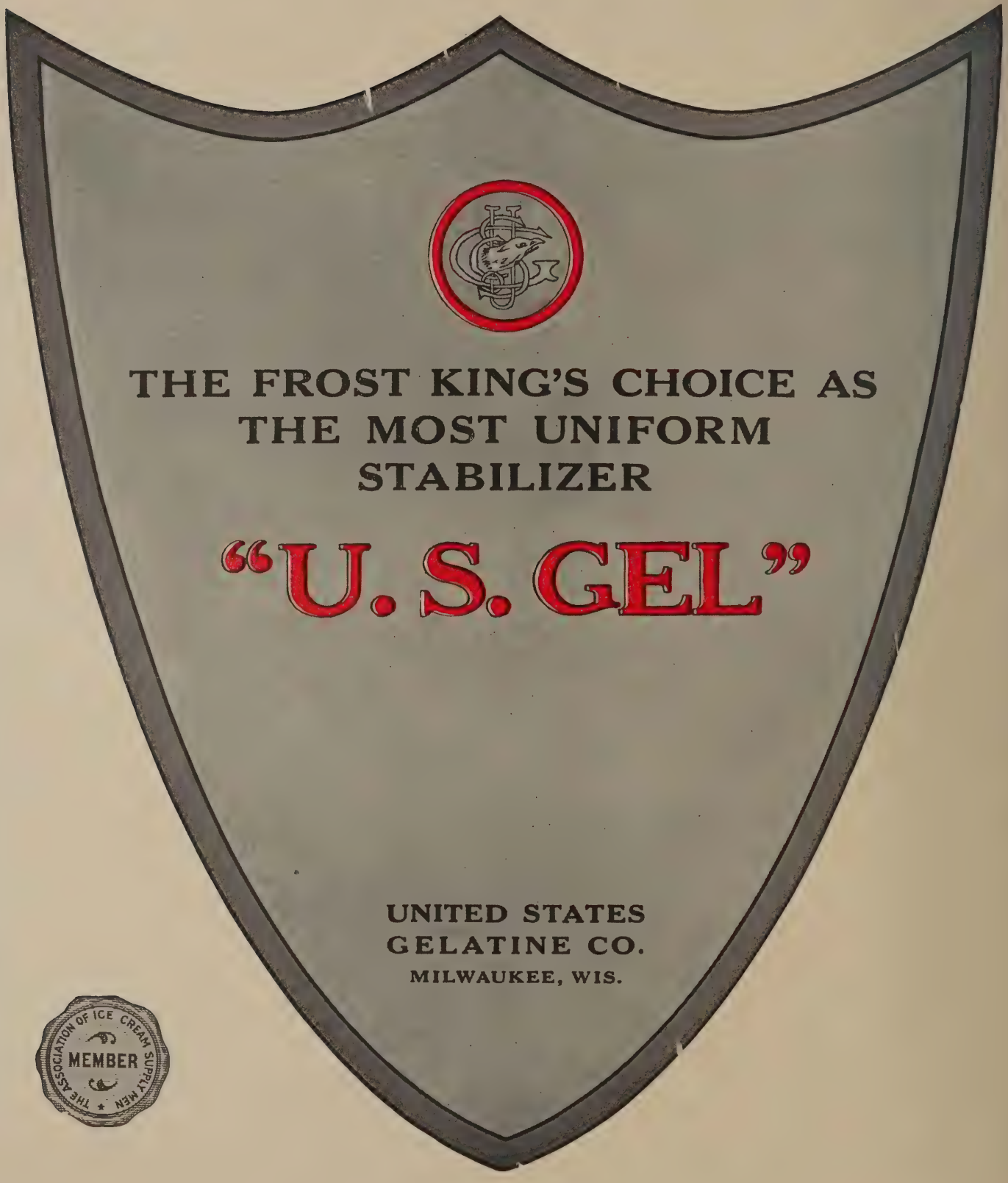
Yours very truly,
FREEMAN DAIRY COMPANY,
By Homer H. Freeman.

From LAKE SHORE ICE CREAM CO., *Erie, Pa.*

MONTGOMERY-WASHBURN COMPANY,
Saugerties, N. Y.

Gentlemen: We have been using your Jackets for six or seven years, and have received good service from them. We are now shipping Ice Cream in Jackets, and the shipments leave us about six in the morning, and arrive at destination about three in the afternoon. We made shipment all during the hot weather, and did not have any complaints. Our customers have all been satisfied, as it has been the means of their saving considerable money in express charges. If you care to refer any of your prospects to us, we would be glad to answer their inquiries.

Very truly yours,
LAKE SHORE ICE CREAM COMPANY,
W. A. Dart, Secretary.



THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER

"U. S. GEL"

UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN
MEMBER

America's Most Interesting City

New Orleans Has a Subtle Charm That Captivates

NEW ORLEANS, America's most interesting city, has an inimitable character made up of the blended customs and architecture of three nations, rich historical associations replete with romance, the mild equable climate and flower-fragrant air of the semi-tropics, and a favored maritime position near the mouth of the majestic Mississippi. It is one of the essentials of the American traveler's education—one of the five or six cities on the continent that every person should see.

New Orleans has a subtle charm that captivates every visitor. In the old town, the **Vieux Carre,** laid out by French engineers soon after Captain Jean de Bienville founded his capital there in 1718, history, romance, quaint architecture, half-hidden courtyards, narrow streets, and delectable restaurants irresistibly hold the attention. It is a bit of France and Spain from a vanished age, upon which the impress of America has been but lightly laid. The duel, the vendetta, Congo slaves and Voodoo rites, the picturesque dress, the graceful gallantry, the courtly speech and princely hospitality of the centuries that time has devoured still project their traditions into the living present.

The **Vieux Carre** preserves memories of the bold Bienville, the Marquis de Lafayette, Louis Phillipe the "Citizen King" of France, General Andrew Jackson, Aaron Burr, President Zachary Taylor, the pirates, Jean and Pierre Lafitte, Grand Duke Alexis of Russia, and Henry Clay; of Dr. Antommarchi, Napoleon's physician, of Marshall Ney and General Humbert, two of his commanders; of William Walker, the filibuster; of Lola Montez, Jenny Lind, Adelina Patti, Sarah Bernhardt, Booth, Barrett, Coquelin and many other famous persons.

At Canal street begins the new American city, the modern metropolis of public building, enticing department stores and shops, great commercial establishments, palatial hotels, theaters and cafes, handsome residence avenues, parks, libraries, art galleries and colleges.

The City of Romance

THE Place d'Armes in the Vieux Carre—or as it is more popularly described today—"Jackson Square in the French Quarter"—surrounded as it is by St. Louis Cathedral, which is flanked by the Cabildo on one side and the Presbytere, on the other; the river, and the Pontalba Buildings; and with the Napoleon House and the French market off its downtown river corner—is the HEART OF OLD NEW ORLEANS.

This old square and its surrounding buildings and streets stand today just as they were laid out 206 years ago by the Chevalier Blond de la Tour, who was Bienville's chief engineer when he founded the city 206 years ago.

In it and around it all of the thrilling episodes of the history that is New Orleans' were enacted. In it the entire territory of Louisiana was transferred to Spain—a political gift which aroused the ire of the descendants of its French founders. It was later bought back by France and then sold to the United States.

The architecture that surrounds the old square is a delightful intermingling of French and Spanish art—the Spanish element becoming dominant because it was while New Orleans was under Spanish domination that a conflagration razed most of the original buildings of Bienville's colony, and the Spaniards rebuilt them.

The Cathedral—the gift of Don Almonaster y Roxas to the city—stands on the site of the Mississippi Valley's first church edifice.

The Cabildo was the seat of the Spanish government of New Orleans, where Bloody O'Reilly ruled. He was the first Spanish governor who murdered six loyal Orleanians because they dared oppose the transfer of Louisiana to Spain. It occupies the site of Bienville's capitol building.

The Presbytere, erected shortly after the Cabildo, was the seat of the ecclesiastical government of Louisiana.

The Pontalba buildings—built by Don Almonaster for his daughter, the Baroness de Pontalba—were long the centers of the gayest of New Orleans social life, now tenements. Note the unusual wrought iron art work of the banisters.

The French market has been the trading place ever since the foundation of the city.

NEW ORLEANS is an outdoor city all the year 'round. Golf may be played with comfort upon the numerous courses at all seasons; polo, tennis, racquet, baseball, in fact, all field sports may be enjoyed any day of the year. Upon the lakes, bayous, and canals near the city sailing and motor boating are uninterrupted.

Hunters and fishermen will find in the regions adjacent to New Orleans the land of their dreams; both fresh and salt water game fishes are incredibly numerous, and season finds some species biting greedily.

New Orleans is the city of social brilliancy, whose traditions are founded upon the courtly grace and formality of France and Spain. Perhaps the most striking illustration, and one in which every one may participate, is the Mardi Gras, celebrated each year by a series of balls, pageants, and parades reaching their culmination upon Shrove Tuesday, the day preceding the beginning of Lent.

No survey of New Orleans is complete that does not mention its commercial importance as the port of the vast Mississippi Valley, the gateway to the Panama Canal, and to all Central and South America. Prominent among the port facilities are the immense Stuyvesant docks of the Illinois Central System.

For reaching New Orleans from the North, East and West the service of the Illinois Central is easily foremost. Three fast-time, on-time, all-steel trains are operated daily, among them the noted "Panama Limited," the finest train in the world.

From this brief survey it will be observed that for many years the city developed under Latin influence rather than Anglo-Saxon; and, during its colonial existence, it adopted manners, customs, even a patois, which subsequent conditions have not obliterated. New Orleans inherits a rich flavor of elegance, culture, dashing courage, and an impeccable code of honor chiefly from the Creoles—Louisiana-born descendants of French and Spanish parents.

So This is New Orl

Romance in Trade and on Field of Honor Features Colorful History of Ancient City Where Ice Cream Manufacturers will Gather This Month

CANAL Street is the principal business thoroughfare of New Orleans and the dividing line between the old and new portions of the city. One of the widest streets in the United States. it is lined by great stores and smart shops and is among the chief retail marts in the land. Many of its buildings are handsome modern structures, although most of them were erected before the Civil War.

In the eighteenth century the common ground between the ramparts of the city and the Bienville Plantation was intersected by a canal from the Mississippi, which formed part of the moat protecting the defenses. The mouth of the canal was blocked, in 1795, by the building of Fort St. Louis; and in 1838 part of the waterway was filled in and became Canal Street.

In Liberty Place, at the head of Canal Street, stands an obelisk of stone, a monument to the citizens killed in a revolt against the "Carpet-Bag" government in 1874. One block away is the New Orleans Customhouse, a handsome, substantial edifice occupying the site of old Fort St. Louis. It was begun in 1848 under P. G. T. Beauregard, then major of engineers, U. S. A., but later a noted Confederate general, and was completed in 1881. The building occupies a city block and has a central marble hall famed for architectural beauty.

THE French Quarter" is the most familiar name for the Vieux Carre, the rectangular city laid out in 1720 by the engineers of Bienville. Its boundaries are Canal Street on the south, Esplanade Avenue on the north, Rampart Street on the west, and North Peters Street and a portion of the river on the east—streets marking the old defenses of the colony. New Orleans was confined within these narrow limits until early in the nineteenth century, when it began to expand over the extensive plantation upon the area now occupied by the business district.

As the visitor roams through the French Quarter he observes an architecture with which he is unfamiliar unless he has seen the towns of France and Spain. In









Suburb Near New Orleans.
Jackson Square, Heart of the Old Quarter.

Entrance to City Park.
French Market.

Cash Registers Now Clang Where Sabers Once Clashed in Days of Cavaliers and Chevaliers

e a n s



the small, quaint shops may be found many a novelty—antiques, curios, rare old books, unobtainable elsewhere. Nothing is more fascinating than a special journey to watch the customs and manners of the residents of this transplanted niche from lands across the sea. This is the domain of the **picayune** (nickel), the **quarti** (half a nickel), and the **lagniappe,** or gift that the storekeeper makes to each purchaser—old Creole words still common in the quarter.

To see the **Vieux Carre** it is better to walk, as the points of interest are so numerous and close together that a trip by automobile or carriage will cause the visitor to miss much that he would see were he on foot and unhurried.

Jackson Square. Laid out in 1720 by Captain Bienville and known then as the **Place d'Armes,** Jackson Square has been closely identified with the history and the romance of New Orleans for two hundred years. The visitor may reach it by a five-minute walk from Canal Street, down Royal to Orleans Street, which ends at the rear of the cathedral, thence through St. Anthony's Alley. In front of the original **Place d'Armes** was the parish church, on the site of the present cathedral, with the **Presbytere** and prison alongside. In the early days it was a bare, open space enclosed by cypress palings; the tarred bodies of pirates left suspended as a warning dangled from rude gallows in the center.

The Square of today presents well-tended lawns, clipped shrubbery, and beds of bright flowers, with the bronze warrior surveying the scene from his curvetting charger. Probably no spot of equal size in America has furnished the scene for history more varied and picturesque. Among the dramatic events may be cited the landing of the **Cassette** girls in 1727; the gathering of the troops in 1728 to repel the expected attack of Natchez Indians; the reception of the Acadians driven from Nova Scotia by the English, in 1755; the arrival in 1769 of the galleons that brought Captain-General O'Reilly and marked the transfer of the colony to Spain; the delivery of Louisiana to the United States in 1803, when Thomas Jefferson "stretched his authority until it cracked"; and the return of General Jackson from the Battle of New Orleans, in 1815, when he gave thanks for victory in the cathedral.

ST. LOUIS CATHEDRAL is one of the best known churches in the United States. The site was selected by Bienville in 1718, but it was not until 1724 that the first brick church was built. That church was destroyed in the fire of 1788; in 1795 the present structure was built by Don Almonoster y Roxas, and it was repaired and added to from time to time; today it is in a good state of preservation. Don Almonaster is buried in a crypt under the altar and other distinguished Frenchmen and Spaniards repose in the cathedral. To the rear is a small garden in which many duels took place in colonial times.

The Cabildo is next to the cathedral, separated from it by Orleans Alley. Erected by Don Almonaster in 1795, it was the Spanish courthouse in colonial days. Many stirring dramas were enacted in the Cabildo. The transfer of Louisiana from Spain to France and from France to the United States took place there, and the spot where the officials stood is marked by a brass plate. Lafayette, as the city's guest in 1825, had his quarters in the Cabildo, and many other distinguished visitors have passed through the wrought-iron door and climbed the marble stairway. There is perhaps no building more historic in the Mississippi Valley.

ON the other side of the cathedral is a building similar in appearance to the Cabildo, built shortly after the latter and known as the **Presbytere** or house of the Capuchin priests. In later years it housed the civil courts of New Orleans.

Both the Cabildo and the **Presbytere** are now museums of the Louisiona Historical Society. The Cabildo contains, among many priceless relics, the Lami painting of the Battle of New Orleans; the Napoleon death mask in bronze by Bonaparte's physician, who himself pressed the matrix to the dead emperor's face; and the rare elephant folio volumes of Audubon's "Birds of America."

On two sides of Jackson Square are long rows of three-story brick buildings, erected in 1849 by Baroness Pontalba, daughter of Don Almonaster. Jenny Lind once lived in the central building on St. Peter Street, and Thackeray, the English novelist, dwelt in one of them for a time. Today, however, the Pontalba buildings are tenements inhabited by foreigners and a few artists.

The fine equestrian statue of General Andrew Jackson was erected in 1846, when the square was given the noted soldier's name.

The French Market is just off the northeast corner of Jackson Square and extends down to Barracks Street. The first market, erected on this site by the Spaniards in 1791, was destroyed by a hurricane in 1812. The old structure was replaced by the present market in 1813; in 1822 the vegetable market was added; the bazaar market in 1872. This picturesque trading place is at its liveliest between five and ten o'clock in the morning. To the rear of the French Market, and including the area from St. Ann to Barracks Street, is "Little Italy."

(Continued on page 120)

Southern Convention Preparations Complete

Lively Sessions Will Feature Abbreviated Convention of Southern Association of Ice Cream Manufacturers This Month

Record Attendance Forecast

THE men of the Southland are ready! That's the word that comes from officials of the Southern Association of Ice Cream Manufacturers on the eve of the South's greatest ice cream event—and probably the American ice cream industry's greatest event. Extensive preparations have been made for the mighty ice cream host to move upon the Crescent City this month. New Orleans hotels report extremely heavy registrations.

While the ice cream men of the South have every nerve and fibre strained for the success of the national convention, they are not overlooking anything in connection with their own sessions. The Southern convention will be much shorter this year than in the past. But it will be an important convention in every sense of the word. The Southern association, many of whose members are active in the national, has on its hands a number of matters of particular interest to the Southern industry.

The opportunity to attend both the national and Southern conventions almost at the same time is the great magnet for the large attendance expected by officials. But there are various other reasons why Southern officials feel it is important for their members to turn out in large force. Efforts will be concentrated, of course, toward making the national convention a great success.

The two days in which the Southern association will be in session are sure to be crowded with matters of real importance. It will be necessary for the convention to get down to work early and drive, drive on through till the end. It is for that reason that officials have asked members to be on hand by Thursday, November 13, so everything will be in readiness for work at the opening of the convention the next morning.

PRESIDENT W. J. Barritt of Tampa, Fla., who has been very energetic in preparing for his own convention and at the same time making ready for his welcome visitors, will take charge of the meeting and endeavor to keep it "speeded up" from the outset.

The convention sessions will be held in the Athenaeum, at St. Charles Ave. and Clio St., the scene of the exposition by the Dixie Flyers. The headquarters of the Southern association will be the De Soto Hotel. Street cars marked "St. Charles Ave." pass the door of that hotel go right on to the Athenaeum.

The convention will be formally opened at 10 o'clock Friday morning, November 14. After invocation and the welcome song, President Barritt will introduce a speaker who will formally welcome the delegates to New Orleans. In the response Will Terry of Little Rock, will tell the convention, "We are Happy to be in New Orleans." This will be followed by the presentation of the convention program, by Ben C. Brown of New Orleans, for adoption.

The convention will get down to brass tacks at 10:35 o'clock, according to the schedule. The usual convention preliminaries, reading of telegrams, delivery of president's annual message, secretary's report, etc., will be followed by convention addresses by such well-known Southern ice cream manufacturers as S. N. Sutton of Vicksburg, G. A. Meyer of Stuttgart, and others. The remainder of the program will be found elsewhere in this issue.

OF PARTICULAR interest is the outlook for a large attendance from Texas and Oklahoma. For years it has been the hope of leading ice cream men of the South to bring into the fold of the Southern association the manufacturers of these two states.

The Texans and Oklahomans have felt that they were a little removed from the Southern's centers of activities, but the main thing that has defeated these plans is these two states have very good state associations of their own. On the other hand, Southern officials point out that by working with the Southern association they could bring about generally better conditions for the ice cream industry in general in the South than ever could be effected through state convention work alone.

Observers will have their eyes turned upon Texas and Oklahoma with great interest this year. Many manufacturers in these two states are members of the National Association of Ice Cream Manufacturers.

(Continued on page 40)



Patented Jan. 21, 1923

THIS
Tall Tub

has been the first choice of discriminating ice cream manufacturers ever since in was introduced. They will buy no other, for this tub is backed by a three year guarantee. Let us tell you more about it.

Below is the new-style Ice Cream Cabinet we are now manufacturing. It is a vast improvement over the old-style box cabinets. It is equipped with cut steel rollers and galvanized handles and can be moved from place to place without aid of a delivery wagon, simply by catching hold of one handle and the rollers do the rest.



Texas Barrel Co.
HOUSTON, TEXAS

Fall and Winter—A Good Time to Make Installations



Frigidaire Cabinets are built 30 inches high and 30 inches wide for convenient installation behind the fountain. There is a Frigidaire Cabinet for every need—4 and 6 hole sizes in single row, also 4, 6 and 8 hole sizes in double row. Air-cooled or water-cooled compressors are optional. No extras to buy. Every Frigidaire Cabinet comes complete ready for installation.

WHY wait until warm spring and summer days create a rush demand for ice cream? Now is the opportune time to make Frigidaire Cabinet installations.

Unhurried forethought can be devoted to placing such important store equipment to the best advantage. The question of floor space and convenience can be considered carefully and for all time.

At this season Delco-Light men are immediately available to make installations. Or if you prefer to do the work yourself, now is the time when your own men are at greater liberty.

Anticipate demand and be in shape to meet your 1925 trade—not forgetting that Frigidaire Cabinets will increase winter sales and help solve the problem of surplus.

Notify us or the local Delco-Light distributor and a Frigidaire engineer will give immediate and painstaking thought to your special requirements.

DELCO-LIGHT COMPANY, Dayton, Ohio

Subsidiary of General Motors Corporation

Frigidaire

ELECTRIC ICE CREAM CABINETS

NATIONAL CONVENTION—NEW ORLEANS—NOVEMBER 17-20, 1924.

Remarkable Exposition Prepared for Convention

President Harry A. Benners Announces That Dixie Flyers Have Everything In Readiness for Great Trade Display

EVERYTHING is in readiness for the exposition of the Dixie Flyers in connection with the annual convention of the Southern Association of Ice Cream Manufacturers. With the different committees putting on the finishing touches to their work, President Benners, late in October, was gathering up the loose ends and preparing to open the doors to the ice cream manufacturers of the South upon one of the greatest trade exhibits ever staged in Dixie. The exposition undoubtedly will be the most complete ever handled by the Dixie Flyers, officers say.

The Athenaeum, the large public building made famous by so many important events at New Orleans, will house the exhibits.

The sessions of the Southern Association of Ice Cream Manufacturers will be held in the same building. Although the exhibits will not be held over for the national convention, which will open the beginning of the week following the close of the Southern convention on Saturday, Nov. 15, Southern officials are expecting many national delegates to visit New Orleans in advance of their convention. This will enable them to attend the Southern sessions and at the same time see the exhibits. This will be the only opportunity for many ice cream manufacturers to see an ice cream exposition this year, as there will be no national exposition. Many who did not attend the National Dairy Exposition will be unable to attend either the Pacific Slope or the Michigan show.

THE Dixie Flyers will by no means be content with this elaborate exposition. Following olden custom the Flyers have prepared for the Southern delegates an entertainment program of the highest order, in fact, outdoing their previous efforts of this kind.

It is due to the Dixie Flyers that Southern conventions for many years have stood out in a class to themselves in regard to social features. The entertainment program will give visitors the best kind of opportunities to see "America's most interesting city" under the best kind of conditions. This program, which includes many features of past Southern conventions and many new ones, is announced elsewhere in this issue.

Henry Stern of Chicago will be master of ceremonies at the "Louisiana Jambalaya," according to announcement by President Benners.

ONE of the important features of the New Orleans meeting will be a special meeting of the Dixie Flyers the first day of the convention, at 10:30 o'clock Friday morning, November 14, at the Athenaeum. At this meeting the Flyers will receive for adoption the report of a committee on by-laws, rules and regulations. This report is expected largely to influence the future activities of the organization.

The committee on by-laws, rules and regulations has been announced by President Benners as follows:

Ben H. Brown, Memphis, chairman; Neil Mortensen, Louisville; Byron Morris, Jackson, Miss. The president has asked members of the organization to be on hand promptly for the meeting.

Preparations for the exposition and the entertainment of Southern delegates have been going on for the past three or four months. Assisting President Benners have been two of New Orleans' most prominent ice cream manufacturers, Benjamin C. Brown and E. B. Geisel. These gentlemen, who have been active in Southern association affairs and more or less active in national convention affairs for several years, have done much to assure visitors a pleasant and profitable stay in New Orleans. The efforts of these gentlemen bring to mind the fact New Orleans has been peculiarly the city at which Southern conventions show to the best possible advantage. This is explained when it is recalled that it was at New Orleans that the association was formed more than a decade ago, and since that time the association's greatest conventions have been held in that city.

Benjamin C. Brown is one of the Southern ice cream industry's most aggressive champions.

Even at the National Dairy Exposition in Milwaukee early this fall the members of the Dixie Flyers present to convey the welcome of the South could not refrain from getting together and talking over details of the coming pageant. At a meeting at Hotel Plankinton one evening of the exposition it was made apparent that the Southern industry is taking the 1924 ice cream gathering more seriously than any previous convention.

AT that time some of the features that may be incorporated in the by-laws, rules and regulations to be offered for adoption at New Orleans were outlined. Among the provisions was one calling for permanent officers, these officers to be president, vice-president, secretary, treasurer and a manager of exhibits. This would be a decided departure from the past custom of electing new officers every year.

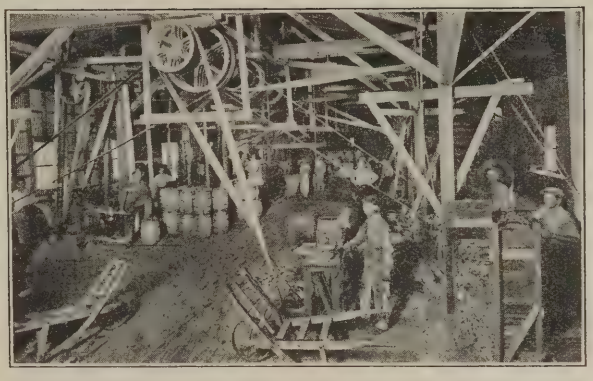
It also would mean making two offices of the secretary-treasurer. Under the provisions of the new by-laws, rules and regulations the work of these officers would be directed by the president.

Veteran ice cream men of the South who recall the important part the Dixie Flyers have played for many years in the success of Southern conventions have looked with interest at the extensive preparations made for them this year.

ONE of the outstanding features of the entertainment of visitors, announced late last month by President Benners, is an arrangement whereby the Godchaux Sugars, Inc., will be hosts to members of the national and Southern associations and the Dixie Flyers on visits through that company's plantation and refinery at Reserve, La. This invitation was conveyed to President Benners through E. B. Geisel of the Anheuser-Busch Co., New Orleans. Special guides will be provided. This will enable delegates to see one of the largest sugar plantations and refineries in the country.

President Benners has further announced a change in the departure of the Steamer Capitol for the boat ride on Sunday, November 16. Instead of leaving at 10 o'clock the steamer will leave at 8 o'clock Sunday morning. The vessel will stop at Reserve for a visit at the plantation and refinery. The president issues a special invitation to national guests of the Southern association to accompany the delegates on this boat ride. He hopes that delegates from states out of the South will reach New Orleans at least as early as Saturday evening, November 15, to be on hand for the boat ride the next day.





Houston Cooperage & Tub Company

Manufacturers of Ice Cream Packing Tubs and Cabinets

These Tubs and Cabinets are built to give dependable service. They are constructed of selected California Fir. They are constructed with double bottom which is patented and is sold under three years guarantee. These tubs have been on the market for years and not one has been returned for bottom.

Visit our booth at the convention of Southern Association of Ice Cream Manufacturers at New Orleans, Louisiana, November 14-16.



J. NOODLEMAN
President

HOUSTON COOPERAGE & TUB CO.

Nance and Mc Call Streets P. O. BOX 546 HOUSTON, TEXAS

National Association Formed to Protect Industry From Trouble

Eventful Career Followed by Association Since Organization in 1906

J. H. FRANK, was First President

THE twenty-fourth annual convention of the National Association of Ice Cream Manufacturers will mark the third occasion of the national association's visit in a Southern state. Organized in 1906 at Chicago, with J. H. Frank, then of Alexandria, Ind., but now of Lebanon, Ind., as first president, the national association three years later met at Memphis, Tenn., for a sort of informal convention. The national convention that year was held at Cincinnati. There was another lapse of three years and the association paid another informal visit to the South, visiting Dallas. The annual convention that year, however, was held in Chicago.

So it is that the 1924 convention at New Orleans will be the first simon-pure, regulation annual convention in the South's history.

The history of the National Association of Ice Cream Manufacturers, as in every instance of trade achievement, is a history of trouble. Nothing so arouses men of trade into organized action as threat of injury to their business. It was the threat of a very malicious law proposed by Dr. Wiley, at that time chief chemist of the pure food department of the United States Department of Agriculture, that the ice cream manufacturers of the nation felt the urge to come together and save their industry from such misguided men.

IT WAS natural that the manufacturers should turn to the great Three-I Association of Ice Cream Manufacturers, composed of manufacturers representing the states of Indiana, Illinois and Iowa. J. H. Frank was president. The association formally went out of existence and was succeeded by the National Association of Ice Cream Manufacturers. The momentous event took place at the old Briggs Hotel in Chicago in 1906.

Dr. Wiley's law would have compelled the use of 14 per cent butterfat and permit the use of only 25 per cent of the amount of gelatine formerly used, thereby preventing ice cream manufacturers to do interstate business.

Thirty-five states were represented at this convention. The convention adopted resolutions providing for a delegation of lawyers and ice cream manufacturers to Washington to combat Dr. Wiley's legislation. Each manufacturer who contributed as much as $10 to the fund for this undertaking was made a member of the association. Some manufacturers gave as high as $500.

The election of Mr. Frank to the presidency of the association was followed by the naming of John T. Cunningham of Chicago as vice-president, Bruce Roszell of Peoria as secretary and H. S. Allen of Pontiac, Mich., as treasurer.

Mr. Frank, the first president of the association, has attended nearly every national convention since the first one, though at this time he is not actively engaged in the manufacturing end of the business. Since 1907 he has been employed by Herf & Frerichs Chemical Co. of St. Louis. He began his ice career with a saw and a wheel barrow in the early 70's. In 1890 he built an ice plant at Alexandria, Ind., and later engaged in the manufacture of ice cream.

THE second convention was held in Chicago in 1907, when John T. Cunningham of that city was elected president. Mr. Cunningham served two terms. The convention in 1908 was held in Pittsburgh. In 1909 the association went to Cincinnati for its annual convention and elected Hon. Ross A. Woodhull, the first president of the Illinois Association of Ice Cream Manufacturers, to be its leader. Mr. Woodhull still lives in Chicago, though he has given up the ice cream business for a political caree. The Memphis visit in 1909 preceded the annual convention. At the Atlantic City convention in 1910, E. C. Sutton of Buffalo was elected president. He served three terms. In 1912 the national convention again was held in Chicago, as also the two succeeding conventions. John Knobbe of Chicago was made president in 1913. The 1914 convention marked the election of William F. Luick of Milwaukee as president.

The long journey to the coast came in 1915. Mr. Luick was re-elected president at this convention, which was held at Los Angeles. Asa Bird Gardiner took over the reins of leadership at the convention at Atlantic City in 1916, holding this office after the Boston convention in 1917 and the Columbus convention in 1918. Chicago was the scene of the conventions of 1919-20, S. T. Nivling of Rochester being elected president in 1919, and F. N. Martin of Spokane, Wash., in 1920. Charles G. Morris of New Haven, Conn., was made president at the 1921 convention at Minneapolis and was re-elected at the Cleveland convention the following year.

AT CLEVELAND last year Vernon F. Hovey of Schenectady, N. Y., was named president, and for the first time in the association's history a Southerner was honored with an office when William W. Campbell of Shreveport, La., was named vice-president.

The stage is now set for the 1924 convention at New Orleans, which is expected to mark a new beginning in the association's activities, particularly in regard to strengthening its membership in the Southern states.

N. Loewenstein was made secretary of the National Association of Ice Cream Manufacturers six years ago. He was the first secretary of the Illinois Association of Ice Cream Manufacturers, which later became engulfed by the Three-I association, which in turn became the national association.

W. J. Weller of Brooklyn has been treasurer of the national association for ten years.



Southern delegates are requested by Secretary J. W. Clopton to arrive in New Orleans the evening of November 13. This will enable the association to get away to an early start the following morning without any delay caused by straggling delegates at the registration desk. Because of the short time in which to handle the business of the convention, all sessions must start on time, move at a lively clip and be attended by delegates who want to get business out of the way.

Don't forget to be in New Orleans early and be on time for every convention session.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



J. H. FRANK
Alexandria, Ind.
First president, 1906



ROSS A. WOODHULL
Chicago
Third president, 1909



E. C. SUTTON
Buffalo
Fourth president, 1910-12



WILLIAM F. LUICK
Milwaukee
Sixth president, 1914-15

Some of the
Past Presidents
of the
National
Association
of
Ice Cream
Manufacturers



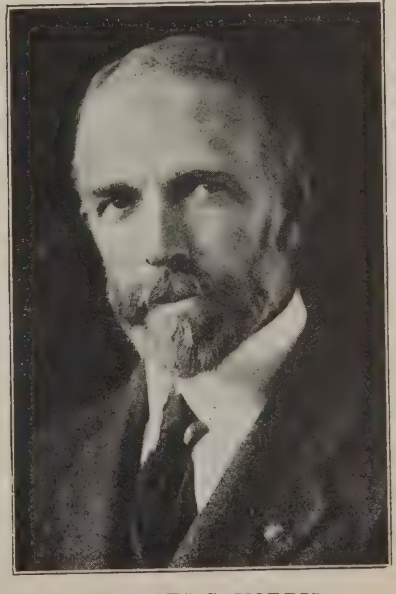
ASA BIRD GARDINER
Baltimore
Seventh president, 1916-18



S. T. NIVLING
Rochester
Eighth president, 1919



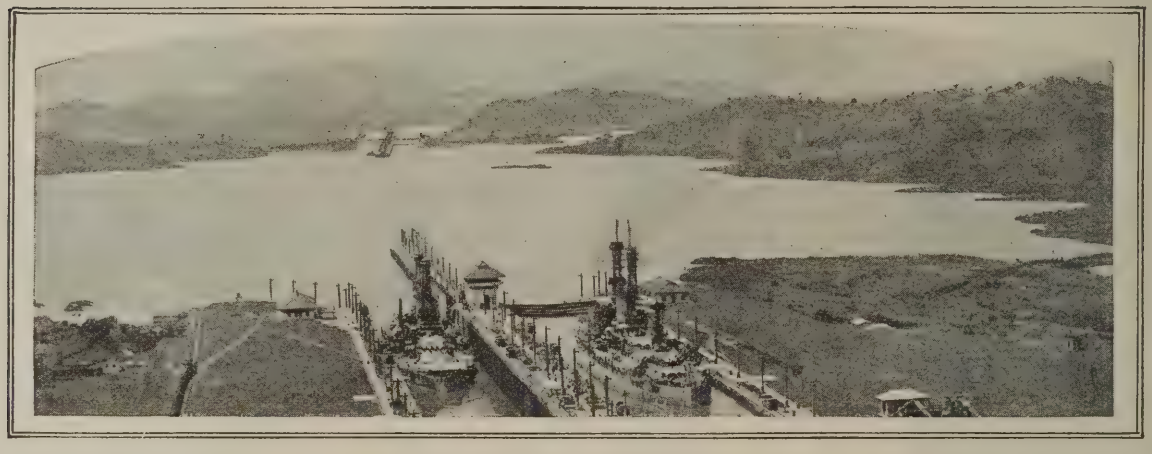
F. N. MARTIN
Spokane
Ninth president, 1920



CHARLES G. MORRIS
New Haven
Tenth president, 1921-22

Gobs Get Ice Cream At Panama

The Blue Jackets Prove that Ice Cream is For He-Men by Eating Great Quantities of it at Culebra



Ituan Locks, Panama Canal.

NOWADAYS when so many food-product advertisers are classifying their stuff as being for "he-men," what about ice cream?

If there is any doubt as to whether ice cream will classify, an account from a newspaper in San Juan, Porto Rico, about how the ice cream factory in that city handled the business for the U. S. fleet will be of interest:

The fleet, at Culebra, has an appetite for ice cream—any flavor—but chiefly vanilla and chocolate. The demand comes from any and all—from Admiral Coontz, commander of the United States fleet, down to the newest enlisted man who is just getting his sea legs.

The Blue Jackets are getting ice cream daily at the rate of from 400 to 600 gallons. There are 28 bricks to a gallon, so figure it out yourself just how much each man is eating or how many have to eat how much. Something like 11,200 bricks in 400 gallons, aren't there?

MAYBE the navy could float without an admiral or even if Secretary Denby should resign, but the Blue Jacket must have his ice cream. The navy realizes this and plans ahead so the sailors can have what he wants when he wants it. Of course, ice cream is only one of the trimmings. But it has required a good deal of planning and hard work to make enough ice cream and get it to Culebra and on the ships in surrounding waters. But a system has been worked out so that ice cream made in San Juan can be delivered to Culebra and distributed to the canteen of every ship virtually every day.

W. B. Houston of Guantanamo, Cuba, who is known in the navy as the "ice cream man," moved his ice cream plant from Cuba to San Juan a few months ago. He has established a factory in Puerta de Tierra and to make delivery has hired a motor truck, a launch and a schooner. But he delivers the ice cream.

All the freezing and other processes requiring power are handled by electricity. And then when you figure there are 45,000 men in the fleet it is easy to understand that they can eat a few hundred gallons of ice cream without letting out their belts.

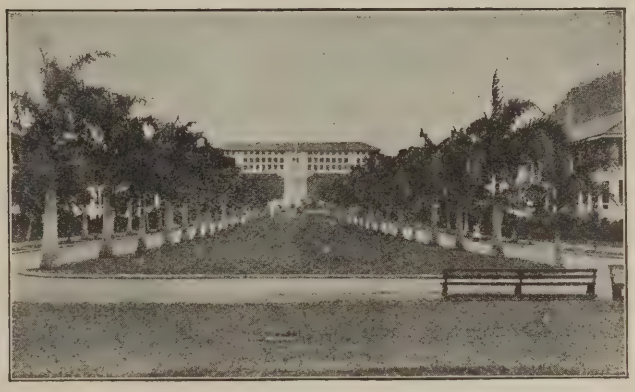
THE navy requires its ice cream to be of high quality, as all other foods. To meet the requirement of a fixed butterfat standard Mr. Houston has machinery which puts butter back into the milk before it is prepared for ice cream. The machinery does it so well that the butter can't be extracted from the cream again.

For many years Mr. Houston has been a navy contractor at Guantanamo. When he found that the maneuvers were to be held at Culebra last winter he made a visit there several months ago to find out how he could get closer to his ship customers. He found that San Juan was the best place to operate on account of ice, power and labor being available here.

Scenes Convention Delegates Will View on Cuba and Panama Cruise



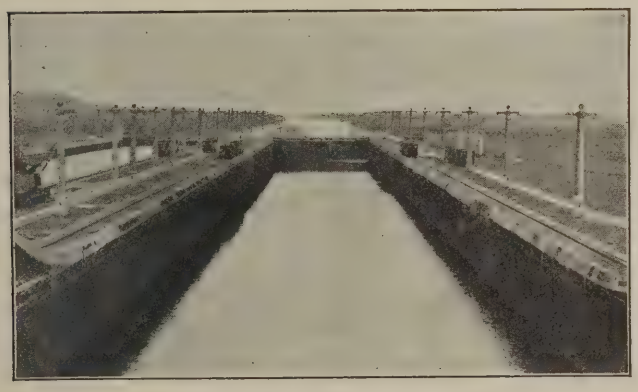
Yumuri Valley, Matanzas, Cuba.



Administration Building, Balboa Heights, C. Z.



Morro Castle, Havana, Cuba.



Gatun Locks, Panama Canal.



Ruined Tower, O'd Panama.



The Prado, Havana.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Stage is Set For Great Pacific Show

Ice Cream Manufacturers of Pacific Northwest and Southwest to Gather at Oakland in December in Joint Session

PROF. M. MORTENSEN, head of the dairy department of the Iowa College of Agriculture at Ames, Ia., and one of the world's highest authorities on ice cream manufacturing, will be one of the principal speakers on the program for the joint convention of the western ice cream associations to be held at Oakland, Calif., December 10, 11 and 12. Prof. Mortensen will discuss "Factors Responsible for Desired Texture in Ice Cream," and it is planned to give his address and the discussion which is expected to follow it most of one afternoon's session of the convention.

With the big joint convention and the supply men's exposition which is to be held simultaneously with it only a little more than a month away, plans have been completed for the greatest gathering of the ice cream industry ever seen west of the Rocky Mountains. Both the Pacific Ice Cream Manufacturers' Association, which includes all the wholesale and many of the large retail manufacturers of Washington, Oregon, Idaho, Montana and British Columbia, and the California & Southwestern States Ice Cream Manufacturers' Association, which comprises the wholesale and larger retail manufacturers of California, Nevada and Arizona, will celebrate their tenth anniversaries on this occasion.

THE two associations will meet in a joint session for the first time in their history. For many years a large number of the members of both associations have attended the conventions of the other, and most of the supply men catering to the ice cream industry have taken in both conventions and contributed to their entertainments, but never before have all the ice cream manufacturers and all the supply men of the West been assembled at one time and place.

Most of the members of the Pacific associations have planned to gather from all parts of the Pacific Northwest at Seattle on December 6, and make the trip to San Francisco by boat as a big family party. The party will leave Seattle on the S. S. Ruth Alexander of the Admiral line, sailing at midnight, December 6 and arriving in San Francisco at noon Tuesday, December 9. A sort of get-together rally will be held on board and the party will have an opportunity to rehearse the songs and stunts it is planning for the convention. A rate of $66 for the round trip, including berth and meals and good for the return trip at any time within four months, has been announced. This includes the finest service on the biggest boat in American coastwise trade.

Convention headquarters will be at the Hotel Oakland, where many of the convention activities will take place and where arrangements have been made for the accommodation of some 500 ice cream manufacturers and supply men and their wives The hotel is only a matter of some five blocks from the Oakland Civic Auditorium, where the convention sessions and show will be held.

THE convention program, which is practically completed, calls for three joint sessions of the ice cream manufacturers, to which all the members of both associations, the representatives of supply firms or anyone else interested will be welcomed, and two separate closed sessions, for association members only, when each organization will transact its annual business, elect officers and select its next meeting place.

For the open sessions the program of business and technical papers includes 14 subjects of primary importance to every ice cream manufacturer, handled by leaders in the ice cream world, all of them among the highest authorities in their lines available. The convention will have a complete report on everything that may happen at the national convention to be held this month in New Orleans, and the question of "Refrigeration for the Dealer," by far the biggest problem confronting the industry today, will be given special attention by nationally-known authorities.

Among the papers on the program, which has been completed but which the committees in charge are not yet ready to announce in its entirety, will be "Are We Selling Ice Cream or Service?" by J. M. Bonner of the Miller Ice Cream Company of Oakland, Calif., speaking from his firm's recent experiences; "The Public's Interest—Getting and Keeping it," by A. A. Comey of the Globe Ice Cream Company of Los Angeles, who somehow gets more newspaper publicity for his plant and product than any other manufacturer in the West; "Legislation, Present and Future," by Dr. J. J. Frey, head of the dairy industry division of the California state department of agriculture, who recently attended the national conference of the Bureau of Standards of the U. S. department of agriculture; "Ice Cream from the Retailer's Standpoint," by R. C. Thompson, manager of the San Francisco Pig'n Whistle stores. Other subjects—speakers to be announced later—include "Relation of Buyer and Seller;" "Efficient Delivery Service;" "Constructive Merchandising;" "Cost of Distribution;" "Competition in Business;" and "What Does it Cost?"

(Continued on page 38)

Pacific Supplymen Active in Promoting Industry

THE ice cream industry of the coast is receiving some very able support from an organization known as the Supply Men of the Pacific Ice Cream Industry. H. P. Jacobsen is president and Robert Tripp is secretary. The organization has adopted a seal and slogan shown in the accompanying illustration. It is looking after the ice cream angle of the Pacific Dairy Show to be held in December, advance reports indicating that it will be one of the banner ice cream events of the year. For the first time in the history of the industry, there will be gathered together at this show all the ice cream manufacturers of the Far West, from British Columbia to Arizona and from Denver to the coast. Invitations have been sent to every member of the National Association of Ice Cream Manufacturers and to members of the faculty of all the Western states' universities.



The show will be held in the Oakland Municipal Auditorium during the entire week of December 10.

DUNN'S *FINEST* Ice Cream Gelatine

Purity—
Value—
Economy—
Uniformity—

Four essentials always found in DUNN'S Gelatine — used by the largest and most successful firms in the Ice Cream Industry.

THOMAS W. DUNN CO.

546 GREENWICH STREET NEW YORK, N. Y.

Canadian Branch: 653 St. Paul St. W., Montreal

BESIDES his lecture and conference at the convention, Prof. Mortensen will be the presiding judge in the ice cream scoring contest which is to be held as one of the features of the convention and as a part of the Pacific Slope Dairy Show, which will be held in the Oakland Civic Auditorium at the same time. And the convention and show will be the first in the country to use the new standard for scoring ice cream which was devised by the American Dairy Science Association at the recent National Dairy Exposition at Milwaukee. It is expected that most of the ice cream manufacturers attending the convention will enter samples of their product in the contest.



Prof. M. Mortensen.

Opening simultaneously with the convention, but continuing beyond it into the next week, will be a big exposition of machinery, equipment and supplies for the ice cream plant, staged under the auspices of the Supply Men of Pacific Ice Cream Industry in connection with and as a part of the fourth annual Pacific Slope Dairy Show. The show will be held in the Oakland Civic Auditorium, where 25,000 square feet of floor space, all in one room, will be crowded with the most up-to-date products of most of the large manufacturers of the country catering to the ice cream industry.

THE Pacific Slope Dairy Show has become an institution on the coast, and for the past three years has attracted the attention of the allied dairy industries throughout the West to its successful expositions. While the show is planned to cover the entire dairy industry in all its branches and the milk, butter and cheese interests will also be represented in equipment and service displays, the ice cream branch of the industry will dominate the show this year on account of the joint ice cream convention and the participation of the ice cream supply men. This will be the biggest ice cream show ever held in the West, officials are sure.

A partial list of the exhibitors includes: General Laboratories; Premier Machinery Co.; J. B. Ford Co.; R. A. Simpson Manufacturing Co.; W. L. Cochrane, Inc.; M. Getz & Co., Inc.; Vulcan Iron Works; Harold A. Sinclair; The Lee-Greefkens Co. Inc.; Sealright Co.; Jensen Creamery Machinery Co.; Golden State Milk Products Co.; The "400" Products Co.; Wood Bros.; The Nizer Corporation; York California Construction Co.; Menasha Printing & Carton Co.; The Pfaudler Co.; The Joe Lowe Co. Inc.; Magnus California Fruit Products Co.; F. C. Mathews Co.; Superior Metal Products Co.; George W. Prising Co.; De Laval Pacific Company; International Harvester Co.; California Tin Plating Works; Cyclops Iron Works; Creamery Package Manufacturing Co.; J. G. Cherry Co.; Jordan-Hill Co.; The Bristol Company; The Impruv Mix Co.; Pacific Dairy Machinery Co.; Canavan Motors Corporation; Illinois Pacific Glass Co.; Standard Oil Co. of California; Pacific Coast Glass Co.; O. J. Weber Co.; The Russ Manufacturing Co.; Taylor Instrument Co.

IN ACCORDANCE with a custom long established in the ice cream industry on the Pacific coast, the supply men will entertain the ice cream manufacturers during the convention, under the leadership of the Association of Supply Men of the Pacific Ice Cream Industry. An elaborate program is being prepared, which will include a cabaret dinner dance for one evening and the usual convention banquet for another, theater parties, teas and automobile trips for the ladies who may not care to attend the convention sessions, a golf tournament for the men addicted to that form of sport and other features such as Oakland and San Francisco, unique among the communities of the country, can provide.



GENERAL MEETING OF DAIRYMEN IS PLANNED.

Speakers of national reputation will discuss problems of the dairy industry at the get-together dinner which will be held one evening during the Pacific Slope Dairy Show in Oakland, December 10-16. Heading the list of speakers are A. J. Glover, editor of Hoard's Dairyman; Dr. David P. Barrows, formerly president of the University of California; and Prof. C. L. Roadhouse, professor of dairy industry, University of California College of Agriculture, and Sam H. Greene, secretary-manager of California Dairy Council. Governor Friend W. Richardson has been invited to speak at this dinner, but it is not yet known whether he will be able to accept.

Requests for reservations indicate, according to Robert E. Jones, manager of the show, that the attendance at this important dinner will exceed 500.



LOUISIANA CONVENTION TO FOLLOW NATIONAL SESSIONS AT NEW ORLEANS.

The Louisiana Association of Ice Cream Manufacturers will meet in annual convention at Hotel DeSoto, New Orleans, on November 21. There will be sessions only on this day, which comes right at the close of the national convention in New Orleans.

The Louisiana convention will have no set program, as the members are being encouraged to take part in the Southern and national conventions. The Louisiana association will just hold a round-table meeting to discuss matters of particular interest to manufacturers doing business in that state. There will be no banquet. These announcements were made last month by Secretary N. F. Manning of Monroe, La. Other officers of the association are A. A. Lay, president; C. A. Tooke, vice-president; E. B. Geisel, national association director, and Newton F. Manning, secretary-treasurer.



NEW ENGLAND MEN TO ATTEND DIXIE ICE CREAM SESSIONS.

The New England Association of Ice Cream Manufacturers will attend the double-barreled convention at New Orleans in November in a body. This was the information brought to the dairy exposition by Secretary W. P. B. Lockwood of the New England association.

The New Englanders will arrive in New Orleans in time to take in the sessions of the Southern Association of Ice Cream Manufacturers, and naturally will remain over to participate in the sessions of the national association.



'Jever hear of a fellow working on a small salary crushing a woman's heart and being sued for breach of promise?

Announcing—



The "Hallowell"

ALL STEEL SIGN FRAME

Equipped With Our "Hallowell" Steel Sign Legs

Just take a look at the above cut. If this isn't the neatest looking sign on the market, we would like to see the one that is any better. The "HALLOWELL" was designed exclusively to give the ice cream manufacturer a quality sign at minimum cost. Your first cost is your last cost. Think of it—an indestructible all steel frame and feet for $2.60, less discounts on quantities. Surely you will be interested to know more about it.

Details of Construction:

Frame of steel with metal strips, acting as a moulding—"HALLOWELL" Steel Feet—the best known sign leg on the market. Painted with a black lustre long lasting paint—Knocked down for shipment—total weight of frame and legs 12 lbs. complete. Box of rust resisting screws furnished with each sign.

Write for discounts and further particulars.



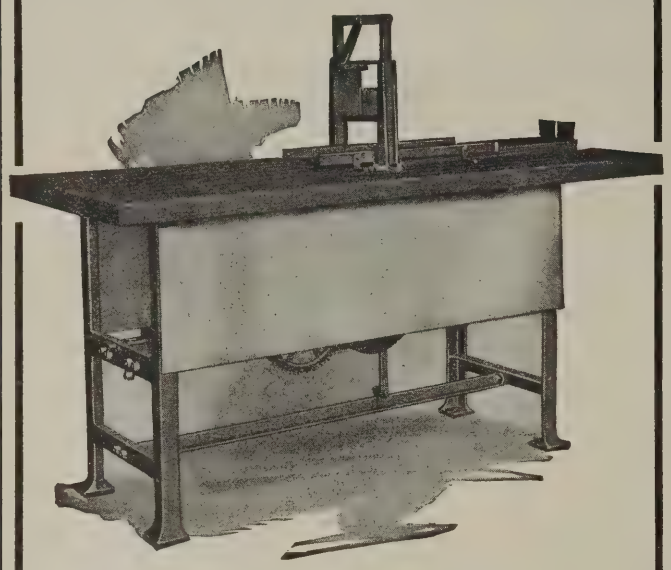
Standard Pressed Steel Co.

JENKINTOWN, PA.

The "Pioneer" Steel Hanger People



(We still manufacture "Hallowell" Steel Sign Legs for Wood Signs.)



The New Era
Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten days' trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.
Columbus, Ohio
Cleveland, Ohio
Cincinnati, Ohio ..... John W. Ladd Co.

Philadelphia, Pa.
Baltimore, Md.
Pittsburgh, Pa.
New York City
Syracuse, N. Y. ..... Cherry-Bassett-Winner Co

Cedar Rapids, Ia.
St. Paul, Minn. ..... J. G. Cherry Co.

Chicago, Ill.
St. Paul, Minn. ..... A. H. Barber-Goodhue Co.

San Francisco, Cal. ..... Geo. W. Prising Co.
Salt Lake City, Utah ..... Cannon Supply Co.
Louisville, Ky. ..... Standard Milk Machinery Co.
Boston, Mass. ..... Wright-Ziegler Co.

See the "NEW ERA" at booths 7 and 8, Southern and National Ice Cream Conventions, November 14th-20th, inclusive.

The New Era Co.

146 MERRITT STREET
Oshkosh, Wis.

GENTLEMEN OF THE TRADE, MEET COL. BENNERS.

It's Colonel Benners, gentlemen—not Harry. The president of the Dixie Flyers is a regular, life-size colonel. He won his spurs in the Spanish-American War, leaving Cuba with the rank of lieutenant-colonel. This rank he still holds in the Second Louisiana Regiment, National Guard.



Col. Harry A. Benners.

This was something that cropped out at the National Dairy Exposition, when Harry A. Benners, officer in the service of the nation, came to Milwaukee as president of the Dixie Flyers, officer in the service of the Southern ice cream industry. Colonel Harry himself was too modest to let folks engaged in the ice cream industry know of his military attainments. But these things have a way of coming out.

With this made plain, with all of us understanding that Harry Benners holds the title of lieutenant-colonel, everybody will remember how to address him in the future—he will still be called Harry.

IOWANS MEET IN DECEMBER.

The 1924 annual convention of the Association of Ice Cream Manufacturers of Iowa will be held at Des Moines December 9, 10 and 11, according to recent announcement by Secretary P. W. Crowley, 512 S. & L. Bldg., Des Moines.

Fort Des Moines Hotel will be convention headquarters.

A committee is working up an interesting program for the convention, we are informed. Officers of the association are C. F. Hutchinson, president, Des Moines; R. R. Hadley, vice-president, Ackley; A. B. Sayles, treasurer, Fort Dodge; and P. W. Crowley, secretary, 512 S. & L. Bldg., Des Moines. The executive board consists of C. B. Madison, Edgewood; B. K. Peter, Fort Madison; A. B. Sidwell, Iowa City; Harry Rex, Creston, and H. F. Lange, Sac City.

SOUTHERN CONVENTION PREPARATIONS COMPLETE.

(Continued from page 28)

THE first thing on the morning of November 14 is registration at the Athenaeum. Members are requested to be on hand early for this duty. No one will be permitted inside the Athenaeum without either a Dixie Flyers' or a Southern association badge. Secretary J. W. Clopton will be at the De Soto Hotel Thursday and at the Athenaeum Friday.

The convention will adjourn at 1 o'clock Saturday afternoon to permit delegates to visit with the Dixie Flyers.

The annual banquet will be held Saturday evening at 8 o'clock. A novel entertainment feature is promised in connection with the banquet. Members have been requested to make reservations early.

The Improved Smith & Mann one-piece Cabinet Valve



Fully Patented.
All infringements will be prosecuted.

Avoids the Necessity of Replacing Plugs in Cabinet Drains

UPKEEP is just as much a determining factor in buying a cabinet drain as in purchasing an automobile. It is a deciding factor that determines the true relative cost of one article over another.

Smith & Mann Cabinet Drains with their new patented "Security" plug eliminate that item of cost for replacing plugs.

Furthermore, being made in one piece, there are no nipples to replace, no loss of old brine for which you spend so many dollars to keep your product in good condition.

Dealers, too, appreciate this one-piece feature. The freedom from leaks keeps the floors dry and clean.

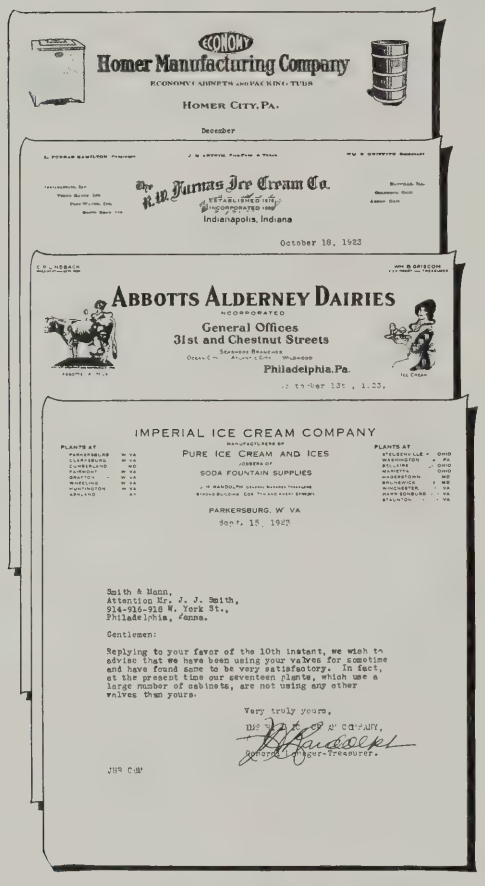
There is economy and satisfaction in using Smith & Mann one-piece Cabinet Drains.

SMITH & MANN

Manufacturers of Special Machinery for the Dairy and Ice Cream Trade

914 W. York St., PHILADELPHIA, PA.

What Users Say about
Smith & Mann one-piece Cabinet Drains



Homer Manufacturing Company
ECONOMY CABINETS AND PACKING TUBS
HOMER CITY, PA.
December

The R. P. Furnas Ice Cream Co.
Indianapolis, Indiana
October 10, 1923

ABBOTTS ALDERNEY DAIRIES
INCORPORATED
General Offices
31st and Chestnut Streets
Philadelphia, Pa.

IMPERIAL ICE CREAM COMPANY
PURE ICE CREAM AND ICES
SODA FOUNTAIN SUPPLIES
PARKERSBURG, W VA
Sept. 18, 1923

Smith & Mann,
Attention Mr. J. J. Smith,
914-916-918 W. York St.,
Philadelphia, Penna.

Gentlemen:

Replying to your favor of the 10th instant, we wish to advise that we have been using your valves for sometime and have found same to be very satisfactory. In fact, at the present time our seventeen plants, which use a large number of cabinets, are not using any other valves than yours.

Very truly yours,

Secretary-Manager-Treasurer.

JHS CJM

SATISFACTION comes to those who use Smith & Mann Cabinet Drains.

Made of non-corrosive metal they outlast the life of the cabinet. Ample openings quickly drain the cabinet and save the dealer's time.

Cast in one-piece they can not leak. Fastened from the inside with lock washer and leather gasket they are ***tight*** and defy theft while on the cabinet.

The steady increase of representative concerns using Smith & Mann one-piece cabinet drains is your assurance that they are an "improvement" and that you, too, can profit by their use.

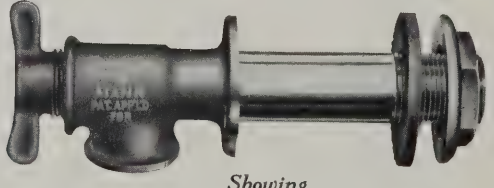
Let us send you our latest price list.

Smith & Mann

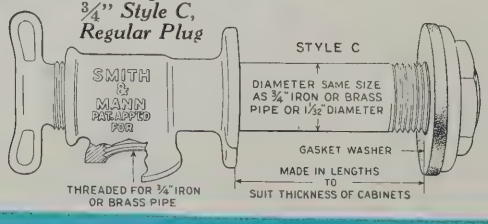
Manufacturers of Special Machinery and Fittings for the Dairy and Ice Cream Trade

914-16-18 W. York St. Philadelphia, Pa.

BE SURE to give thickness of cabinet wall when ordering.



Order a supply for trial.



Showing ¾" Style C, Regular Plug

ILLINOIS MANUFACTURER TAKES SHOT AT UNWISE BUSINESS POLICIES.

Editor The Ice Cream Review:

I don't agree with the way the ice cream manufacturers in large cities conduct the business. I claim that the ice cream man has no business to furnish cabinets and iceup ice cream after he delivers it any more than the wholesale butcher has to furnish ice boxes and ice after he has delivered the meat to the meat market.

It reminds me of when I was in the wholesale beer business. I was doing a good business and after a while along came a man from Chicago who went to my customers, entered the places, looked around, and said, "You seem to be doing a good business and you ought to have a better set of fixtures. Now I represent a Chicago brewery and if you will sell our beer we will furnish you a nice set of fixtures." Upon hearing this I wrote to my company and told them what they were doing. Got a letter back saying they could furnish fixtures and not let them get any business away from me.

This shows how foolish the ice cream men are. The ice cream business is established and if the ice cream man stops icing he will have fewer customers, but those he does have will be better ones. There are too many who are ready to sell ice cream if the manufacturer takes care of it.

I agree with you as to the Jubilee and that is about all it amounts to. They have in some cases reduced express rates and have had some influence as to the laws governing the manufacture, but when the ice cream men hold a convention, it should be for the benefit of the manufacturers. I hope that someone will attend the convention who will wake up the ice cream manufacturers—it is surely time.

Respectfully yours,

H. W. CAMPBELL,
Moline Ice Cream Co., Moline, Ill.

P. S. I forgot to say that I have been in the ice cream business for eleven years.

EXCURSION RATES TO PACIFIC SLOPE SHOW.

Special excursion rates to the Pacific Slope Dairy Show at Oakland, December 10-16 will be put into effect throughout the territory covered by the show, the exact amount of the reduction to be announced after a furthem conference of the railway passenger traffic managers. This is the announcement reaching Sam H. Greene, secretary-treasurer of the show, from J. H. Parsons, passenger traffic manager for the Southern Pacific Company.

Many persons will want to extend their visit to the show into a longer stay in Oakland or other points in California, and for this class of visitors passenger fare arrangements already have been made. From all points in California, also from Klamath Falls, Ore., Verdi, Nev., Reno, Nev., and Yuma, Ariz., excursion tickets good for three months will be sold daily with a special and still lower rate for sixteen-day tickets to be sold on Fridays, Saturdays, and Sundays. The sixteen-day ticket fare from Los Angeles to Oakland will be $25.00, with the same proportionate reduction from all the other points.

Up-To-Date.—She: "Did you meet any Stage Robbers while you were out West?"

He: "Yes, I took a couple of chorus girls out to dinner."—The Columbia Jester.

Build a Reputation

For the quality—The purity and exceptional goodness of the product you sell.

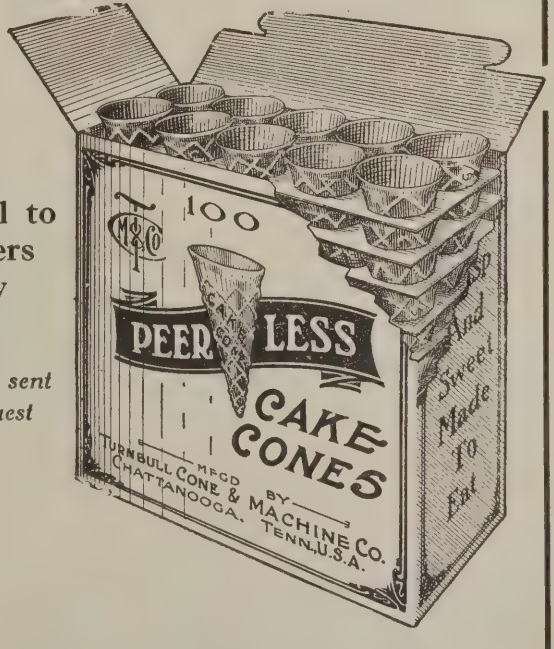


Such reputation can result in nothing less than rapid growth of business, increased sales and greater profits.

Turnbull's Peerless Sweet Clover Cake Cones

are baked with this in view.

We stake our reputation upon the uniformly high quality of our products.



We sell to Jobbers only

Samples sent on request

TURNBULL CONE & MACHINE CO.
Chattanooga, Tennessee

Why Attend Conventions?

Many Manufacturers Do Not Properly Co-operate in Developing Faith in Each Other, Which is Necessary to the Industry's Advancement

*By W. A. WENTWORTH**

WHEN a customer sits down in any city, it matters not where—at any restaurant or any drug store—and takes a dish of ice cream, if that dish does not satisfy him (suppose it's in Kalamazoo), when he gets in Detroit he says, "Well, I don't know whether I want to eat any ice cream in Detroit or not." The stories you hear at the convention, give somebody an idea about how to make the class of ice cream we want to serve the consumer. It will mean that you in Detroit and you in Grand Rapids will have a better sale for ice cream because maybe that fellow went home and put into practice the ideas that went into the paper just read. If for no other reason you should interest yourself in the convention. And so in our state we are undertaking during the coming year a rather extensive effort to get the fellows to come to meetings.

I have heard as I traveled about in Ohio, that the fellows get together in these meetings, talk things over and then go home and do as they please. It doesn't make much difference what kind of understanding men develop at meetings, somebody goes home and starts out in poor faith, and then some fellow says, "What's the use of going to a meeting. They don't do what they said they'd do anyway."

* Secretary Ohio Association. An address before 1924 Michigan Convention.

BUT I went to Alliance, O., two days after the close of our convention, in an effort to try to straighten out a situation which was and still is a bad one for the ice cream industry in that Ohio neighborhood. And the trouble probably was with one fellow who had been attending the Ohio conventions year after year. I think he told me when I got there that this year was the first convention he had missed for about eight years. "What's the use of my going down there. My neighbors tell me what they are going to do and they come home and don't do it. They just get home and raise the devil with me. What was the use of my going down?"

That was a specific instance where a man actually stayed away from convention meeting because he felt that subjects were discussed by his neighbors, and when they got home the fellows wouldn't do what they said when in convention.

Our organization revised its constitution and by-laws. During the coming year under that constitution our association will have districts throughout the state. There are eight in the ice cream association in the state. Those districts are going to elect a chairman and vice-chairman, and the chairman of those districts are going to be on the board of directors of the state association.

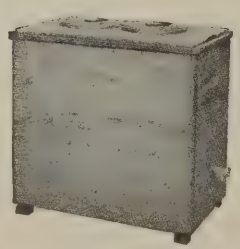
WHAT'S going to happen? In the very first instance I am going to return to mention of that situation at Alliance and say that that man promised to come to that district meeting. Why? First, because he felt that when he went to the state association maybe he didn't have a thing to say, just sat and listened. And when he came to the district meeting he could have some influence with neighbors in the election of chairman and vice-chairman. He would be in contact with the business of that district. When you get that fellow to take active part in building the industry, he's going to be a fellow that will work along with you fellows in construction of that industry. You are the men that have been building the industry and have been held back by the fellow who wouldn't co-operate.

That's one thing we feel it will accomplish. It will arouse interest in the fellow who lives there, who has gone into conventions year after year and gone home and said, "Oh, what's the use? I didn't have anything to say. Maybe I voted for someone because I thought everybody else wanted that fellow. I didn't have anything to say and I'm going to go home and do as I want to." And that's the thing that is disturbing to any in-



Schroeder—Perfection Cabinets

for 1924 are now ready. Check over your stock and send us your requirements early.



"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. -•- MILWAUKEE, WIS.

Do You Know Your Costs?

We specialize on Cost Accounting Systems for Creameries, Milk Plants, Poultry and Egg Businesses, Hatcheries, and Ice Cream Factories. If you are in trouble, it costs you nothing to see if we can help you.

The Standardized Accounting Service Co.

100½ East Goodale St. Columbus, Ohio

a new way to make a better chocolate ice cream

RED STAR BRAND

CHOCOLATE ICE CREAM, once the most difficult of all ice creams to produce, now becomes one of the easiest.

A prepared Chocolate sirup, double strength, is now ready. It requires no color, no added flavor.

With this new product it is easy for you to produce a chocolate ice cream that is always uniform as to flavor, color and smoothness. Use the contents of one No. 10 can for a 5-gallon mix.

Clip the coupon for an introductory quantity of this double-strength Chocolate.

The Cleveland Fruit Juice Co.
Cleveland, Ohio

Manufacturers also of Honeymoon Special, Orange Pineapple, Grape Pineapple, Black Walnut, Butter Scotch, Fig Walnut, Maple Concrete and many other flavors.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

RED STAR BRAND

Mail Coupon to THE CLEVELAND FRUIT JUICE CO., Cleveland, Ohio

Ship at once, one dozen No. 10 cans of Double-Strength Chocolate @ $13.50 per dozen.

Company _____

City _____ State _____

Buyer _____

dustry and it's the thing that has been a disturbance to the ice cream industry of Ohio.

Now we are going to proceed in those districts with meetings about every month. I think we can show to you, at least in this section of the state, that about the most successful situation that exists in any other ice cream industry has developed in territory along the Ohio river. At Wheeling there is a centrally located area that includes quite a district, almost to Pittsburgh and almost to Parkersburg and west into Ohio. Those fellows have got together every single month during the past fifteen. They haven't missed a month.

They have brought into meeting small manufacturers as well as the large manufacturers. They have sat down across the table and talked things over in such a way that the little fellow felt that "I'm going to go back to the next meeting because I had something to say about it." He went to the convention at Parkersburg and I noticed some of the smaller men who had been attending district meetings around Wheeling came over to Columbus for the first time. They got some things. They had something to say at home and there aroused in them some of this spirit of enthusiasm for the industry in which they were engaged to a feeling that they were a part of it. That's the thing that has to be driven home to the fellows that stay home, that they are a part of a big industry and their success is hooked up with everyone else's.

I haven't told you this with any thought on my part of having it repeated except to get rolling around in your minds as to how to get that fellow who hasn't come to this convention, who hasn't attended maybe some of your district meetings, and who causes you some trouble here and there or some where else, how you can get him somewhat interested and come to a realization that he is just about as important to the country in this ice cream industry as you fellows, should get out and do things, say things in meeting. Reap some of the benefits of the industry.

THERE are two or three jobs which the industry has ahead of it. One is the increasing the per capita consumption of ice cream. I have referred, I think, to the fact that the average person in the United States eats one dish of ice cream about 70 days in the year and the balance of the time he doesn't eat any ice cream. There is an opportunity to develop the use of ice cream. We hear a lot of stories, and we read a lot, and our imagination gets away with us.

We do let our enthusiasm and our understanding of our own industry kind of carry ourselves away and we feel that the ice cream industry is getting better and is growing. It is, but I am going to—just take a minute and refer to a few comparative figures in that you may know perhaps just what the ice cream industry is doing in proportion to the other dairy industries. I compare it with opportunities. It is a dairy food.

In 1910 average per capita consumption of ice cream in the United States was one gallon. That has increased to the highest point in 1920 when it was 2.46 gallons or an increase of approximately 150 per cent in a ten-year period. During that same time the milk industry showed an increase of 33⅓ per cent, from 33 to 43 gallons. Butter showed a decrease during that time. But from 1920 it was a year that in ice cream consumption we have seen a drop in per capita use of ice cream. We have made somewhat more ice cream last year, but population has come along and we have not had annual per capita use of ice cream during the past three years that we had in 1920. In mlk, business has ever been increasing use during those years. Butter business same thing holds true and we have had perhaps the same thing but more to talk about in ice cream industry than the milk men or butter men have had to tell in regard to their own product. So in spite of the fact that we have had an opportunity to talk about a product in a better way. we have not yet as ice cream manufacturers, secured the results which the milk industry has secured and the butter industry.

There's another way of stating that, and that is, has the ice cream industry kept pace with the increase which has taken place in production of all dairy products? In 1917, 3.7 per cent (these are figures from the United States Department of Agriculture) of all milk products in the United States was used for production of ice cream. The highest point that was reached was in 1920, when four per cent was used and in 1922, which is the last year on which figures are available, only 3 per cent of the total milk production in this country was used in the manufacture of ice cream. So, viewing the ice cream industry as a part of the dairy business, and I think you all recognize it as such, there has not been the development or increase in its use that there has been in the increased use of the other dairy products. So there is something for us to get the ice cream men interested in.

WHO holds it back? It isn't you fellows. It isn't the man who comes to a convention. I didn't make any record of figures, but out of curiosity from such records as we have available in our office in Columbus, I took the men who went to meetings, men who are building the industry, and I find that their percentage increased in 1923, over 1922, as they have come to our office at the present time, show increases. Those were the men who gave us the ground work on which we made an estimate in the increase of the production of ice cream in Ohio of 10.0 per cent in 1923 over 1922.

But in that group of reports were fellows that I had

BAKER

System Refrigeration



Are you still using ice and salt in manufacturing ice cream? If so we can show you how a Baker System Refrigeration will do the work more effectively at a fraction of the cost. Besides, with a Baker you can make your packing ice cheaper than it can be bought.

Personal Survey of Your Plant

Baker System Refrigeration is built to order —"tailor-made" to your individual conditions. No order is accepted until one of our refrigerating engineers has made a personal survey of your needs. This guarantees to you an efficient plant which should pay for itself in a very short time.

One southern ice cream manufacturer said he could buy a Baker plant every 16 months out of the savings made over the ice and salt method.

Get Your Copy Bulletin 65 D It's chuck full of useful information you will value. It explains the Baker System Refrigeration in detail and gives you the reason why over 5,000 Baker plants are in successful operation.

Baker Ice Machine Co.
Omaha, Neb.



Ice & Salt—The Ice Cream Retailers' Winter Luxury

IN COLD WEATHER ice cream consumption goes down—but the temperature in stores stays up. As a result, the ice cream manufacturers' trucks are busy hauling ice and salt—three to ten times as much per gallon of ice cream as in summer. And the average ice cream manufacturer writes the story of this on his books in red ink.

But what about the retailer? His ice and salt is free or he gets a rebate to cover its cost. Yet he loses money on it.

The wide variations of temperature in his ice and salt cabinets keep packing his ice cream down—stealing his profits thru shrinkage—displeasing his customers by making the ice cream "grainy."

There is only one constructive answer to this winter ice cream problem and that is to eliminate the use of ice and salt. In the city of Detroit, where over 70% of the retailers are now equipped with Nizer Iceless Ice Cream Cabinets, it is safe to say that only one-third of the usual number of trucks will be needed this winter and that over one-half of the shrinkage losses which the retailers used to suffer will be saved.

And similar conditions will prevail in over seven hundred other Nizer cities in proportion to the percentage of retailers using iceless cabinets.

The two main advantages of the Nizer which make these revolutionary improvements possible are—

(1) The lowest known cabinet refrigerating expense.

(2) An absolutely constant low temperature which practically eliminates shrinkage.

* * *

The aid of our entire staff of experienced ice cream men and refrigerating engineers is freely at the disposal of the ice cream industry. Come to Detroit. Let us give you the benefit of our more than three years experience in iceless ice cream distribution.

Nizer Corporation

Branches
Marbridge Building
34th and Broadway
New York

McGlawn-Bowen Building
Luckie and Fairlie Sts.
Atlanta, Ga.

Main Offices and Plant
7424 MACKIE STREET
DETROIT

Branches
Sharples Building
Washington Blvd. at Jefferson
Chicago

3111 Washington Blvd.
St. Louis, Mo.

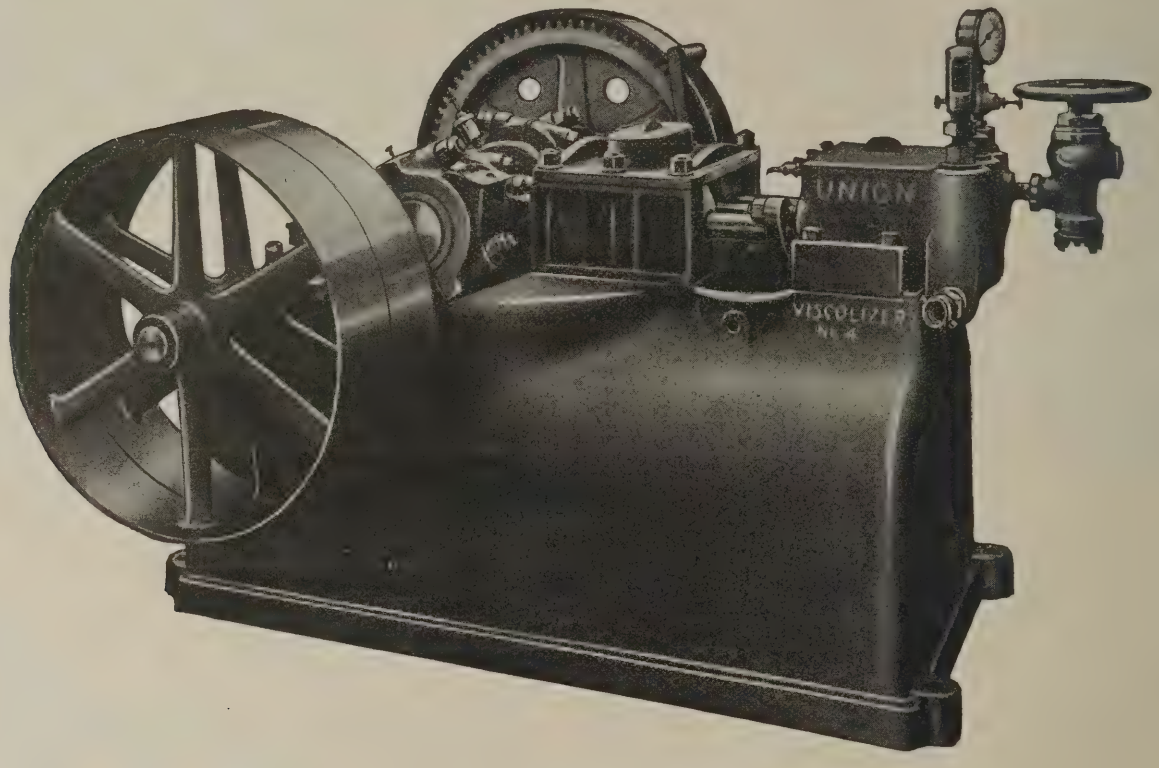
EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.



BARBER

Everything for the Dairy Industry





You Get a Smoother, Richer Feeling Cream with

The Viscolizer

The butter fat in the cream is finely divided by the action of the Viscolizer and united firmly with the filler, the sugar and the gelatine. These ingredients remain united in the freezer, resulting in smooth, rich-feeling cream.

A fine quality cream may be developed from sweet butter and skim-milk, or skim-milk powder. The Viscolizer unites the solid ingredients so that the butter fat will not separate while standing in the can or bottle.

The Viscolizer is furnished for either motor or belt drive – in five sizes, to meet the needs of any plant, large or small, capacities 100 gallons to 800 gallons per hour.

The Viscolizer is widely used also to improve table cream, for making ripened cream, for breaking up the fat in evaporated milk so it will not separate, for emulsifying oils, vegetable mixtures, salad dressings, fruit liquids, etc., and for various uses in the drug and food industries.

Write for complete information and prices

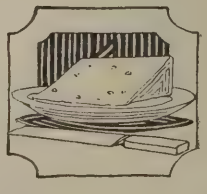


A.H.Barber-Goodhue Company

(Formerly A.H.Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



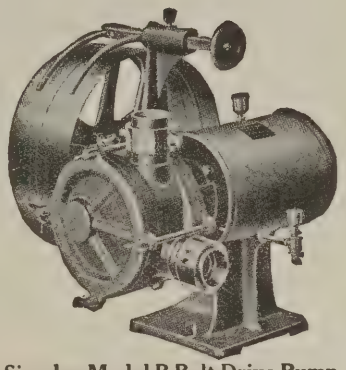


BARBER

Everything for the Dairy Industry



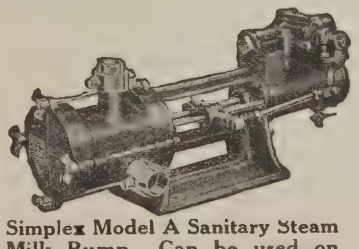
Let Us Help You to Work Out Your Pump Requirements



Simplex Model B Belt Drive Pump —capacities from 4,000 to 40,000 pounds per hour.

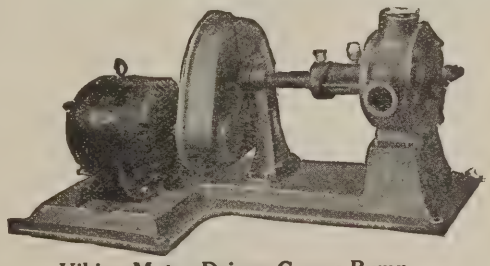
When you buy Barber-Goodhue pumps you get more than just pumps—you get the expert service of an organization that for many years has studied the pump requirements of the dairy industry and has met them successfully.

The adaptability of the pump *to your particular work* is fully as important as its mechanical construction—and it is the business of our engineers to help you locate the right pump. You can't buy the wrong pump, or one that is impractical or costly in its operation, if you will advise us fully concerning the work you want it to do.



Simplex Model A Sanitary Steam Milk Pump. Can be used on second floor level to draw milk from vat on floor below.

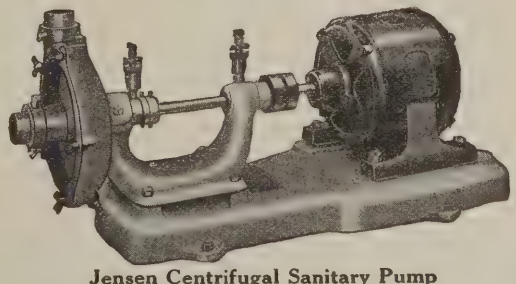
We have a tremendous stock of pumps and parts always on hand, ready for immediate shipment—no delays, no expensive shut-downs for repairs.



Viking Motor Driven Cream Pump

Before you buy, put your pumping requirements up to us, writing us fully about the conditions to be met. Where necessary supply a rough sketch.

We have a complete pump catalog which we shall be glad to send on request.



Jensen Centrifugal Sanitary Pump



A.H.Barber-Goodhue Company

(Formerly A.H.Barber Creamery Supply Co.)

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never seen at a meeting. I don't know whether we will ever get them to a meeting. We will try. But one of those fellows shows decrease in volume. Three or four others show about the same sort of a volume. The men who go to a convention had sufficiently increased the amount in their business so that, in spite of these fellows they showed an increase in ice cream production of 10 per cent. That only makes me believe that it is the fellow who gets out to the conventions, the man who attends the trade organization meeting, which is the subject of these few remarks; that is, the fellow that's building the industry.

I am going to read you just one statement. This was sent out by the National Association of Ice Cream Manufacturers in a little pamphlet form. It's the Can's and Can'ts of trade association work. No. 88 says, "We can't pick our competitors and, legally and morally, we can't exterminate them, but we can, by patience and education improve their business methods and profits and make more kindly our relations one with another." That, if anything, would be the theme of what I have to bring before you men today.

I recently heard a story that I'm going to repeat because it more or less applies to this thing that, "We can, by patience and education improve their business methods and profits, etc."

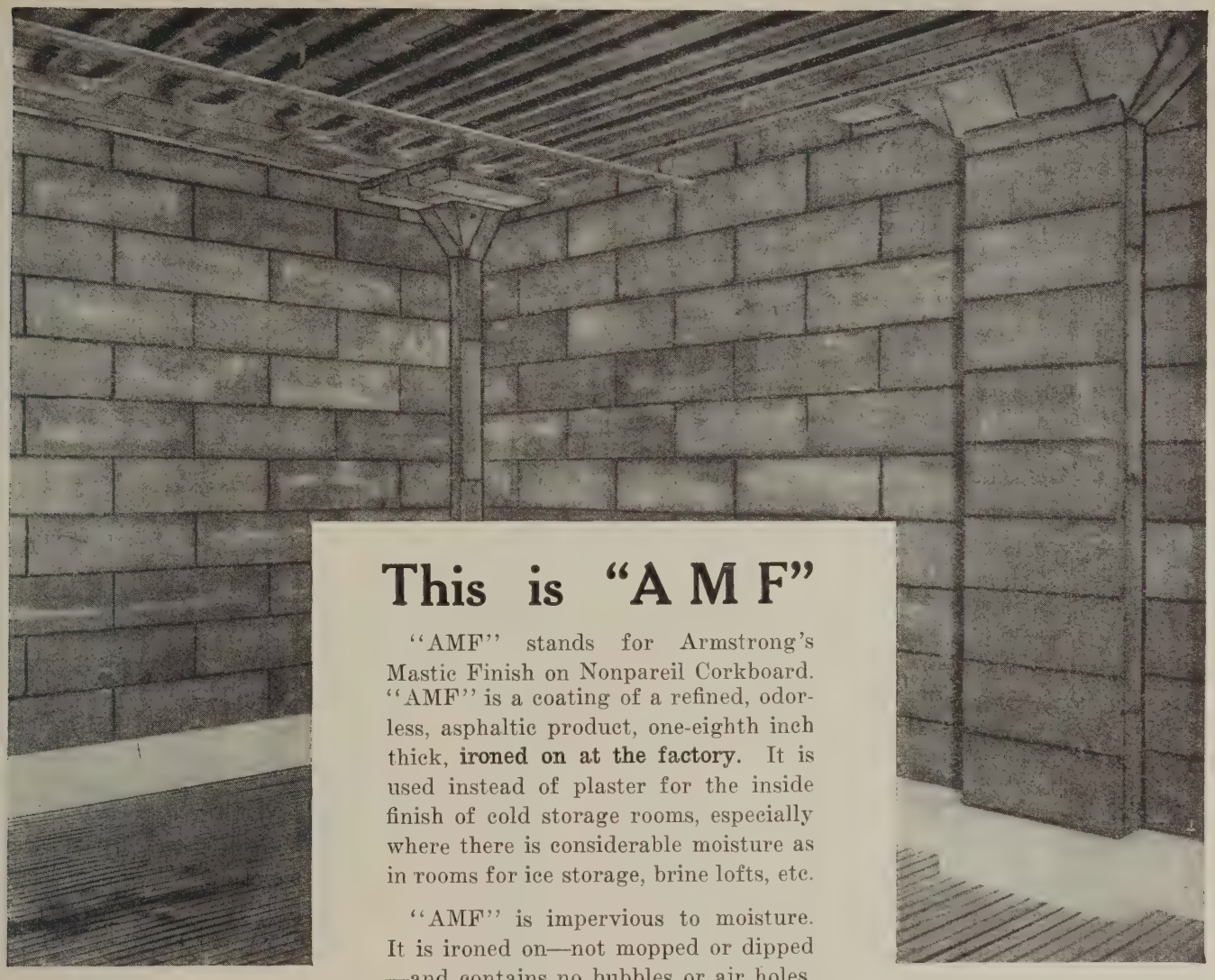
Mary was rather a recalcitrant child. Her mother had all kinds of difficulties in keeping her along the right path. She had used every possible means of correcting some of Mary's uncertainties and finally had, as a last resort, locked her in a clothes closet. She said to her, "I am sure that when you come out you will be ready to say you'll never do it again."

At the end of three-quarters of an hour, Mary's mother went to the door. "Mary, time is up now. Have you thought this all over and are you ready to apologize for what you did." "No, Mama, I'm not." "Well, Mary, what in the world have you been doing all the time you have been sitting in the closet."

"I've 'pit over your dress, an' I'v 'pit all over your s'oes, an' dust as soon as I det more 'pit weady I'm goin' to 'pit all over your bwan' new hat."

THERE are too many men in the ice cream industry and too many men in every industry for that matter who maybe are not locked in that closet but having got back in the corner are waiting for more spit. The way to make them a constructive factor in industry, which you men are and which men are that go to the other meetings, is to get their interest, to keep faith with them as much as we can, get them to see the situation, the industry as we see it, and then, as it happens so often the little fellow sometimes gets to be the big fellow. He comes along and is a co-partner with you in your business of this great big ice cream industry that can be made bigger, that has a goal to shoot to, and that gives a job for this association, for our association down in Ohio to get if possible in our state 650 fellows interested in attending every meeting.

When we come to our convention next year, and I hope it will be with you fellows, if we can get 650 there we may not reach perfection, but we will have had some improvement over this year, and if you fellows can do the same thing, I know that your industry here in this state will be better for having done that thing. Let's get the fellow turned from golf, and turned from California or Florida, or turned from the grind and the grime of the wheels of the ice cream plant, so that he will sit down with you around the table at every meeting that your association has, whether state wide or in district, so that fellow will go along and help you build industry.



This is "A M F"

"AMF" stands for Armstrong's Mastic Finish on Nonpareil Corkboard. "AMF" is a coating of a refined, odorless, asphaltic product, one-eighth inch thick, **ironed on at the factory.** It is used instead of plaster for the inside finish of cold storage rooms, especially where there is considerable moisture as in rooms for ice storage, brine lofts, etc.

"AMF" is impervious to moisture. It is ironed on—not mopped or dipped—and contains no bubbles or air holes. It will not crack or peel. Being non-absorbent and without odor, it is a perfectly safe and sanitary finish for the storage of meats, butter, eggs and other easily tainted articles. No other finish is needed, though, "AMF" can, if desired, be painted or enameled.

Samples of "AMF" Nonpareil Corkboard will be sent on request. Be sure to ask the Armstrong representative about this finish; he will give you full information. Or write this office.

Also manufacturers of Nonpareil Cork Covering for brine, ammonia and other cold lines, coolers, tanks, etc.

Ice storage room with Armstrong's Mastic Finish on walls and ceiling. National Ice Cream Company, San Francisco, Calif.

ARMSTRONG CORK & INSULATION COMPANY
164 Twenty-fourth Street Pittsburgh, Pa.

Nonpareil Corkboard Insulation

For All Cold Storage Rooms

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

Dairy Refrigeration

Continuation of Timely Discussion by a Recognized Anthority

By F. B. FULMER

ABSOLUTE pressure is pounds per square inch above a vacuum, and as the ordinary ammonia and steam gauges are adjusted so that the "0" or zero mark represents the atmospheric pressure, it is necessary to add approximately 15 lbs. (or to be exact, 14.696 lbs. at sea level) to the pressure recorded by the gauge in order to convert it into absolute pressure. In ordinary engineering problems the atmospheric pressure is taken as 14.7 lbs. When the altitude of a place is much above sea level the boiling point of the water will be effected. Up to an altitude of one-half of a mile the boiling point decreases one degree Fahr. for each 550 feet above sea level. When an altitude of more than one-half of a mile is found, there is a slight change and at one mile the boiling temperature will correspond to one degree Fahr. for 560 feet. At an altitude of 15,000 feet the boiling point will be approximately 184 degrees Fahr.



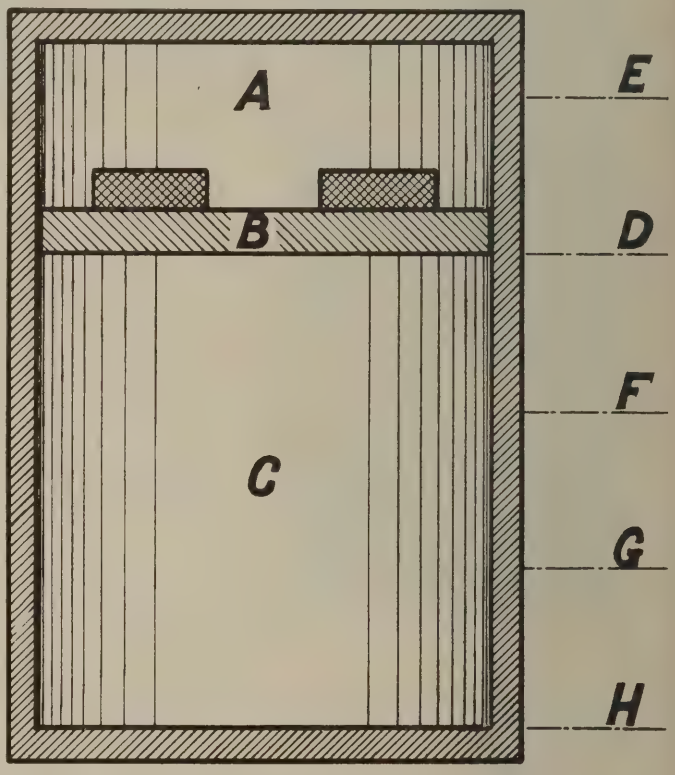
F. B. FULMER.

As we descend below the level of the sea the boiling point increases in about the same ratio as it decreases with altitude, but such cases are not very common in engineering practice.

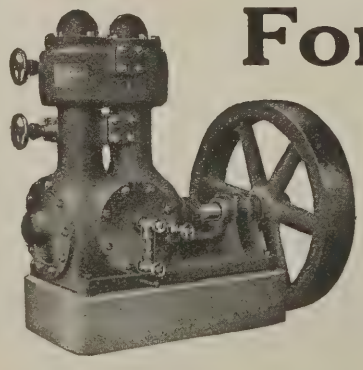
The volume of gases and vapors is altered by a change of pressure. The rule has been laid down that the volume of a gas will vary inversely as the pressure, the temperature remaining the same. It has been calculated that a cubic foot of air at an absolute pressure of 10 lbs. per square inch, when subjected to an absolute pressure of 100 lbs. per square inch, will have its volume reduced to (1 cu. ft.x10 lbs.+100=)0.1 cu. ft. When work is performed, energy is expended and in this case heat is evolved, so the cubic foot of air before described will have its temperature raised to approximately 810 degrees Fahr., hence it is apparent that it is necessary to consider both pressure and temperature when gases and vapors are compressed.

ABSOLUTE temperature is the theoretical point where there is no heat and as the scientist would express it, "no motion." From experiments that have been carefully performed, we are justified in concluding that all pure, dry gases expand in the same ratio for equal additions of heat, so it matters but little what gas is taken for the purpose of explaining the principle on which the basis for absolute temperature has been determined.

Figure 1.



If a rectangular cylinder closed at both ends and having a cross sectional area of 144 square inches (or



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ECONOMY

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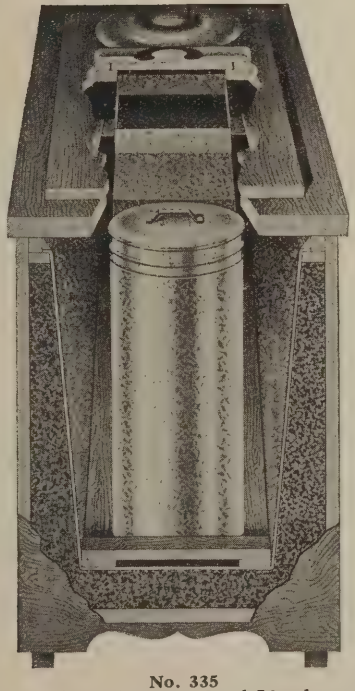
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one foot square) and a height of about 18 inches be taken for the purpose of illustration, we will asume that it contains a close fitting piston which is capable of moving without friction. The cylinder should be placed on one end and the piston weighted on the top side so that it will exert a pressure of 14.696 lbs. per square inch on the lower side, while a perfect vacuum is maintained in the space "A" above the piston and weights.

This arrangement will place the piston (B) at the point "D" which is approximately 1.1 feet from the bottom of the cylinder as it stands in the vertical position.

If heat is now applied to the air confined under the piston so as to raise the temperature from 32 degrees Fahr. to 212 (from the freezing to the boiling points) or through a range of 180 degrees Fahr., a certain amount of expansion will take place and force the piston upward to a point represented by "E," so that when it comes to rest again, it will have been raised 0.367 of one foot and the original volume of air confined under the piston will have increased to 1.367 cubic feet. If the air at the temperature of 212 degrees Fahr. is allowed to cool down to 32 degrees the piston will descend to the original position at "D."

IF WE go back to the first position occupied by the piston with the air at a temperature of 32 degrees Fahr. and extract instead of add 180 degrees of heat, the air will contract and the piston will descend practically the same distance that it rose when the air was heated, or 0.367 of a foot, the piston resting at the position indicated by "F" and the temperature will be (180—32=) 148 below zero in space "C".

The extraction of another 180 degrees of heat will cause the piston to descend another 0.367 foot and rest at position "G" which will produce a temperature of 328 degrees below zero. To cause the piston to descend to the bottom of the cylinder, or to "H" and thus contract the air to, theoretically speaking, nothing,) would necessitate the air being cooled down to (180+0.367=) 490.46 degrees below the starting point (32 degrees Fahr.) and this would give a resulting temperature of (490.46—32=) 458.46 degrees below the zero on the Fahrenheit thermometer scale.

In practice the point for absolute zero is sometimes given as 460 degrees below zero. The point of absolute zero is supposed to be the lowest possible temperature that can exist under any set of conditions. So long as there is temperature there is supposed to be some form of molecular energy. At absolute zero it is assumed that there is no movement of the molecules and a gas would exert no pressure.

The absolute temperature of any substance is the absolute zero added to the thermometer reading, so long as the given temperature is above the zero of the thermometer scale. To illustrate: the absolute temperature of air at 32 degrees Fahr. is (458.46+32.=490.46; and if the thermometer gave a reading of 32 degrees Fahr. below zero the absolute temperature would be (458.46—32=) 426.46.

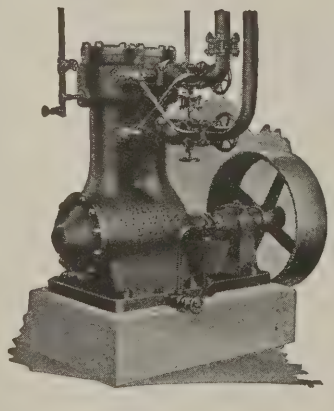
CLOSELY associated with the terms that have been considered are two others that are referred to when dealing with gases and vapors from refrigerating media and these are "critical temperature" and "critical pressure."

Experiments have demonstrated that for all gases there is a temperature above which it cannot be liquefied, no matter how great the pressure may be that is applied to the gas. This point is called the critical temperature and below this temperature the gas or vapor may be liquefied is sufficient pressure is used. The point of critical temperature is of vital importance in refrigeration work that is effected by mechanical means, as will appear later.

The pressure which causes liquefaction of a gas just below the critical temperature is known as the critical pressure.

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An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us submit quotations on your requirements —no obligation to you.

The Vilter Manufacturing Company
ESTABLISHED 1867
830 Clinton Street Milwaukee, Wis.

WHAT'S WRONG WITH THIS PICTURE?

The Cleveland Plain Dealer recently published a cartoon of Curtis F. Sisco, sales manager of the Cleveland Ice Cream Co., as shown in the accompanying illustration. What's wrong with the cartoon? No matter how proud Cleveland may be of its splendid industries, Mr. Sisco has a perfect right to kick against this newspaper artist showing him drinking a cup of coffee. A plate of ice cream would have been more to the point. Remind them, Mr. Sisco, that coffee is not a dairy dish. and that ice cream is a dish of which no one should be ashamed.



FEW WILL WANT TO MISS THIS

Right now we are making an unusual introductory offer to Ice Cream Manufacturers, which makes it possible to purchase Toco Tub Enamel* under a new plan.

No Ice Cream Manufacturer ought to buy enamel for his tubs and cans until he has at least received our proposition and considered it carefully.

Your name and address written on this page will bring this special offer, a color card and letters from Toco Tub Enamel users.

THE TROPICAL PAINT & OIL CO.
1218-1260 West 70th St. - Cleveland, Ohio

*For fourteen years we have supplied a limited number of Ice Cream Manufacturers with Toco Tub Enamel. Increased production makes it possible to serve more of you this season.

Pacific Slope Dairy Show to Draw National Attendance

Great Dairy Pageant to be Staged on Coast in December

NOW that the National Dairy Exposition at Milwaukee is over, the industry is turning its face toward the other big event of the dairyman's year—The Pacific Slope Dairy Show at Oakland, Calif., December 10-16, and it is becoming more and more evident that interest in the Pacific Slope show is by no means confined to the West.

The source of hotel reservations furnishes one indication of this widening interest. According to the manager of one of Oakland's leading hotels, the Eastern supplymen and manufacturers began to look to their room reservations as early as last June. Reservations kept coming in, and with the show 90 days away, this particular hotel has booked 75 reservations from beyond the Pacific Slope.

A dozen conventions have been scheduled for the show dates, with others yet to be arranged. The largest of these, perhaps, is the joint meeting of the West's two big associations of ice cream manufacturers. This program is being worked out by a committee headed by Jay H. Kugler, secretary, representing the California and Southwestern association, and W. S. V. Robb, president, and Bert H .Walker, secretary, of the Pacific association. The conference committee met in Seattle. The ice cream men intend to charter a special steamer to bring them from Seattle to San Francisco.

THE Pacific Slope show will be the first in the nation to use the new standard for scoring ice cream adopted by the American Dairy Science Association at its Milwaukee meeting. G. D. Turnbow, assistant professor of dairy husbandry, University of California, who is a member of the association, attended the sessions and brings back with him the new standards. He will see that they are strictly applied at the Pacific Slope show, where he is superintendent of the dairy products division.

A feature that is new in the West and is attracting much attention this year is the high school students' dairy judging contest. These young agriculturists have had many opportunities to judge livestock, but never dairy products. The University of California College of Agriculture and the office of the California State Superintendent of Schools are lending the weight of their influence to this feature. The college of agriculture is offering some special work to high school agricultural teachers in judging dairy products and the state superintendent's office is urging their attendance.

Men of the various branches of the dairy industry are going to be offered this year a splendid opportunity to draw close and get acquainted with those in supplementary lines. One of the occasions is a big get-together dinner of the whole industry, when various viewpoints will be experssed by speakers of national reputation. Speakers who have already accepted the invitation include A. J. Glover, editor Hoard's Dairyman; Dr. David P. Barrows, formerly president of the University of California; Dr. C. L. Roadhouse, professor of dairy industry, University of California College of Agriculture. Sam H. Greene, secretary-manager of California Dairy Council, will be toastmaster. Governor Friend W. Richardson of California is expected to be among the speakers, although his definite acceptance has not yet been received.

AN INDICATION of the international character which the Pacific Slope Dairy Show is beginning to acquire came with the visit to San Francisco of Charles B. Colby from Auckland, New Zealand. Drawn by word of the show, Colby came early and purchased from a supply house at San Francisco a complete ice cream making plant. Also, he asked Dr. Roadhouse, president of the show association, to secure for him the services of two men to go to Australia and take charge of the plant's operation.

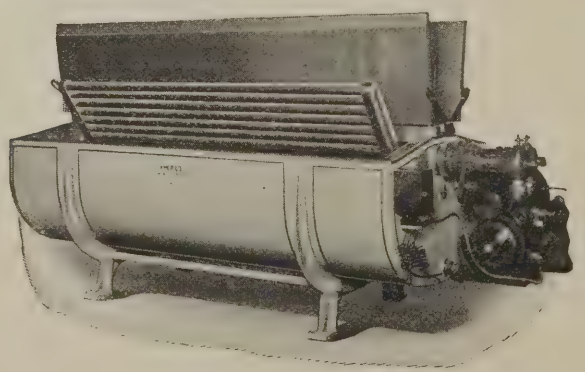
There has been a great and early demand for com-

"AMERICO" Pasteurizer--Ripener Mixing Vat--Holder

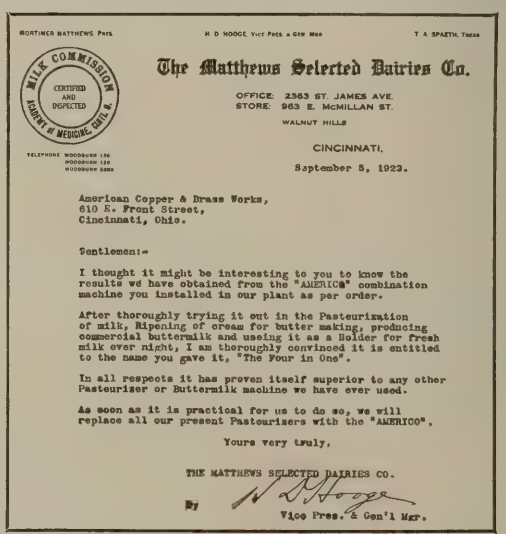
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WALNUT HILLS

CINCINNATI,

September 5, 1922.

American Copper & Brass Works,
610 E. Front Street,
Cincinnati, Ohio.

Gentlemen:-

I thought it might be interesting to you to know the results we have obtained from the "AMERICO" combination machine you installed in our plant as per order.

After thoroughly trying it out in the Pasteurization of milk, Ripening of cream for butter making, producing commercial buttermilk and useing it as a Holder for fresh milk over night, I am thoroughly convinced it is entitled to the name you gave it, "The Four in One".

In all respects it has proven itself superior to any other Pasteurizer or Buttermilk machine we have ever used.

As soon as it is practical for us to do so, we will replace all our present Pasteurizers with the "AMERICO".

Yours very truly,

THE MATTHEWS SELECTED DAIRIES CO.

By H. D. Hooge
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American Copper & Brass Works
610-616 E. Front St. Cincinnati, Ohio
Mfrs. of Dairy Equipment

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During the past year, with three Hooven Automatic Typewriters, Dartnell sales have increased forty per cent. Not only were more subscribers to the service secured during the twelve month period, but they were secured at a cost of $2.05 a subscriber as compared with a cost of $18.00 a subscriber under the old selling plan.

What Hoovens Are—and What They Can Do

You don't have to revolutionize your business to put Hoovens to work. You don't have to even hire an operator, because the Hooven is so simple that any bright telephone operator who is an accurate typist can learn how to write real personal typewritten letters—the same identical letters that your personal stenographer writes for you.

With Hoovens you can write thousands of genuine letters, with carbon copies that you can use to follow up; with the name of the man you are writing to and other special information written right into the letter at the same time the letter is written. A Hooven never tires. It never stays home. It never comes down late. It never slackens. It keeps on writing all day long, at the rate of from 100 to 300 individually typed letters a day.

Hoovens not only save you the salaries of from three to ten typists but they make it possible for you to systematically work carefully selected lists of prospects in a way that **COMMANDS** attention. A careful check of the returns between individually typed letters and process letters by a publishing house on magazine subscriptions shows that where the process letters pulled slightly less than two per cent returns, the Hooven pulled better than twelve per cent.

There are many ways that Hoovens might be used in your business to help salesmen; to cut sales costs; to develop inquiries; to work the small town account; to secure special information; to intensively work select lists of preferred buyers. It will cost you nothing, and place you under no obligation whatsoever, to let us draw up a Hooven plan for your business just as we drew it up for Dartnell.

Hoovens are Making Thousands of Dollars for Hundreds of Concerns—Perhaps They Can Do As Much for You

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They demand Mapleine because they know it has no satisfactory substitute. With Mapleine, they get flavor that is not approached by its imitators—flavor the public repeats on.

Mapleine is a vegetable flavoring---contains no ethers or volatile materials to evaporate and change the flavor. The flavor Mapleine develops holds true through freezing and storing.

Mapleine is more profitable than strawberry, chocolate or a good vanilla because of its concentrated strength. Two ounces flavor and color 10 gallons of finished ice cream at a cost of only 1½ cents a gallon.

Give Mapleine a trial—
It will convince you.

Supply houses sell Mapleine
or order direct from us.

CRESCENT MANUFACTURING COMPANY
1054 Railroad Ave. S.
Seattle, Washington



MAPLEINE

mercial exhibition space—in fact, it is just about all gone and an idea of the character of the exhibitors can be gained from the following names, which already are affixed to space contracts:

Caravan Motors Company; Wood Bros.; Superior Metal Products Co.; The J. B. Ford Co.; Menasha Printing Co.; International Harvester Co.; York California Construction Co.; General Laboratories; Fred C. Mathews Co.; The 400 Products Co.; Golden State Milk Products Co.; Jordan Hill Co.; George W. Prising Co.; De Laval Pacific Co.; Sealright Co.; Premier Machinery Co.; Joe Lowe Co., Inc.; Milk Producers of Central California; R. A. Simpson Mfg. Co.; Illinois Pacific Glass Co.; Lee Greefkins Co.; Tuttle Chase Co.; Creamery Package Co.; M. Getz & Co., Inc.; Jensen Creamery Machinery Co.; Certified Dairies; Pfaudler Co.; Magnus California Fruit Co.; Taylor Instrument Co.; Pacific Coast Glass Co.; Red Rock Creamery; The Impruv Mix Co.; Cyclops Iron Works; Pacific Dairy Machinery Co.; W. L. Cochrane Co.; O. J. Weber Co.; Vulcan Iron Works; The Bristol Co.; The Nizer Corporation.

In addition to the commercial displays, space has been booked for a number of community exhibits.

⚜

PENNSYLVANIA DAIRY MANUFACTURING SHORT COURSE.

Plans are being made by the Dairy Husbandry Department of the Pennsylvania State College for its 33rd annual creamery short course. This year three separate short courses, each lasting two weeks, have been scheduled to replace the eight-weeks' general course given in former years. This change was made to take care of the demand for more specialized work. Under the new plan, men who formerly could not be away from their plant for eight weeks can come in and stay for the two-weeks' course in a paricular line of work. Those who have no plant experience and want a general course in all manufacturing subjects will have an opportunity to stay throughout the three courses.

The Pennsylvania State College creamery, equipped with up-to-date machinery for handling butter, cheese, ice cream, market milk and condensed milk offers excellent facilities for teaching dairy manufacturing work. During the past year 157,969 pounds of butter, 13,277 pounds of cheese, 10,000 gallons of ice cream and 150,000 quarts of market milk were handled in this plant. Located as it is in the midst of hundreds of dairy plants, the college is in a position to place men who do satisfactory work in good positions at the close of the course.

The courses offered this year will be as follows:

1. Testing dairy products and the manufacture of butter and cheese, January 8 to 24.
2. Ice Cream making, January 26 to February 6.
3. Market milk and milk condensing, February 9 to 20.

The work will be handled by the regular dairy department staff, assisted by specialists in the various lines of work. The expenses in connection with the course will be a registration fee of $10 for each course, board and room $10 to $12 per week, books and white suits $10 to $15.

A scholarship awarded by the supply salesmen who attended their short course given in August is available for some ice cream maker who wishes to attend the ice cream short course. Application for this scholarship which will pay all the expenses of a man for the ice cream course, should be made at once to C. Robert Fickes, 534 E. Market St., York, Pa. The lucky man will be chosen at the New Orleans convention November 17 to 20.

⚜

You'll make better ice cream if you get "The Ice Cream Review."

Become Familiar Now with

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for Butter Scotch Ice Cream

NOW you have ample time to test it, to determine what its sales possibilities are.

The first step is to send for the ten-dollar trial kit of Scotch Bob. Your ten dollars doesn't become ours until you say you're satisfied it makes Butter Scotch Ice Cream that can't be surpassed for sheer deliciousness?

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ICE CREAM TEST

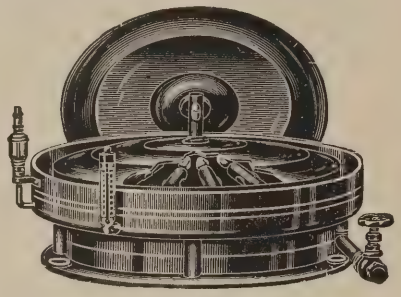
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"TROY-FUCOMA" METHOD

a new practical, ACCURATE and QUICK method to determine butterfat.

CREAM TESTING

with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND for 2 to 36 Tests

Skimmed--Condensed--Whole Milk

Quick and Accurate results will be obtained with our method.

Other Specialties:

Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.

154 Nassau St. *Specialists in Testing Apparatus* NEW YORK

Write for Illustrated Circulars

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



Vacuum Pan.

Write for Prices.

We can furnish these small size equipments in vacuum pan sizes ranging from 8″ diameter to 36″ diameter, with suitable fore-warmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U. S. A.



MICHIGAN ALLIED DAIRY ASS'N

Dairy Booster Officers:

Pres., C. J. YUNKER
1112 Radcliffe Drive
Toledo, Ohio

Secy., C. J. W. SMITH
561 Continental Ave.
Detroit

MICHIGAN BOOSTERS WANT TO FOLLOW UP DAIRY EXPOSITION SUCCESS.

The big dairy exposition at Milwaukee is now over and a big success. Next comes the National Ice Cream Manufacturers' Association convention at New Orleans. After that we must all get together and work in harmony to make the Michigan Allied Dairy Association convention another howling success. Remember we have done so before and can again.



C. J. Yuncker.

Just one thing now. From today on when calling on the trade, why not impress on everybody's mind that we are going to give them a great show of exhibits and in turn they should show courtesy to our firms and ourselves, by making their appearance through the hall of exhibits and get better acquainted with all. The fact is they owe such courtesy to those who pay membership and make exhibits at our show. It stands to reason that it costs money to run this show and exhibitors should have pleasure of meeting ice cream manufacturers, dairymen and creamerymen, butter and cheesemakers, etc., at their booths.

So let's all get to work and accomplish it. All other meetings during our convention should be so arranged to not interfere with the manufacturers and dealers in going through hall of exhibits.

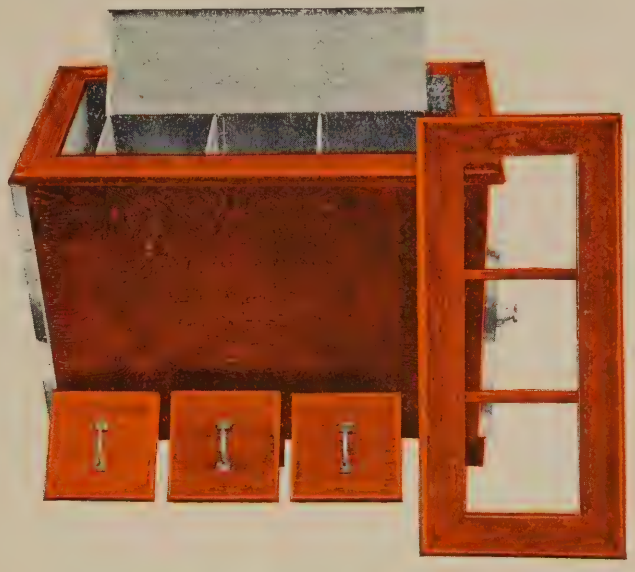
C. J. YUNCKER, President,
Michigan Dairy Boosters.

MICHIGAN ICE CREAM MEN ATTEND EXPOSITION 30 STRONG.

L. W. Wilson, president of the Michigan Association of Ice Cream Manufacturers, reached the exposition at the head of a party of 30 Michigan ice cream manufacturers. This delegation was very proud of its showing. Mr. Wilson was getting set for the New Orleans convention, he notified the editor of Dairyink. He spent most of one day looking over the splendid exhibits of ice cream equipment at the exposition.

This Cabinet stops needless ice and salt waste

Cuts unnecessary charge from ice cream manufacturers' overhead—turns fixed expenses into added profits



This diagram explains why A-B Ice Cream Cabinets will give 48-hour service from a single icing should emergency require. Notice how cream compartments and ice and salt chamber are fully protected against warm outside air. No wonder A-B Ice Cream Cabinets save ice — save salt — save money!

Here is an ice cream cabinet that will save more ice, more salt and more money for you than any other pack cabinet you can buy.

You see why as you examine the A-B Cabinet inside and out. Square, perfectly dry cream compartments are surrounded on all four sides by the ice and salt chamber, which tapers downward from a broad, easily filled throat at the top to a narrow bottom.

Cold air is kept in and warm air out by a novel insulating material, which graduates from a thick section at the bottom of the ice chamber to a thinner section at the top, as shown by the accompanying diagram.

Even the lid is fully insulated, yet it is feathery light. In fact, the whole A-B Cabinet is exceptionally light—10% to 15% lighter than ordinary pack cabinets—hence will place no strain on your floors.

Full details and prices gladly furnished on request. Write for them now. Get the facts about this cabinet that stops needless ice and salt waste.

Anheuser-Busch, St. Louis

Also Manufacturers of ABC Refrigerator Motor Truck Bodies and Wagons

A-B Ice Cream Cabinets

Two Problems of Manufacture



"K"

Have you solved them satisfactorily? Probably not, unless you are following the suggestions brought out in this article.

THERE are two major problems in connection with the manufacture of commercial ice cream that have perplexed manufacturers for years. Many plants have spent hundreds of dollars attempting to solve these problems, and stand today as much in the dark as when they began.

And yet these problems *must* be solved in order to turn out a line of products that the public will want and continue to want. So far as the quality of the mix is concerned, every manufacturer knows that he can make that just about what he wants to. And while a quality mix is an important factor in winning public approval, yet it is not a problem. But flavor—*that is a different matter.*

Do you know whether or not, after your batch is whipped, hardened and delivered, it is going to have the flavor you were striving for—and have that *same* flavor every time? Do you realize that the flavors of your creams, ices and sherbets are the chief reason for their popularity with your dealers and the public? Do they know that the strawberry (for example) that they get today is going to taste *just the same* as the strawberry they bought last week?

That is problem Number 1!

The second problem is—color. And that is a baffling one. I dare say that more time and money and patience have been wasted in trying to get true, uniform colors in the finished product than on any other single process of ice cream manufacture. And if you have tried to solve this by putting in your own artificial colors — what have you accomplished? My guess is—nothing; that you are absolutely unable to produce just the color you want in the finished product—even and true—every time.

* * * * * * * * * *

A short time ago a demonstration was being made in a large factory in the South. The demonstrator had made up several batches — ice creams, ices, sherbets — orange, strawberry, cherry, grape, lemon, raspberry, lime, pineapple. As the tray full of samples was brought into the offices for sampling, it was a beautiful sight to see—presenting in beautiful pastel shades every tint to tempt the eye and the appetite. The sampling began — smacks of approval — words of praise.

"Fine," said the general manager. "But will flavor and color always be what we have before us now?" * * * * * * * * *

And the immediate, confident answer of the demonstrator was, "Yes!"

For the flavors were Kist Flavors, the color a part of the flavor itself — and the proportion of flavor to mix is always assured by the Formula Sheets that are a part of the free Kist Service.

Kist Flavors *meet the public approval.* Make no mistakes about that. Sales records of 1,500 leading manufacturers who are "Kist" users prove it. Thus problem No. 1 — Flavor — is solved.

Kist flavors *freeze* to just the color desired. Thus the color problem (Problem No. 2) is entirely removed.

Kist flavors are made of the finest ingredients procurable, carefully handled and accurately processed. They need no artificial preservatives so they contain none. Note this—*there is no benzoate of soda in any "Kist" flavor.* And there never will be. Never will we court the inevitable disapproval of the public and food authorities for the products of our customers, by using benzoate of soda.

Upon this page is reproduced a sample formula for a Kist Special. Note the accurate proportioning, and the cautions for accuracy that accompany these formulas.

The gist of the whole thing is this:

Use the free Kist Advertising Service and the public will eat your products.

Use the Kist Flavors and use them by formula — the public will *continue* to eat your products to the exclusion of those of any rivals.

Remember the Kist proposition:

One customer to a territory.

Free formula service.

Free advertising service, for Week End Specials —the most complete and comprehensive service ever known in the Ice Cream Industry.

Free monthly magazine, the "Kist Business Builder" containing in addition to formulas and samples of advertising many valuable and helpful discussions.

And remember the flavors: Orange, lemon, lime, raspberry, cherry, pineapple, strawberry, grape—the latter two now brought to a specially perfected point—and, now this year, a wonderful *peach.*

Write for a sample copy of the Kist Business Builder and a complete explanation of our proposition. No obligation to you, but we suggest that you act quickly. Just address Citrus Products Company, Ice Cream Division, 54 E. Kinzie St., Chicago.

THANKSGIVING BRICK SPECIAL
No. 39A

For this special ORDER { Newspaper Ads. No. 39A2 No. 39A3, No. 10A1 (any or all) Posterette No. 39A } See Page 13

"ORANGE KIST" Nougat Ice Cream
"LEMON KIST" Sherbet
CHOCOLATE Ice Cream

Formulas for the above brick:

"ORANGE KIST" Nougat Ice Cream.

5 Gals. of your regular Ice Cream Mix, without Vanilla.
2 Ozs. "ORANGE KIST" Ice Cream Compound.
½ lb. Chopped Brazil Nuts.
½ lb. Chopped Almonds.
½ lb. Chopped Pecans.
½ lb. Chopped Filberts.
1 Pt. drained Maraschino Cherries.
½ Pt. Green Pineapple.

"LEMON KIST" Sherbet.

20 lbs. Granulated Sugar.
5½ Gals. Water.
1 Gal. of your regular Ice Cream Mix, without Vanilla.
5 Ozs. Gelatin.
6 Ozs. "LEMON KIST" Ice Cream Compound.
12 Ozs. Standard Citric Acid Solution.

Chocolate Ice Cream.

5 Gals. of your regular Chocolate Ice Cream Mix.
1 Oz. "ORANGE KIST" Ice Cream Mix.

SPECIAL AND IMPORTANT

These formulas are outlined for the convenience of your superintendent and Ice Cream maker. Extra care should be taken in making any special—because it gets special attention from the public. *Follow the formulas exactly.* Make your "Kist" Week-End Specials especially delicious and palatable and they will become the preferred dessert and refreshment.

One of the most important steps in manufacturing "Kist" brand flavored ice cream is to see that the Citric Acid Solution and Tartaric Acid Solution are properly added after the primary freezing has taken place. That is, the ice cream mix is run into a freezer and partly frozen, and the acid solution is then added and freezing allowed to continue. This effectually prevents any reaction between the acid and the milk fats.

(Where "oz." is used as an abbreviation, it is, of course, understood that fluid oz. is meant)

DIRECTIONS FOR MAKING STANDARD CITRIC ACID SOLUTION

Place four pounds of Citric Acid Crystals or Powder in gallon enameled or glass measure. Fill measure with warm water—stir until dissolved and filter through flannel cloth. Makes one gallon.

NOTE—We will supply Standard Citric Acid Solution in one gallon glass jugs at $2.50 per gallon.

Standardize The Color of Your Ice Cream

BY USING THE NEW

Nafis Standard Ice Cream Color Rods



Each glass rod contains four shades for one flavor. Made for the three popular flavors: VANILLA (including egg ice creams), STRAWBERRY and CHOCOLATE. Colors based upon the opinions of ice cream experts.

PRACTICAL — DEPENDABLE — INEXPENSIVE

Buy through your jobbers. If they do not stock NAFIS GLASSWARE write for our circular on NAFIS STANDARD ICE CREAM COLOR RODS and the names of our distributors in your territory.

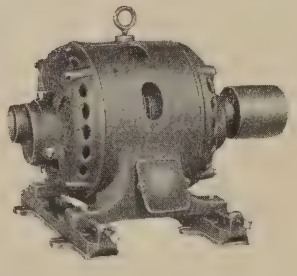
LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glassware for Testing Milk and Its Products

17-23 North Desplaines Street
CHICAGO, ILL.

and

THE BEARING HOUSING OF



Century

Squirrel Cage Induction

POLYPHASE MOTORS

are so designed as to make them as near dust proof as it is possible to build. This feature is very important in installations where dust and dirt abound, as is the case where this type of general purpose motor is frequently required to operate.

1/6 to 75 Horsepower.

Temperature Rise Not More Than 40° Centigrade.

CENTURY ELECTRIC COMPANY

General Office — 1827 Pine Street
ST. LOUIS, MO., U. S. A.

SALES OFFICES AND STOCKS IN PRINCIPAL CITIES

OKLAHOMANS PREPARE FOR CONVENTION.

W. M. Hawk, secretary of the Oklahoma Association of Ice Cream Manufacturers, announces that an interesting program is being drawn up for the 1924 convention of the association, which will be held at Tulsa, December 8, 9 and 10, as previously announced in The Ice Cream Review.



W. M. Hawk.

Their tentative program calls for speeches by Prof. A. C. Baer of The Ice Cream Review, Prof. A. D. Burke of Oklahoma A. & M. College, Hon. Herman F. Newblock, Mayor of Tulsa, Paul C. Mojonnier of Mojonnier Bros., and Early Cass, chief milk inspector of the city of Tulsa.

Secretary Hawk is confident that the 1924 convention will be the largest Oklahoma association has ever held. He is basing his assertion upon the fact that all the Oklahoma manufacturers seem to be very much interested in preliminary preparations.

MASSACHUSETTS SHORT COURSE.

The Massachusetts Agricultural College's winter short course in dairying—to be held January 6 to March 15, 1925,—has been announced by Prof. H. F. Judkins, head of the dairying department, as follows:

Course I—Testing milk and its products, Tuesday, Jan. 6, 8 a. m., to Saturday, Jan. 17, 12 m.

Course II—Ice cream making, Tuesday, Jan. 20, 8 a. m., to Saturday, Jan. 31, 12 m. (Prerequisite, Course I or its equivalent).

Course III—Milk plant operation, Tuesday, Feb. 3, 8 a. m., to Saturday, Feb. 14, 12 m.

Course IV—Repetition of Course II, Tuesday, Feb. 17, 8 a. m., to Saturday, Feb. 28, 12 m. (This course is for those without previous experience in testing milk and its products).

Course V—Milk inspection, Tuesday, March 3, 8 a. m., to Saturday, March 14, 12 m.

ICE CREAM ON TRAIN.

According to the bureau of railway economics, the dining cars of the United States calls for 900,000 quarts of ice cream which would be sufficient to supply all the children in the country between the ages of five and nine years with a big cone.

CHARLES G. CARLSON DEAD.

In many circles of the industry profound regret is felt over announcement of the death on September 28 of Charles G. Carlson, president of the C. G. Carlson Ice Cream Co., Denver, Col., and an important factor in the newly organized Colorado Association of Ice Cream Manufacturers.

You can't make money giving 102 cents for a dollar



Patented

The Weibatch Scale

Weighs the mix individually

for each freezer, before it enters the freezer.

100% Accurate By Weight.



Every pint of mix in your pipe line represents real dollars and cents. When your freezer man pulls mix for a 40 quart batch and throws in a pint for good luck, he practically hands out 102c for a dollar.

The extra pint represents 2½% of the batch pulled, while the 40 quart freezer was designed to give the maximum yield for a "DEFINITE" quantity of mix.

Weibatch Pulls Every Batch By Weight

You can't check out with your raw ingredients by buying them by weight and drawing them out by liquid measure.

Each and every batch pulled by Weibatch is exactly the same by weight. Each batch is automatically recorded and gives an *exact* record of the amount of mix ACTUALLY drawn down.

Furthermore — Weibatch insures uniformity. Measuring out flavors in small amounts leaves little chance for variation, but adding a definite quantity of flavor to an ever varying sized batch of mix can not result in uniformity of flavor. Neither does a varying sized batch of mix produce uniform quality of ice cream.

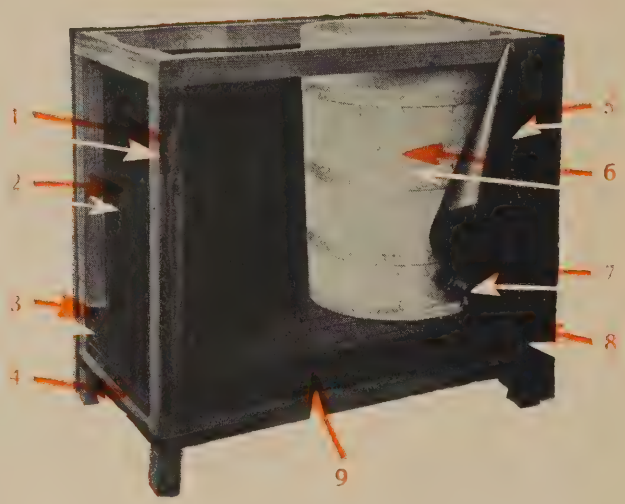
Learn to KNOW that the customers get a definite quality and you get a definite profit. Install a WEIBATCH on a 30-day Guarantee Trial and convince YOURSELF

Weibatch Liquid Scale Co.

Grand Rapids, Michigan

BROOKS CABINETS

In New Orleans—



A few minutes spent at Booth 73 will pay you big dividends in cold cash next Season.

See for yourself why BROOKS CABINETS require less icing and last longer.

1 — A Strong frame.
2 — CORKBOARD insulation, sealed with hot Asphaltum.
3 — Heavy CORKBOARD insulation in bottom.
4 — Galvanized iron reinforcements.
5 — Waterproof Insulating Felt, all sides.
6 — White Cedar Tubs, Waterproofed.
7 — Solid brass drains, that will not leak.
8 — Outer casing made from number one Gulf Cypress; beautiful mahogany finish.
9 — Waterproof Insulating Felt in bottom.

There is a BROOKS CABINET for every need. Metal Lined (all wood), Brick and Combination.

Write for descriptive literature and prices.



BROOKS CABINET CO., Inc.

1030 West 27th St., - - - NORFOLK, VA.

New England Distributors
H. A. Johnson Co., Boston, Mass.

Southern Distributors
Miller-Lenfestey Supply Co., Tampa, Jacksonville and Miami, Fla.

Eastern Distributors
James M. Decker Co., Baltimore, Md.

Western Distributors
Solar-Sturges Mfg. Co., San Francisco, Cal.

MINNESOTA DAIRY SHORT COURSE.

Instruction in every phase of ice cream making, from the consideration of ice cream standards and testing milk and cream for butterfat and acidity to the calculation of the mix, the principles of mechanical refrigeration, and viscosity and its relation to ice cream, will be given at the ice cream makers' short course by the dairy division at University Farm, St. Paul, November 17 to 26. The course is primarily for those who have had some practice and experience in making ice cream, but will be so conducted that those who have had no experience may enter. Many creameries are already making ice cream, and others, watching the growth of the industry, are planning to do so in the future. The University Farm course will, therefore, be taught from the standpoint of both the small town plant and the city enterprise.



PROF. W. B. COMBS.

Prof. W. B. Combs, who will be in charge of the course, has been assisted by experienced dairy workers and expert technicians in preparing the most comprehensive and thorough going program of lectures and laboratory work ever presented in the Northwest. Nothing pertaining to the industry will be neglected. Ices, sherbets, and fancy creams will be presented when the principal rules have been mastered. Lectures dealing with the bacteriology of milk and milk products, keeping plant records, the food value of ice cream, and ice cream defects will be given by men well qualified to speak on these subjects. Round table discussions, where instructors and students can scrutinize and discuss every problem, will follow many of the laboratory periods.

Professor Combs, who will head the instructional work of the course, came to the Minnesota College of Agriculture from the Pennsylvania State College last July to take charge of the dairy products manufacturing section of the Minnesota dairy division. He is a graduate of the Missouri College of Agriculture and was a member of the faculties at Missouri and at Rutgers College, the agricultural college of New Jersey, before going to Pennsylvania. During his five years in Pennsylvania, he had large and varied experience in dairy products manufacturing work, particularly of butter and ice cream. The general opinion of his qualifications was reflected in a letter written to Dr. C. H. Eckles, chief of the dairy division, University of Minnesota, by A. A. Borland, professor of dairy husbandry and head of the dairy department at Penn State. Professor Borland wrote: "I wish we could hang on to Combs, but since we cannot, I am glad he is going with you at Minnesota. He has made good here tremendously and will leave with the highest regards of the dairy manufacturing men in the state and of his associates in the dairy department."

R. M. Washburn, former professor of dairy husbandry with the University of Minnesota, but now di-



Up-to-date Jobbers recommend RING Cones

Up-to-date Dealers demand RING Cones

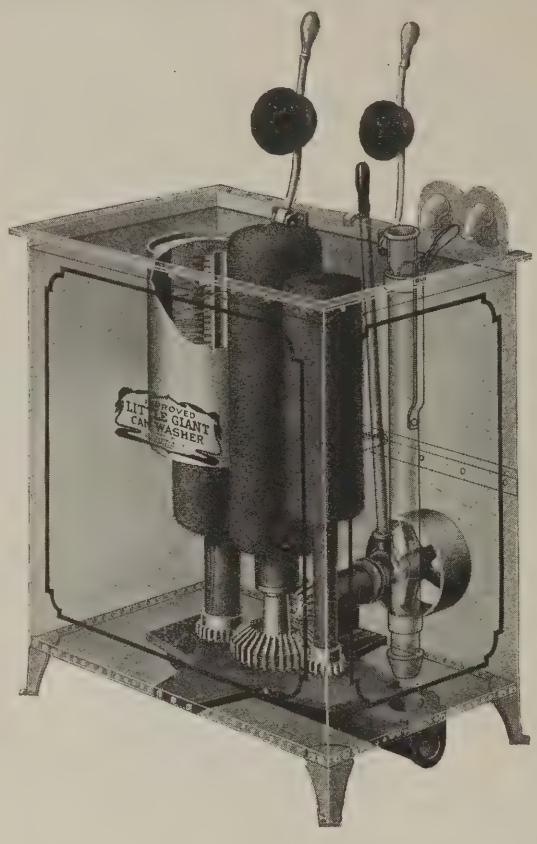
Plain design cones are out of style. They are fast being discarded for the newer design having the Breakage Protection Nesting Ring. THIS VALUABLE FEATURE IS PATENTED BY McLAREN

McLaren's "Real Cake" (Double Ring) Cones are a big improvement over other brands, not only in practical design, but in taste and flavor as well. They're packed in a strikingly attractive three-color carton.

BE UP-TO-DATE — MEMBER — HANDLE "McLAREN'S"

The McLaren Products Co.

PEORIA ILL. DAYTON OHIO KANSAS CITY MO.



Consider

The Little Space it Requires!

Then investigate
how much work

The Improved Little Gaint Can Washer

will do.

Besides the big saving you can make on the initial investment the amount of cans the Little Giant will wash merits its installation in many factories that are over-burdened with expensive space consuming equipment.

Write for price and full details

C. Doering & Son, Inc.

Lake & Seldon Sts. Chicago, Ill.

rector of laboratories for the International Dry Milk Company of Minneapolis, will second the efforts of Professor Combs in making this course the greatest of its kind in the country. Professor Washburn has been in dairy work for more than 30 years. A teacher of animal and dairy husbandry in the Baron de Hirsch Agricultural School in 1902-4, he was later with the University of Missouri and state dairy and food commissioner of Missouri in 1905-8. He was with the University of Vermont in 1908-11, coming the latter year to the University of Minnesota with which he remained until the fall of 1919 when he resigned to accept the directorship with the commercial company. Professor Washburn is not only a celebrated teacher, but he has been a voluminous writer of dairy articles and pamphlets and is the author of "Productive Dairying," a 432-page volume issued by the J. P. Lippincott company as one of its series of farm manuals. Mr. Washburn's book is used in high schools, schools and colleges of agriculture, general courses, and rural consolidated schools, and has long been recognized as a standard work.

Prof. Harold Macy, bacteriologist of the University of Minnesota, will handle the broad subject of bacteriology and give demonstrations in the normal fermentations of milk. H. C. Moore and L. M. Thurston of the faculty will assist in the laboratory periods and Professor Moore will give demonstrations in the judging of gelatines. J. F. Raether, refrigerating engineer of the Westerlin & Campbell company, St. Paul, will teach the principles of mechanical refrigeration. Two other experts, E. O. Hanson and J. L. Larsen, both of the Vander Bie Ice Cream Company, will lecture on sales and keeping records.

"The course will consist of 32 lectures and 8 laboratory periods," says Professor Combs. "All the classes will be held in the new dairy building at university farm. Two testing laboratories will be available for students every day, as well as an ice cream laboratory designed for ice cream instruction. Modern type equipment provides the instructional staff with all the necessary essentials in teaching a modern ice cream course. Though the institution does not maintain a working creamery it is not hindered in any way in securing an adequate supply of raw products with which to work. Located between the twin cities it is possible to secure any amount of milk, cream, or butter for class use. This advantage is one which the dairy division recognizes as one of its most valuable assets. Any amount of products prepared by students can be quickly disposed of on the markets of either of the twin cities."

⚜

EXIT MR. C.

Mr. C., a distinguished lawyer of Chicago, was on his way to Denver to transact some important business. In the opposite section of the Pullman, a sweet-faced, tired-appearing woman traveling with four small children. Being fond of children and feeling sorry for the mother, he soon made friends with the little ones.

Early the next morning, he heard their eager questions and the patient "Yes, dear," of the mother as she tried to dress them, and looking out, he saw a small white foot protruding beyond the opposite curtain. Reaching across the aisle, he took hold of the large toe and began to recite: "This little pig went to the market, this little pig stayed home." The foot was suddenly withdrawn and a cold, quiet voice said: "That is quite sufficient, thank you."

Mr. C. hastily withdrew to the smoker where he remained until the train arrived in Denver.

* * *

Yes, Eleanor, I got your birchbark postal, asking if I could hear the birch bark. No, dear; I cannot, but the dogwood.



LONGER LIFE

BUY trucks for your deliveries that are capable of doing extra work and better work.

GMC's are that kind. They are built for a longer life and a more economical one.

Wear occurs slowly. Every GMC part is designed with extra strength.

Full pressure lubrication to every bearing surface saves wear in the GMC engine.

And in its later years a GMC can be given back practically all of its original vigor by the easy replacement of worn parts. GMC design provides for this.

GMC Trucks will go longer to make your money go farther. Ask for a catalog.

General Motors Trucks

GMC

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC, MICHIGAN

Clip and Mail

General Motors Truck Company,
Dept. 33,
Pontiac, Michigan.

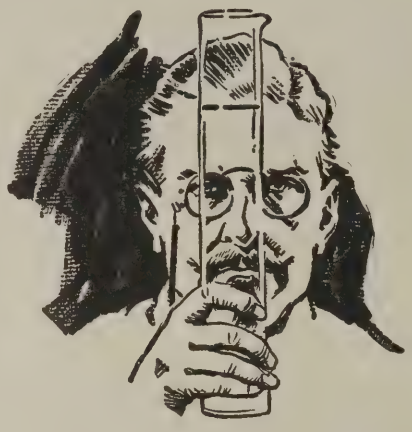
Send me the GMC catalog.

Name .....

Business .....

Address .....

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.



Gelatine—
the unnoticed ingredient

Unseen, untasted, unnoticed—gelatine is the supporting element of your product—the determining point of quality.

Clarity, viscosity, purity and most important, absolute uniformity, are your chief considerations in picking this ingredient for your production.

Atlantic Super-Clarified Gelatine has every desired attribute. Its super-clarity is unequalled, its viscosity higher than average, its purity unchallenged and its uniformity guaranteed by its successful record in the factories of the best manufacturers of candy and ice cream.

Use Atlantic Super-Clarified Gelatine. One trial will convince you of its unexcelled goodness and fitness for your work. Its economy in production will make decided savings possible while raising the quality of your product. For the "Unnoticed ingredient" use Atlantic Super-Clarified Gelatine.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 1019 Woolworth Bldg.

ATLANTIC
super-clarified
GELATINE

ELECTRIC TRUCKS ARE BEING USED INCREASINGLY THE COUNTRY OVER.

"The difference between the electric truck situation today and that of a few years or even a year ago is the fact that not only are they being used increasingly but, that business men the country over are realizing that perhaps the best way to reduce the cost of doing business is the judicious use of both gasoline and electric trucks." This is the report of The Society for Electrical Development based upon a field survey now being made by Raymond G. Zindle, supervisor of electric truck promotion, to ascertain local conditions in various sections of the United States and Canada.

It is found that bakers, laundry owners, ice cream makers, department stores, express companies, milk dealers, coal and ice companies, public utilities and others, recognizing that the cost of delivery is anywhere from 18 to 30 per cent—and in some instances as high as 45 per cent—of their gross income, are looking for some means of reducing that cost. Experience of others in their own line of business is teaching them that the use of electric trucks for city deliveries—on routes of 15 to 30 and 40 miles per day with anywhere from 50 to 200 or more delivery stops per day—and the use of gas trucks on longer hauls is the best means of placing their transportation on an economical basis.

Many instances have been found in New Zealand, in Chicago, Cleveland, Columbus and other cities where companies now using only a few electrics on city routes are preparing to replace all of their horse-drawn equipment with electric trucks. Several concerns are employing gasoline trucks as feeder service to electric delivery trucks. In the bakery industry, for instance, a single gas truck is often used to supply as many as ten or fifteen electrics with hot bread and rolls around noon times. The electrics thus served are employed to make the deliveries to the housewife.

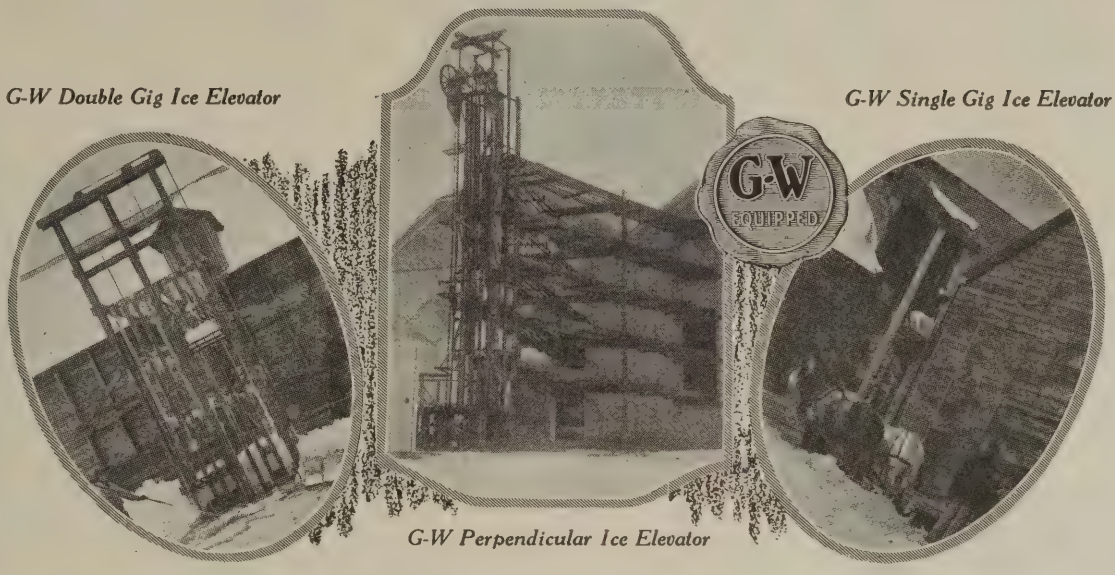
One large baking company with branches in almost all of the larger cities in the United States makes provision for the charging and garaging of electric trucks at the loading platforms in every new branch which they open. Thus stable and garage space is entirely eliminated, materially reducing an otherwise necessary investment.

In one city after another, cases have been found where companies have purchased only one or two electric trucks to see if, as one user said, "they'll do for me what they have done for others" and have then install electrics on every route where they are applicable.

The lighting companies are lending their assistance. Every central station which has been called upon is glad to send a man to call on prospective users of electric trucks with the salesmen and explain to them that the power company endorses the use of electric trucks if the conditions meet the capabilities of the electric.

In brief the central station companies, we are told, stand ready to do these things:

1. To use electric trucks themselves where they are applicable.
2. To establish the right power rate for charging trucks.
3. To expedite the installation of service when a man buys electric trucks.
4. To promote the idea of electric trucks just as they promote the use of electric fans, electric irons, electric ranges or anything else electrical.
5. To co-operate with the electric truck battery and accessory companies as outlined above.



G-W Double Gig Ice Elevator

G-W Single Gig Ice Elevator

G-W Perpendicular Ice Elevator

Prepare for the Harvest *NOW!*

Reliable equipment is essential to economy

You are cordially invited

TO ATTEND OUR EXHIBIT

IN NEW ORLEANS

Plan to attend the exhibits of the National Association of Practical Refrigerating Engineers to be held at the Isaac Delgado Central Trade School, New Orleans, in November. The Gifford-Wood exhibit will remain intact until the evening of November 15th. Included in our display will be several models of ice handling machinery, an Ice Scoring Machine, a display of Ice Tools, etc.

Preparedness in ice harvesting is particularly essential—a breakdown during a stretch of ideal harvesting weather is a costly proposition.

The sturdy construction of G-W Perpendicular and Gig Ice Elevators insures their operation **when needed.** Correct design insures rapid handling of the ice crop with economy. Vital parts are provided with extra strength for endurance—materials used measure up to the requirements of the service expected.

Installations in every section of the country are active evidence of the long lived economy to be derived from the use of G-W Ice Harvesting Equipment.

G-W Engineers may be called into conference at any time, without cost or obligation to you. Send for Catalog No. 90, describing in detail our complete line of Ice Handling Machinery and Tools, and ask also for complete information concerning the engineering service we are prepared to render.

GIFFORD-WOOD CO., 5 Hill Street, Hudson, N. Y.
New York: 50 Church St. **Chicago: 565 W. Washington St.**
Boston: 222 State St. **Pittsburgh: Peoples Bank Bldg.**
Plants: HUDSON, N. Y., and OAKMONT, PA.

Gifford-Wood Co.

BUILT STRONGER LAST LONGER

ICE HANDLING MACHINERY AND TOOLS

(See Gifford—Wood Co. advertisement on page 90.)

Building A Business Where Nothing Exists

Harry Helmar, "Wonder Boy," Had To Teach Consumers That There is Health in Milk, and Instruct Farmers That There is Money in it, Before Building Up One of the Biggest Dairy Products Businesses in the South

By A Contributor

FROM a small single square room, containing 1,200 square feet and handling milk deliveries only, the Gate City Dairy & Ice Cream Company, 52 Trinity Avenue, Atlanta, Ga., has grown into one of the greatest institutions of its kind in the South, manufacturing and distributing thousands upon thousands of dollars worth of milk, cream, ice cream and butter. And this was accomplished within a short period of ten years.

The Gate City, once a concern of a few hundred dollars in value, now is a vast business permeating into four states, and capitalized in the sum of $600,000. It is one of the remarkable industrial developments of a section that has just begun to awaken to its possibilities. It is no small distinction to be the supervising genious of a business that excels in any line, but it is a genuine distinction to be at the head of an enterprise that leads a vast district in the great dairy products industry. This distinction belongs to Harry Helmar, easily one of the outstanding business men of the Southland.



HARRY HELMAR.

When Harry, youthful, ambitious, thorough and confident of the posibilities of the dairy industry, ventured into the milk business in 1914, he was but 20 years old, but he was a reasoner; he applied logic; he knew the "why" of everything he did; he was accurately familiar with the local situation and entirely convinced that a successful business could be built upon service, quality and organization.

His beginning was modest but it was properly foundationed. His equipment consisted of a few milk cans, an ice box and a horse and wagon. A very modest beginning indeed. This business represented a considerable comparative volume (it even then was the largest in the city) but like many other lines, there were not so many precautions exercised and not altogether as much attention given to scientific purity and cleanliness. Although, then as now, the Gate City policy was a strict adherance to the best known methods of sanitation as practiced a decade ago.

WITH this 20 year old boy to manage the situation, with an original determination to succeed and become an important spoke in the world's wheel of commerce and construct along lines that would endure, this same Harry Helmar, now 30 years of age, heads the principal business of his industry in the Southeast. Apparently, it is the only open market, that is, the only place that a farmer can ship, twelve months of the year, whatever dairy products he may have to ship and get the highest market price and without the fear of being forced, at times, to find another market.

Studying the situation, visualizing possibilities, acquiring actual knowledge of what a progressive city population would require and fortifying himself with the right kind of employees and equipping his plant with the most modern machinery, he finds himself today heading a company valued at considerably more than a half million dollars, using the output of more than 300 farms, receiving milk and cream and distributing ice cream in the states of Georgia, North Carolina, South Carolina, Tennessee and Alabama. It requires a fleet of thirty trucks to take care of the Gate City's business.

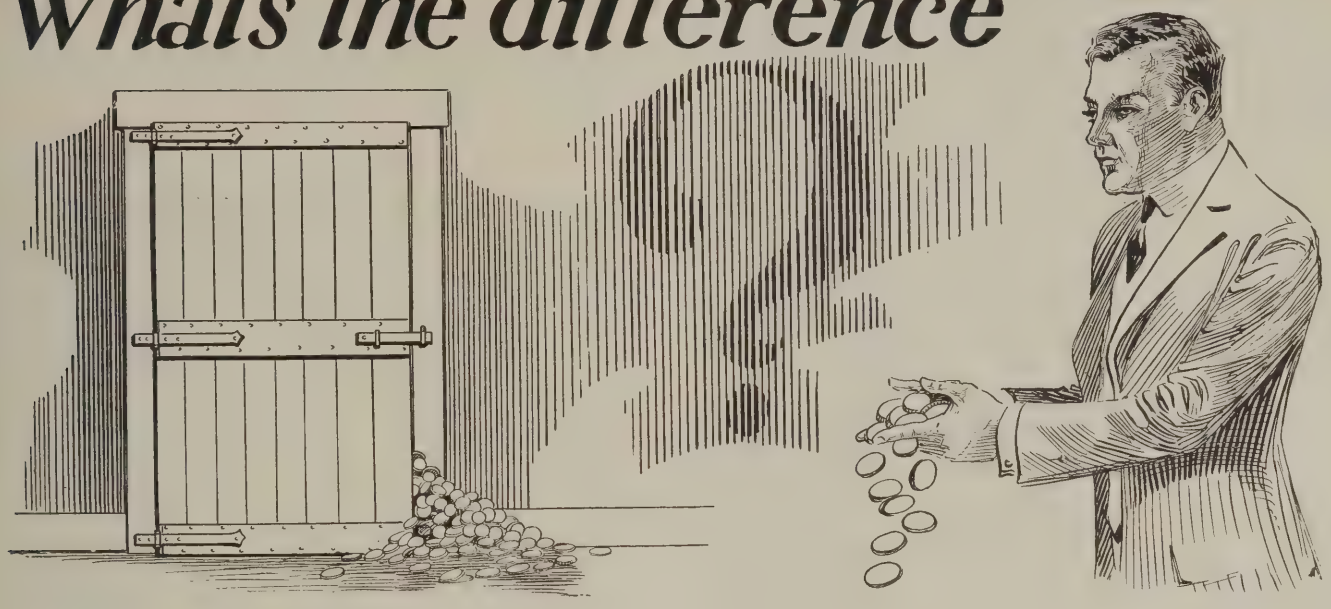
"Less than ten years ago," said Mr. Helmar in briefly reviewing the development of the Gate City, "I handled the output of about five or six dairy farms. Service and routing were not much of a job then. One or two horses and wagons delivered the Gate City's output in a few hours each day. Today we are handling the output of more than 300 farms. A fleet of thirty of the best trucks that man can build or money can buy are required to handle the business volume and service and routing is a 'regular job' now.

"The growth of your business and the other fellow's business is responsible for the growth of the South which is beyond the conception of a man's mind unless he can see what I have seen. It is a pleasure to observe how most of our customers realize and appreciate what service means. Traffic conditions, parking, non-parking, congestion, no-turns, upstairs business and many other things delay deliveries. I appreciate the co-operation most of our customers give us. It all helps toward a more efficient and economical service in the delivery of the most vitally important of human foods.

REVERTING to the growth of this individual business, it is remarkable what great strides the dairy industry has made throughout the land within the last several years and particularly is this true in our own section. The South is destined to assume its proper place in dairying. I read with much interest and with one hundred per cent accord, the recent article by Craddock Goins, associate editor of The Olsen Publishing Co., which recently appeared in the Manufacturers' Record relative to the South's possibilities in this line. In my opinion, if the industrial elements—bankers. farmers, dairy products manufacturers, merchants and other classes of business—will become imbued with the logic of Mr. Goins' arguments and statements of fact, this development will not only continue more rapidly but will be placed upon a permanent basis, assuring us the constant prosperity which characterized Wisconsin and other of the great dairy states."

That is the preachments, the advice, to call it by a more properly dignified term, of a young man 30 years old, who has seen an insignificant business grow, step by step, into conceded leadership. Still a young man, too tender in years to be recognized by many of the

What's the difference

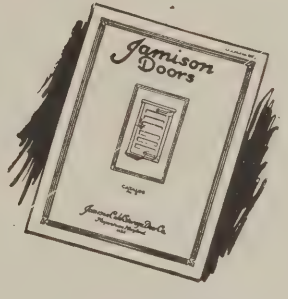


Between Dollars that Slip Through Your Fingers—and Dollars that Slip Through Your Doors?

When you get dollars in your hands, you don't let them slip through your fingers—not if you know it. But what about the dollars that are slipping through your cooler doors—every day?

To be **loss-proof,** your doors must be **leak-proof.** Changes in temperature, due to heat transmission, cost you money. They mean dollars that go into upkeep instead of the bank.

Jamison Doors are **leak-proof** and **loss-proof.** The Jamison Adjustable Spring Hinges make it possible to regulate the pressure against the multiple seals of contact. The Jamison Automatic Self-Tightening Fastener tightens instantly when the door is closed—tightens so that there's no rebound from compression when the door is slammed. Jamison Hardware is for HARD WEAR!



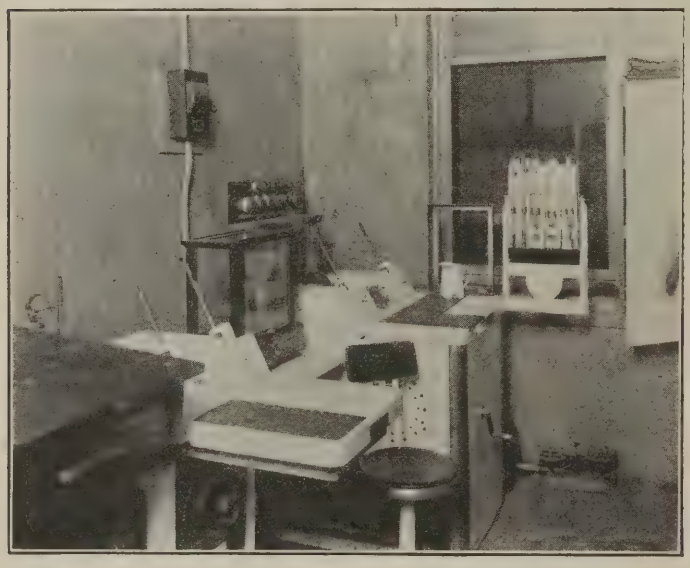
Our new catalog fully describes Jamison Doors with their remarkable, patented features. You should have it. Send us your name today.

Jamison Doors
for better refrigeration

Jamison Cold Storage Door Co., Inc. **Hagerstown, Md.**

sturdy men, who, at more mature years, now reflect with reluctance or dream over the mistakes of the past. He doesn't dream; he acts and acts positively. Hesitation is not a part of his compound. But to the rise of the Gate City—

WHEN Mr. Helmar was ready to make his business a corporation, he proposed to incorporate for $350,000 but the mere fact that a man had money to invest was no inducement to have him associated with the company. He worked on men of influence and prominence, never hesitating to assert that if the company did not gain prestige by selling stock, such prospect was not acceptable.

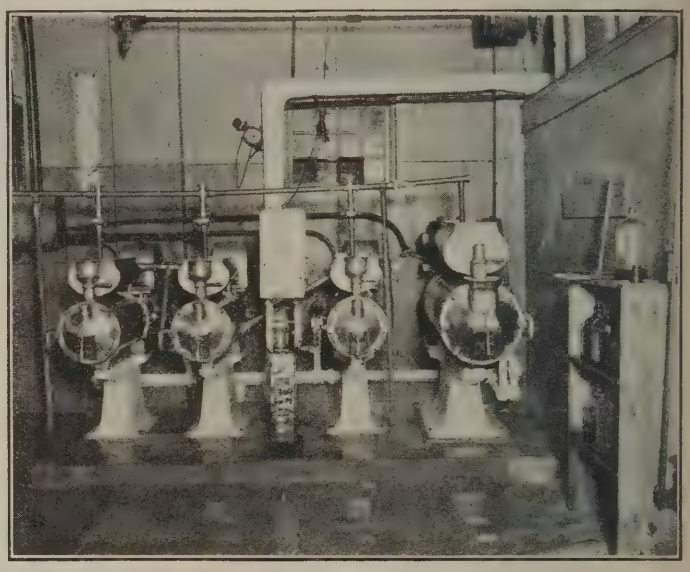


Laboratory.

In doing this, the stockholders, directorate, and the employees are chosen on merit only. The stockholders, selected from men of influence, naturally place influence in favor of the Gate City products, which show evidence of "something behind the gun," for there is hardly a highway in the country where Gate City advertising is not on duty and there is hardly a drug store in shipping distance of Atlanta where Gate City ice cream, in selected flavors, cannot be purchased by a discriminating public.

Grabbing the "bull by the horns" to make a real business where virtually nothing exists, requires genuine "sand courage." The business was not there. The possibilities could only be guessed. It required a man with an analytical mind and a galvanized courage—a man with a clear conception of the needs of the community to take the plunge. The man who knew that milk is vitally essential to the human diet, that all milk products were coming into prominence and that with an industrious and intelligent application of effort—a tremendous success awaited. It was a boy's dream and perseverance, constant attention to duty, a policy of full value received got the results.

The Gate City's organization moves with system and thoroughness right down the line from President Helmar to the office boy. Each is capable and each enthusiastic. P. A. Methvin, the vice-president, was for twelve years in charge of the food inspection of the state of Georgia. He also, for a time, was vice-president of the Odom Ice Cream Company at Macon, and both by experience and natural tendency peculiarly qualified as an official of the big Gate City.



Freezer Room.

ALVIN SANSING, known to every ice cream manufacturer and supply man in the South, is secretary of the Gate City. Mr. Sansing, for many years, was with the De Laval Separator Company and is familiar with every detail of the mechanical, the office and the distribution divisions of the ice cream, milk and butter business. He is recognized, not only as progressive and capable, but profound in his study of the best methods of developing and maintaining the sources of the raw material, assembling and marketing. He is the man who is most directly responsible to President Helmar—they are more than office associates; they are personal friends and no important steps are taken without a complete understanding.

Just recently—the first of the year—a new office was created at the Gate City, that of sales manager, and H. C. Halsey, who has been with the company for years as a salesman, was appointed. Mr. Halsey is of the literal live-wire sort, brimful of what is famed in the Southeast as the "Atlantic Spirit." He is on the job early and sticks until the situation warrants closing. And likewise are the others.

Write for the new

Ice Cream Powder Preparations

Improve Ice Creams and Ices at reduced costs

Supplied only in 100 lb. containers.

HELP *Richness* *Smoothness* *Viscosity* *Ageing*

SOLE DISTRIBUTORS

CHITTENDEN, TURNER & CO.,

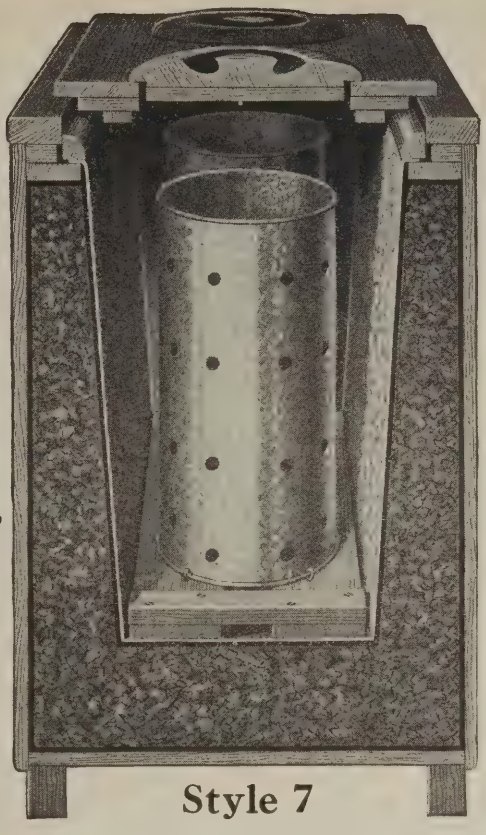
LONG WHARF **Importers** BOSTON, MASS.

DOES THE TAIL WAG THE DOG?

"If I had some ham,
I'd make some ham and eggs—
If I had some eggs."

—that's always the predicament of the fellow who doesn't believe in advertising.

Efficient - - -
Economical - -
Trouble Proof



Style 7

The Grand Rapids
ICE CREAM CABINET OF QUALITY

IN the three words above you will find the outstanding reasons why Style 7 Grand Rapids Ice Cream Cabinets should be put at work for you next season.

Style 7 is the most efficient of cabinets because it is beyond any question of doubt the most highly developed cabinet ever devised. Its design includes the scientific taper style of insulation originated and perfected by us. In construction it is unrivalled — extra heavily insulated, absolutely protected against absorption of moisture, sturdily built of finest materials, sound as a dollar throughout.

Style 7 Cabinet is extremely economical for four reasons: First, because its efficiency makes possible substantial reductions in the cost of ice and in attention required. Second, it affords maximum protection for your product. Third, our position as the world's largest makers enables us to produce and sell this superior article at an extremely attractive price. Fourth, the Style 7 Cabinet is so long lived that when the price is divided by years of service the result represents mimimum investment cost.

The Style 7 Cabinet has stood the greatest of all tests—**TIME.** It has demonstrated to the satisfaction of thousands of users that it offers the utmost in freedom from annoying and costly trouble.

Investigate fully! Then you will learn why Grand Rapids Cabinets are essential if you are to enjoy greatest profits. Send for our complete catalog which illustrates our full line of models of all types, including the Style 7, the famous Zero Brick Cabinet and our extremely practical combination brick and bulk cabinets.

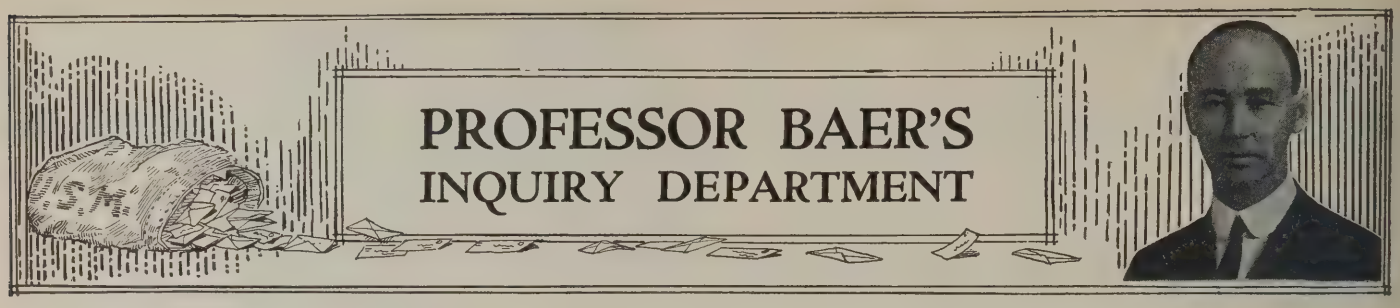
WRITE US TODAY!

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W. **Grand Rapids, Mich.**

NEW ENGLAND SALES OFFICE AND WAREHOUSE, - MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS
SOUTH EASTERN SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CENTRAL SALES OFFICE AND WAREHOUSE, - - CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
NEW YORK STATE SALES OFFICE AND WAREHOUSE. CHERRY-BASSETT-WINNER CO., 1319 Penn. Ave., PITTSBURGH, PA.
NORTH WESTERN SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y.
SALES AGENT FOR TEXAS, OKLAHOMA AND ARKANSAS 400 Canal Street, SYRACUSE, N. Y.
- A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS



Replies to Inquiries

Dear Sir:—We had 370 pounds of 18 per cent cream, 6 pounds of skim milk powder, 30 ounces of gelatine and 30 ounces of vanilla from which we only made 70 gallons of ice cream. We have been used to the disc freezer and we made 100 gallons from the same mix. In the first place we tried to freeze the cream with just the filler and vanilla as we always had done on the disc freezer, but found it would not whip. The cream mix had been pasteurized and held at a low temperature for 24 hours. We then added the skim milk powder to 45 pounds more of cream, ran it through the emulsifier and held all the mix for 24 hours longer with but little better results. It just refused to whip up to a full freezer. We have the Emery-Thompson upright 10-gallon freezer. We want from 90 to 100 per cent overrun. That is, we want ten gallons of ice cream from 90 pounds of mix. Can you tell us where our trouble was? Could you give us a mix made of say 20 per cent cream, 4 per cent milk, skimmilk powder that would contain about 12 to 14 per cent butterfat that we could get the overrun we want?

Reply: You perhaps understand that the continuous disc machine was so constructed that it was very easy to get an overrun. You will find that it is more difficult to secure the overrun with any vertical type freezer. I believe, however, that if you will study your freezer carefully, regulating the temperature and pressure of bran and consequently the rate of freezing along with the proper speed of the tester also carefully making tests on the ice cream when drawing it from the machine you will soon be able to increase your overrun.

I have indicated below in table 1 a suggestive 14 per cent formula using a little skim milk powder to increase the milk serum solids.

Table 1.

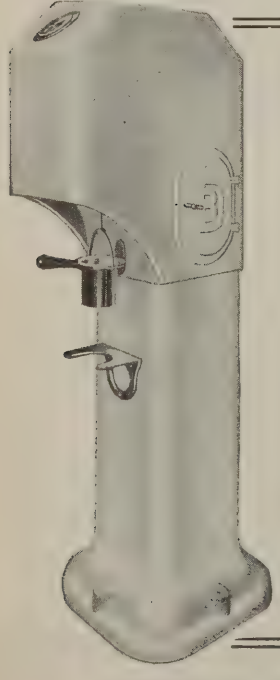
Ingredients	Fat	Serum Sol.	Total Sol.
14.0 lbs. sugar	.....	.....	13.30
.5 lbs. gelatine	.....	.....	.47
2.0 lbs. skim powder.....	.....	1.9	1.9
66.0 lbs. 20% cream.....	13.2	4.7	17.90
17.5 lbs. 4% milk.....	.70	1.5	2.20
100.0 lbs. mix	13.9	8.1	35.77

You will not have to use a large amount of milk powder when making a 14 per cent ice cream.

If you want to cut the butterfat to 12 per cent you should use more butterfat, two pounds to more than the same relation of the total milk solids to the total solids of the mix.

* * *

Dear Sir:—Being a reader of The Ice Cream Review, I have noticed several of your formulas to the ice cream manufacturers. We would be pleased if you would give us a formula showing us how to use whole milk with sweet butter and skim milk powder, that is, the amount of each to be used. We would like to have two formulas, one for an 8 per cent and one for a 10 per cent, figured on a 900-pound mix, with about 35 per cent total solids.



Sommers Ice Cream Over-run Tester

Simple in Construction—Quick Acting and Accurate

SMOOTH, SIMPLE CUP IS USED.

No loose weights or adjustment on Cup necessary.

Adjustments for variation in specific gravity of the mix are easily made on the Tester itself.

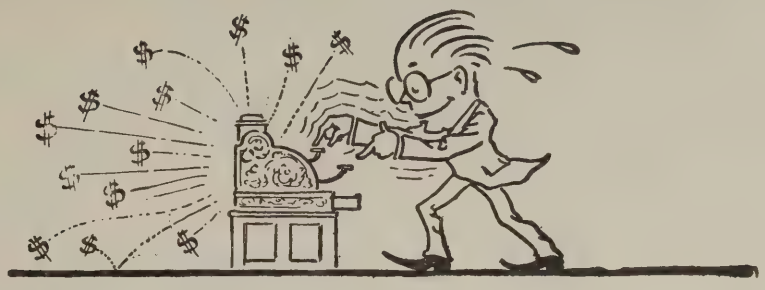
The Cup hanger is easily accessible.

The reading is always made at one place, right under your eye as you stand in front of the Tester and tilt your head slightly forward.

Write for Descriptive Literature and Price

MANUFACTURED BY

Damrow Brothers Company, Fond du Lac, Wis.



"Ringing out" Cash? or "Ringing in" Profits?

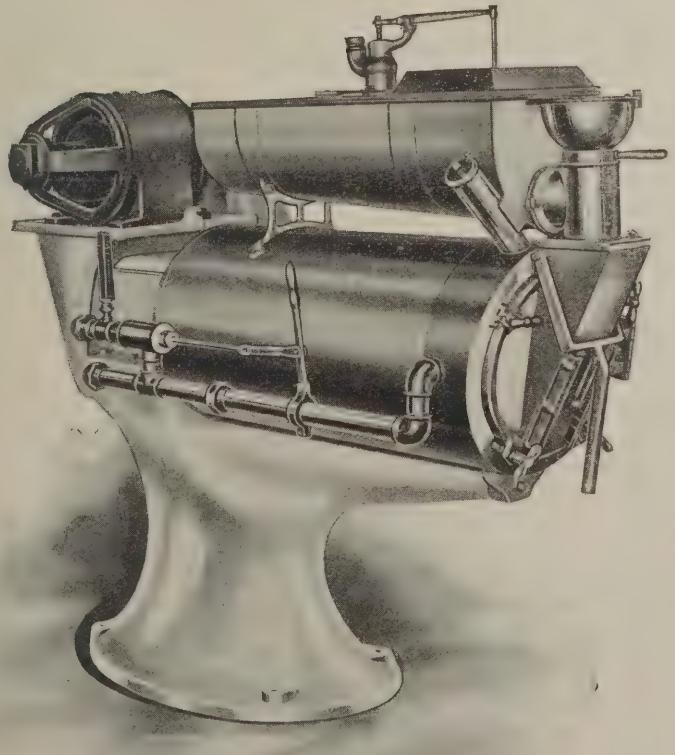
There are at least two channels—that come to mind at this writing—in which a manufacturer who contemplates the purchase of needed freezing equipment can put his money:

1. The dollar may go into freezer equipment that keeps the ice cream manufacturer running into his cash register for **other** dollars needed for repairs, for losses caused by delays and improper freezing. That's the **outgoing** channel!

2. The dollar may go into freezer equipment that costs enough at the beginning so as to insure against constant dollar dribbles and drains in future. That's the **incoming** channel!

You are offered a superlatively good machine in the

EMERY THOMPSON HORIZONTAL



It is making good under all operating conditions. It delivers a good product at low cost and turns out the cream months on end with a minimum of attention. Look into it.

Emery Thompson Machine & Supply Co.

271-275 RIDER AVENUE
New York

The Emery Thompson line

of Brine Freezers includes 40, 60, 80 and 120 quart horizontals — Direct Expansion Freezers — and the "old standby" 40 quart vertical.

We have no trouble in getting butterfat percentage but do not know just how much milk powder to use.

We are now using skim milk powder and sweet butter altogether and for a 2,700-pound mix we use 325 pounds of butter, 300 pounds milk powder, 400 pounds sugar, 15 pounds gelatine, 3 pounds Washburn improver, 1 gallon extract and balance water. Our mix is pasteurized and viscolized on a 2,000-pound pressure and held 24 hours before freezing.

Are there any changes we could make in our present mix that would better it in any way?

Reply: You will find the analysis of the formula given below in table one.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
325.00 lbs. 84% butter	273.00	.....	273.00
300.00 lbs. skim powder	.....	285.00	285.00
400.00 lbs. sugar	.....	.....	380.00
15.00 lbs. gelatine	.....	.....	14.25
3.00 lbs. improver	.....	.....	2.85
8.40 lbs. extract	.....	.....	1.25
1648.60 lbs. water	.....	.....	.....
2700.00 lbs. mix	273.00	285.00	956.35
Per cent	10.01	10.50	35.40
Per cent sugar	14.80		
Per cent gelatine	.55		

You should have no difficulty getting a very satisfactory ice cream from this formula. I suggest that for the 8 per cent and 10 per cent formulas which you would like to have, you refer to the Ice Cream Mix booklet where you will find an 8 per cent formula on page 27 and a 10 per cent formula on page 32, both being formulas No. 8 on these pages.

Should you not have a copy of this Ice Cream Mix book you can secure this at the regular price of $1.00 from The Olsen Publishing Co., Milwaukee, Wis.

* * *

Dear Sir:—I shall be glad if you will let me know what you think of the following mix or any suggestion for improving same, if necessary. The butterfat content must be 16 per cent.

I am using a Sharples Emulsifier, the first one to be operated in this country (third season now.)

20.0 lbs. 84 per cent butter.
10.0 lbs. Skim milk powder.
11.5 lbs. sugar.
.5 lbs. gelatine.
58.0 lbs. water.

100.0 lbs. mix.

Also, will you give me the figures for a 14 per cent mix using 50 per cent butterfat cream, 4 per cent milk, sugar and gelatine only?

Reply: I have made an analysis of your cream mix as indicated and you will find the calculations given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
20.00 lbs. 84% butter	16.80	.....	16.80
10.00 lbs. skim powder	.....	9.50	9.50
11.50 lbs. sugar	.....	.....	10.92
.50 lbs. gelatine	.....	.....	.47
58.00 lbs. water	.....	.....	.....
100.00 lbs. mix	16.80	9.50	37.69
Per cent sugar	11.50		

You will notice that you have now 17 per cent butterfat in this mix and also a high total solids, which is, of course, due to the extra amount of skim milk powder making 9.5 per cent milk serum solids. You will notice, however, that you have only 11.5 per cent sugar in this mix.

I am just wondering whether that does make your cream sweet enough for the average trade. Most of the factories in this country are using at least 13 per cent sugar.

I would suggest that you try revising this formula by using 3 pounds less of skim milk powder and use 3 pounds more sugar and see if that will not improve the quality of your product. I am also suggesting below in table two a mix testing 14 per cent butterfat made from cream and milk without using any extra solids. This should give you very satisfactory ice cream.

Table 2.

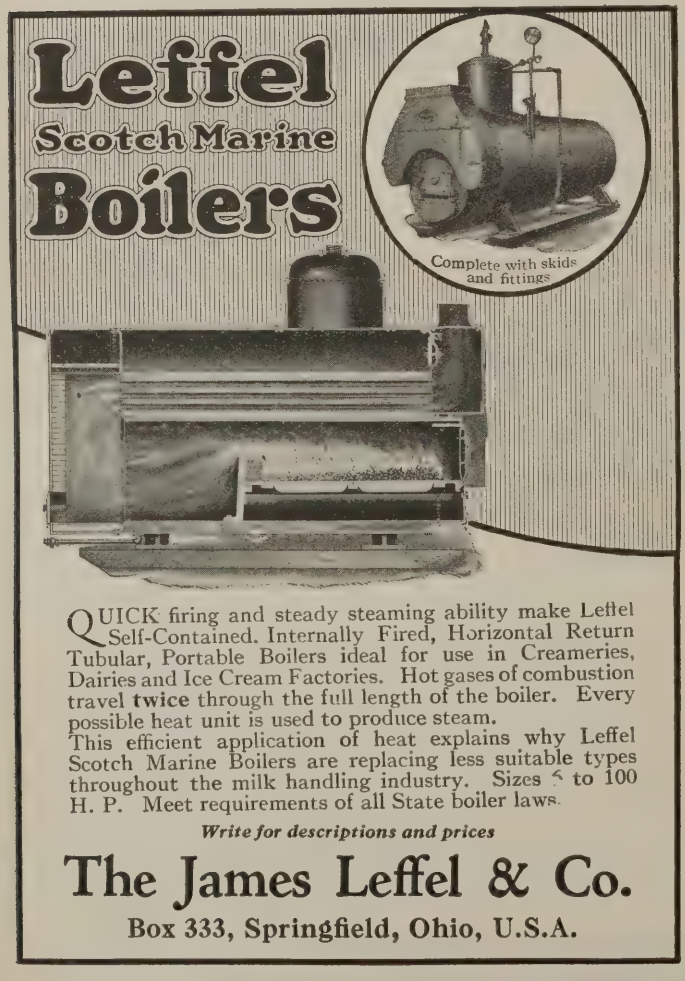
Ingredients	Fat	Serum Sol.	Total Sol.
13.00 lbs. sugar	.....	.....	12.40
.50 lbs. gelatine	.....	.....	.47
23.00 lbs. 50% cream	11.50	1.02	12.52
63.50 lbs. 4% milk	2.54	5.43	7.97
100.00 lbs. mix	14.04	6.45	33.36

In the preparation of this mix as suggested in table two I would process it similar to your number one mix by running it through the emulsifier. I am glad to know that you are getting good results with the use of the emulsifier making your ice cream mix out of butter and skim milk powder. If you are able to secure a fine quality of sweet butter and have a fresh, sweet-flavored soluble skim milk powder you should have no difficulty in maintaining a good quality of ice cream.

* * *

Dear Sir:—We would like to make a 12 per cent butterfat smooth ice cream with 100 per cent overrun.

(Continued on page 80)



QUICK firing and steady steaming ability make Leffel Self-Contained, Internally Fired, Horizontal Return Tubular, Portable Boilers ideal for use in Creameries, Dairies and Ice Cream Factories. Hot gases of combustion travel **twice** through the full length of the boiler. Every possible heat unit is used to produce steam.
This efficient application of heat explains why Leffel Scotch Marine Boilers are replacing less suitable types throughout the milk handling industry. Sizes 5 to 100 H. P. Meet requirements of all State boiler laws.

Write for descriptions and prices

The James Leffel & Co.

Box 333, Springfield, Ohio, U.S.A.

Crown Fruit Products

The QUALITY FRUITS

for Discriminating Ice Cream Manufacturers

Crown Fruit & Extract Co., Inc.

418-420 West Broadway

NEW YORK

MEET US IN NEW ORLEANS
November 14th to 16th
Booths No. 57-80

We have a viscolizer. At what temperature would you viscolize?

Herewith is our mix. If O. K. you may report so. If not, tell us how to improve it. How much (gals.) should we get from the finished mix?

Mix.

720 lbs. 3.6% whole milk.
21 lbs. skim milk powder.
15 gals. Libby's evaporated milk.
166 lbs. sugar.
4.5 lbs. high grade gelatine.
132 lbs. sweet butter.
12 oz. Gumpert's improver.

Reply: You will find the calculations of your mix given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
720.00 lbs. 3.6% milk	25.92	61.77	87.69
21.00 lbs. skim powder	.....	19.95	19.95
132.00 lbs. evap. milk	.....	23.76	34.32
166.00 lbs. sugar	.....	.....	157.70
4.50 lbs. gelatine	.....	.....	4.27
132.00 lbs. butter 84%	110.88	.....	110.88
1175.50 lbs. mix	147.36	105.48	414.81
Per cent	12.50	9.10	35.30

You will notice that the per cent butterfat is 12.5, serum solids 9 and total solids 35. In order to get 100 per cent overrun from your 1175 pounds of mix you should get about 260 gallons of ice cream.

You stated that you had a viscolizer. The usual temperature at which a mix is viscolized is 120 degrees. That would mean that after pasteurizing you would reduce the temperature a little before viscolizing. I believe you could make very little improvement in your present mix, especially if you can keep the composition as indicated in table one.

ICE, in the long run, costs more than diamonds

Ucanisters take the ice out of ice cream. Simply take your five-gallon cans of ice cream out of your hardening room and put them into Iceless **Delivering** Ucanisters and save all the salt and ice on the wagon. Iceless **Shipping** Ucanisters save $1.00 worth of salt, ice, express weight, and rate, every time you make a shipment in a Ucanister instead of a tub.

Our Icerettes, installed in your cabinets or your dealers' fountains, or both, save all the salt and ice used in the retailing of ice cream.

Now, then, with mechanically refrigerated factories, Iceless Delivering and Shipping Ucanisters and Icerette Iceless retailing, your ice cream business is completely iceless and the selling of the ice instead of giving it away, the saving of salt, labor, wear and tear, reduction in equipment and the money, positively turn your present gross profits into net profits and you know what that means in dollars and cents per annum.

ICE DEVICES SERVICE, Inc.
SERVICE STATION—550 W. Lake St.
Chicago, Ill.

Licensed Manufacturers Under
WOLF ICE SERVICE DEVICES, DESIGNS, COPYRIGHTS & PATENTS

FRED W. WOLF, Consulting Engineer and Purchasing Agent.

Dear Sir:—We are having trouble with our ice cream mix, one that you figured for us some time ago. We are giving you our complete mix and our means of handling same, so you will be able to advise us.

84 lbs. sugar.
3 lbs. gelatine.
63 lbs. Butter (84 %).
96 lbs. Armours evaporated unsweetened milk.
45 lbs. powder.
309 lbs. water.

600 lbs. Mix.

Which makes from 130 to 140 gallons of finished ice cream. We pasteurize the mix to 145 degrees, hold 30 minutes, then cool over a tubular cooler, and age 48 hours before freezing. We have a C. & B. brine freezer, 40-quart 175 R. P. M. and brine at 10 degrees above.

We draw the cream at about the consistency of sorghum molasses. Cream tastes real good but not quite as smooth as it should be. We have the old style injector type of emulser. Cream, when thoroughly hardened, is completely full of holes, similar to holes in bread after baking. Can you give us the reason and the remedy for this?

Please figure us a formula using the following:

Sugar, gelatine, butter (84%), water, Armour's evaporated unsweetened, and powdered milk containing the following: butterfat, 1.78; moisture, 2.01; protein, 30.93; lactose, 55.36; lactic acid, 00.172; ash, 7.58.

Formula for 10 per cent finished.

Reply: According to your suggestion I have analyzed your present mix, the calculations being given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Soll
84.00 lbs. sugar	.....	.....	79.80
3.00 lbs. gelatine	.....	.....	2.85
63.00 lbs. butter 84%	52.92	.....	52.92
96.00 lbs. evap. milk	7.68	17.28	24.96
45.00 lbs. skim powder	.....	42.75	42.75
309.00 lbs. water	.....	.....	.....
600.00 lbs. mix	60.60	60.03	203.30
Per cent	10.01	10.00	33.90
Per cent sugar	14.00		

I am also suggesting in table two a 600-pound mix made up according to your suggestions:

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
84.00 lbs. sugar	.....	.....	79.80
3.00 lbs. gelatine	.....	.....	2.85
62.00 lbs. butter 84%	52.08	.....	52.08
90.00 lbs. evap. milk	7.20	16.20	23.40
46.00 lbs. skim powder	.82	43.80	44.62
315.00 lbs. water	.....	.....	.....
600.00 lbs. mix	60.10	40.00	202.75
Per cent	10.00	10.00	33.80

The difficulty in your ice cream that you described as being full of holes similar to holes in bread after baking is due to drawing the ice cream too soft from the freezer. If you will do a little experimenting and draw the cream a little stiffer you will overcome this difficulty immediately. You will also find that if you draw the cream just a little stiffer you will secure a smoother product.

I believe that some of your troubles are due to the steam emulser as this type of emulser introduces considerable water into your mix thus reducing the fat and solids and this type of emulser is also liable to heat your mix too high which would give it a cooked flavor.

The BEST Vanilla Sells the MOST Ice Cream

There's a BEST in everything



There are many flowers, and then there is the orchid. By the same token, there are many vanillas, and then there is

MICHAEL'S Mexican Vanilla Powder

"America's Flavorite"

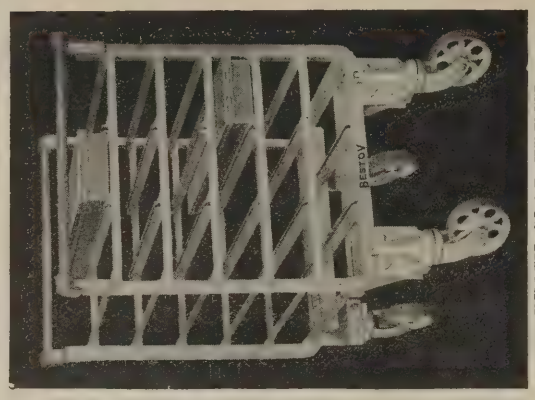
You may *seem* to save by using a cheaper flavoring. But in the end, it will pay you to use Michael's Mexican in every mix. Because its mellow-mild, lip-smacking flavor makes people eat *more* of that kind of ice-cream. 25% more, as a matter of record! Make the test! Find out!

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.

Make This Test at Our Expense

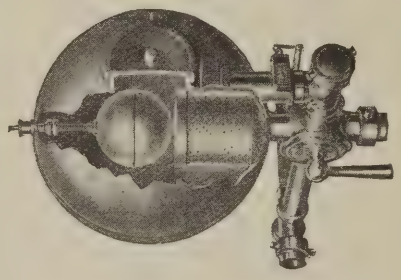
Place a trial order. Use all you need to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Powder does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.





BRICK SLAB TRUCK
All sorts of trucks for ice cream plants are described in **Bulletin No. 2308—worth sending for!**

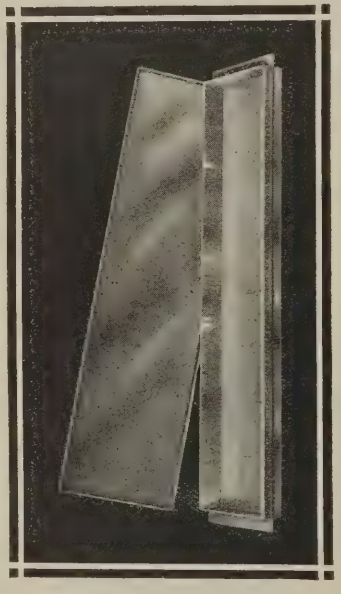
THOMAS BATCH MEASURE
Measures out each batch accurately and automatically. No dumping into open tanks. Sanitary, accurate and systematic. Send for **Bulletin** on Thomas Batch Measures.



Some of the Good Things Obtainable From

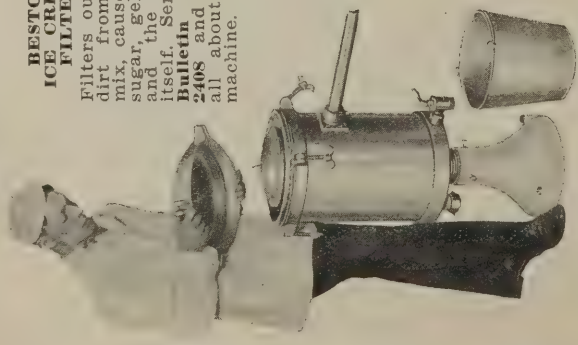
Cherry-Bassett-Winner Company

1918 Market St., Philadelphia
33 So. Charles St., Baltimore
10 E. 16th St., New York
400 Canal St., Syracuse
1139 Penn Ave., Pittsburgh



CHOCOLATE BAR SLAB
and other slabs and tanks described in **Bulletin No. 2307.** Send for it!

BESTOV ICE CREAM FILTER
Filters out the dirt from the mix, caused by sugar, gelatine and the milk itself. Send for **Bulletin No. 2408** and read all about this machine.



Dear Sir:—I have been reading your Replies to Inquiries in The Ice Cream Review, and I am sending the following 100-pound mix, and would be very glad to have you improve it in any way:

46 lbs. 4% milk (pasteurized to 140 degrees F)
24 lbs. 40% cream (pasteurized to 140 degrees F.)
16 lbs. unsweetened evaporated Carnation milk.
14 lbs. sugar.
.5 lbs. gelatine.

Please analyze this mix and explain the method of figuring the serum and total solids.

Reply: I am very glad to assist you in analyzing your ice cream mix, the calculations being given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
46.00 lbs. 4% milk	1.84	3.83	5.67
24.00 lbs. 40% cream	9.60	1.26	10.88
16.00 lbs. evap. milk	1.28	2.88	4.16
14.00 lbs. sugar	.....	.....	13.30
.50 lbs. gelatine	.....	.....	.47
100.00 lbs. mix	12.72	7.99	34.48

I would say that your mix was fairly well balanced, containing a little over 20 per cent total milk solids. If you are planning to make about 20 per cent butterfat ice cream it will not be necessary to use any skim milk powder for extra serum solids. Should you, however, want to reduce the fat to 10 per cent, it would not be advisable to use a larger quantity of evaporated milk, but rather to make up the solids with skim milk powder.

* * *

Reply to C. G.: While it is rather unusual for me to suggest the manufacture of either an ice cream or a cream with cocoanut fat replacing the butterfat, I am very glad to suggest below in table one how the frozen product could be made by emulsifying cocoanut oil with the other ice cream ingredients:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.00 lbs. sugar	.....	.....	13.30
.50 lb. gelatine	.....	.....	.47
10.00 lbs. cocoanut oil	10.00	.....	10.00
4.00 lbs. skim milk powder	.....	3.80	3.80
71.50 lbs. skimmilk	.....	6.36	6.36
100.00 lbs. mix	10.00	10.16	33.93

You undoubtedly know that according to the pure food laws of the United States a product made in this way could not be called ice cream or cream. Many of the states in the Union have passed laws forbidding the sale of products containing other fats than butterfat to be sold as dairy products or substitutes for them. We are still manufacturing in this country in some states a so-called 'filled milk'' which is nothing more than a concentrated skim milk with cocoanut oil replacing the butterfat.

I am also suggesting below in table two how a 25 per cent cocoanut fat emulsion can be made by emulsifying into skim milk. I am stating this for a 25 per cent cocoanut fat emulsion. If you should want a 20 per cent fat emulsion you would use 20 pounds of oil and 80 pounds of skim milk. Similarly you could vary the per cent of fat to any per cent desired:

Table 2.

Table 2.—For a 25 per cent Cocoanut Fat Emulsion.

25 lbs. cocoanut oil
75 lbs. skim milk

100 lbs. 25 per cent cocoanut emulsion.



Get this free folder ~
turn the page and read the story of a million nickel sales a month.

Write for your copy at once.

The Nickel Comes Back

The folder which we offer to send you at once, upon request, goes into the details of the tremendous possibilities of "The Big Idea". There isn't room enough here to give you more than an outline—enough, however, to let you judge the merits of the proposition for yourself.

3,000,000 Nickel Sales in 90 Days

OURS is a nickel proposition. You know what that means in the ice cream business. The dime has proved a good money maker in the past, but it was the little nickel that carried the wallop of big volume. Ice cream men have the kind of confidence in the nickel that grows from the cheerful jingle of busy cash registers.

The first ice cream manufacturer who took up our proposal made 3,000,000 sales in 90 days. And he is continuing to sell at a fine clip without any special effort at all.

A New Market For Your Ice Cream

A steady sale of such volume might be enough to cheer the doubters, but there are other benefits resulting from this nickel proposition.

1. It not only creates new business for you, but steadies your production and sales all the year 'round.

2. It stimulates demand for *your* brand during the *winter.*

3. It opens new markets for you—takes your ice cream on outings, picnics, to parties where otherwise *no* ice cream at all would be served.

4. It gives you a decided advantage over other manufacturers—if you are the first to take it up in your territory.

5. It is a money maker for your dealers also, particularly when their normal gallonage is low.

Facts---not Theory

We are not theorizing—the facts and figures which are given in detail in "The Big Idea" are based on the actual experience of a number of manufacturers who jumped at the opportunity as soon as it was put to them.

We have now brought our manufacturing facilities to a point where we can offer the same opportunity to you.

Write for "The Big Idea" today—and let our representative discuss it with you personally.

DIXIE CONTAINER DEPT.
INDIVIDUAL DRINKING CUP COMPANY, EASTON, PA.
Incorporated

Original Makers of the Paper Cup

CALIFORNIA DAIRY OUTPUT GAINING.

Butterfat production in California during the fiscal year 1923-24 will show an increase of 5,000,000 pounds over the preceding year, giving strongest indication of the firm foundation upon which the dairy industry stands. This is according to preliminary figures compiled for his annual report by Dr. J. J. Frey, chief of the state bureau of dairy control, and released through California Dairy Council.



J. J. Frey.

The increase is despite unusual conditions which confronted the industry—an exceedingly dry season and a visitation of the foot-and-mouth disease, now stamped out. The growth, however, has not kept pace with the 1922 increase, which was 15,000,000 pounds of butterfat.

The butterfat total for the fiscal year just closed will be around 125,056,672, according to Dr. Frey. Butter will show an increase of about 1,500,000 pounds over the previous year, when production was 76,976,244 pounds. There has been an increase of 15,000,000 pounds in the output of evaporated whole milk, and ice cream manufacture has grown more than 1,000,000 gallons. Ten million more gallons of market milk and cream were distributed than in the preceding year, but the output of cheese shows a slight falling off from the previous year's mark of 7,888,210 pounds.

The relative positions of several dairy producing counties will be shifted when the final report is made, according to Dr. Frey:

"In general the irrigated counties will show an increase, except Glenn and Kings, while the natural pasture counties will show a decrease, with exception of Humboldt. The East Mountain counties in general will show a gain."

The greatest percentage of increase has been in Colusa county, with Orange next. Other counties with a heavy percentage of increase are, in the order given: Nevada, Riverside, El Dorado, Ventura, Kern, Shasta, Fresno, Madera, Butte, and Humboldt.

Dr. Frey's final report is nearing completion. Further rechecking, he said, may modify some minor details, but no material changes are expected.

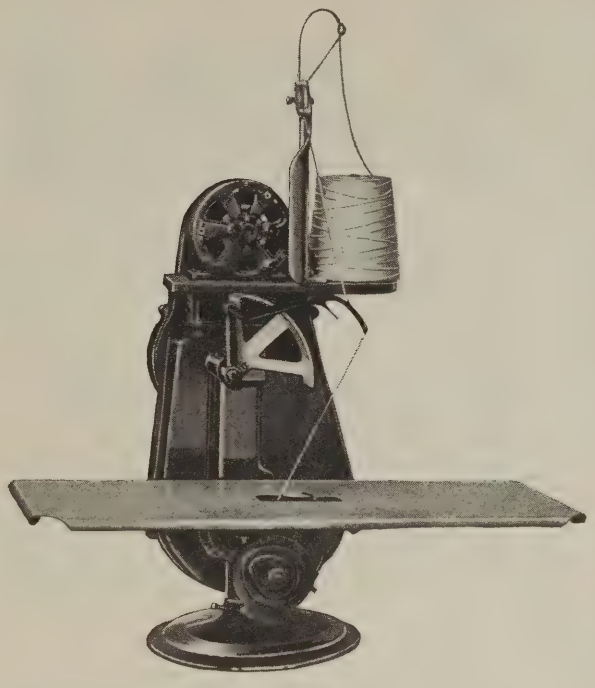


The Benham Ice Cream Company of Fresno., Cal., has not changed its name to the L. W. Wilson Company, Mr. Wilson, general manager of the firm, declares in denial. He explains that a new corporation known as the L. W. Wilson Company was recently formed in Fresno to handle a lot of real estate belonging to himself and Mr. Benham. This company will have nothing to do with ice cream.



"KIDDING."

Thirsty days hath September, April, June and November. All the rest are thirsty, too, unless you make your own home brew.



Nearly 100% Popular in Chicago

Practically all the brick ice cream in Chicago passes over the platforms of "Saxmayer" Bundle Tyers.

These clever little machines have been almost universally adopted by Chicago ice cream manufacturers, who save thousands of dollars annually through their use.

Every knot is neat and uniform.

There is no waste string.

Operator needs no experience.

Does the work of several hand tyers.

Practically nothing to get out of order.

Automatically adjusts to various size packages.

Free Trial If You Wish

We would like you to try a machine for ten days, in your own plant, on your own work.

You may return it without question, if you are not convinced that you need it, and that it will pay for itself in a short time.

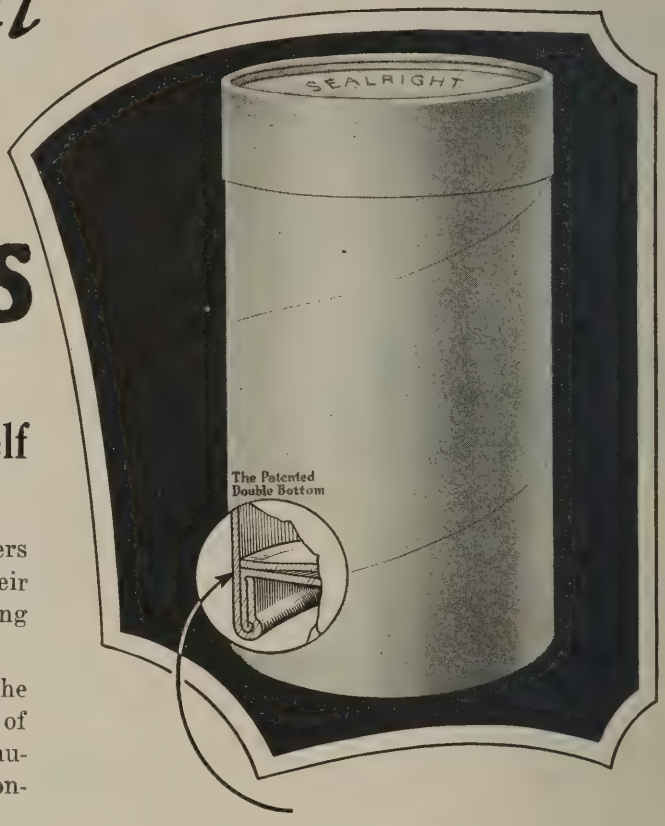
The National Bundle Tyer Co.

BLISSFIELD, MICH.

Sealright

Liquid-Tight

Paper Containers



Here's why Sealrights are absolutely 100% leak-proof: Double bottom, reinforced crimped-in flange and patented "inner seal" are exclusive Sealright features.

Make More Money for Yourself and Your Dealers

There is a sure way to do it. Manufacturers from every section of the country—and their retailers — have increased profits by using Sealright Containers.

Here's the reason: Sealrights offer you the easiest, cheapest and most profitable way of handling ice cream from the time it is manufactured until it is eaten by the ultimate consumer.

Either fill Sealrights direct from your freezer, or with an improved Sealright Ice Cream Filling Machine; then place in hardening room until ready for delivery.

Only **two** simple operations as compared with eight or ten the old way. It's a big help to the retailer, too. And it has been proved beyond a doubt that his (the retailer's) customers prefer their ice cream in neat, attractive Sealright Containers and appreciate the convenience of Sealright Service.

You can be sure that every Sealright Container is 100% leak proof and absolutely perfect. The name Sealright is stamped on top and bottom of every genuine Sealright Container and printed on sides of Cartons in which they are packed. Large output, plus large resources and a vast distributing organization covering the whole country, assures you prompt, efficient deliveries and service.

If you are interested in increasing turn-over and profits, fill in and mail the coupon below. Prompt action will pay you.

SEALRIGHT COMPANY, Inc.
FULTON, N. Y.

FILL IN AND MAIL AT ONCE

The Sealright Co., Inc.,
Fulton, N. Y.

Please send samples of Sealright Liquid Tight Paper Containers and Paper Packing Trays for Ice Cream. Also send me circular telling how I can quickly increase turnover and profits.

Name .....

Address .....

City ..... State .....

Sealright

One Time Use Packing Tray



Cut Your Delivery Costs in Half?

You can do it, as others have, by delivering your home and party orders the Sealright Way. The Sealright, One-Time-Use Paper Packing Tray means —

No Empty Cans to Collect.
No Loss — Cheaper Deliveries.
No Can Washing — No Retinning.
Less Weight to Lug Around.
No Office System for Checking Tubs and Tins that are Out.
No Replacements.

Pack your ice cream in Sealright Liquid Tight Paper Containers — there is a wide variety of sizes—then place filled Sealright Container—or Containers—in Sealright One-Time-Use Paper Packing Tray and surround with salted chipped ice. Quick—Easy—Economical and Convenient.

Sealright One-Time-Use Packing Trays are made in two sizes; one for packing quart, half-gallon and smaller sized Containers; the other, large enough for packing the one-gallon size Sealright Containers.

The Sealright Way means more and better satisfied customers; greater turn-over at less cost; increased profits. If you are interested in more sales and bigger profits, fill in the coupon today.

SEALRIGHT COMPANY, Inc.
FULTON, N. Y.

Also makers of Sealright Pouring-Pull and Ordinary Flat Milk Bottle Caps.

FILL IN AND MAIL AT ONCE

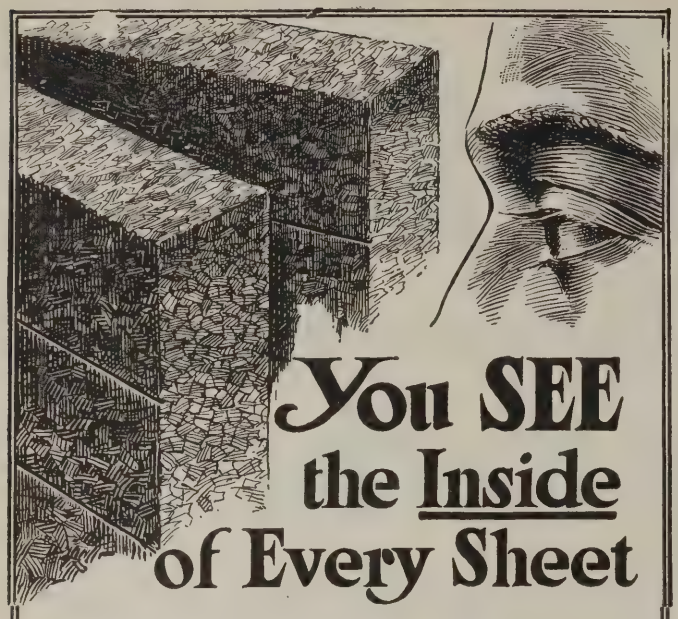
The Sealright Co., Inc.,
Fulton, N. Y.

Please send samples of Sealright Liquid-Tight Paper Containers and Paper Packing Trays for Ice Cream. Also send me circular telling how I can increase turnover and profits.

Name .....

Address .....

City ..... State .....



You SEE the Inside of Every Sheet

When you buy ordinary corkboard you see the **outside** of the sheet only—because you use it just as it comes from the ovens. There is no way of knowing whether or not the **inside** of the sheet is properly baked. And, not knowing this, you have no assurance that your insulation will **last!** For Corkboard with a "green" or insufficiently baked center quickly disintegrates. And your so-called "insulation" becomes a total loss.

Now note the difference in

NOVOID Corkboard

Every 2-inch sheet is a 4-inch slab sawed down through the center. You can SEE the inside of the sheet you use because **one side represents the very center of the original 4-inch sheet.** You can also see the center in the other direction, as every 12-inch sheet of Novoid Corkboard is half of a 24-inch sheet. Two inner surfaces laid open for your inspection.

A close examination of a sheet shows that the baking process has been uniform—the color is a chocolate brown on both sides, and the granules are just as tightly cemented together on one side as on the other with the natural gum in the cork that is liberated by proper baking.

No other corkboard is cut from larger sheets, like Novoid, hence no other corkboard gives you the positive, visual evidence of durability.

A sample of Novoid Corkboard, together with descriptive booklet, sent on request. Drop us a postcard today.

CORK IMPORT CORP.
345-9 W. 40th St., New York City
Branches in large cities

MILK TRANSPORTED FROM PITTSBURGH ARRIVES IN MILWAUKEE SWEET.

A transportation feat which is the most unusual of its kind ever attempted, was staged in connection with the National Dairy Exposition in Milwaukee. A glass lined truck tank full, of 1,300 gallons, of pasteurized milk was started out of Pittsburgh Saturday, September 27, at 10:05 p. m., and pursued its way along slippery roads under adverse weather conditions.

The milk was cooled to 36 degrees F. before being run into the tank; the tank was operated by the Harmony Creamery Co. of Pittsburgh and the milk went through in their name.



The trip consumed approximately 56 hours and the tank arrived at Milwaukee Tuesday, 4:30 a. m. It was then taken to the health department where Drs. Thompson and Pilgrim officially broke the seals. Samples of the milk were taken, and Dr. Pilgrim reported on his findings.

The milk showed an acidity test of 12.7—which is remarkably low—17 and 18 being passable on ordinary market milk. The butterfat test showed 4.2 and the temperature increase was only 5 degrees F., the official reading being 41 on arrival.

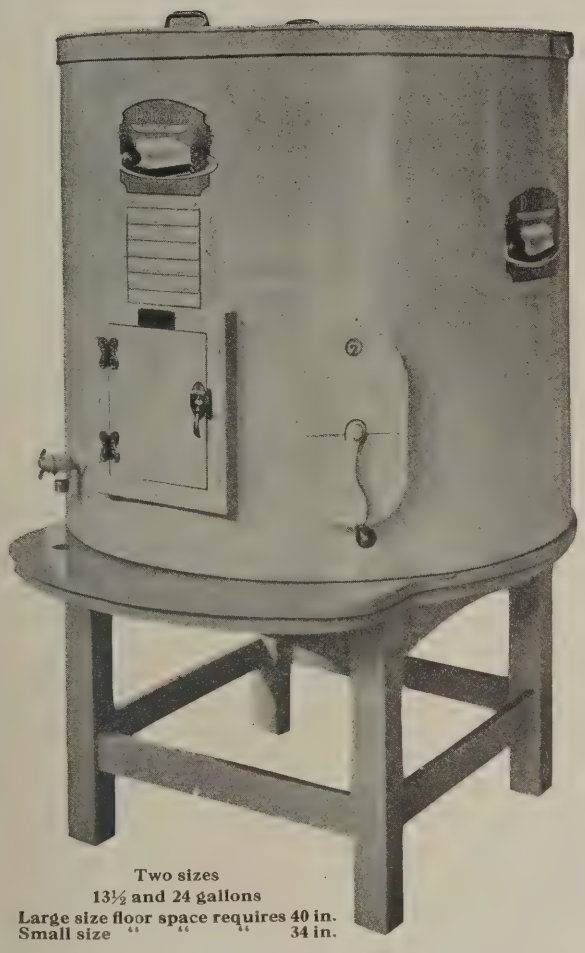
The tank truck was then taken to the State Fair grounds where the milk was dispensed free. Crowds took advantage of this and 28,000 glasses of milk was given away.

The significance of this test lies in the fact that milk may now be transported enormous distances in glass lined truck tanks to meet the ever-growing demand of the milk consuming public.

⚜

Laugh, and the world laughs with you,
Snore, and you sleep alone;
For the truest bride will leave your side,
For a quiet bed of her own. —Gym.

Now Your Dealers Can "Display" Your Ice Cream



Two sizes
13½ and 24 gallons
Large size floor space requires 40 in.
Small size " " " 34 in.

Successful merchandizers realize the value of "displaying" their products—bringing them right out where the public can not help but see them.

The Gearhart Selective Sales Cabinet

brings your ice cream out from back of the counter and presents an inviting appeal to the store customers.

Its power of suggestion really sells ice cream and the selective feature spells actual service in delivering the particular variety and size of package selected.

Quarts, pints, and half pints in six varieties all delivered with equal ease and speed by a turn of the handle.

Let us show you some real sales results from these silent salesmen

GEARHART SALES CABINET CO., INC.
CLEARFIELD, PENNA.

The Gearhart Ice Cream Package Filler

fills 40 packages at one time, either Quarts, Pints or half-pints. Absolutely full measure. No waste. Each carton is spotted and then clamped fast; the top is then brought over and the openings being beveled slip securely over the cartons. The exact amount of ice cream is then poured in and leveled. The top is thrown back and the cartons topped and closed. Compact, only occupies 20 x 40 inches.

Send for illustrated folder showing operating details.



How To Analyze Delivery Problems

Of Interest to Ice Cream Manufacturers is This Account of a Transportation Engineer*

THE electric truck, as a quality product that must be sold on a basis of ultimate price, is an acid test of truck salesmanship. Its big field is the 50 per cent or so of commercial hauling still done by horse equipment—the equipment which apparently costs the least. Its biggest success has been in the bakery, laundry, department store, express, ice cream and dairy industries—all of which, excepting department stores, pay a very large proportion of their earnings for delivery and all of which do business on a very narrow margin of profit. Yet large fleets of trucks are sold to these industries, at a first cost which entails an initial outlay several times as great as the "cheapest" equipment.

The methods followed in doing this are worthy of careful study by the dealer who handles the more expensive grades of gasoline truck for, in another field—that of long hauls—he faces the same problem, viz.: **How to overcome cheap first cost competition with lowest ultimate costs.** If, in his case the problem is intensified by ridiculous trade-in allowances and crazy credits by his competitors, **it only increases his need for a method of selling which will raise him to the status of a technical adviser.**

THE Crescent** Baking Company, for whom the route analysis described below was made, had 30 electric trucks and 58 gas trucks—44 of which were of the medium priced make and 14 of the more expensive sort. The data furnished by their auditing and superintendent's departments covering two years' operations of practically all their present equipment had disclosed considerably lower operating and upkeep costs for their electrics and they desired to apply them to as many routes as possible.

This problem did not lend itself to a spectacular exhibition of transportation engineering for the following reasons:

1. The baking companies present equipment was an excellent one—far better than that of the average company for which such surveys are made.
2. The routes were, generally speaking, well and scientifically laid out—preventing the possibility of making big savings by route rearrangement.
3. As the bakery was located in a medium-sized city, the routes comprised a comparatively large number of rural routes and a smaller proportion than usual of short urban ones.
4. The bakery did a wholesale business exclusively, which reduced the number of stops per routes, thereby narrowing the problem and depriving it of many interesting aspects.
5. The company by keeping a careful and accurate check on their costs, excepting for a few errors which I will point out later, had made much of the customary work of a transportation engineer superfluous.

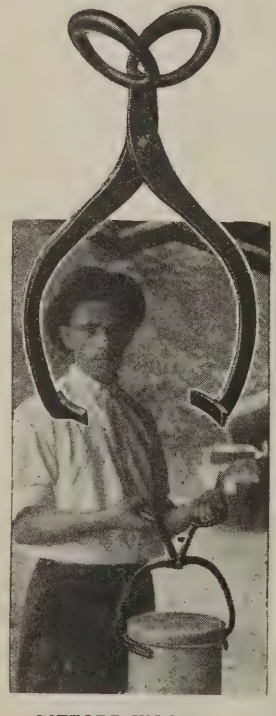
However, the very fact that I was up against real competition by real trucks, not cheap or second-hand equipment, makes it an interesting and valuable study, from a transportation engineering view-point. While the dealer who handles high-class equipment may find it harder to point out big economies to the man in charge of a large well-managed and carefully selected fleet—he is easier to sell to because he is usually more intelligent, far-sighted and open-minded than the little fellow.

Obviously, the problem demanded very conservative handling and I would recommend the course followed to any dealer or salesman who is selling equipment that is high in initial price, whether gas truck or electric, but lowest in ultimate cost. This course was to recommend my company's trucks only for routes on which the economies would be large, leaving the client's ledger to sell additional equipment as his present trucks wore out in the cases where the savings, while substantial, would be smaller. Difficult though this course may appear to the dealer with a payroll and rent bill to face, he will be more than repaid in the long run if he adopts it.

My eventual recommendations only called for substituting electrics for gas trucks on only 12 routes—where the annual saving ran to a considerable figure.

An experienced route analyst can usually approxi-

*Excerpts from an article in The Commercial Car Journal.
** This name is of course fictitious, being used to protect the baker whose delivery is discussed.



Add a pair of hands with G-W Can Tongs

One pair of hands does double duty—in less time—by the use of G-W Ice Cream Can Tongs.

They enable your men to draw cans quicker, without denting or puncturing, and then handle two cans where but one was handled before.

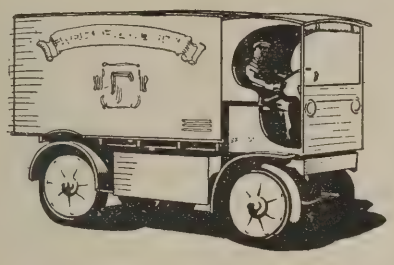
Write to the nearest office below for prices and more detailed information on these tongs and our complete line of ice tools.

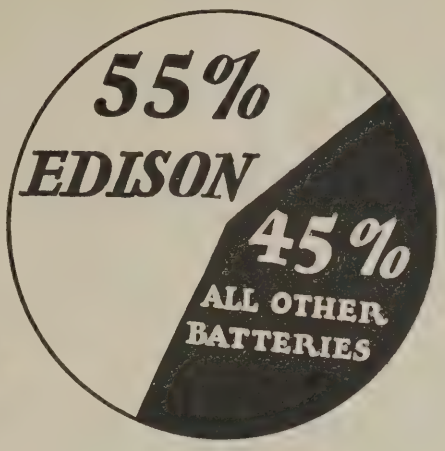
GIFFORD-WOOD CO., Main Office: 5 Hill St., Hudson, N.Y.
New York: 50 Church St. Pittsburgh: Peoples Bank Bldg.
Chicago: 565 W. Washington St. Boston: 222 State St.
Plants: Hudson, N. Y., and Oakmont, Pa.

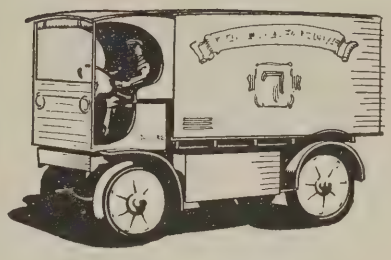
Gifford-Wood Co. BUILT STRONGER LAST LONGER
ICE HANDLING MACHINERY AND TOOLS

(See Gifford—Wood Co. advertisement on page 71.)

PRINTING
Anything from a Card to a Catalog
The Olsen Publishing Co.
Fifth and Cherry Sts. Milwaukee, Wis.







More Edison Batteries Than All Others Combined

ACCORDING to the admission of a competitive company, Edison Batteries constitute 55% of all batteries in use in the power fields—that is, propelling electric street trucks, industrial trucks and tractors, and mine locomotives. The remaining 45% is divided among all the other battery manufacturers.

This is particularly significant when we remember that all this has been done in fifteen years. It is a wholesale endorsement of the Edison Battery principle and Edison Battery endurance and economy in operation.

There could be no stronger recommendation than that so many users, large and small find it profitable to replace other batteries with Edison and continue to use Edison.

Leading Electric Truck Manufacturers gladly furnish Edison Batteries.



Built like a watch,
—Rugged as a battleship.

TRADE MARK
Thomas A. Edison
A PRODUCT OF THE EDISON LABORATORIES

Edison Batteries Haul More for Less Money

EDISON STORAGE BATTERY COMPANY
VALLEY ROAD, ORANGE, N. J.

Atlanta . . . . . 200 Means Street
Boston . . . . . 702 Beacon Street
Buffalo . . . . 145 Minnesota Avenue
Chicago 3130 South Michigan Avenue
Cleveland . . 2090 East 19th Street
Detroit . . . 858 Fort Street, West
Huntington, W. Va. Fifth Avenue Hotel
Los Angeles . . 400 San Fernando Bldg.
New Orleans 40 Maison Blanche Annex
New York . . . 247 West 35th Street
New York Export . . 26 W. Broadway
Philadelphia . 2415 Chestnut Street
Pittsburgh . . 630 Fulton Building
San Francisco . . . 206 First Street
Seattle . . . . . Polson Building
St. Louis . 2088 Ry. Exchange Bldg.
Washington, D. C. 1419 G St., N. W.

Can Liners do what your Can Washer Can't

A thoro washing of your cans is no protection against their showing rust streaks in the ice cream.

ALLEN
One-Piece Sanitary CAN LINERS

Are 100% protection against rust streaks being imparted to ice cream.

That is why so many progressive dealers use them and get such long use of their cans.

You, too, will find them worth using.

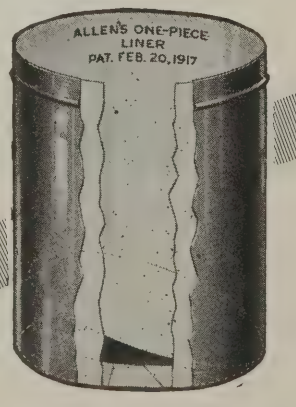
SEND FOR SAMPLES

The Allen Candy Co.

Manufacturers

PONTIAC, ILLINOIS

Your Jobber Can Supply You



Send for Samples and Prices

mate within a few dollars a prospect's monthly feed, gasoline or repair bills without the aid of any more data than the number and general appearance of his horses, vehicles, the location and size of his stable or garage and other information that can easily be secured without troubling the prospect.

THE first impression one receives on beginning a route survey for a bakery or milk company is the difference in personal comfort entailed by getting out of bed at midnight. After he has done this for several months on a stretch he appreciates home comforts.

It is a good plan when commencing a route survey to spend several days in the garage absorbing the details of the client's policy and studying the peculiarities of the men. The route analyst, if he is to be successful, must never forget that he is dealing mainly with flesh and blood. He must make the route salesmen forget he is a "white collar" man and win their friendship and confidence. The garage superintendent will be able to enlighten you as to their idiosyncracies.

One common peculiarity of bread salesmen is their dislike of being spoken of as drivers or chauffeurs. The last is considered almost an insult.

Here it may be of value to digress from this specific problem and recapitulate the fundamental principles of transportation engineering as applied to route surveying.

The following facts must be obtained before it is possible to recommend the proper transportation unit to cover a route most economically:

1. Maximum miles to route.
2. Average miles to route.
3. Maximum weight of load.
4. Average weight of load.
5. Number of cubic feet to load.
6. Average number of stops.
7. Ratio of standing and running time.
8. Grades—number and per cent.
9. Road conditions.
10. Working hours on route.

If a truck equipped with a speedometer or hub odometer is not available, mileage is best determined by laying out the route on a sheet map and measuring it with a scale. In no case should the driver's estimate be relied upon as it is almost invariably high.

Assuming that a demonstration truck is available, readings for one "heavy" and one "light" day will usually suffice in the case of a bakery or dairy. For a laundry these days, including both collection and delivery should be taken; for department store or express companies even a larger number of days are desirable.

You can determine the **weight of load** most accurately by first weighing the truck empty and then weighing it loaded on a wagon scale. When no wagon scale is available, weight should be calculated from the daily loading sheet.

Daily loading sheets for a considerable period of time will give the maximum load.

The **volume of load** in the baker business is best calculated by determining the number of cubic inches in a standard loaf of known weight.

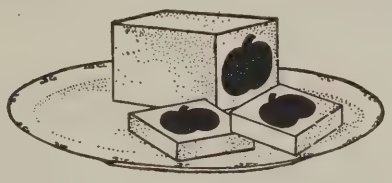
It is my practice to keep a time record of each individual run and stop on a special sheet designed for that purpose which is standard for several electric truck companies. In this way a record can be made of each stop and, by analysis one can determine for the customer where the time leaks are.

A more common but not so satisfactory method is to use a stop watch of the type that does not run back to zero but merely stops when shut off. The standing time

Holiday and other Special Designs in

CASSELL CENTER MOLDS

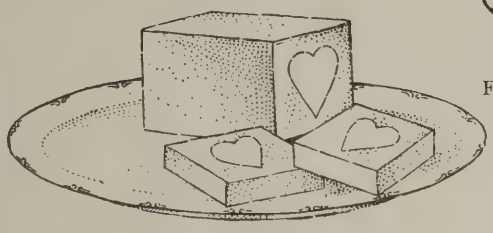
PUMPKIN



For Hallowe'en, also Thanksgiving for who ever heard of a Thankskiving Dinner without a Pumpkin Pie.

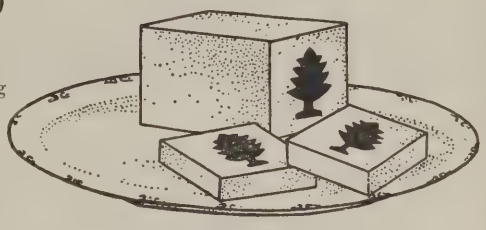
Price, $1.35 each.

HEART



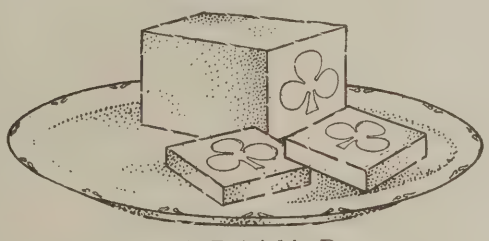
For St. Valentine's Day
Price, $1.35 each.

CHRISTMAS TREE



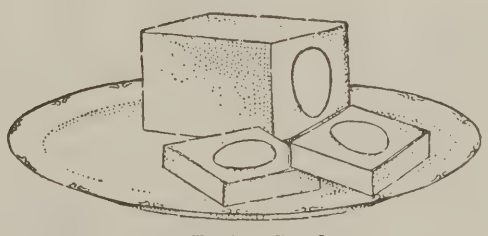
For Christmas.
Price, $1.35 each.

SHAMROCK



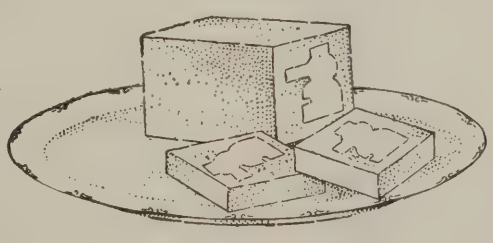
For St. Patrick's Day.
Price, $1.35 each.

EASTER EGG



For Easter Sunday.
Price, $1.35 each.

HATCHET



For Washington's Birthday.
Price, $1.35 each.

OFFICIAL KIWANIS EMBLEM



Price, complete, $3.20.

FOR ROTARY CLUB



Price, complete, $3.20.

In addition to these we have the Alphabet Complete, from A to Z. Price, $40.00. Single letters, $1.70.

Numerals complete, from 1 to 0. Price, $16.06. Single number, $1.70.

Emblematic designs for Odd Fellows, Masons, Knights of Pythias, Knights of Columbus. and others.

Order through your Jobber, or write for Prices and Descriptive Literature to

W. W. CASSELL, Patentee
Vincennes, Ind.



Carry Out Pail Cedar Tub

Better Packing

YOU cannot meet competition with poorly packed cream —

And you can't do good packing with poor tubs and cans.

Our Ice Cream Packing Tubs and Carry Out Pails are extra-heavy, seasoned, everlasting, Virginia White Cedar, painted inside and out. Heavy galvanized hoops and stamped steel handles. Illustration shows the regular Western Style Tubs.

Our Ice Cream Packing Cans embody all sanitary and retinning features claimed for seamless cans. Leakproof. There are no seams, and they are easy to clean and keep clean. Electric-welded inserted bottom — roll top edge.



Rolled Top Edge. Wire Ribbed Bottom.

It will pay you to examine your stock of tubs and let us have your order *now* before you run short. Always in stock for prompt shipment out of Syracuse.

Department B

"The HOUSE with the GOODS and the SERVICE"

GOWING DIETRICH COMPANY INCORPORATED Syracuse N.Y., U.S.A.

"Everything for the Handling of Milk and its Products"

is determined by deducting the not-running time from time spent on route.

To return to the Crescent Bread Company's routes. During the time I had spent in our client's garage I had noted carefully the name of the route salesman on each route, and collected such details regarding their individual tastes and peculiarities as would be useful to me.

The route salesmen of this particular company were of an excellent type—experienced, hardworking and well trained. They make two daily trips—the first starting from midnight to 1 o'clock and ending at 7 or 8, the second beginning at 10 a. m. and terminating about noon. They were paid a salary and commission basis and earned very good wages.

ALL of the baking company's electric truck routes and some gas truck routes were covered by a demonstrator truck equipped with hub odometer and speedometer and the data previously described was gathered in each individual instance. Here is the average data for present and prospective electirc truck routes in parrallel columns:

	Present Electric Truck Routes Average	Prospective Electric Truck Routes Average
Truck stops.....	64	90
Customer stops...	77	..
Running time....1 hr. 58 min.		2 hrs. 41 min.
Standing time.....4 hr. 43 min.		2 hrs. 44 min.
Average load.....	1580	1666
Maximum load....	1959	1966
Roads	Poor to good	Half poor—half fair to good
Daily mileage.....	15.8	22.5
Amphere hour consumption	105	179
Amphere hours per mile	6.7	8.1
Aver. distance between stops in miles	.257	.227
Speed miles per hour	8.04	8.45

It will be noted that the average running time of the demonstrator truck averaged 2 hrs. and 41 min. as against 4 hrs. and 44 min. for standing time. This ratio of running to standing time is unusually high and testifies to the loyalty, intelligence and energy of the route salesmen.

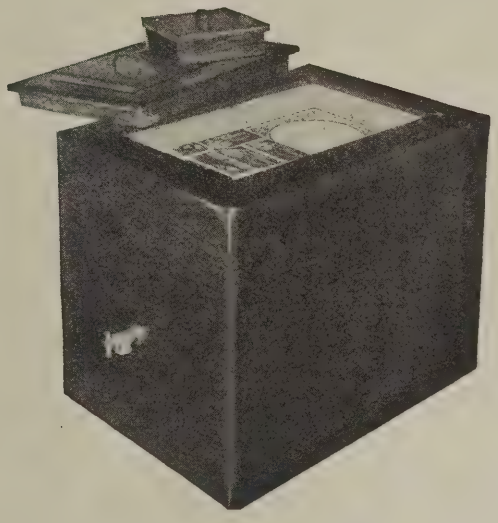
The speed of the demonstrator truck loaded varied from 10 to 13 miles an hour. Operated under the same conditions of road and weather on the same route, it was found that the running time of the demonstrator averaged 8.5 miles per hour as against 9.3 miles per hour for a gas truck with a controlled speed of 25 miles per hour. This gave a higher speed for the gas truck of .8 miles per hour or to put it in another way, the electric took 10 minutes longer to run a 22.5 miles route.

Of course, this difference was negligible and the lower operating and upkeep costs and slower depreciation of the electric truck made it more than worth while to disregard it. In view of the lightening of his work, which the electrics involved, due to the fact that no gear shifts are necessary, the route salesman would not grudge the few minutes additional time per trip on the route.

Referring to the route data given above—it represents sub-average conditions so far as speed and roads are concerned. It rained continuously during the speed tests of gas trucks and electrics and the roads were wet and muddy during the entire month in which the tests were made.

My rating of "poor," "fair" and "good" were made on the following basis:

Dry Zero Insulation



"Stays Put"

Examination of Dry Zero Cabinets that have been jostled around and bumped in and out of storage, deliver the same efficiency as cabinets fresh from our factories.

They prove that not only is Dry Zero the ideal insulating material, but also that its method of application to ice cream cabinets gives a lasting service at 100% efficiency.

For a better insulated cabinet that will make your ice and salt go farther and save the time of your "service man" try a Dry Zero Cabinet subject to YOUR approval.

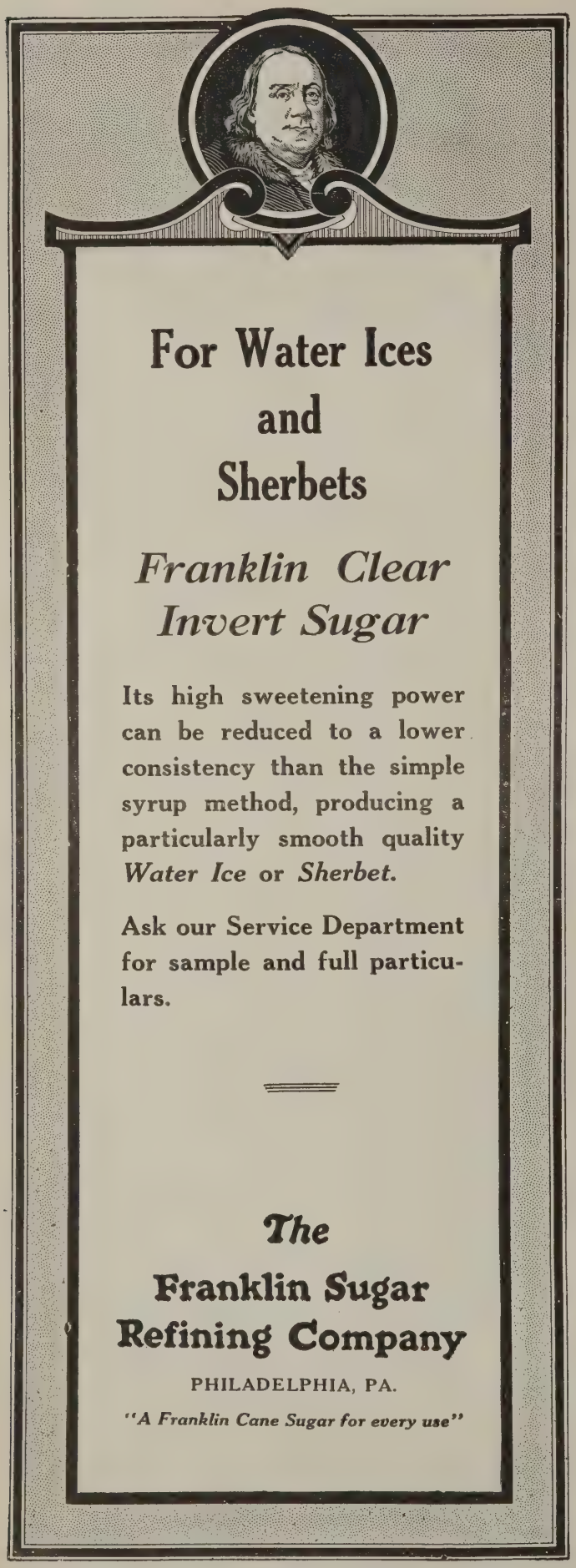
48 hours on one icing

You can have a Dry-Zero Universal Cabinet shipped to you subject to your approval after full test at your plant.

Send for one and try it out

Dry Zero Insulation Co.

50 East 42nd Street NEW YORK CITY



Clay roads with deep ruts....."poor"
Macadam covered with mud....."fair"
Concrete roads ....."good"

In addition to the routes which were run by the demonstrator truck, general data on loads, trips, etc., of routes not covered was obtained in the office of the baking company.

CROSS-COUNTRY ADVERTISING FOR ICE CREAM.

A striking method of advertising ice cream over the highways from the Atlantic Seaboard to the western shores of Lake Michigan when Howard Black of the John Mulholland Co. traveled to the National Dairy Exposition in the automobile shown in the accompanying illustration.

Several days prior to the exposition, Mr. Black was in a quandary as to how to work up a novel advertising



The Cross-Country Ice Cream Ad.

feature in connection with his trip. He finally decided upon the novel scheme as shown in the cut. Everywhere he stopped he drew attention to ice cream. At the exposition his car was parked a great part of the time in front of the Auditorium. Passersby often stopped and read the ice cream ad with interest. Mr. Black probably will stick to this scheme in future travels over the country by auto.

D. D. KEELER PASSES AWAY IN TEXAS.

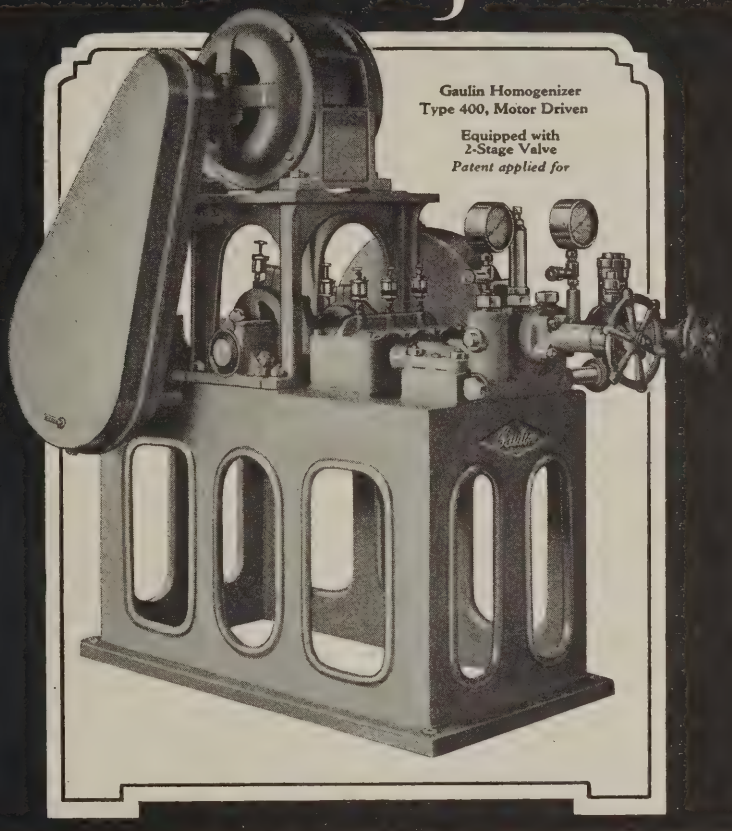
The passing away of D. D. Keeler has removed from the Texas ice cream industry one of the pioneer ice cream manufacturers of that state. He entered business at Gainesville, Tex., in 1884, under the name of the Keeler Ice Cream Co. He was 66 years old at the time of his death. He is survived by a daughter. The business now is being operated by his son-in-law, M. M. Anderson.

SHE KNEW.

"Who discovered America?"
"Ohio," replied the little girl.
"No; Columbus discovered America."
"Yes'm, Columbus was his first name."

Gaulin TRADE MARK

Gaulin Dependability



Gaulin Homogenizer
Type 400, Motor Driven
Equipped with
2-Stage Valve
Patent applied for

THE Gaulin Homogenizer is a *Dependable Homogenizer* and has no equal in quality or performance! Years of constant use by the leading ice-cream manufacturers the country over have proven its superiority over every other machine of its kind manufactured—they find the "Gaulin" *practically indispensable*. In length of service the "Gaulin" leads the field—*it is built to last.*

All Gaulin Homogenizers are now equipped with the Gaulin 2-Stage Valve, a recent development which insures a more thorough homogenization of the product than with the Original Gaulin Spring Valve. The dual valve feature not only increases the homogenizing efficiency over 100%, but is the only device manufactured that *positively controls viscosity.*

The results obtained by users of the 2-Stage Valve equipment have been very gratifying, and its many advantages over the single valve have resulted in its adoption as *standard equipment* in many prominent manufacturing plants where previously the single valve had been in use.

When the 2-Stage Valve was adopted we had on hand a supply of Gaulin single valves, and to those who may wish to take advantage of special prices we are offering *Genuine Gaulins* equipped with the Original Gaulin Spring Valve at substantial reductions. Prices for the various sizes will be submitted upon request.

MANTON-GAULIN MANUFACTURING CO., INC., BOSTON, MASS.

Write us for names of Gaulin jobbers in your territory.

"Only Gaulin Can Build a Gaulin"

Watch for the *Gaulin* Trademark

THE PURE MILK DAIRY COMPANY HANDLES MILK FROM COW TO CONSUMER.

California is noted for many excellent dairy plants and one of the most notable in the entire state is that of the Pure Milk Dairy of Los Angeles. In their effort to insure a high grade product for their customers, they maintain two dairy ranches comprising some six hundred tuberculin tested cows which have a twelve-months' herd average of 468 pounds of butterfat per cow. These ranches produce Guaranteed and Grade "A" raw milk. In addition to the product from their own herds, they purchase a large quantity of milk and cream outside, but they exercise close supervision over all of their producers, and their Grade "A" raw milk and Guaranteed milk customers are supplied from their own herds only.

Besides the two brands mentioned, they distribute Certified and Grade "A" pasteurized milk and cream. They also distribute eggs, domestic cheese and "Chow May" sandwich spread.

The manufacturing end of their business is large, including a million and a quarter pounds of butter, 800,000 gallons of ice cream and great quantities of Eskimo pies, ice, cheese and condensed skim milk. They build their own wagons and ice cream cabinets and maintain blacksmith, machine, electrical and paint shops.

Each day they bottle from 25,000 to 30,000 bottles of milk, cream and buttermilk and distribute them by means of 25 horse-drawn wagons and 29 automobile trucks.

They go to considerable lengths to co-operate with the milk producer and help him to show a profit. One example of this is evinced by their custom of advancing money for the buying of feed when feed prices are favorable, their purchases of hay, grain and mill feeds amounting to 150 or 200 carloads a year. They also call the producers together for consultation when changes in retail or wholesale prices are advisable or when changes in policy are contemplated. By taking the producer into their confidence, and treating him justly, they have eliminated the ill feeling that frequently exists between the two groups. As a result of their co-operation with the producers, the average bacteria count for all shippers over a twelve months' period is under 20,000 cc.

The Pure Milk Dairy Co. was organized in 1913 by Henry F. Schnell and has shown a steady growth sinee that time. The present plant would cost $75,000 to replace and 153 employees are required to operate it.

Mr. Schnell, the president, has been engaged in the production and distribution of milk and cream for over 35 years and Waynes A. Hood, vice-president and general manager, has been engaged in some branch of the business for 32 years. Both of these officers are fanatics on the subject of clean milk production, quality equipment, high grade dairy products and a square deal policy to producers, employees, consumers and stockholders.

Their equipment includes 13 Wizard pasteurizing vats, a Davis milk pasteurizing system, Ft. Atkinson and Progress ice cream freezers, a Disbrow churn, Davis fillers and cappers, cheese vats and considerable other equipment.

In order to insure the quality of their product, the cooling room, bottling room and butter-cutting and wrapping rooms are all glass enclosed. The butter-wrapping and cutting rooms are in view of the passing public and this attracts a great deal of favorable attention.



The Lux Ice Cream Company, Mt. Vernon, Wash., has completed an addition to its hardening room. This will enable the firm to take care of its increasing business.

* * *

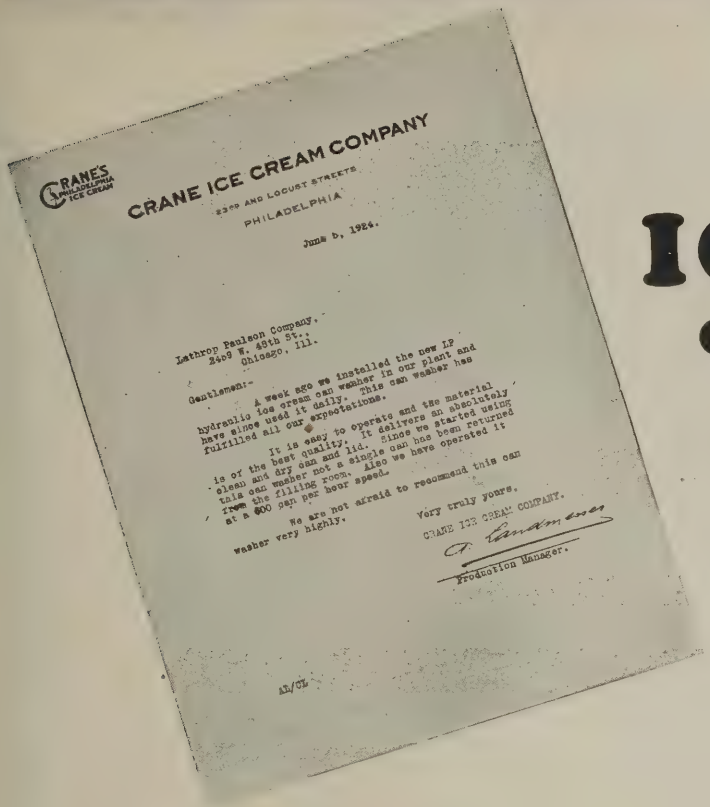
Work has been started on a new plant building for the Cutlip Ice Cream Company, North Bend, Ore. The firm expects to be operating in it before the end of the present season. Mr. Cutlip purchased a large lot at the corner of Sheridan and Washington streets for the new factory, which will be a Class A structure, especially designed for ice cream manufacturing and which will house one of the most modern plants in Oregon.

ICE CREAM AND ELECTRICITY MIX.



We are now reasonably assured that the ice cream business will never become a public utility, at least in Minneapolis. For one reason or another, which the Twin City fellows have been unable to explain, the ordinary vehicle used for carrying human freight in Minneapolis, and the modern conveyance for our "National Dish" do not get along very well.

It seems Milady Ice Cream in her new limousine crossed the path of a street car a moment or two too soon—or was it too late? The accident happened at 23d and Central Avenues, Minneapolis, when a Bloomington street car collided with an ice cream truck owned by the Northwestern Ice Cream Company of that city. No one seriously hurt—Milady Ice Cream held her cool composure in the refrigerator body, while Sam Gemmel, her chauffer, jumped to safety, and the motorman was slightly bruised and cut by glass. Damage to the refrigerator body, the product of the Joseph Miller Co., Minneapolis, and the truck was slight, the principal loss being a couple hours' time and ice and salt.



CRANE ICE CREAM COMPANY
23rd AND LOCUST STREETS
PHILADELPHIA

June 5, 1924.

Lathrop Paulson Company,
2459 W. 48th St.
Chicago, Ill.

Gentlemen:-

A week ago we installed the new LP hydraulic ice cream can washer in our plant and have since used it daily. This can washer has fulfilled all our expectations.

It is easy to operate and the material is of the best quality; it delivers an absolutely clean and dry can and lid. Since we started using this can washer not a single can has been returned from the filling room. Also we have operated it at a 600 can per hour speed.

We are not afraid to recommend this can washer very highly.

Very truly yours,
CRANE ICE CREAM COMPANY,
A. Lamson
Production Manager.

AL/CL

L.-P.

ICE CREAM

Can Washer and Drier

Fast, Efficient and Fool Proof.

Washes All Sizes of Cans and Covers from 20 qts. Down to 4 qts. Small Cans May Be Washed Together with Larger Ones Increasing Capacity to 1200 per Hour.

Cans Are Fed in and Delivered at the Same End of Machine.

This machine embodies many of the L. P. features of efficiency, simplicity and durability which characterize L.-P. equipment.

600 Cans and Covers or Brick Pans Per Hour

Absolutely Clean, Sterile and Dry

THIS machine has two speeds—600 and 300 per hour. At the 600 speed it will efficiently wash, sterilize and dry all ordinary city and shipping cans, and at the 300 speed it cleans, sterilizes and dries the dirtiest of cans. Handled at 600 per hour, cans, brick pans and covers come from the machine **absolutely clean, sterile and dry.** Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. The machine will also handle brick tanks up to 12-qt. size.

Each Can Receives 17 Distinct and Intensive Treatments

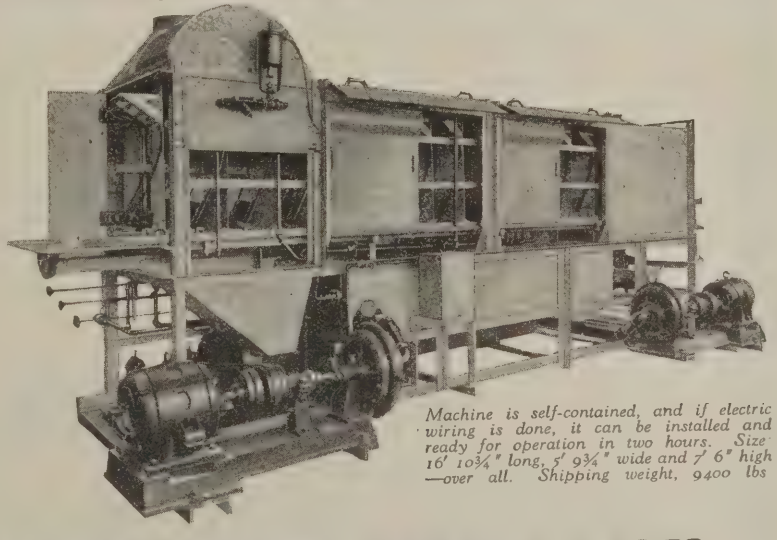
All cans are placed in machine upright. They are first thoroughly rinsed with preliminary tempered water, which thoroughly flushes out the cans, freeing them from refuse. This rinse water is caught in a separate tank and carried away. They are next washed inside and out with six separate intense soda solution treatments under 40 lbs. pressure; they are then entirely freed from soda and thoroughly drained before receiving six clear hot water washes, which are followed by scalding hot unused water rinse. Next comes the steam, inside and out, thoroughly sterilizing the cans, lids, pans and covers. They then pass over two hot air jets (the same as are used on all L.-P. Can Washers) and are delivered absolutely dry and ready for immediate service.

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed.

There are two powerful pumps operated by 10 h.p. and 7½ h.p. motors in separate units. No other power required.

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. patent Soda Regulator.

This machine has passed its experimental stage. It has stood the most rigid tests in actual operation, and is sold on a results-guaranteed basis. Write for full information and names of users.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size 16' 10¾" long, 5' 9¾" wide and 7' 6" high —over all. Shipping weight, 9400 lbs

THE LATHROP-PAULSON COMPANY

2459 West 48th Street *There Is an L.-P. Representative Near You* **CHICAGO, U. S. A.**

ALL DIXIE IS LOOKING FORWARD TO 1924 NATIONAL CONVENTION AT NEW ORLEANS.

November "11" 1918

Dear Reader:

THAT DAY is a monument upon which is inscribed — "Bill's gone West". Slain fighting for us who live.

He died that we again can sing unrestrained



MY COUNTRY 'TIS OF THEE,
SWEET LAND OF LIBERTY—
OF THEE I SING.

AMERICA, the beautiful — E Pluribus Unum — Out of many, one. Some good and some bad from every land.

Today's Armistice might be centered in the following lines:

God and a Soldier all people adore—
In time of war, but not before;
And when war is over and all things righted,
God is neglected and an old soldier slighted.—Selected.

F. BISCHOFF, Inc.

ESTABLISHED 31 YEARS

Manufacturers of

PURE CHOCOLATE AND COCOA

BROOKLYN and BALLSTON SPA, N. Y.



ESKIMO PIE sales are now surpassing all previous records. They are still increasing. Distribution has become universal.

Eskimo Pie is now being manufactured in every large city in the United States.

You should manufacture Eskimo Pie. It is a money maker. Our best endorsement is your associated manufacturers.

The latest information on the manufacturing and merchandising of Eskimo Pie is contained in our new issue of "COLD SELLING FACTS." Send for your copy today.

ESKIMO PIE CORPORATION

General Offices Louisville, Ky.

MEMBER

Eskimo Pie Outlook For Future

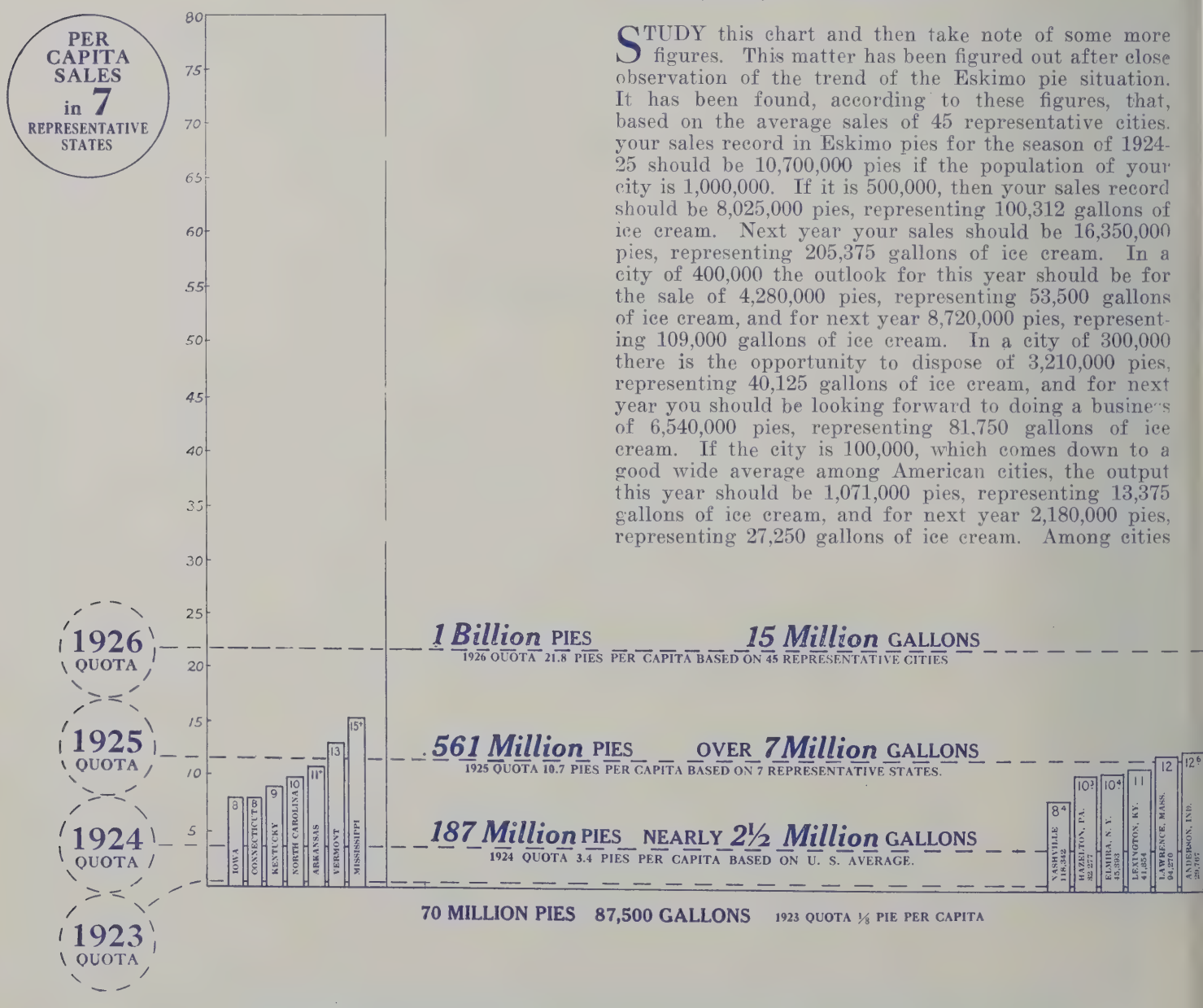
Production in 1923 was 70 Million Pies, Representing 87,500 Gallons.

Consumption for 1924 Should be 187 Million Pies, Representing 2,500,000 Gallons of Ice Cream

THE accompanying chart is one of the most interesting imaginable. It is an illustration of Eskimo pie possibilities, designed to show what manufacturers with the proper initiative can do handling the chocolate bar. It was prepared by a man who has made an earnest study of the situation regarding this phase of the industry, and it is passed on to our readers for what thoughts it may suggest to them.

This table lists the per capita Eskimo pie consumption of the country based upon records of 45 representative cities of the United States. By looking over this table you can get a graphic idea of what can be done in your city. It will be noted that the cities named here have their population figures listed underneath, and opposite each city is given its per capita Eskimo pie consumption. You will note the range of the cities: Nashville, Lexington, Paducah, Brookhaven, Miss., Jackson, Miss., Bristol, Va., Florence, S. C., Johnson City, Tenn., and Yazoo City, Miss., in the South; Fort Worth, Sweet Water, Corsicanna, Brownwood, Tex., Jonesboro and Prescott, Ark., in the Southeast; Lawrence, Springfield and North Adams, Mass., Burlington, Vt., New Haven, Conn., and Waterville, Me., in New England; Hazelton, Indiana, Pittsburgh and Shamokin, Pa., Elmira, N. Y., and Perth Amboy, N. J. in the middle Atlantic states; and Anderson, Evansville, and Logansport, Ind., Waterloo, Fort Dodge, Grinnell and Ackley, Ia., Waukesha, Janesville, Green Bay and Chippewa Falls, Wis., Fremont, Neb., and Thief River Falls and Albert Lea, Minn., and Champaign and Joliet, Ill., and Atchison, Kan., in the middle West.

STUDY this chart and then take note of some more figures. This matter has been figured out after close observation of the trend of the Eskimo pie situation. It has been found, according to these figures, that, based on the average sales of 45 representative cities, your sales record in Eskimo pies for the season of 1924-25 should be 10,700,000 pies if the population of your city is 1,000,000. If it is 500,000, then your sales record should be 8,025,000 pies, representing 100,312 gallons of ice cream. Next year your sales should be 16,350,000 pies, representing 205,375 gallons of ice cream. In a city of 400,000 the outlook for this year should be for the sale of 4,280,000 pies, representing 53,500 gallons of ice cream, and for next year 8,720,000 pies, representing 109,000 gallons of ice cream. In a city of 300,000 there is the opportunity to dispose of 3,210,000 pies, representing 40,125 gallons of ice cream, and for next year you should be looking forward to doing a business of 6,540,000 pies, representing 81,750 gallons of ice cream. If the city is 100,000, which comes down to a good wide average among American cities, the output this year should be 1,071,000 pies, representing 13,375 gallons of ice cream, and for next year 2,180,000 pies, representing 27,250 gallons of ice cream. Among cities



of 50,000 the output this year should be 535,000 pies, representing 6,687 gallons of ice cream, and for next year the record should be 1,090,000 pies, representing 13,625 gallons of ice cream. In a city of 25,000 the Eskimo pie record this year should be around 267,500 pies, representing 3,343 gallons of ice cream, and for next year 545,000 pies, representing 6,812 gallons of ice cream. In a city of 15,000, there should be sold this year 160,000 pies, representing 2,006 gallons of ice cream, and next year 327,000 pies, representing 4,088 gallons of ice cream. The city of 10,000 should do a business this year of 107,000 pies, representing 1,337 gallons of ice cream, and next year 218,000 pies, representing 2,727 gallons of ice cream. In the small cities of around 5,000 there should not be any great difficulty in disposing of 53,500 pies, representing 668 gallons of ice cream, and next year should find a business of 109,000 pies, representing 1,367 gallons of ice cream.

THINK over these figures and decide for yourself what you can do. You might also take a careful survey of the chart and notice where per capita consumption has been increased in widely scattered cities by manufacturers who have studied out the matter very thoroughly. For instance, you will notice that Ackley, Ia., a small town in the middle West, has built up the tremendous per capita consumption of 250 pies. This is a town of less than 2,000 inhabitants. On the other hand it is noted that Perth Amboy, N. J., far away in the East, has developed a per capita consumption of 71 pies, while Prescott, Ark., down South, has a per capita consumption of 75 pies.

The chart shows that the 1923 per capita consumption for the representative 45 cities is one-eighth of a pie. It shows that the 1924 record will be around 3.4 pies, and that the 1925 record will be 10.7 pies. In 1926 it is expected to have consumption developed to 21.8 pies.

So it is that increase in Eskimo pie consumption is not merely a matter of increased population. The man in the small villages can boost his consumption just as well as manufacturers in the large industrial centers, and vice versa.

The chart is interesting in that it shows the tremendous possibilities for increasing ice cream consumption through the chocolate bars.

Consider the records of seven representative states: Iowa, 8 pies per capita; Connecticut, 8; North Carolina, 10; Arkansas, 11; Vermont, 13, and Mississippi, 15.

LOOK over this chart well and then ask yourself what are you going to do with the sale of Eskimo pies this year.

HERE are some more statistics on the situation worthy of full consideration, it having been revealed by investigation:

"That there are 55,000,000 people in the United States living in cities, towns and suburbs within daily reach of the ice cream dealers.

"That these people in the past twelve months took it upon themselves to eat an average of one Eskimo pie every three months and thereby consumed over 170,000,000 pieces or 2,125,000 gallons.

"That in seven states they developed an appetite for one Eskimo pie every five weeks. If the people in the remaining states can develop a similar desire, the ice cream industry will sell 550,000,000 Eskimo pies and an additional 7,000,000 gallons of ice cream will be sold.

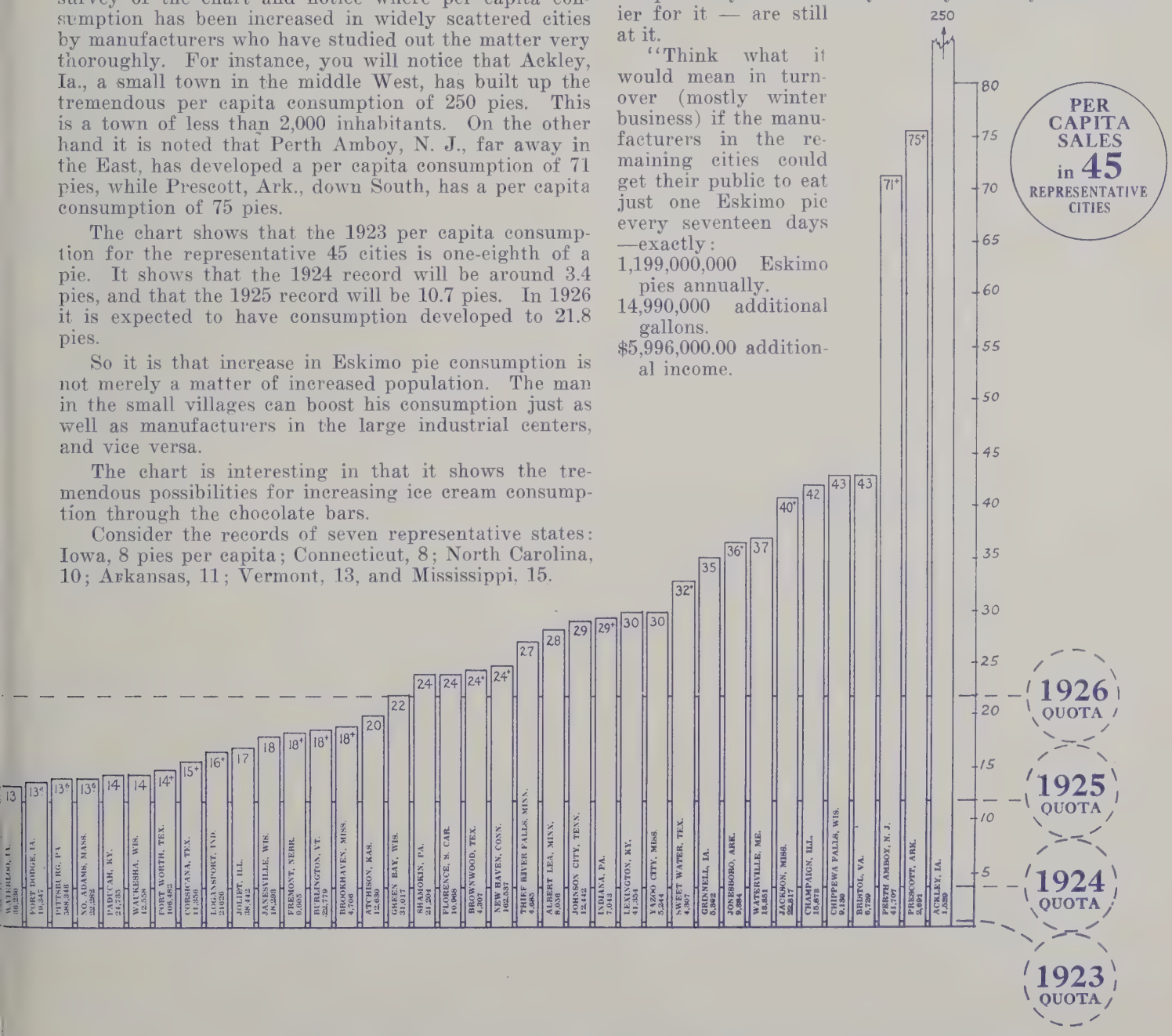
"That in 45 cities scattered through 17 states the public's craving reached a point where they averaged one pie every seventeen days. They are only the healthier for it — are still at it.

"Think what it would mean in turnover (mostly winter business) if the manufacturers in the remaining cities could get their public to eat just one Eskimo pie every seventeen days —exactly:

1,199,000,000 Eskimo pies annually.

14,990,000 additional gallons.

$5,996,000.00 additional income.



Figuring Profits in Eskimo Pies

A Simple Method of Figuring Out What You Are Making from Chocolate Bars

WITH several hundred Eskimo pie machines already in service, the machine sales in July and August, for September delivery, were the greatest of any corresponding period, according to a canvass of the manufacturers of these machines. The manufacturers of the machine believe that this keen interest and indorsement by the ice cream manufacturer should readily dispel any opinion.

The extent of profit can readily be determined by the following:

Profit on ice cream should be figured in terms of gallons. Figure your Eskimo pies on a gallonage basis also—manufacture them by the gallon and sell them by the dozen. As an example, if 1,000 gallons of ice cream was used for making Eskimo pies during a given month, and to convert this amount of cream into pies required:

Coating—2,250 lbs. @ 25c a lb.	$ 562.50
Cartons—6,700 @ $7.50 per M.	50.25
Labor—150 hrs. @ 50c per hr.	75.00
Wrappers (Royalty inc.) 80,000 @ $3.25 per M.	260.00
	$ 947.75
Add 10% for freight, drayage and incidentals.	94.75
Total cost of converting 1,000 gallons of cream into pies	$1,042.52

BY CUTTING 20 pies to the quart, 1,000 gallons should produce approximately 6,600 dozen. By selling these to the dealer at 45c a dozen would bring $2,970.00, or a net amount of $1,927.50 for 1,000 gallons of cream—$1.93 a gallon. Selling at 40c a dozen, $1.60 is the return on each gallon of cream.

The Eskimo Pie Corporation offers to help get any ice cream manufacturer sarted right in the manufacture of Eskimo pies. This company has at its disposal records concerning the operations of hundreds of manufacturers and having combined these observations with years of constant study and investigation as to the most successful and practical methods of starting the manufacture of pies, they offer to assist ice cream manufacturers with this knowledge. The company admits that in the wide distribution of Eskimo pies, untold mistakes have crept in; many of them time and time again.

For this reason the Eskimo pie company wishes to steer the ice cream manufacturer in the right direction from the start. They emphasize the fact that the manufacturers of poor ice cream are not listed among the successful distributors of Eskimo pies. They claim there is no more permanency with a poor grade of ice cream in Eskimo pie than there is in bulk or brick ice cream.

TOGETHER with manufacture a high quality ice cream, it is also essential to buy the best grade of coating that can be secured. Officials of the Eskimo Pie Corporation admonish again the use of adulterated and so-called cheap coatings. They remind the ice cream manufacturer that a 100 per cent profit is unprofitable if the public will not buy their product.

Buy your coating already mixed. Do not try to add your own cocoa butter. Leading coating manufacturers have Eskimo coating mixed ready for dipping.

The carton holding one dozen seems to predominate. For the shipping trade, dispense with cartons and pack the pies carefully and tightly in an ordinary bulk or brick can.

We can supply you with information as to where cartons may be reasonably purchased.



NEED ANY HELP?

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.

Order

PRINTED TIN-FOIL
WRAPPERS
AND
GLASSINE
BAGS

for CHOCOLATE COATED BARS

WRAPPERS and BAGS for
IMMEDIATE DELIVERY

EASTERN PAPER BOX CO.
"The Paper and Box House for Ice Cream Men"
46 Portland St. Boston, Mass.

TIFFANY
CABINETS LEAD!
Recognized Everywhere as the "Last Word" in Ice Cream Cabinet Construction
WRITE FOR DETAILS
TIFFANY & COMPANY
Incorporated
Manufacturing Woodworkers
CARBONDALE, PA., U. S. A.
A CABINET IS AS GOOD AS ITS TANK



Master Metal Wrappers

The *official* wraps for Eskimo Pie

Why?

QUALITY

Master Metal has a rich, silver-like lustre, is strong enough to stand the hardest use, yet flexible, pliable, and easily handled. Beautiful color-printing.

SERVICE

No more delays and waiting for wrappers. Prompt shipments from our factories at Louisville and San Francisco of stock or imprint wrappers in sheets or continuous rolls.

SATISFACTION

The pleasure of knowing your bars are properly packaged to appeal to the most discriminating buyer.

Order your wrappers now from the Eskimo Pie Corporation, Chicago, or direct from the—

United States Foil Company

LOUISVILLE, KY.

Branch: SAN FRANCISCO

MASTER METAL WRAPS *for* ESKIMO PIE

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

The Right Way To Start

When You Start Handling Eskimo Pie—Start Right

IT IS only logical that in the wide distribution of Eskimo pie, untold mistakes have been made; many of them time and time again. The least you can do is to steer clear of them.

The manufacturers of poor ice cream, or just "ice cream," are not listed among the successful. There is no more permanency with a poor grade of ice cream in Eskimo pie than there is in bulk or brick ice cream.

Make a good ice cream.

Buy the best grade of coating you can secure. Keep away from adulterated and so-called cheap coatings. Your pie business will be dead before you know it. Remember, a 100% profit is unprofitable if the public will not buy your product. Successful manufacturers recommend a pure, high grade, sweet milk coating.

If you have had coating troubles and do not know where to secure a good coating, investigate.

Buy your coating already mixed. Do not try to add your own cocoa butter. Leading coating manufacturers have Eskimo coating mixed ready for dipping.

THE carton holding one dozen seems to predominate. For the shipping trade, dispense with cartons and pack the pies carefully and tightly in an ordinary bulk or brick can.

The Ice Cream Review can supply you with information as to where cartons may be reasonably purchased.

Wrappers may be purchased from foil manufacturers who have authorization and license to print wrappers bearing the registered trade mark and imprint.

For your own protection, be sure you are purchasing wrappers from an authorized foil licensee.

Unless you have less than ten accounts and a very limited chance for development, it is recommended that you purchase a machine.

1. See that cream is hard and free from moisture. Cream direct from the hardening room makes the best pies. Moisture quickly thickens and ruins your coating. Note:—Moisture in coating can be removed by slowly agitating it in a double boiler at a temperature of 100 to 108 degrees
2. See that all pies are uniform. Better throw away a pie smaller than standard, than to make a dissatisfied customer.
3. See that pies are neatly and completely wrapped. Particular people will judge you by its appearance. It costs no more to have your pies properly wrapped—merely occasional inspection and attention.
4. See that pies fresh from the machines or wrapping table are thoroughly hardened before being checked out to the trade. Soft pies cause dissatisfaction and disgust and hurt sales quicker than any other cause. This mistake has been made many times. Far better to advise your dealer you have no pies for delivery than to send him soft ones.
5. See that your pies are uniform, properly wrapped and delivered in good condition. This keeps your dealer satisfied—your purchaser buying.

THE greatest savings and improvements, from the manufacturer's end of the business, can be made in the handling of the coating. A good coating is vital to your continued success, and if you are not dipping 40 pies to the pound, you are not making a properly balanced pie.

If you are not getting 40 pies to the pound, advise us of the following:

Brand of coating used.

Amount of cocoa butter, if any, being added.

Number of pies you are dipping per pound.

Temperature at which you keep the coating for dipping.

You'll make better ice cream if you get "The Ice Cream Review."

FORTUNE'S THINFLO

is Best for

Eskimo Pies

A *Chocolate* coating ready for use — Pure chocolate with a real chocolate flavor.

Manufactured by

FORTUNE PRODUCTS COMPANY

420 So. Desplaines St. CHICAGO

A Magic Transformation

A better description in so few words is hardly possible for our process of

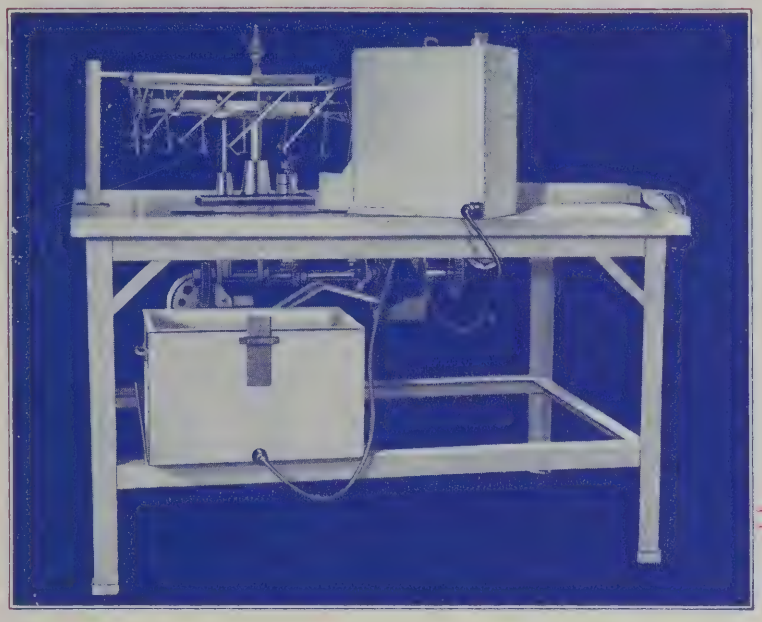
Retinning Ice Cream and Milk Cans

But differing from magic, the results of the sanitary triple coating process are lasting. : : : :

Send us a sample can for retinning and let us show you what we can do and how profitably for you.

SANITARY TINNING & MFG. CO.

3753-63 E. 93rd Street CLEVELAND, O.



A Profitable Combination

Northwestern Cutting and Dipping Machine

+

Northwestern Bar Cabinet



PROFITABLE—First, because the production of Eskimo pies on this machine is 120 dozen per hour.

Second, because the original investment is so low—only $375.00 buys the complete cutting and dipping machine.

PROFITABLE—Because more than 300 users have proved it so.

THE NORTHWESTERN BAR CABINET is the ready salesman that helps to rapidly dispose of the large production of the NORTHWESTERN Cutting and Dipping Machine by keeping the product in good condition and handy for the trade that is the biggest buyer of Eskimo pies.

Northwestern Corporation

MORRIS ILLINOIS

Write for illustrated folder and list of users.

IT'S NEW! IT'S NEW! IT'S N

$325
F.O.B. ELYRIA,O.



NEW! IT'S NEW! IT'S NEW!

$325
F.O.B. ELYRIA,O.

IT'S NEW! IT'S NEW! IT'S NEW!

IT'S NEW! IT'S NEW! IT'S NEW!

$50.00 to the Person Who Names This New Unit
($25.00 second prize, $15.00 third prize)

— *SEE BELOW* —

A NEW 100 GALLON GLASS LINED PASTEURIZER

(ICE CREAM MIXER-PASTEURIZER, STARTER CAN, BUTTERMILK TANK, STORAGE TANK, AGING TANK, ETC).

To place glass lined equipment within the reach of every dairy, irrespective of size, we have created this new 100-gallon unit which will handle batches as small as 35 gallons. This unit is a further application of the Pfaudlerette and our other smaller equipment, in that it is specially built on a production basis, and is sold at a price commensurate with this production.

Furnished as shown in the photograph, ready to operate, for $325.00 f. o. b. Elyria, O.—Motor drive substituted for pulley drive, and recording thermometer for angle stem, if desired, at additional charge.

Mail coupon below for complete specifications.

$50.00 FOR A NAME

($25.00 Second Prize
$15.00 Third Prize.)

To facilitate correspondence and simplify records, we must give a name to this new 100-gallon unit. Anyone is eligible to submit a name, except employees of The Pfaudler Co. or other persons directly or indirectly interested in the sale and promotion of its equipment. Three executives of The Pfaudler Co. will be the judges and prizes will be awarded for the three best names submitted, the first only being used.

A minutes thought may win you $50. Names now being used for other of our equipment are "Pfaudlerette," "Pfaudlerizer," "Elyria 300 Special," and "Elyria Junior Pasteurizer." Don't feel that your suggestion must be a work of art. Use the coupon or write a letter. Send any number of suggestions.

All names must be in by January 1st, 1925

THE PFAUDLER CO., Rochester, N. Y.

Originators and World's Largest Makers of Glass Lined Steel Equipment

Branches in Main Centers

Factories at: Rochester, N. Y. and Elyria, Ohio

— — — — — — — — — — — — — — **MAIL THIS TODAY** — — — — — — — — — — — — — —

The Pfaudler Co., Rochester, N. Y.
You may send me details on your new 100-gal. unit. _____ *1924.*
I suggest this name(s) for it: _____. *No obligation incurred.*

Name _____ *Street* _____ *City* _____ I.C.R.-11-24

ATTEND THE IDAHO DAIRY SHORT COURSE.

If you want to make prize butter,
Take a course;
If with market milk you putter,
Take a course;
If you wish to star in cheese
Or ice cream you plan to freeze,
Take a course.

If your ice cream turns out sandy,
Take a course;
Don't take gas or moonshine brandy,
Take a course;
Learn to standardize your mix
Or you may be heaving bricks,
Take a course.

If you deal in eggs and chickens,
Take a course;
Though you hate to "Like the Dickens,"
Take a course;
If you're married, bring the wife
You'll ne'er be younger in your life,
Take a course.

Learn about refrigeration,
Take a course;
Guard the health-food of the nation,
Take a course;
When bacterial counts run high
Learn to find the reason why,
Take a course.

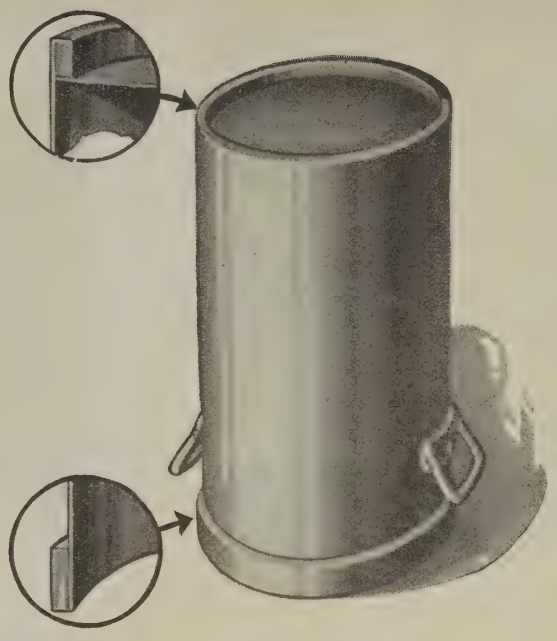
When your overrun is slipping,
Take a course;
Study buying, selling, shipping,
Take a course;
Clarify and pasteurize,
Sterilize, homogenize,
Take a course.

When your pocketbook looks hollow,
Take a course;
That the fatter years may follow,
Take a course;
If you think you know it all,
Mind the writing on the wall,
Take a course.

If you don't believe in guessing,
Take a course;
If your work seems dull, oppressing,
Take a course;
If ahead you want to go,
Heed the U. of Idaho,
Take a course.

Stop your churn and butter printer,
Take a course;
Spend five months this coming winter,
Take a course;
Tell your friends you left to go
To the U. of Idaho,
For THE course in dairy manufacturing October 27, 1924, to March 27, 1925.

H. A. B.



Purity Cans Defy Brine

THE BRINE formed by the salt and melting ice in your ice cream shipping tubs and cabinets corrodes ordinary hot-rolled steel.

Years of retinning and repairing ice cream cans have taught us this.

As a result, O. & B. PURITY Ice Cream Cans are made entirely—bodies, bottom and covers—of specially prepared *cold-rolled steel, heavily tinned.*

Besides, every seam is electric-welded and *soldered both inside and outside.*

There are *no rivets.* PURITY cans *cannot leak.*

We have all sizes in stock. Write *today* for circular and prices of these high grade, practical cans.

Oakes & Burger Co., Inc.
CATTARAUGUS DEPT. D NEW YORK, U. S. A.



You'll make better ice cream if you subscribe for "The Ice Cream Review." It is a standard authority.



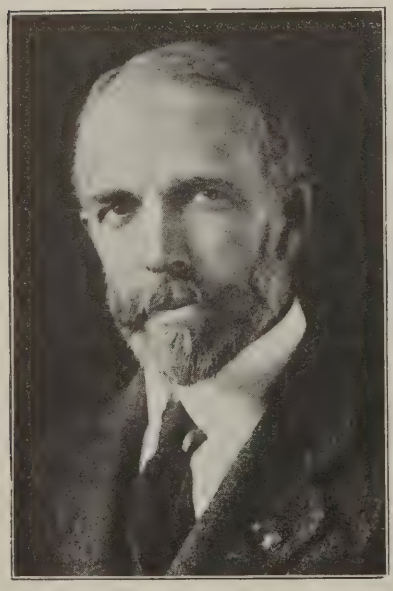
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President.



W. W. CAMPBELL,
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N. LOEWENSTEIN,
Secretary.



C. G. MORRIS,
Executive Committee.

Officers and some of the Directors National Association of Ice Cream Manufacturers



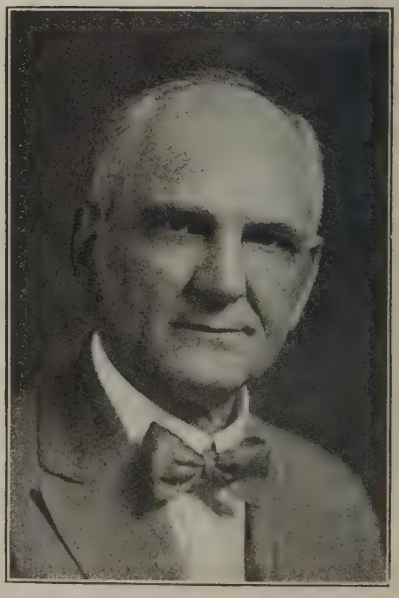
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B. T. PERKINS,
Director for Kansas.



E. E. RIECK,
Director-at-large.



New Size Package for 5¢ Sundae

The growth of the packaged Sundae Business has proven tremendous—it continues to increase. Mono-made packages are an important factor in this growth. Mono-Service Sundae Packages earn dividends for every user. They represent the highest attainment in paper packages. Distinctive—command attention—sell their contents. Millions used annually by the progressives in the industry. Packages of our make prove a sound and profitable investment—they assist the user to increased sales volume—sell their contents when other packages fail. It's the one package to use for packaged sundaes. Our new size for a 5c sundae is identical to our 10 and 15c package except for capacity. It holds less. We want you to compare Mono-made packages with other packages. We will gladly send samples for comparison. You cannot help but conclude that the Mono-made package possesses the greatest merchandising value—is better made—more attractive—gives full protection to its contents. Make your package pay you dividends. Ask for "Packaged Sundae Kup Samples."

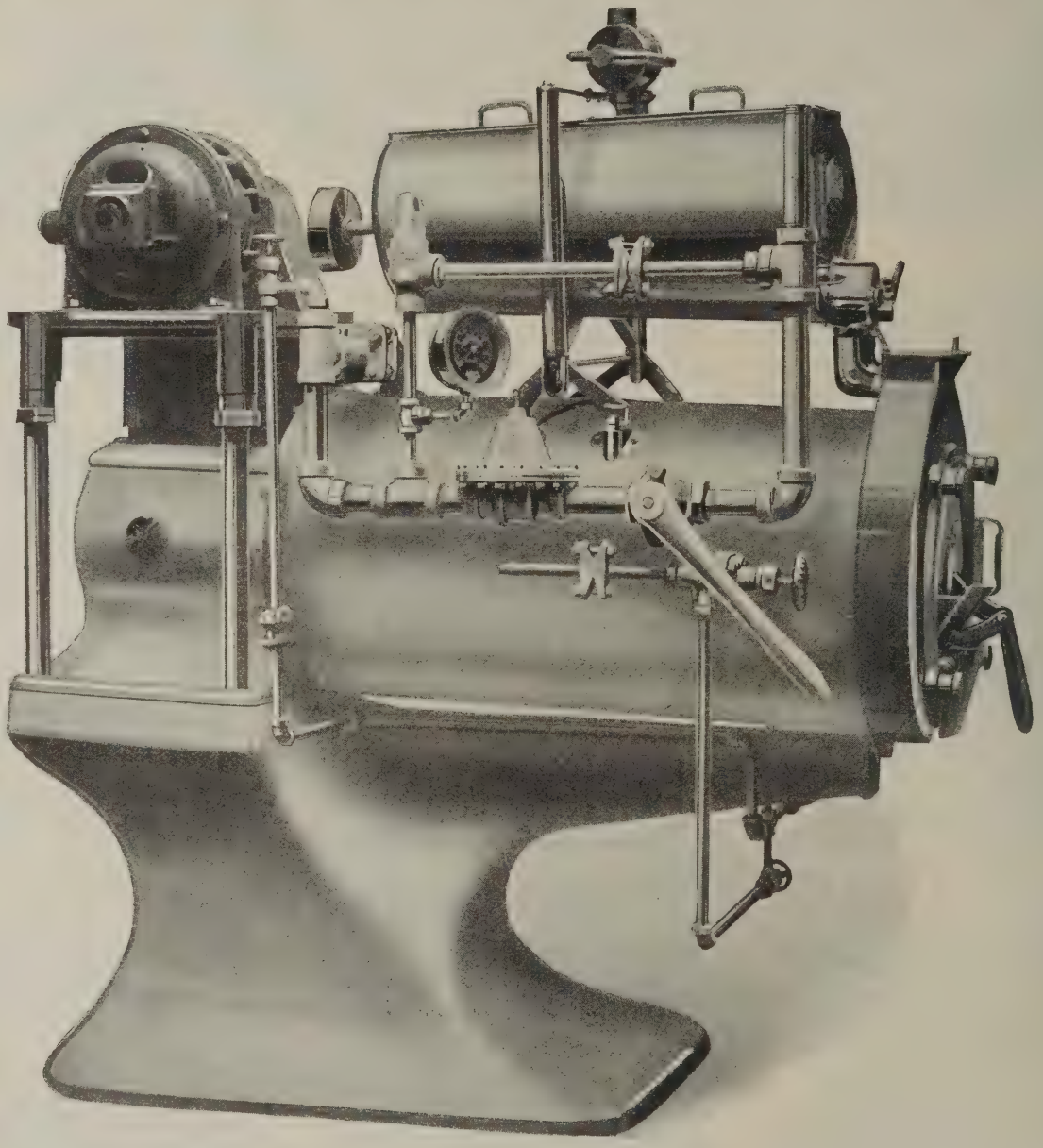
KLEEN KUP

The Package That Sells Its Contents

Mono Service Co.
NEWARK NEW JERSEY



U.S. Heavy Duty
DIRECT EXPANSION
Ice Cream Freezers



An Exceptionally Fine Freezer of Unusual Merit and Excellence

Catalog and Technical Information on Request

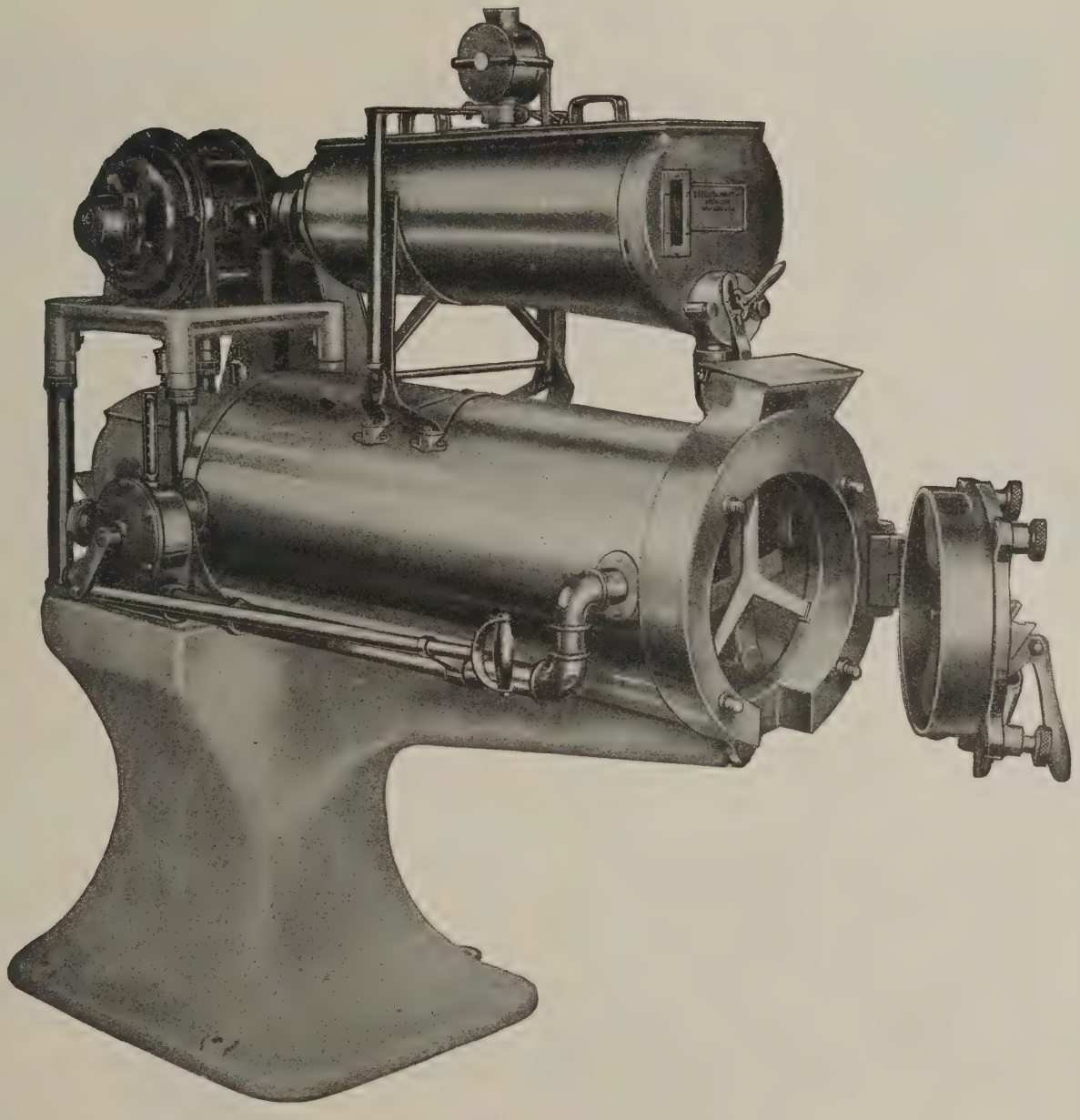
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U. S. Freezer & Machine Corporation

GENERAL OFFICES
241-243 W. Broadway, New York City

FACTORY
North 11th St. & Driggs Ave., Brooklyn, N.Y.

U.S. Heavy Duty
— BRINE —
Ice Cream Freezers



Possessing Every Feature of Worth While Merit—True and Tried

DISTRIBUTORS EVERYWHERE

U. S. Freezer & Machine Corporation

GENERAL OFFICES
241-243 W. Broadway, New York City

FACTORY
North 11th St. & Driggs Ave., Brooklyn, N.Y.

Here's to the Ladies!

Southern Convention Will be Featured by Activities of the Ladies' Auxiliary to the Southern Association of Ice Cream Manufacturers and Dixie Flyers

NO ONE contributes more to the success of Southern conventions than do the ladies. For years famous for its social features, Southern conventions in late years have been especially marked by the interest displayed by the feminine members of the industry. The Ladies' Auxiliary to the Southern Association of Ice Cream Manufacturers was formed just a few years ago. Miss Sally Mahoney, for many years one of the industry's most popular members, is president of the association, and Mrs. R. J. Massey of Chicago, who is intensely interested in the Southern industry and in Southern people, is vice-president. The secretary of the association, Mrs. E. B. Geisel of New Orleans, is one of the handsomest ladies in Dixie, and can be counted upon to lend grace and charm to any gathering of ladies and gentlemen anywhere.

The ladies will have their place in the ice cream event at New Orleans this year. Of that everyone may be assured. Their luncheon at Little Rock last year was attended by 150 members. The great New Orleans convention undoubtedly will draw out a much larger attendance.

THE ladies usually have their own entertainment program. Mrs. Geisel has been working out some plans of her own in this connection, in addition to conferring with other officers of the association. She had not announced her program when this issue of The Ice Cream Review was ready to go to press.

The purpose of the ladies' auxiliary is to add a little social cheer to the atmosphere created by a large number of men gathering for business matters. They make it possible for the wives of visiting manufacturers and supplymen to be entertained while the delegates are in convention.

Count upon the Ladies' Auxiliary of the Southern Association of Ice Cream Manufacturers and the Dixie Flyers to do themselves proud this year.



MISS SALLY MAHONEY,
Chicago,
President.



MRS. E. B. GEISEL,
New Orleans,
Secretary.



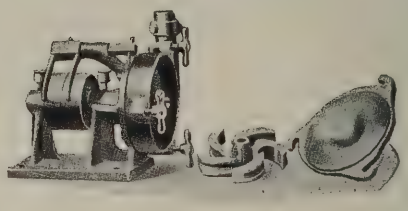
MRS. R. J. MASSEY,
Chicago,
Vice-President.

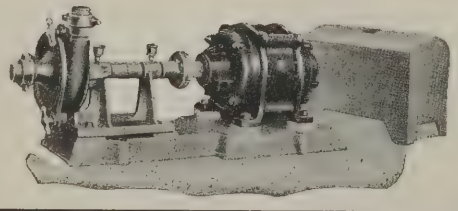
Milk Pumps of Quality

BELT AND MOTOR DRIVE

Capacity 1,000 to 70,000 lbs. per hour

Refuse a Substitute





The Centrifugal Pump that does not churn or froth mix; absolutely sanitary. Gives Universal satisfaction.

Write for Milk Pump Circular

R. G. Wright & Co., Buffalo, N. Y.

A Proved Refrigerator Body—*Improved!*



HUNDREDS of ice cream manufacturers have proven in their own service the ability of BAIRD REFRIGERATOR BODIES to reduce delivery costs.

The almost perfect record of BAIRD BODIES for durability under difficult service conditions constitutes to the prospective purchaser the ***proof*** rather than the mere ***promise*** of quality.

The 1925 BAIRD REFRIGERATOR BODY contains many important improvements which guarantee even greater efficiency and durability. When you consider the purchase of delivery equipment for the coming season let us place these facts before you more fully.

William F. Baird Company

OFFICE: **1118 LITTLE BUILDING, BOSTON, MASS.**
FACTORY: **1017 MAIN STREET, WINCHESTER, MASS.**

Texans to Meet in December

Tentative Plans Formed at Committee Meeting for Exhibits by Long Horns

PLANS are going forward for the 1924 convention of the Texas Ice Cream Manufacturers' Association. Although manufacturers of Texas will take considerable interest in the Southern and national conventions at New Orleans in November, extensive preparations are being made for the state's own annual convention at Dallas, Dec. 3, 4 and 5. It is probable that the Jefferson Hotel will be convention headquarters.



A. J. WHITE,
Secretary.

Texas Longhorns, late in October were forming their plans for an exhibit in connection with the convention. It was pointed out in a circular by Sherwood L. Quinker, secretary-treasurer of the Texas Longhorns, that the Jefferson Hotel affords ample space for a nice exhibition of ice cream machinery, supplies and equipment.

The tentative program calls for banquet and ball on the second night of the convention. The first night will be given to the initiation of the White Caps. The ladies attending, wives of the ice cream manufacturers and supply men, will be entertained "in royal fashion," according to the promises of the Longhorns. They request delegates to bring along their wives.

THE committee on entertainment has expressed the intention to make the 1924 an even greater success than was the San Antonio convention two years ago, when the Texas ice cream manufacturers reached the high water mark in successful conventions. The tentative program of the Texas Association of Ice Cream Manufacturers calls for two speeches by members of the Longhorns. These papers probably will pertain to something of special interest to the ice cream manufacturers.

The Longhorns laid their convention plans at a meeting of a committee of ice cream manufacturers in the office of Secretary Quinker, 501 Central Bank Bldg., Dallas, Tex., on Saturday afternoon, October 18. Dallas is a good central spot for the convention. It is expected that this city, which always has been popular with ice cream manufacturers, will attract a very large attendance this year.



DAIRY PRODUCTS ASSOCIATION OF KENTUCKY TO MEET IN DECEMBER.

A general meeting, including the three auxiliary divisions of the Dairy Products Association of Kentucky, will be held in Paducah, Palmer House, Tuesday, December 9, 1924.

Paducah is not only the metropolis of Western Kentucky, but it is also the home of Charles G. Vahlkamp of the City Consumer's Company, the former president of the association. A full attendance is expected for these reasons, and the Illinois Central Railroad is arranging to provide a special Pullman out of Louisville to accommodate the dairy products manufacturers from Cincinnati, Louisville and Lexington, who plan to attend the meeting.

OFFICERS OF THE TEXAS LONG HORNS



C. W. SMITH,
President.



HAL B. COX,
Vice-President.



S. L. QUINKER,
Secretary-Treasurer.

MERRELL SOULE COMPANY

QUALITY PRODUCTS

Powdered Cream

Powdered Whole Milk

Powdered Skimmed Milk

Liquid Cream

Powdered Orange Juice

Powdered Lemon Juice

How Merrell-Soule Powdered Milk is Packed

EACH barrel used in sending out our powdered milk to ice cream manufacturers is of absolutely the finest grade of kiln-dried stock, made to withstand a test of 100 degrees heat and atmospheric moisture for a period of three weeks. Each barrel is as near non-porous and moisture-proof as wood can be and is completely paraffined inside. The seams also are paraffined, the staves tongued and grooved and the heads and bottoms made of one solid piece. Before the powder is packed, each barrel is lined with a double bag made of waxed crêpe-paper to avoid any possibility of dust or moisture. It is interesting to note that even in the filling of these barrels, the hands of Merrell-Soule employees do not touch the milk powder and that, as a final precaution, the powder is again sifted before being deposited in the barrel by means of a bag funnel.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

ADVERTISEMENT No. 7

There is one more advertisement in this series. ICE CREAM MANUFACTURERS have shown so much interest in the manufacture of our chief product, POWDERED MILK, that the advertisements have now been arranged, complete, in leaflet form. Write for your copy.

MERRELL-SOULE CO.
Syracuse, N.Y.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

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40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
C. E. RIDDLE
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CHERRY-BASSETT-WINNER CO.
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1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
J. W. ALLEN & CO.
116 No. Peoria St., Chicago, Ill.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

Thanksgiving!

We are grateful for the growing tendency among buyers to use only

Top Quality Ingredients

To ***that*** and the consistent excellence of our product we attribute our success.

DELFT—*Always*

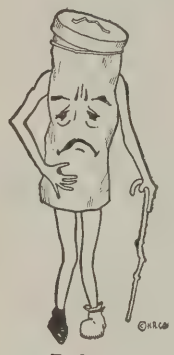
Pure—Uniform—Free from harmful and Liquefying Bacteria

An analysis with every shipment.

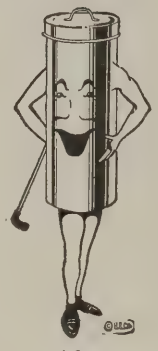
THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

Harold A. Sinclair

HOPWOOD
RETINNING CO., INC.



High Quality And Quick Service At The Right Price



Before After

Ship Your Cans To Us For Retinning

Main Office
56 Commercial Street
Brooklyn N. Y.

Factories
52 to 64 Commercial Street
15 to 64 Clay Street

Nutting
Ice Cream Can Truck
keeps cans on wheels



This Bulletin
is a safe guide in buying trucks

Buy your floor trucks with as much care as you do your other equipment! Thousands of Nutting Trucks, after 28 to 30 years' use, are still on the job. This bulletin shows why. It illustrates and describes in detail our complete line of floor trucks for the Dairy Industry.

Write for your copy of Bulletin C-6.

NUTTING TRUCK CO.
2403 Division St. Fairibault, Minn.
Floor Truck Specialists since 1891

HOW FAR IS IT TO THE CONVENTION CITY?

(Continued from page 16)

Even W. J. Barritt, president of the Southern Association of Ice Cream Manufacturers, will have to travel 828 miles before he can swing the convention gavel and get his Southern delegates down to business, providing he makes the trip from Tampa by train; if he goes by boat across the gulf, the journey should be much shorter. Memphis manufacturers won't mind their little journey of 400 miles, and the Texans will be glad to travel from 350 to 500 miles when they attend a Southern and national convention close to the same time.

Bert Walker and fellow members of the Pacific ice cream manufacturers will do the heavy traveling, as also W. S. V. Robb of the same association, and those manufacturers around California and the Pacific Southwest.

⚜

UTAH SIX MONTHS' COURSE.

Logan, August 11—A six months' course in dairy manufacturing will be conducted at the Utah Agricultural College during the fall and winter quarters of the coming school year, it was announced today by Professors George B. Caine and Gustav Wilster, of the department of dairy husbandry. The course will be designed to meet the needs of practical cheese and buttermakers and is offered in response to a widespread demand in this and adjoining states, stimulated by the rapid growth of the dairying industry during the past few years.

The course begins on the opening day of the school year, September 29, and continues until the close of the winter quarter early in March. The subjects are so planned that students may enter for either the fall or winter quarter only, if they do not desire to attend for the entire six months. The work of the fall quarter carries sixteen hours of credit and that of the winter quarter eighteen hours.

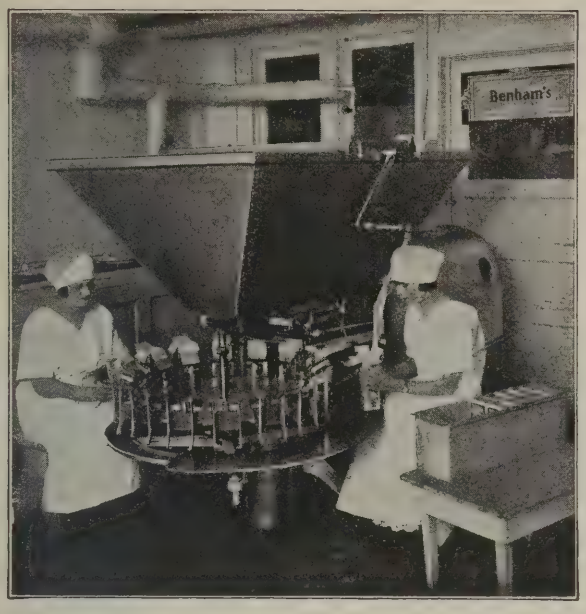
The cirriculum is so planned as to give each student a thorough ground work in every phase of commercial dairying. It includes such subjects as dairy engineering, principles of dairy factory management, dairy arithmetic and accounting, judging dairy products, and elementary bacteriology, in addition to daily practice periods in the making of butter and cheese. The faculty will consist of Professors George B. Caine, Gustav Wilster, J. E. Greaves, W. E. Thain, and Wilford Cole.

Full particulars in regard to the course are contained in a 12-page illustrated catalog now in course of preparation. This catalog will be mailed to all of the commercial dairies of Utah and nearby states as well as to interested individuals requesting copies.

The college operates a modern creamery where the milk from the college dairy herd, as well as that purchased from about sixty farmers is handled.

The creamery is located in the three story modern livestock building, and is fully equipped for the handling of milk for market, and for the manufacture of butter, cheese and ice cream. In addition there are well equipped laboratories for testing, as well as large lecture rooms.

About 4,000 pounds of milk are handled daily in the creamery. Modern machinery is used for the manufacture of the various products, and ample storage facilities are available. A 10-ton capacity ice machine is being used to furnish refrigeration for the butter coolers and ice cream hardening room. The department maintains a dairy store in the building where all the products are sold.



Model A Mojonnier Packaging Machine in Plant of Benham Ice Cream Co., Fresno, Calif., Filling Quart Cartons.

Quality Product
AND
Technical Control

Cleanliness or sanitary packaging; conservation of time and labor in packaging; accuracy, or uniform packaging; these are the big features of technical control applied to the manufacture of ice cream by the use of the Mojonnier Ice Cream Packaging Machine, enabling the manufacturer to produce a quality product for which there is a universal demand. Under the Mojonnier Process the ice cream is automatically and hermetically sealed in the carton with the least exposure to air and absolutely no contact with HUMAN HANDS.

Our circular "Packaged Ice Cream of Quality" tells the story. Write for it.

4601 W. OHIO ST. **Mojonnier Bros. Co.** CHICAGO

EFFICIENCY PRODUCTS Mojonnier

MILK ENGINEERS

Manufacturers of the Mojonnier Milk Tester and Overrun Tester and Vacuum Pans

BRANCHES: NEW YORK (Elmhurst) COLUMBUS, OHIO ST. LOUIS, MO.

GROWING VALUES

The effort to manufacture a better product is resulting in higher quality ice cream and the discovery of newer methods of production.

Each success brings its contribution of interesting factors which serve to stabilize this great industry.

Contributing to no slight degree of this success is the increasing use of

Wyandotte Dairyman's **Cleaner and Cleanser**

Indian in Circle



in Every Package

by the ice cream trade, and the many virtues and uses of this cleaner are greatly assisting the standardization of high quality, nutritious, palatable ice cream foods.

As a consequence, this cleaner stands unrivaled as the most efficient and economical cleaner for the ice cream manufacturer.

Order from your supply house.

IT CLEANS CLEAN

The J. B. Ford Co. *Sole Manufacturers* Wyandotte, Michigan

SO THIS IS NEW ORLEANS.

(Continued from page 27)

Royal Street is one of the richest in interest of the French Quarter thoroughfares and is perhaps the most convenient for beginning an exploration of the old community. Upon the site of the Hotel Astor, fronting Royal Street, there formerly stood the four-story brick home of Dr. Antommarchi, Napoleon Bonaparte's physician, who practiced in New Orleans for a number of years after Waterloo. Adjoining is old 127 Royal Street, where insurgents of the Radical State Legislature were expelled by the governor's police.

On the other side of Royal Street stands the old Merchants Exchange, once used as a United States Court; in it William Walker, the filibuster, afterwards executed in Central America, was tried and acquitted of violating the neutrality laws, in 1858. At the intersection of Conti Street the banking interests of New Orleans once centered; a bank was located at each corner and two of the buildings, yellow with age, still stand.

At 417 Royal Street is a building erected in 1816 by the Louisiana Bank Company; it is Spanish-Mooresque in style and contains one of the most picturesque courtyards in the city. Now occupied by a curio shop, it was once the home of Morphy, champion chess player of the world. Opposite stands the imposing new courthouse, replacing an entire block of old buildings.

At the corner of Royal and St. Louis is the site formerly occupied by the Hotel Royal, first known as the St. Louis Hotel. It was erected in the early thirties and for many years was the leading hotel in the South, subsequently becoming the state capital, then resuming its character of hotel. It was the favorite hostelry of wealthy planters, who lived there in princely style. Henry Clay was entertained there in 1843, and the supper, served on gold plates, cost $20,000. In the rotunda was the slave block where negroes were auctioned.

At the corner of St. Peter and Royal Streets stands a large structure erected in 1809, known as "Seiur George's House," because it is thus designated in one of Cable's stories. A few steps further, at Orleans Street, is a large weather-stained brick building occupied by the Sisters of the Holy Family. Built in 1817, this structure was originally the Orleans Theater, where Lola Montez and other theatrical personages appeared. It was once the meeting place of the fashionable, but in 1835 it became the scene of the wild "Quadroon Balls," and acquired an evil reputation.



Court Yard in the Old Quarter of New Orleans.

At St. Ann and Royal Streets stood the **Cafe des Exiles**, where many French **emigrees** and, later, fugitives from the negro insurrection in San Domingo, gathered to discuss the past. In Dumaine Street, just off Royal, is an old colonial house, with tiled roof, celebrated in song and story and popularly known as "Madame John's Legacy." At the corner of Royal and Dumaine is the former residence of Mme. Poree, where fashionable Creole ladies waved farewell to General Jackson's troops as they marched out to fight the British in 1815. At the corner of Hospital and Royal Streets is the "Haunted House," built in 1813 as the home of Mme. Lalaurie. There the Marquis de Lafayette was entertained at a splendid fete in 1825, and Napoleon's brother was also a guest. In 1834 the building caught fire and those attempting to extinguish the flames made the ghastly discovery that negro slaves, chained to the wall, were being tortured. Mme. Lalaurie, then a widow, fled to France, where she was killed in a boar hunt at Versailles. Ghosts of the murdered slaves are said to haunt the scene, rattling their chains at night and sending their shrieks from the chamber where a deranged woman of refinement revelled in human agony.

At 527 Royal Street stands one of the most interesting of the city's old houses, erected by Governor Miro in 1784; it has a Moorish archway guarded by cannon and within is a spacious courtyard with a fountain and orange trees. It was used as the headquarters of the mounted police during the Spanish rule.

Chartres Street also is rich in history and romance; until 1838 it was the principal thoroughfare of New

Now——

While you have time

Make a thorough check-up on what

STERLING

Refrigerating Equipment

will deliver in actual refrigeration per dollar investment in Refrigerating Equipment.

Send for the Sterling bulletins

United Iron Works, Inc.

Kansas City, Mo.

OFFICES IN ALL PRINCIPAL CITIES

You Can Buy the Lifetime Services of the Best Advertising Man for the Cost of A Good Dinner

In fact in the book entitled "The Sale and Advertising of Dairy Products" you get far more than the experience of one man. You secure the experience of scores of concerns in the milk, ice cream, butter and cheese industries. They tell you the advertising and sales plans they have found which have been successful—plans which anyone can use to increase their sales of ice cream and dairy products.

It tells how one ice cream maker conducted a popularity contest at small expense and had everyone in town talking about him.

Another ice cream maker started off his season with a bang by means of a one cent sale.

A milk dealer, by means of a prize contest, had every child in town soliciting new customers for him.

Another milk dealer is greatly increasing his trade by use of telephone sales-ladies.

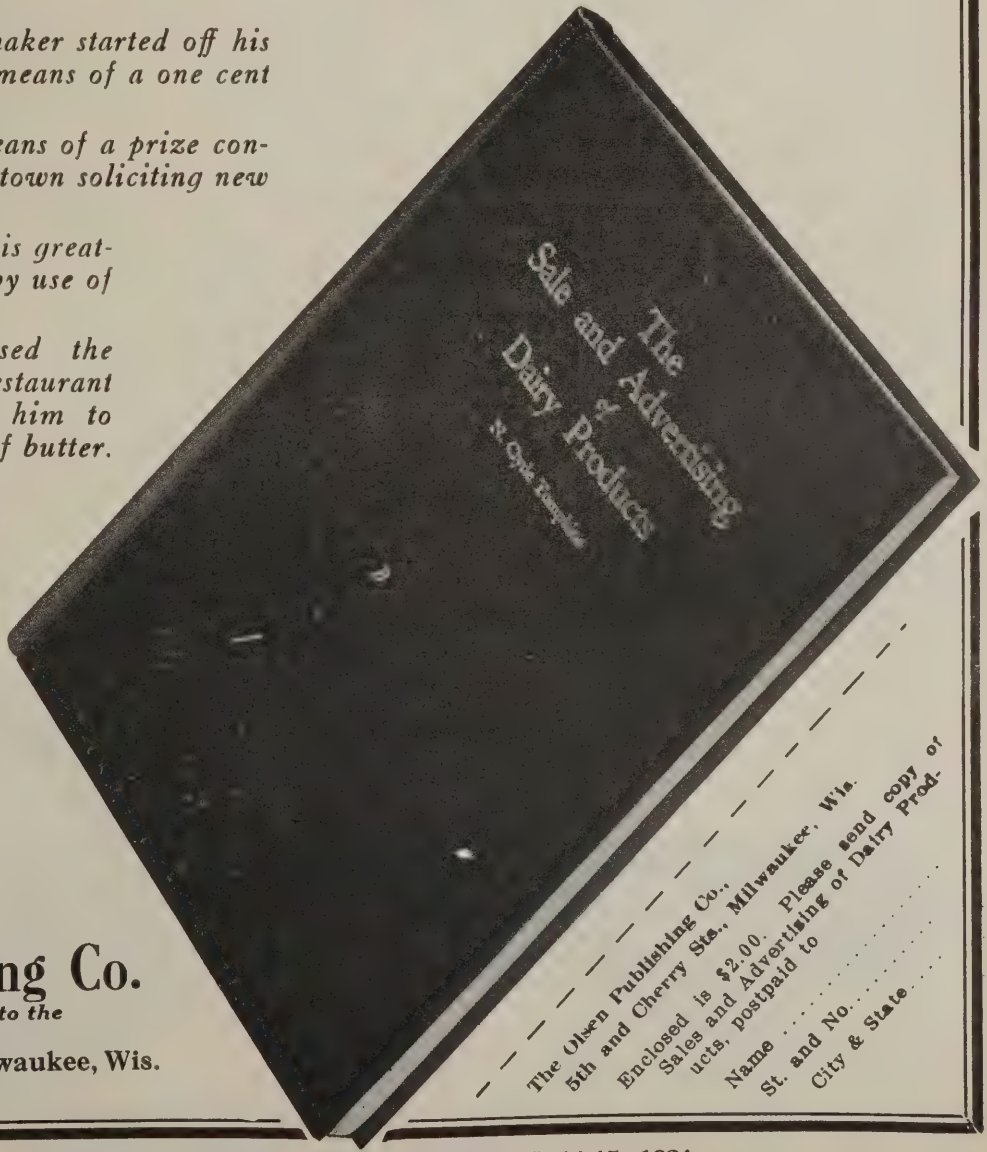
A creamery increased the trade of their best restaurant customer by inducing him to feature a one cent cube of butter.

Another one created much interest by means of a prize candy contest, etc., etc.

The above are but a few of the hundreds of sales creating ideas that are fully explained — any one of which are worth several times the cost of the book. In addition, the book has scores of charts, illustrations and samples of business producing advertisements.

Hundreds of copies of this book have been sold to date. No doubt your competitor has one or more copies and is using it to help build up his business. Here is your opportunity to learn how progressive concerns everywhere are advertising and selling their products.

The book contains over 100 pages, handsomely bound in blue cloth, with gold lettering, and is profusely illustrated.



The
Olsen Publishing Co.
Publishers and Printers to the Dairy Industries
Fifth & Cherry Sts. Milwaukee, Wis.

Orleans. At Chartres and Esplanade is the site of Fort San Carlos, erected by Governor Carondelet in 1792; from the ramparts General Jackson reviewed the little army with which he defeated the British. The fort was dismantled in 1821; a few years later the United States Mint, which still stands, was built upon the spot.

In the block between Hospital and Barracks Streets were the French barracks erected by Governor Kerlerec in 1758 to receive the troops driven from Fort Duquesne by General Washington. There, in 1764, occurred a gruesome legal tragedy suggestive of the Inquisition; the murderers of an army officer were executed, two being broken on the wheel, while the ringleader was nailed alive in his coffin, then sawed in two by negro slaves.

The upper part of the next square is occupied by the Church of St. Mary and the Archiepiscopal Palace, the latter dating from 1727; it is the oldest building in the Mississippi Valley. Opposite, is a house distinguished by a broad portico upheld by Ionic columns; it is the birthplace of Paul Morphy, the great chess player; later it became the home of the Confederate general, Beauregard. At Chartres and Dumaine Streets is a rare old Spanish house roofed with tile, dating from early in the eighteenth century; it was once a rendezvous for soldiers of fortune and frontiersmen. Half a block farther is the old **Cafe des Refuges,** a tavern laden with historic associations. Facing the cafe is the **Hotel de la Marine,** once a gathering place for buccaneers and other adventurers. Behind the latter is Vendetta Alley, a small arched passage that acquired its lawless name from a number of Mafia murders.

AT St. Philip and Chartes Streets stood the blacksmith shop of Lean and Pierre Lafitte, the daring pirates who had their stronghold in the wild Barataria country. Because of their assistance at the Battle of New Orleans, the Lafittes and their crew were pardoned by the government. Opposite the site of the St. Louis Hotel is an old house in Chartes Street, where, according to tradition, the Lafittes met General Jackson one winter night in 1814 and offered their military services. At the intersection of St. Louis Street is a colonial structure, once the cafe of Pierre Maspero; there, the story goes, General Jackson, with Jean Fafitte beside him, mapped his defense of New Orleans.

Throughout Chartres Street are buildings with absorbing stories, among them the Orleans Hotel, built in 1799, and the Stranger's Hotel, erected a few years later. At 514 Chartres is the former home of M. Girod, a wealthy merchant, who, with the aid of Dominic You, one of Lafitte's buccaneers, planned to rescue Napoleon from St. Helena. A fast yacht was to be chartered for the emperor's escape, and Girod fitted the house magnificently to serve as the imperial home. The plot was abandoned when the news of the exile's death, in 1821, reached Louisiana.

Bourbon Street has its historic buildings, chief among them, perhaps, the Absinthe House, at the corner of Bienville Street. The weather-worn structure was erected in 1798 and has been used as a cafe and meeting place for adventurers since 1825. Its marble dripping stone, pierced by holes worn by drops of water as the frappes were mixed, may still be seen.

At the corner of Toulouse and Bourbon is the site of the famous French Opera House, burned in 1919. This noted playhouse was opened in 1860 and became the brilliant social center of the city; upon its stage many operas now famous were first presented in America, and many European singers, among them Adelina Patti, made their debuts in the western world. The French Opera House was the scene of the annual Carnival Balls. Plans for rebuilding are under way.

Rampart Street marks he line of defenses built around the old city in 1793 by Governor Carondelet. Electric cars now run where the moat was sunk in front of the fortifications, and the Terminal Station occupies the site of Fort Burgundy, the southwestern citadel Beginning at St. Peters Street and extending to St. Ann's is the former Congo Square, now Beauregard Square, the market for slaves from the Congo, where Voodoo enchantments and frenzied revels of the jungle took place; during the Spanish regime the Square was used for bull and bear fights. Marie Leveau, a mulattress, was high priestess of the Voodoo cult and had a large alabaster box in which the negroes fancied she kept the "Great Zombi," a huge serpent that fed upon children.

(Continued on page 124)

SUPERIOR" TUB COVERS



Made for Service
of extra heavy canvas. Double sewed and plenty of lap to cover tub. Ample in size.

Write for Samples and Prices

Scott Mfg. Co.
1501-5 Howard St.
OMAHA, NEBR.

You don't drive your car with the brakes set.
Then why put a brake on your refrigerating equipment by using low grade Calcium Chloride? Use Carbondale 3-C Calcium Chloride for 100% Refrigerating capacity.

Carbondale Calcium Co.
3
Carbondale, Pa.

Ask for Bulletins No. 5 and 6

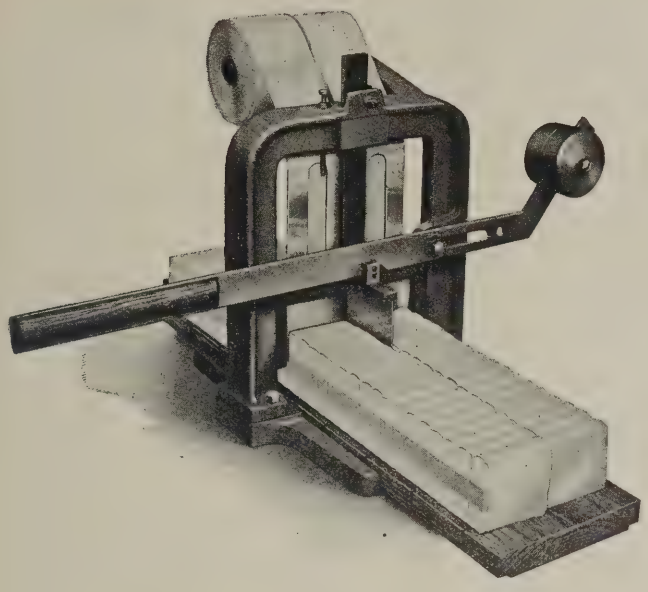
TRADE MARK

New York
Chicago
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New Orleans
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73 to 75%
Calcium Chloride
Free from Magnesium

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Anderson "CUT-WRAP" MACHINE

"It Wraps as it Cuts"

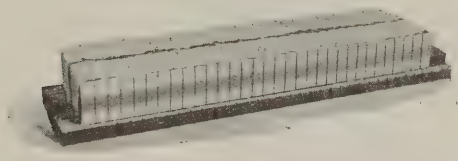
Simple—Practical—Fast—Low Priced

IN designing and experimenting on the Cut-Wrap idea, it was the desire to perfect a faster machine that would quickly cut ice cream slices wrapped on three sides. Our final accomplishment was greater than this, because while it does this rapidly, yet it as capably cuts quarts and pints. This wrapped idea is a good one for every Ice Cream Manufacturer — large or small.

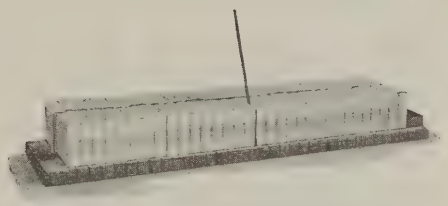
Send to-day for Literature and Price.

Manufactured by

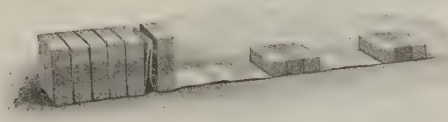
ANDERSON BROS. MFG. CO.
ROCKFORD, ILL.
U. S. A.



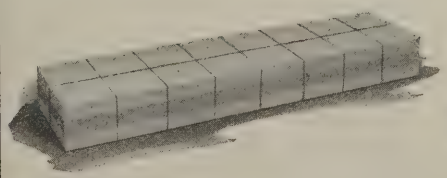
Sliced and Wrapped



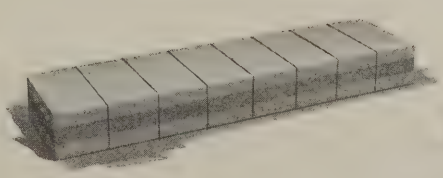
Quickly Slit for Individual Bricks



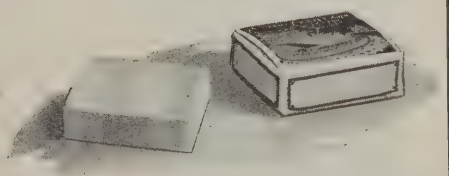
Ideal for Serving Large Gatherings



Pints Are Cut Uniform—2 at a time



Quarts Are Cut Uniform



Individual Bricks—Wrapped 3 Sides

BECAUSE of the moisture of the soil, New Orleans formerly interred its dead in tombs, commonly called ovens—small, narrow crypts built out from a solid brick wall. This practice has been abandoned. The old cemeteries, however, are among the most interesting places in the city, and no visitor should fail to see them.

Metairie Cemetery is one of the richest burying grounds in the country; it contains many costly and beautiful mausoleums. At the entrance, surmounting the tomb of members of the Army of Tennessee, is a great equestrian statue of General Johnston, the Confederate commander killed at Shiloh. A pretty lake lies alongside the cemetery, which occupies an area once used as a race track. Greenwood Cemetery is just across the canal from Metairie. At the entrance is a monument to the Confederate dead, with marble busts of Generals Robert E. Lee, Albert Sidney Johnston, and Leonidas Polk.

The St. Louis cemeteries, in North Basin Street and Claiborne Avenue, are historic burying grounds laid out by Bienville, and the oldest in the city. Many noted men and women of colonial times lie sleeping there; among them are Charles de La Salle, brother of the great explorer, and Benedict Van Preebles, an officer in the Revolutionary Army under Lafayette. On a number of the marble tablets is inscribed, "Mort sur le Champ d'honneur," which indicates that the deceased was clain in a duel.

NEW ORLEANS has many monuments, the most imposing of which is perhaps that to General Robert E. Lee, the great Confederate commander-in-chief, which stands at the head of St. Charles Avenue. The statue is of bronze and rests on a column 106 feet high, with an interior stairway.

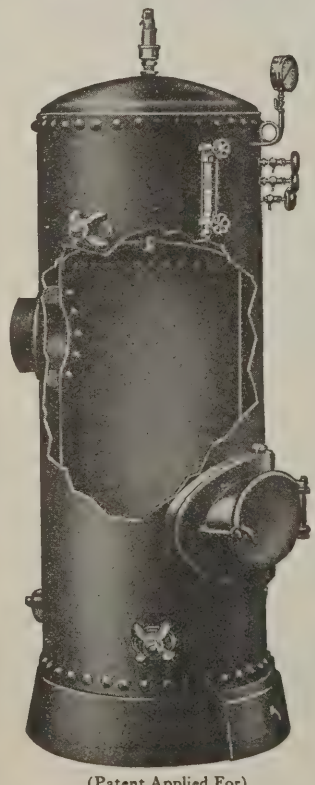
At Camp and Prytania Streets is a statue erected in memory of Margaret Haughery, a well-known philanthropist. Herself an orphan, she built up a prosperous bakery and devoted the proceeds to the founding of orphan asylums. The monument to Henry Clay, designed by J. T. Hart in 1850, stands in Lafayette Square; until 1901 it stood at Canal and Royal Streets. In front of the square is a bronze bust of John McDonogh, the philanthropist who left his fortune to build the city's public schools.

The statue of General Beauregard, the brave Confederate soldier who won the victory at Bull Run, stands at the Bayou St. John Gate of City Park. The Jefferson Davis monument stands at the entrance of Jefferson Davis Parkway on Canal Street. The statue of General Jackson, in Jackson Square, was designed by Clark Mills and is noted for the accurate poise of the charger.

A FEW miles below the city, and within easy walking distance from the car line, is Chalmette, the famous field of the Battle of New Orleans. On this spot, January 8, 1815, General Jackson, with some 6,000 soldiers, most of them raw recruits—woodsmen from Kentucky and Tennessee, Creoles, and Lafitte's buccaneers—defeated the English army of 12,000 men under General Pakenham. The British soldiers were largely the Duke of Wellington's veterans of the Peninsula campaign who had conquered the French in Spain and Portugal; but they could not withstand the fire of the American riflemen. The battlefield is marked by an obelisk.

The chief dueling ground of old New Orleans was in the park; so many deadly encounters took place under one of the trees that it was known as the "Dueling Oak." U. S. Senator Waggaman was killed there by a rapier thrust of Denis Prieur, afterward mayor of New Orleans; ten other duels were fought on the spot that same day. Marcel Dauphin, a French master of arms driven from Paris during the Revolution, was killed by the Sword of Bonneval, a rival teacher and a friend of Robespierre. Lula, a Spanish swordsman, fought thirty duels in the park and once dispatched three antagonists in a single day.

30 Horse Power And No Flues



(Patent Applied For)

Gem Flueless Boilers

Made in sizes from 1½ to 30 H.P. They do away with those disagreeable and costly Flue troubles.

Efficiency is high, upkeep cost is low and first cost will appeal to the practical and thrifty plant operator.

Send for prices, construction and operating details

The Gem City Boiler Co.

Dayton Est. 1895 **Ohio**

IDAHO FIVE-MONTHS' SHORT COURSE.

In Dairy Manufacturing at the College of Agriculture, University of Idaho, Moscow, Idaho. October 27, 1924—March 27, 1925.

Equipment.

The University of Idaho is well-equipped for the teaching of dairy manufacturing. The cheesemaking equipment includes a new 2,000 pound Wisconsin cheese vat, a two-row continuous pressure press, two smaller experimental vats and the necessary molds and other appliances. In the buttermaking laboratory two small commercial churns are used, a new Simpson butter cutter, can steamer and drier, etc. Market milk equipment includes a clarifier, bottle filler, bottle sterilizer, steam turbine bottle washer, etc.

The university boasts one of the best ice cream making laboratories in the West. It includes a new Cherry batch mixer, a new C. P. homogenizer, cooler, 40-quart horizontal brine freezer, upright freezer, ice crusher, cabinets, etc. A five-ton ammonia compressor furnishes the refrigeration. A small amount of ice also is made.

Buttermaking: History of buttermaking, separation, grading of cream, neutralizing, pasteurizing, starters and ripening, churning, salting, working, packing, storing butter, defects of butter.

Cheesemaking: Process of cheddar cheesemaking,

25% Off Gross Weight On Glacifiers

On Oct. 1st the new express rate is effective

And the gross weight of Glacifier—five gallon size—packed ready for shipment, is 90 pounds.

When the tub costs.....	$0.77	$0.84	$0.89	$1.08	$1.26
The Glacifier costs.....	.46	.49	.52	.64	.74
Saving by use of Glacifier..	.31	.35	.37	.44	.52

The gross weight of Ice packed tubs — five gallon size, ready for shipment is 155 pounds.

Note this rate effective now in

NEW YORK
PENNSYLVANIA
MAINE
VERMONT
MASSACHUSETTS
OHIO
TENNESSEE
IOWA
ILLINOIS
WISCONSIN

With Glacifier packers you pay the rate on 67 pounds.

With Ice-packed tubs you pay the rate on 115 pounds.

See the complete display of Glacifier Products at New Orleans Convention, Space Number 49.

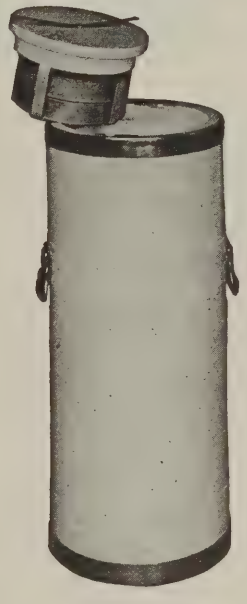
With Glacifier you save the rate on 47 pounds in every five gallon shipment.



20 Quart Brick

And you save the cost of 60 to 95 pounds of ice — *on every five gallon shipment.*

And you save twenty to thirty per cent on the cost of handling—*on every five gallon shipment.*



5 Gallons Bulk

And you save the wear and tear (due to corrosion) on your packing and delivery equipment.

Glacifier Packers are made in 1 gal., 3 gal. and 5 gallons for bulk and brick cream.

Send for cost comparison and express rate comparison.

And—now—as a plus in all this:

You save 25 per cent on the gross weight!

Figure it out for yourself.

Write us your requirements and we will tell you just how much Glacifier will save you based on these requirements.

The Glacifier Co.

15 Miller St. SOMERVILLE, MASS.

coagulating agents, grading milk, control of gas, control of acidity and control of moisture content, starters, soft cheese of different kinds, curing and marketing of cheese.

Dairy Bacteriology: History and importance of bacteriology in dairying, nature and sources of microorganisms occurring in milk and milk products, normal and abnormal changes brought about by them, relation of bacteria to disease, sanitation, sterilization, pasteurization, starters.

Dairy Mechanics: Pipefitting, valves, soldering, babbitting, tap and die work, erecting line shafts, pumps, care of boilers, steam and gas engines.

Factory Management: Organizing, planning, constructing, equipping plants, water and power requirements, cost of operation, a thorough study of refrigeration, buying, marketing, advertising.

Factory Tests: Testing of various dairy products for moisture, fat, salt, adulterations.

Farm Dairying: General survey of dairy industry; secretion, composition, and properties of milk; tests for butterfat, specific gravity, sediment; separation, farm care of milk and cream, farm buttermaking.

Ice Cream Making: History, classification of ice cream and ices, standardizing, pasteurizing, homogenizing, aging the mix, formulas, freezing, storing, packing, marketing ice cream, defects in ice cream.

Market Milk: Sanitary handling of market milk, clarification, pasteurization, inspection, certified and other grades of milk, milk ordinances.

Milk Production: Study of dairy breeds of cows, care and management of the dairy herd.

Poultry Marketing: Classes of market poultry and eggs, killing and dressing poultry, candling and selection of eggs, packing eggs, storing of poultry and eggs, market requirements, packing boxes, finishing for market, etc.

Scoring Dairy Products: Scoring of milk, butter, and cheese according to official score cards and market inspection.

Opportunities.

Idaho is fast becoming a great dairy state. Its recent progress made in dairying is remarkable. In one year the number of cheese factories in Idaho increased from 15 to 60, an increase of 300 per cent. The J. L. Kraft Company is operating a large cheese processing plant at Pocatello, Idaho, which supplies the entire West and draws heavily on Idaho cheese.

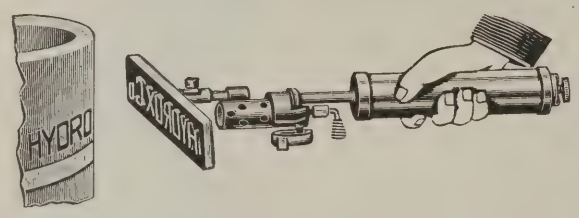
New creameries are being organized in different sections of the state and there will be considerable increase in butter production in 1924. From 1921 to 1923 there will be an increase of over 100 per cent in butter production, according to government figures. Cheese production, during the same period, increased 146 per cent, and ice cream production 43 per cent. The second largest milk condensery in the United States is the Carnation plant at Nampa, Idaho. The Sego Milk Products Co. will soon be condensing milk at Buhl, Idaho.

With production constantly increasing more factories will undoubtedly continue to spring up, and excellent opportunities should develop for trained operators and managers. Specific as well as practical training is absolutely necessary to make successful men for such positions, for many a creamery has failed because of poor management and unskilled operation.

Qualifications.

The greatest benefit is derived from the course by men who have had some experience in plants such as helpers and assistants. However, no such experience is required for entrance. Students should be 17 years of age or over, have eighth grade education, or its equivalent. No tuition is charged. Assistance is given worthy students in securing positions. Certificates are granted after at least six months of satisfactory employment in some dairy manufacturing plant.

For further information address Dairy Husbandry Department, University of Idaho, Moscow, Idaho.



Positive Identification

avoids:
—Loss by theft
—Personal appropriation of your property
—Delay in the prompt return of packers by Express Companies

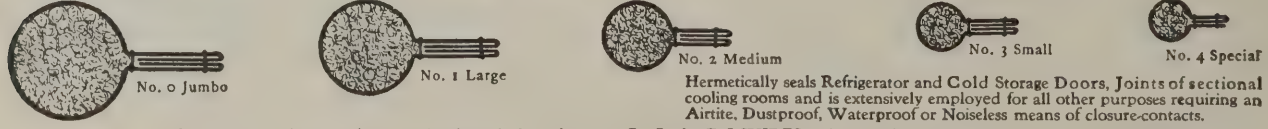
EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands help advertise your business.

Priced as low as $14.00

EVERHOT
America's Brand Makers
MANUFACTURING CO.
MAYWOOD, ILLINOIS

CUT DOWN YOUR ICE BILLS ~ $TOP COLD AIR LEAK$ with WIRFS AIRTITE CUSHION DOOR-GASKET



Hermetically seals Refrigerator and Cold Storage Doors, Joints of sectional cooling rooms and is extensively employed for all other purposes requiring an Airtite, Dustproof, Waterproof or Noiseless means of closure-contacts.

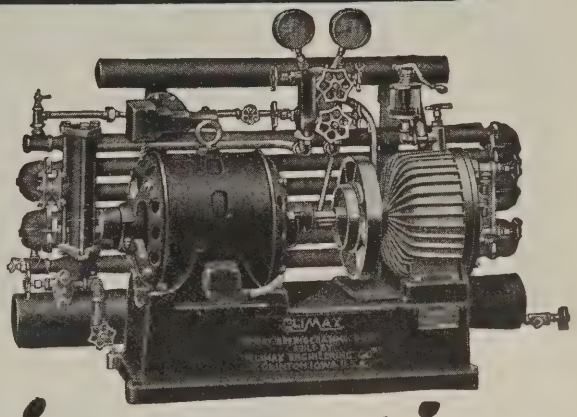
Get free samples and prices of all sizes. It's the little thing that stops Big Leaks. E. J. WIRFS, *Sole Manufacturer and Patentee*, 105 So. 17th St., St. Louis, Mo.

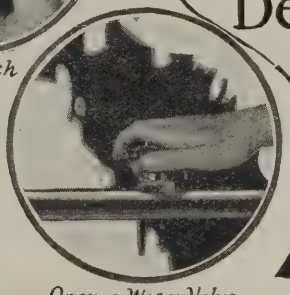
For Any Place You Now Use Ice



Turn a Switch

Cleaner
Dryer
More
Dependable





Open a Water Valve

Refrigeration

Outstanding Features of Climax Model C

1—Rotary Compressor a marvel of simplicity—positive and efficient in operation.

2—Model C operated by 2 H.P. motor. No power wasted in belts or other transmission.

3—No valves—no small frail parts.

4—Only 3 moving parts—all heavy, rugged and permanent.

5—Most compact—Model "C" size only 52" long and 21" wide, and 36" high. Weighs only 750 pounds.

6—Compressor direct connected to electric motor.

7—Continuous flow of gas through the compressor.

8—All lubricating oil confined to the high pressure side of compressor.

9—No oil can come in contact with liquid refrigerant.

10—No violent fluctuation of hands on pressure gauges.

11—Simplest starting. Just open water valve to start, close water valve to stop.

12—No throwing of electric switches—tightening of belts—or clattering of valves.

13—Nothing to forget. Shuts off automatically in case of failure of cooling water supply.

14—Particularly adapted to automatic control.

15—All parts made interchangeable.

16—Each unit factory tested before shipment to produce refrigeration in excess of its rated capacity.

The Climax Model C Rotary Refrigerating Unit makes mechanical refrigeration so simple—so dependable—and so economical, there is really no good reason for being without it any longer.

—It requires but little space, being only 52" long, 21" wide, 36" high, and weighs only 750 pounds.

—It has only 3 working parts—all heavy, rugged and permanent. No frail valves or other parts.

—It is simple to install—easy to operate, and inexpensive to maintain.

CLIMAX Model C ROTARY

Driven by Gas Engine or Electric Motor

offers you all these advantages:

—It is absolutely dependable.
—It keeps temperatures constantly within the seven degree safety range, below 40° and above 33°.
—It keeps foodstuffs safe from spoilage—safe from freezing.
—It requires almost no attention.
—It is always under your own control.
—It is always sanitary.
—It provides dry cold—no water soaking of foods.
—It provides odorless refrigeration—no tainted food.
—It is not interrupted by holidays.
—It is never wasteful.
—It protects you and builds trade.
—It enables you to store foodstuffs in quantities at low prices, and profit by market advances.
—It is surprisingly economical.
—It operates at the turn of a switch.

If interested, just fill out and mail coupon today for full information.

We also make Reciprocating Type Units for larger requirements

Climax Engineering Co., 1833 S. 4th St., Clinton, Ia.

Sales and Service Stations in the Following Cities:

Athens, Ga.
Chicago, Ill.
Cleveland, Ohio
Dallas, Texas
Evansville, Ind.
Fredericksburg, Va.
Hollywood, Calif.
Louisville, Ky.
Malden, Mo.
Mobile, Ala.
Monroe, Wis.
Nashville, Tenn.
New Orleans, La.
New York, N. Y.
Peoria, Ill.
Phoenix, Ariz,
Pittsburgh, Pa.
St. Charles, Mo.
St. Louis, Mo.
Salem, Iowa
San Antonio, Texas
San Francisco, Calif.
Seattle, Wash.
Springfield, Ill.
Tucson, Ariz.

CLIMAX ENGINEERING COMPANY
1833 South 4th Street, Clinton, Iowa

Gentlemen: Please give further information about Climax Rotary Refrigerating Units.

Name_____

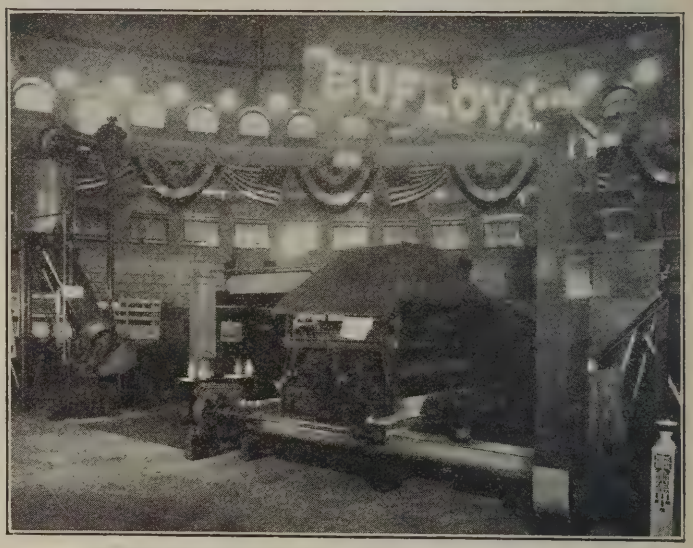
Address_____

Kind of Business_____

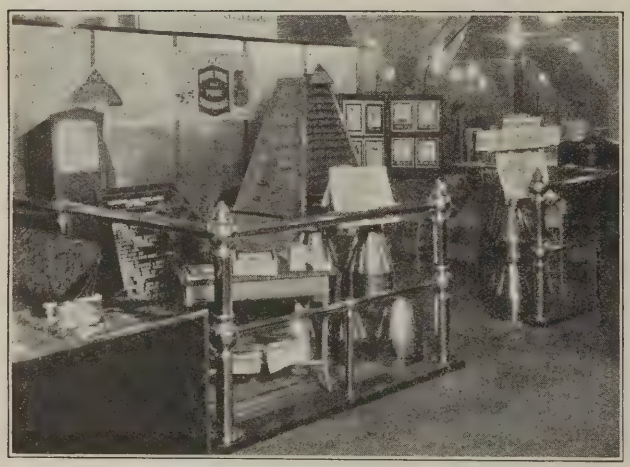
Some of the Exhibits at the National Dairy Exposition



THE PFAUDLER CO.,
Rochester, N. Y.



BUFFALO FOUNDRY & MACHINERY CO.,
Brooklyn, N. Y.



THE INTERNATIONAL NICKEL CO.,
New York, N. Y.



OAKLEY CHEMICAL CO.,
Brooklyn, N. Y.



DAVID MICHAEL & CO., INC.,
Philadelphia, Pa.



BAUM DAIRY APPLIANCE CO.,
Natick, Mass.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.





Let this trade-mark which appears on every barrel, be your guide in selecting gelatine.

Accepted!

Claims may stimulate interest, encourage investigation. But merit alone can turn a casual trial into a permanent adoption. Hence, the wide acceptance of Ucopco Wheel Dried Gelatine. A very large percentage of your recognized competition in the ice cream business is using this more scientifically made product. Quality—uniformity—adaptability —*that's why*. Investigate at once.

United Chemical & Organic Products Co.

Home Office: 4200 S. Marshfield Avenue, Chicago

Branches:

New York City New Orleans San Francisco
Milwaukee Detroit

Ucopco

Wheel Dried Gelatine

High Percentage Of Increase In Ice Cream Production Shown By Southern States

Rapid Development of Dixie Industry Shown.
South Carolina Leads Nation

SINCE the National Association of Ice Cream Manufacturers will hold its first bonafide convention in the South next month, it will be of interest to reflect upon the strides made in the ice cream manufacturing industry of that section in recent years. The South often has been referred to "the logical scene for the development of ice cream manufacturing on a large scale."

Experts in the industry have pointed out the many favorable opportunities for the promotion of the industry in that section, included among them being Prof. A. C. Baer, widely known for his technical department in The Ice Cream Review.

FIGURES on production in the different states last year makes the Southern states show up unusually well. South Carolina leads the entire United States in percentage of increase last year, having an increase of 36 per cent over production in 1922. Next in the running was another Southern state, Kentucky, with an increase of 32.4 per cent.

The percentage of increase in different Southern states last year follows:

	Per cent		Per cent
Maryland	.7	Florida	12.8
Virginia	8.1	Kentucky	32.4
West Virginia	17.5	Tennessee	14.3
North Carolina	11.1	Arkansas	.71
South Carolina	36.	Oklahoma	.5
Georgia	10.3	Texas	12.7

LEADERS in the Southern industry are confident that from now on the ice cream production of that section shall materially increase from year to year. The different constructive lines of action now being followed out in the Southern states, promises to be a far reaching influence in developing of the industry.

For this great development, much credit must go to the Southern Association of Ice Cream Manufacturers, which will be host to the first national convention ever held in the South, when the national association convenes at New Orleans, November 17, 18 and 19.

Among the Southern delegates to be at the convention, national delegates will meet some of the nation's most aggressive ice cream manufacturers. Many of them are men who heretofore have not had the opportunity actively to take charge in national association affairs. There is little doubt that after the convention the national association will find itself stronger in that part of the country than ever before.

ICE CREAM MIX

New and Enlarged Edition

A book every ice cream man should have handy

Contains formulas for making mix of all ingredients. Tells how to figure formulas, costs, etc.

PRICE $1.00

Sent anywhere postpaid on receipt ot remittance

The Olsen Publishing Co.

Fifth and Cherry Sts. Mllwaukee, Wis.

ROUGH ON THE BABIES.

An Aurora newspaper calls attention to a nursing bottle advertisement which concludes with: "When the baby is done drinking, it should be unscrewed and laid in a cool place under a tap. If the baby does not thrive on fresh milk, it should be boiled."—Railroad Red Book.

* * *

Tell me not in mournful numbers advertising is a dream, for the business man who slumbers has no chance to skim the cream. Life is real! Life is earnest! Competition's something fierce! If for dividends thou yearnest learn to parry, thrust and pierce. In the business field of battle, mollycoddles have no place; be not like dumb driven cattle, be a live one in the race. Lives of great men all remind us we must bring the bacon home and departing leave behind us footprints on another's dome. Let us then be up and doing, otherwise we may be done; still achieving, still pursuing—advertise and get the mon.—De Laval Separator.



Write for complete list of standard molds and prices

Telling's Idea for Brick Ice Cream

A different brick each week in the year. Choose some design and see the results. Something new is the life of business. If you have an idea, send it in and we will advise whether mold is practical. Sherbets and water ices used as a Center are always appreciated and save butter fat.

C. B. TELLING 10325 EMPIRE AVENUE **Cleveland, Ohio**

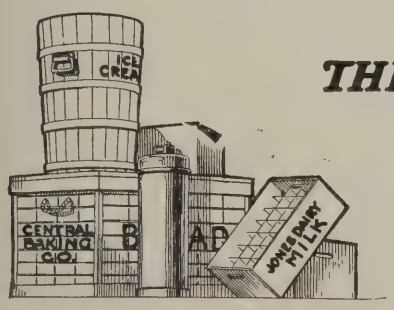


First impressions are lasting—They always see the package before the can is opened

Your Ice Cream May Even Be Too High Class for the "Ritz"

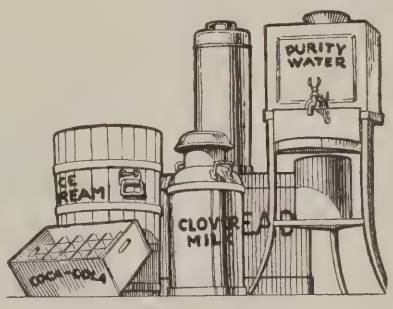
But if it doesn't come in a snappy attractive package you lose the advantage of your quality. First impressions are the lasting ones.

A high class package makes a big impression. It helps the taste. A cheap dirty package makes a poor impression and cuts the quality in the customers' mind. Hundreds of manufacturers have found that ENAMELAD is the most durable—lasting and the most beautiful. Sold to meet your approval.



THE GARLAND COMPANY
Cleveland Ohio U.S.A.

ENAMELAD
THE EVER READY ENAMEL
for Tubs-Cans-Cases



JOHN H. MULHOLLAND CO.

1033 CHESTNUT STREET
PHILADELPHIA, PA.



ICE CREAM PLATES
Glassine Lined and Printed
Plain, Square and Round

ICE CREAM SPOONS
Bentwood and Flatwood

SIGNS
Sidewalk Signs, Ready for Service.

All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.

Electric Window Displays, for Standard Car Cards.

SINGLE SERVICE CAN and TUB
Soldered Tin Can — Paraffined Fibre Tub.

ALL IN READINESS FOR GREAT DIXIE CLASSIC.

(Continued from page 12)

ciding upon the Crescent City for this year's convention was to develop closer contact with members of the Southern industry. There is every assurance that this purpose will be well served. Southern delegates are sure to turn out in greater numbers this year than ever before in history. Nearly all of them are sure to remain over for the national convention. The close of the national convention should find more new names on the membership roster than has been the case at any previous convention. And there is no doubt that the greater number will be the names of men doing business somewhere below the point where the Ohio river draws a line that once separated this country like a knife-blade.

MUCH has been said about entertainment in connection with New Orleans. Entertainment features are an important part of every Southern ice cream convention The national association, in addition to the many courtesies to be extended by Southern members, will receive especial attention from The Association of Ice Cream Supply Men in the line of entertainment. This association has set a high record for features of this kind.

The real high light of the recreational features at New Orleans, however, will be the special cruise to Cuba and Panama, which will follow the convention sessions. Arrangements have been made with the United Fruit Co. for the sailing of one of the company's finest steamers from New Orleans to Cuba and the Canal Zone. Special rates have been secured for the ice cream delegates. The vessel will leave New Orleans Saturday, November 22, for a seventeen-day cruise. Fare has been set at $250 to $285.

This will be one of the most startling convention features in the history of any trade association. It rivals the extraordinary convention held a few years ago by the Western Confectioners' Association, which held its convention on board a vessel that cruised to Alaska.

Among those who have reservations for the cruise, among many others, are:

John J. McDonald and four, Arctic Dairy Products Co., Detroit, Mich.
J. W. Newman and wife, Secy. Pa. and N. J. Assn., York, Pa.
J. A. Risch and wife, Tip Top Creamery Co., Vincennes, Ind.
F. W. Fisher, Seattle Ice Cream Co., Seattle, Wash.
Conrad B. Blommer, Blommer Ice Cream Co., Milwaukee.
W. Winston and party, Blanke-Baer Ext. and Pres. Co., St. Louis, Mo.
Calvin Leichtman and wife, Leichtman's Ice Cream Co., Hazelton, Pa.
J. R. Smith and wife, DeRidder Ice Cream Co., DeRidder, La.
S. M. Ross, wife and family, Moores and Ross Ice Cream Co., Columbus, O.
Frank Doyle and party, E. St. Louis, Mo.
Fred Hollweg and wife, New York, N. Y.
L. W. Roszell and family, Peoria, Ill.
John W. Cherry and wife, John W. Cherry Co., Danville, Ill.
F. W. Martin and family, Hazelwood Co., Spokane, Wash.
Edw. Kleinenberg and family, Chicago, Ill.
J. W. Kisner and wife, Champaign, Ill.
N. Lowenstein and wife, national secretary, Chicago, Ill.
G. E. Thompson and wife, Thompson Ice Cream Co., Chicago, Ill.
B. F. Frick and wife, Frick Ice Cream Co., Corsicanna, Tex.
W. W. Dunn, Jr., wife and family, J. C. Vander Bie Co., St. Paul, Minn.
F. W. Babcock and wife, J. C. Vander Bie Co., St. Paul, Minn.
Julius D. Hodskin and wife, C. E. Hall Co., Binghamton, N. Y.

The cruise schedule follows:

FIRST DAY—Saturday, a. m.—
Leave New Orleans on a ship of the Great White Fleet. Saturday and Sunday at sea.

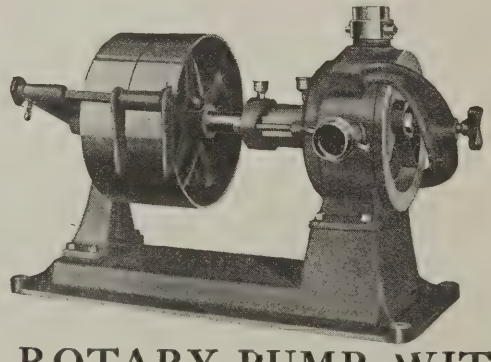
THIRD DAY—Monday a. m.—
Arrive Havana, Cuba. Suburban automobile trip, visiting Colon Cemetery, the Casino, race track and Marianao Beach. Time about four hours.

FOURTH DAY—Tuesday—
Trip by launch across the bay to Morro Castle and Cabanas Fortress.

FIFTH DAY—Wednesday—
Passengers will have this day free for sight-seeing trips and shopping tours at their own convenience and expense. The steamer leaves in the afternoon for the run to Cristobal.

SIXTH, SEVENTH AND EIGHTH DAYS—
Thursday, Friday and Saturday—at sea.

NINTH DAY—Sunday a. m.—
Arrive Cristobal, Panama Canal Zone. Ninth, tenth and eleventh days—Sunday, Monday and Tuesday: In Panama. Passengers will be provided with hotel accommodations at the U. S. Government owned Hotel. Washington, Cristobal, C. Z., Hotel Tivoli, Panama City, R. of P., or the Hotel Aspinwall, Taboga Island on the Pacific side. Trip across the Isthmus by auto and rail to Panama City and



A ROTARY PUMP WITH HIGHER EFFICIENCY

Operating at a low R. P. M., and with a minimum power requirement, the Viking Rotary Pump delivers an unusually high efficiency, even under extremely difficult conditions.

Built ruggedly of best materials and involving an improved pumping principle, the Viking has become the universal choice for every pumping purpose.

Could you ask for greater proof of what the Viking will do in your plant than that over 50,000 are now in successful use?

New, enlarged catalog, showing Vikings for every use, mailed upon request. Ask today.

VIKING PUMP COMPANY
CEDAR FALLS, IOWA
BRANCHES

B. F. Schirmer Co. - - - - - - - - - 342 Madison Ave., New York City
Schirmer Co. - - - - - - - - - - - - Finance Bldg., Cleveland, Ohio
Viking Pump Co. - - - - - - - - 549 W. Washington Blvd., Chicago, Ill.
Norton Paper Goods Co. - - - - - - 719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co. - - - - - - - 204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co. - - - - - - - - 519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co. - - - - - - - - - - - - - Houston, Texas
Menge Pump & Mach. Co. - - - 862 Tchoupitoulas St., New Orleans, La
De Laval Pacific Co. - - - - - - - - 61 Beale St., San Francisco, Calif.

Beehler Tub Handles



Patent Pending
YOUR DEALER CAN SUPPLY YOU
Beehler Steel Products Co., 1437 No. 13th Street ST. LOUIS, MO.

EVERY MANUFACTURER IN DIXIE SHOULD BE A MEMBER OF THE SOUTHERN ASSOCIATION.

Why Not Refrigerate at a *Profit?*

Maybe you think it can't be done. Especially after taking another look at your monthly overhead for ice, salt, time and trouble. A lot of money, isn't it, on the red-ink side of your ledgers?

Supposing you shift those figures to the other side. You can do it with a Lipman Full-Automatic machine in your plant and Lipman automatic ice cream cabinets for your dealers. And it's as easy as "falling off a log."

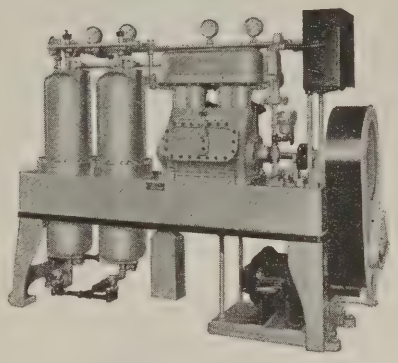
Your Lipman equipment will do away with your ice bills. It will give you harder and full-volume ice cream. It will provide your dealers with automatic icing service. You will sell more and better ice cream—so will your dealers.

Above all, you will save money. You will save enough money every month—in comparison to your old ice system—to meet your Lipman payments. And after your Lipman equipment is paid for your saving is your own. Instead of loss it will be profit—you will earn money where you formerly spent it.

FREE INSPECTION SERVICE

Let our engineer in your section call and show you—better than this "ad" can—just how you can refrigerate at a profit. Your inquiry costs you nothing. Write today, to

LIPMAN REFRIGERATION CO.
Dept. H H-11 **BELOIT, WIS.**
65 Sales and Service Stations in U. S.



Above is shown the Lipman Full-Automatic Model 420. For compactness, efficiency and economical operation it excels any machine of its type on the market. Write for details.

Ice cream cabinets, fountain and back-bar refrigerating equipment also installed.

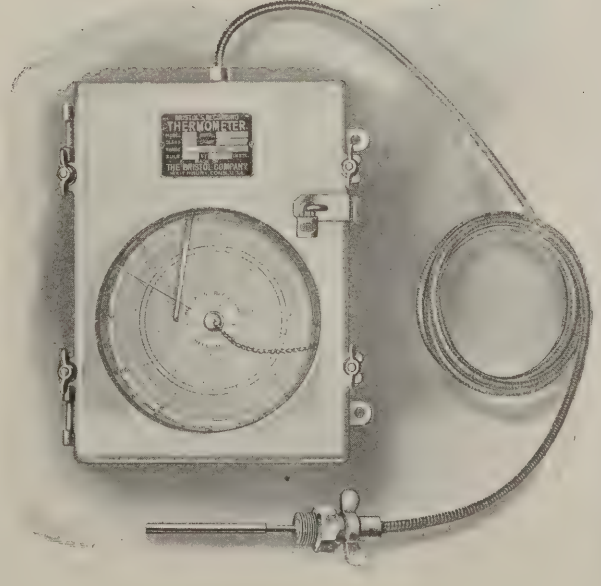
Lipman
FULL-AUTOMATIC REFRIGERATING MACHINES

A New Service For Users of *Bristol Recording Thermometers*

For the convenience of our customers we have established a new Mid-West Service Laboratory at Chicago, Ill. A similar institution is also established at Toronto, Canada.

These new Service Laboratories together with the extensive plants at Waterbury, Connecticut, enables users of Bristol Recording Instruments to secure within easy reach a complete service in rebuilding, repairing or special adaptation.

At these locations, a staff of specially trained Sales and Service Engineers are at your disposal and will be glad to assist you with all your Instrument problems. When you have occasion to enter Repair orders, free consultation is offered in regard to selecting specifications best suited to your present needs and details of your applications. Exact shipping instructions will be furnished upon request, by writing direct to the home office or any of these Service Station addresses.



THE BRISTOL COMPANY
WATERBURY, CONN.

Midwest Service Laboratory
The Bristol Co.
Monadnock Bldg.
Chicago, Ill.

Canadian Service Laboratory
The Bristol Co.
Toronto, Canada

TRIAL ORDERS

We will be glad to submit samples of any of our grades, sufficient for practical or laboratory tests, without charge. Trial orders are shipped subject to customer's approval with privilege of return if for any reason found unsatisfactory.

MEMBER

CRYSTAL GELATINE CO.

121 Beverly St. BOSTON, MASS.

BRANCH STORES

New York	Philadelphia	Chicago
14 Ferry Street	418 Arch Street	3630 Iron Street

St. Louis	San Francisco
408 Elm Street	Fairfax Ave. and Rankin Street

When ordering flavor for Maple-Nut Cream

Specify

ELPAM

If you are not using this flavor, ask us for a FREE SAMPLE.

A trial will convince you of its SUPERIORITY.

MANUFACTURED BY

G. W. Wardrop Company, Inc.

450 Broadway
Boston 27, Mass.

MEMBER

G. W. Wardrop Co. Inc., 450 Broadway, Boston 27, Mass. Send Sample of ELPAM for trial purposes.
Name .....
Address .....
Cut off this tab and mail.

return is provided, going by auto to Gatun where an opportunity is afforded to inspect Gatun Locks, Dam, Spillway and control towers of the Panama Canal; thence to Panama City and return to Cristobal by rail.

A three-hour trip around Panama City, R. of P., and a two-hour trip around Colon are also included. During the stay in Panama, passengers may employ their time to suit their individual preferences. As before stated, accommodations and meals at the hotels named are included in the cruise fares and passengers have option of dividing their time among them as they see fit.

Exceptional facilities for fishing, bathing and golf are afforded; the fishing and bathing being unusually fine at Taboga Island in the Pacific Ocean, twelve miles from Panama City, where a stay may be made at the Hotel Aspinwall, while good golf is available at Gatun and Panama City.

TWELFTH DAY—Wednesday 11 a. m.—
Steamer leaves Cristobal for the return voyage via Havana, Cuba.
Thursday and Friday—at sea.

FIFTEENTH DAY—Saturday p. m.—
Steamer touches at Havana, arriving and leaving the same day.

SEVENTEENTH DAY—Monday p. m.—
Home, Sweet Home.

ESKIMO PIE CAMPAIGN CONTINUES.

The Eskimo pie campaign continues to drive forward. The early start recorded in the October issue of The Ice Cream Review has gained headway. The outlook is that manufacturers will push the product more vigorously this winter than ever before. Many manufacturers previously "unsold" on the chocolate-coated bar are taking up the matter with a new interest and enthusiasm. The general outlook, according to the survey of the trade last month by The Ice Cream Review, is "a banner Eskimo pie season."

A quota of 171,000,000 Eskimo pies for the year 1924 has been set by one onlooker. He believes the proper initiative will mean the sale of 561,000,000 pies in 1925.

In 1923 the manufacturers of the country sold 70,000,000 pies, which represented the sale through the chocolate-coated bars of 87,500 gallons of ice cream. Holding up the pace set thus far, the sale of Eskimo pies this year should represent an outlet for nearly two and one-half million gallons of ice cream. In 1925, according to predictions, Eskimo pie should assist in the sale of 7,000,000 gallons of ice cream.

It is not to be understood that The Ice Cream Review is advising the trade thoughtlessly to "rush into" this business without properly preparing themselves. It is to the interest of the industry to point out that others are making money by following plans that may be more or less generally adopted.

NO DAMAGE DONE.

After much excitement, the Smiths had at last managed to catch the train.

Now, when they could sit quietly for a while, they began to wonder if they had left anything behind.

Mrs. Smith gave a shriek.

"Oh, Harry," she gasped, "I forgot to turn off the electric iron!"

"Don't worry, darling," he replied, "nothing will burn, I forgot to turn off the shower bath."—The Christian Advocate (N. Y.)

ANDERSON ESKIMO PIE MACHINE



THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

20 finished Pies a minute
100 dozen per hour
on the

ANDERSON ESKIMO PIE MACHINE

Cuts—Dips—Wraps

It is a sanitary machine. Pies are made untouched by hand.

Every operation on the Anderson Eskimo Pie Machine is absolutely automatic.

The only machine made that cuts, dips and wraps in one continuous operation.

It lowers manufacturing costs.

It is endorsed by leading Ice Cream Manufacturers.

Manufactured by
Anderson Bros. Mfg. Co.
Rockford, Illinois

Sold by
Eskimo Pie Corporation
Exclusive Sales Agents
5 N. Wabash Ave., Chicago

Captain CHAS. B. COLBY, P. O. Box 1223, Sydney, Australia
Exclusive Representative and Sales Agent for Australasia

Unwise Policies

Striving for Greater Gallonage Leads Many Manufacturers to Forget Cost Records

*By S. T. NIVLING**

ONE of the first thoughts that occurs to me is the insatiable effort on the part of ice cream manufacturers to gain a large gallonage, without properly considering the profits which might accrue from their efforts. This intensive strife for greater gallonage, coupled with unwise selfishness, has brought with it a train of abuses which have caused no end of trouble for all of us. Part of the cause of this scramble is due to the fact that many new manufacturers have started in business since the war, and, while they have developed some new business, the greater amount of their gallonage has been taken from older manufacturers. The older manufacturers having increased the capacity of their plants to take care of the war demand now find themselves operating at very much less than the capacity of their plants. The result of operating very much below capacity is **high costs** due to the item of heavy fixed expense or overhead. What has caused this condition? The unwise policy of the older manufacturers, who during the war period, instead of being satisfied with capacity business for their plants, increased the size of their properties, and they are now suffering the result. Possibly it is unfair to assume that not many manufacturers had sufficient acuteness to analyze the future, and to have anticipated the influx of many new ice cream manufacturers in the post war period. It is perhaps unnecessary to say that there are many manufacturers in many lines of business who are now paying for their insatiable desire to reap high profits during the war boom. We manufacturers who made this mistake have plenty of company sharing our experience.

Some of the older manufacturers have resented having new manufacturers coming into the ice cream field, claiming, with good logic, that where there were plants with sufficient capacity to take care of the demand, the addition of new plants increased the cost of ice cream to the consuming public. While this is good reasoning and economically sound, at the same time as long as this country is doing business on what is known as the "competitive basis" there is no way of preventing the influx of new competition. We may as well make up our minds to the fact that the business of the country probably always will be on the "competitive basis" and in the future, the same as in the past, it simply means a question of "the survival of the fittest." "The survival of the fittest" is a truth in nature, and it is also true in business.

The result of the condition just mentioned has been a wild scramble for business, and it has caused many manufacturers to adopt policies which, to some of us, seem unwise as well as unprofitable.

Unprofitable Policies.

Regarding unprofitable business policies I will direct your attention to—

First: Driving all over hell's half-acre. A number of years ago I addressed this association on the subject of "Efficiency in Delivery" and at that time I called attention to the fact that by properly figuring your costs you could tell the point distant from your factory at which there was no profit, and beyond which point you were losing money. It is pretty well understood by most manufacturers today that very few of the suburban delivery routes are profitable. There are a few, not many. And there are some cases where it may be wise to run a route at no profit in order to prevent competition from coming too near to your plant, but in general suburban routes are unprofitable. To be profitable they must be within a reasonable distance of your plant, they must sell a good volume of ice cream on the route and the selling price must be in excess of the city delivery price. It would seem to me a wise policy to very carefully consider, before putting on a suburban route,

* Chairman, Cost Accounting Committee, National Association of Ice Cream Manufacturers. This was an address before 1923 convention.

MILLER
Refrigerator Bodies

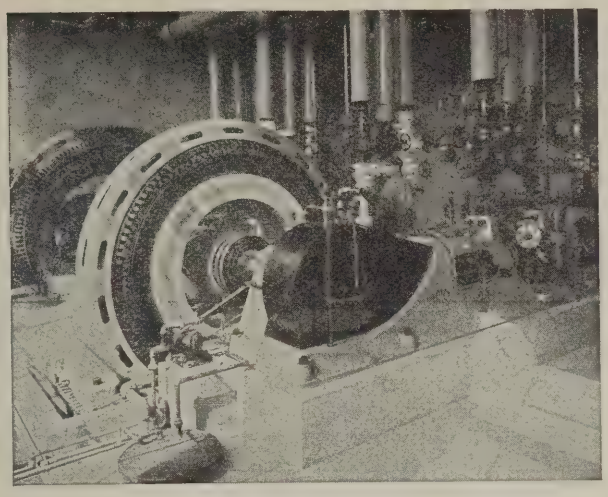
"We SELL you one — you BUY more"



Send for Our New Catalog
Showing Both Truck and Wagon Bodies

THE JOSEPH MILLER COMPANY
Manufacturers of Refrigerator Bodies and Ice Cream Cabinets
Using Miller Patented Tanks for Refrigerating
919 Third Avenue North MINNEAPOLIS, MINN.

Ice Cream Molds
For Large and Individual
FANCY SHAPES
Will Increase Your Sales
Send for Our Booklet
Order through your jobber or direct from us.
EPPELSHEIMER & CO.
Manufacturers
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Frick Horizontal Compressors at Seattle Ice Cream Company, Seattle, Wash.

Write for "Ice & Frost" bulletins, mentioning the work you wish to do.

FRICK COMPANY, INC. TRADE FRICK MARK WAYNESBORO, PA. U.S.A.

Refrigerating Machines

Stand the test for years

May 17, 1924.

The Kimball & Colwell Co.,
459 Washington Street,
Providence, R. I.

Dear Sirs: — We acknowledge receipt of your letter of May 14th asking us for our experience with the Frick Ice Machines.

Beg to advise the oldest Frick machine we have in service was installed thirty-one (31) years ago—it is still operating satisfactorily and economically. We have others of their machines, put in at later dates, and they are giving good satisfaction.

The Frick Co. are a good concern, thoroughly reliable in every way and you will certainly make no mistake in purchasing their equipment.

Yours very truly,
THE CUDAHY PACKING COMPANY,
AWR.N (Signed) A. W. Reef,
Purchasing Agent.

Atlanta Charlotte Memphis Philadelphia
Baltimore Dallas New York Pittsburgh
Syracuse, N. Y.

Frick Company
WAYNESBORO, PA. U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882

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For A Distinctive Flavor
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ATLAS VERTEX

A highly concentrated artificial vanilla flavor sixteen times as strong as pure vanilla, imparts a rich, delicious flavor to

ICE CREAM

Maintains Its Flavor in the Hardening Room
WILL NOT FREEZE OUT

A Most Economical and Wholesome Flavor For You To Use

SINGLE GALLON $19.00 Gal. | TRY IT | SIX GAL. CASES $18.50 Gal.

H. KOHNSTAMM & CO., INC.

ESTABLISHED 1851

CHICAGO: 11-13 E. Illinois St. NEW YORK: 83-93 Park Place

what effect it will have on competition. Your competitor also can put on a suburban route paralleling your route. It would seem wise to give consideration to the fact that once suburban packing service is established in any section, it, of necessity, must be continued during the years to come, because the suburban dealer, having once enjoyed the pleasure of no packing work for himself, will thereafter demand it, and even discontinue the handling of ice cream, in many cases, unless he can have packing service.

Second: Numerous trade stimulus has been tried similar to the Eskimo pie, which proved profitable to manufacturers, but in nearly all other trade novelties the result has been a lack of profit.

THIRD: Free icing service is generally recognized today as unwise and unprofitable. True, free icing service developed and built up the gallonage of the ice cream manufacturers, but the practice is economically unsound because of abuses which have crept in, these abuses being caused by the fact that the dealer has no interest in and is not paying for the service which the ice cream manufacturer is rendering. As long as the dealer takes no interest in the amount of expense which he creates for the ice cream manufacturer, free icing service will be to the ice cream manufacturer an unwise business policy and unprofitable. **A service charge per cabinet hole** is a fundamentally sound business policy.

Fourth: New buildings and improvements added to ice cream plants are very often the cause of increased expenses, because the ice cream manufacturer does not weigh carefully the question of profitableness of this additional capital investment. Many manufacturers feel they would like to have these improvements, and I feel that it is an unwise policy for manufacturers to make such investment unless they first weigh carefully the debts and credits of such investment. Of course, the debits are fixed expenses such—

Interest on investment
Depreciation
Insurance
Taxes

and variable expenses such as—

Labor
Power, et cetera.

In some cases the credits may be estimated in **dollars and cents,** in other cases the credits may be a **better product,** or **more sanitary conditions of manufacturing.** At any rate the addition of new buildings, or any improvements, should be very carefully considered before the manufacturer ties up his capital. Unless he can see clearly that it is profitable to increase the amount of his fixed assets he should refrain from this investment.

Fifth: Credits. Many manufacturers do not give sufficient attention to their accounts receivable. They are too lenient in the way of credits. They permit customers to bluff them by saying that unless credit is extended they will purchase from another manufacturer. The extending of credit requires real character on the part of the manufacturer. It should be remembered that the longer accounts remain uncollected, the greater is the liability of certain developments which will make it impossible for the debtor to render payment. Too much insistence cannot be placed upon the great merit of prompt action when accounts become due. Remember it is generally considered that the success of a business is largely dependent on the character of its "collection service." It certainly is an unwise policy, as well as unprofitable, to extend long time credits to customers. Some manufacturers even make the mistake of loaning money and acting as commerciald bankers for some of their dealers. This is a very dangerous practice and should be decried. It increases your costs and the profitable customer is forced to pay a higher price for his ice cream because of your unwise policy.

Sixth: It surely is unwise policy for manufacturers to neglect to study the best merchandising methods. How can we sell our goods to the best advantage, and at the least possible outlay of money? Do manufacturers generally plan a budget of advertising expense, and consistently live up to it? It would seem to the writer that good business judgment would dictate the wisdom of budgeting your advertising scheme, and not filling your store room with a big investment of advertising matter that simply lays around and is wasted.

SEVENTH: I hesitate to touch on the question of the iceless cabinet, in fact, personally, I have not given it sufficiently careful study to enable me to voice an intelligent opinion, but it seems to me that it represents a large capital investment to ice cream manufacturers, and I do not favor the policy of adding to our investment in dealers' stores. Competition may force us to go into the iceless cabinet, but I believe there is great danger of financial loss to manufacturers unless they give this subject careful consideration, and check their first enthusiasm by careful analysis of all phases of the subject—and it has many.

Trade Policies.

In considering trade policies, aren't we making a mistake in not meeting the new manufacturer wholeheartedly? While we may recognize that it is unwise business policy for him to go into the ice cream business in our territory, we must remember that he believes that

"Standard of Quality"

STOLLWERCK

CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla
Vanilla AA
Black Eagle
Melba
Imperator
Superior Vanilla
Matchless
or Columbia Liquor

These brands are recognized by the leading Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY
Factory, Stamford, Connecticut
NEW YORK CHICAGO LOS ANGELES

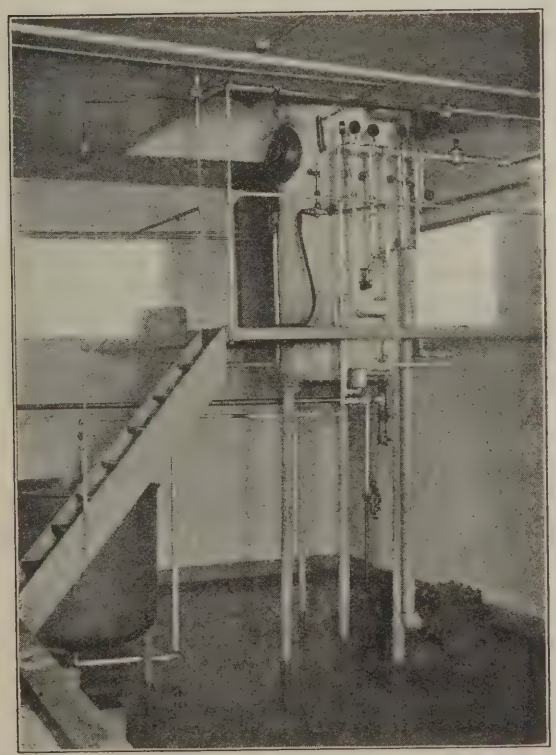
CHAS. R. PHILLIPS, President.
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MEMBER THE ASSOCIATION OF ICE CREAM SUPPLY MEN

STANDARD
VANILLA
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SERVICE VALUE

G.R.RYAN MANUFACTURING CO. INC.
VANILLAS and BLENDS
Rochester, N.Y.



Three Foot Condensing Unit in the plant of Franklin Dairy Co., Franklin, Ind.

FRANKLIN DAIRY COMPANY
FRANKLIN, INDIANA

MANUFACTURERS OF

"SANIGOLD" CREAMERY BUTTER

ICE CREAM
CONDENSED MILK
SWEET CREAM

Dec. 13th 1923

C.E.Rogers,
Detroit,Mich.
Gentlemen:

The thirty-six inch pan which we purchased from you, has been in operation about nine months.

The pan is working perfectly,and has never given us a bit of trouble. We are using it for making ice cream mix,and are enabled to make our mix cheaper and better by this method. We will probably be in the market for a larger pan next year.

Thanking you for the excellent service rendered on this installation,we remain,

Yours very truly,

Franklin Dairy Co.

D.D.Ferty

WE HAVE A SIZE TO FIT YOUR CONDITIONS. ASK US.

C. E. ROGERS

8731 Witt Street Detroit, Mich.

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

he has the right to go into any line of business that he sees fit. Unfortunately he may be skeptical of our altruistic attitude. He may be suspicious since our interests are so diametrically opposed to his, and for that reason may doubt the fairness of our counsel. However, an effort to make his acquaintance, and to meet him occasionally in order to talk over matters of mutual interests, will bring better results than the unwise policy of calling him all the names under the heavens, and abusing him to everyone with whom we come in contact. Fairness, honesty and justice in dealings with the new manufacturer will bring better results than the opposite policy.

I have noted the tendency of some manufacturers who are financially strong to attempt to "kill" their competitors by selling ice cream below their costs. That policy seems to me very foolish and very unwise, because if one manufacturer is five times as large as another, the larger manufacturer is going to lose money, in the price war, five times as fast as the smaller manufacturer. No good results can come from price wars. The public is deceived as to the value of the product, and the manufacturer engenders a bitterness that is seldom ever totally erased.

LET me quote from an address by Hon. Nelson B. Gaskill, chairman Federal Trade Commission, in an address which he delivered before a trade organization, on the subject of "Some Aspects of Price Cutting." "Old almost as English law is the maxim that one must not use that which is his so as to injure another. Taking that rule out of its Latin verbiage and applying it to present day conditions, one finds in it very clearly a recognition of the principles of the competitive system. One may not conduct his own business so as to injure another. Selling below cost * * * is the use of the seller's property in a way which clearly injures his competitor."

I might also add that in the same address Chairman Gaskill hammers home a point that I have always considered essential to business success. "I advance the proposition that each individual business unit should ascertain its own cost and fix its own selling price with due reference thereto. I urge upon trade associations the opportunity and the necessity for education in cost accounting methods among their members. * * * Unless cost is known, profit is unknown, and whether a selling price is below cost is a matter of guesswork. The business man who fixes his selling price without accurate knowledge of his production cost, and without keeping above it, is on an industrial joy ride. He is not only in peril himself but he is a constant source of danger to others."

Further quotation from the same address: "Education in accounting methods, the inspiration to use them and to work by the result shown, these are great opportunities for trade association." Quoting further: "No movement within an industry for the elimination of sales below cost can be conducted except in conjunction with and as a part of a campaign for the employment of a proper system of cost accounting. Nor can any movement to suppress sales below cost be put into operation except upon a cost accounting basis. It is easy to condemn selling below cost, it is not difficult to see wherein its evils lie, nor is it particularly troublesome to perceive that it may be unlawful in habitual practice." To quote further: "By the application of the principle 'no sales below cost' by each to his own business is simply the recognition and adoption of the fundamental principles of the competitive system."

One of the trade policies which I find universally condemned by thinking men is the lack of confidence between competitors. I have previously stated, and I repeat, that I believe the average manufacturer is losing the largest possible sale—and I believe the most profitable sale his house can make—when he fails to sell his competitor himself. The great essential in selling is confidence, and each manufacturer should so conduct himself in his business relations with his competitor that he will inspire such confidence as will result in mutual confidence between both manufacturers. Frequently meeting with your competitor with the basic thought in mind "to do to others as you would have others do unto you" cannot fail to bring proper relationship between competitors. The great fear of what your competitor may do can be eliminated. It is pure selfishness in the average man, that causes him to try and "put something over" on his competitor commonly expressed "beat him

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES
Are Standard

Guaranteed to Comply with all National and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED

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Fancy Ice Cream Forms
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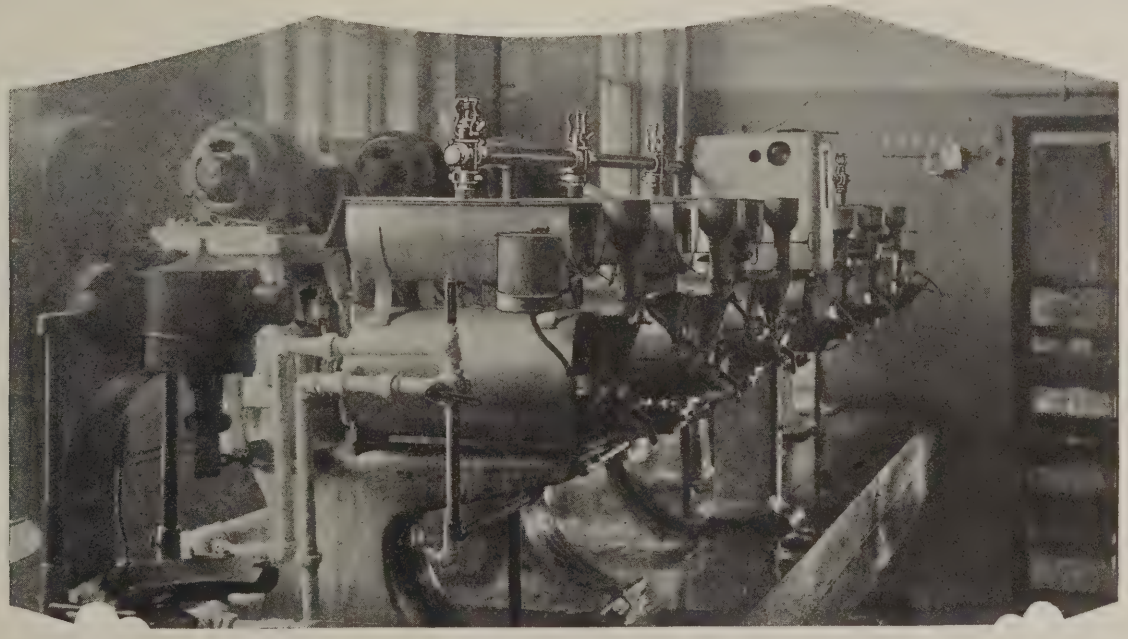
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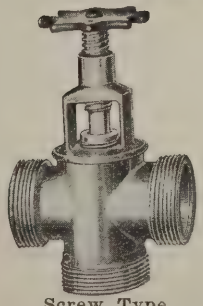
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ICE CREAM FREEZERS
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INTERNATIONAL SANITARY PIPE, FITTINGS, ETC.

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CHILLY KING COOLERS
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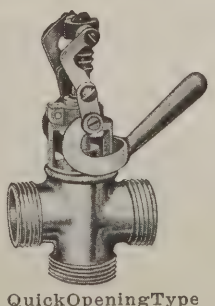

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Shimp Valves in Northland Milk & Ice Cream Co. plant, Minneapolis, Minn.

The Valve serves as a Valve as well as a Tee.
Saves fittings—no pockets in your line.

Ask your jobber or write us direct.

THE SHIMP MANUFACTURING CO.
2609 Stevens Avenue Minneapolis, Minn.


QuickOpeningType

ICE CREAM
Equipment and Supplies

Freezers, Batch Mixers, Ice Breakers, Packing Tubs, and Cans, Carry-out Can and Pails, Ice Cream Cabinets, Ice Cream Maker's Utensils, Paper Ice Cream Pails, Can Liners, Evaporated and Powdered Milk, Extracts, Colors, Crushed Fruits, Ice Cream Cones and a Complete Line of Soda Fountain Necessaries, in Fact, Everything Required by Those Who Make or Handle Ice Cream.

We solicit your confidence on the basis we have gained others. You will enjoy business relations with us.

Your Next Order Sent To Us Will Prove It.

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INCORPORATED

INDIANAPOLIS LOUISVILLE
MEMPHIS COLUMBUS ATLANTA

Unusual Bargains
New and Used Equipment for Immediate Shipment

2—40-qt. Cherry Perfection brine freezers—new.
4—40-qt. Emery Thompson horizontal brine freezers, with or without motor drives.
2—7x7 Frick, latest type double cylinder, enclosed refrigerating machines—new.
50 and 100-gallon Cherry upright batch mixers.
6—200-gal. Cherry Perfection pasteurizers and coolers, steel bodies, motor drive—new.
20x2 in. Perfection tubular milk cooler—new.
1—No. 125 white enameled porcelain 2-compartment ice cream cabinet.
2—Champion No. 11-H hopper type ice crushers.
1—54Y Creasey ice breaker—new.
15, 20 and 90-ton shell and coil brine coolers.
8 and 145-ton shell and tube brine coolers.
5,000 lineal feet 1¼-in. hardening room piping.
25,000 lineal feet 2-in. hardening room piping.

Refrigerating and ice making systems can be furnished from our own stock of good used equipment.

Send us your inquiries.

ROBERT P. KEHOE
7 East 42nd Street New York, N. Y.
Telephones: Vanderbilt 9594-9595

to it," with the result that the competitor checkmates him by a move which the competitor thinks properly retaliates. No matter what move you make remember that your competitor can, and may checkmate you, and your action has created a lack of confidence between you which results in price wars and unfair competition.

There are three things that every manufacturer should constantly keep before him. First: Fairness to the public. Second: Fairness to his competitor. Third: Fairness to himself. This does not mean price agreements, but it does mean a fair selling price with a reasonable profit based on your own costs.

Let me at this point call your attention to the code of ethics as adopted by the National Association of Ice Cream Manufacturers. Gentlemen, I fear that this code of ethics is as little studied as our bible, and unless we recognize this code of ethics as the foundation principles which govern our business relationships, we will continue to adopt unwise policies. If we each endeavor conscientiously to live up to the principles stated in the code of ethics, we will be on the straight road to honorable business success.

PACIFIC ASSOCIATION PREPARES FOR GREAT JOINT CONVENTION.

With regard to the 1924 convention of the Pacific Ice Cream Manufacturers' Association, which will meet this year jointly with the California and Southwestern States Ic Cream Manufacturers' Association, at the Pacific Slope Dairy Show, December 10, 11 and 12, Secretary Bert H. Walker announces that a very interesting program is assured for his convention.

The convention sessions and exposition itself will be held in the same spot, the million-dollar civic auditorium at Oakland, Cal. Both of the Coast associations of ice cream manufacturers will have headquarters at the Oakland Hotel. The supply men are in charge of the entertainment features of the conventions.

The Pacific Ice Cream Manufacturers' Association is asking the National Association to have one of its officers present to judge the convention on the subject of "National Affairs of Interest to Regional Associations." President Hovey will be unable to attend the convention, but efforts will be made to have other officers present.

SPECIAL TRAIN TO NEW ORLEANS.

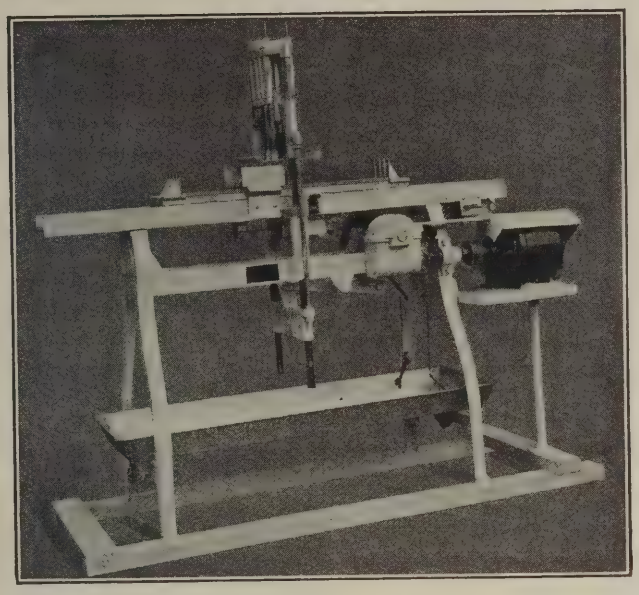
With regard to the Special Train, Secretary Loewenstein issued a bulletin last month, in which he said:

"The Illinois Central Railroad has been selected as the Official Route, Chicago to New Orleans, La., on occasion of the 24th Annual Convention, New Orleans, La., November 17-20, 1924, and arrangements have been made for special train to leave Chicago, via the Illinois Central Railroad, Saturday, November 15, operating on the following schedule:

Lv.	Chicago, Saturday, Nov. 15.....	12:45 p. m.
Ar.	Champaign, Ill., Saturday, Nov. 15.....	3:45 p. m.
Ar.	Mattoon, Ill., Saturday, Nov. 15.....	4:40 p. m.
Ar.	Effingham, Ill., Saturday, Nov. 15.....	5:20 p. m.
Ar.	Carbondale, Ill., Saturday, Nov. 15.....	7:45 p. m.
Ar.	Fulton, Ky., Saturday, Nov. 15.....	11:00 p. m.
Ar.	Memphis, Tenn., Sunday, Nov. 16.....	2:00 a. m.
Ar.	New Orleans, La., Sunday, Nov. 16....	11:45 a. m.

"This special train will be composed of modern, all-steel, standard sleeping cars, drawing room, compartment cars, observation car, dining and baggage cars."

Universal Ice Cream Cutting Machines



Speed, Accuracy, Variety of Cuts

Range of Cuts in One Operation:

A Two Gallon Slab

Cut to Any Size Pieces

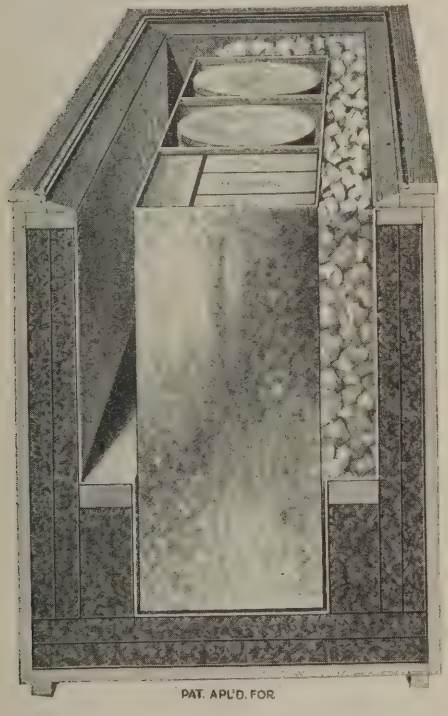
From Eight Quarts to

192 Bars For Dipping

No handling, sawing or recutting
Speed 72 cuts per minute
All cuts of exactly uniform size

Our Hand Machine Does Same Work

W. E. KAY and SONS, Elyria, Ohio



STOUT Brine Well Cabinet

The Happy Medium in Solving the Ice Problem

Requires ⅓ Less Ice and Salt for the first filling and ¼ to ⅓ less for recharges—also holds from 2 to 5 degrees lower temperature.

Every hundred pounds less ice and salt your trucks have to haul give just that much more room for ice cream—means that many more stops by the truck.

And the Actual Saving in Cost of ice and salt per cabinet will earn back its cost in a year.

Any Way You Figure It—You Need Them.
Write for Details and Prices.

STOUT MFG. CO., 610 Sycamore St., Milwaukee, Wis.

After careful check-up, a user says:

"Saving on ice, one tub a day."
"Storekeeper very much pleased."
"Cream kept in better condition."
"Route man very much pleased."



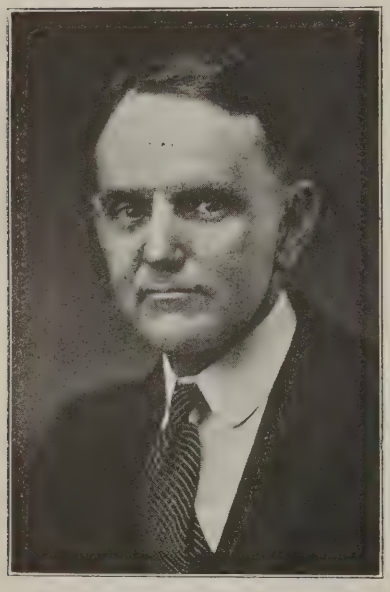
E. B. GEISEL,
Louisiana.



J. B. PORTER,
Oklahoma.



F. B. STUART,
Tennessee.



A. E. DIXON,
North Carolina.

Some of the National Association's Directors in Southern States



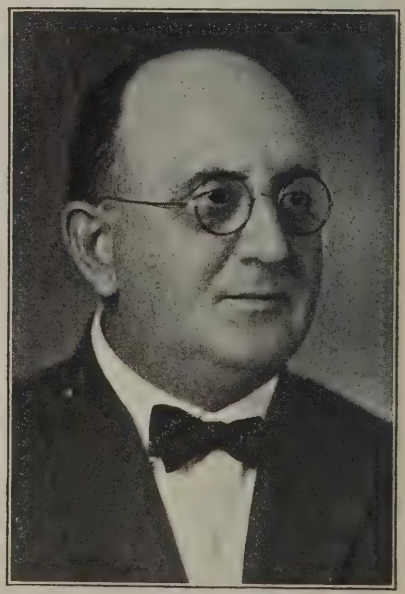
GEO. L. BOEDEKER,
Texas.



FRED SCANLIN,
Southern States.



L. M. HENDLER,
Maryland.



W. W. CAMPBELL,
Director-at-large.

Dependable Refrigeration at low cost

that pays for itself by eliminating the cost of spoilage as well as the ice-bills, to say nothing of the dirt and continuous bother of using ice. Has a capacity of one-quarter ton.

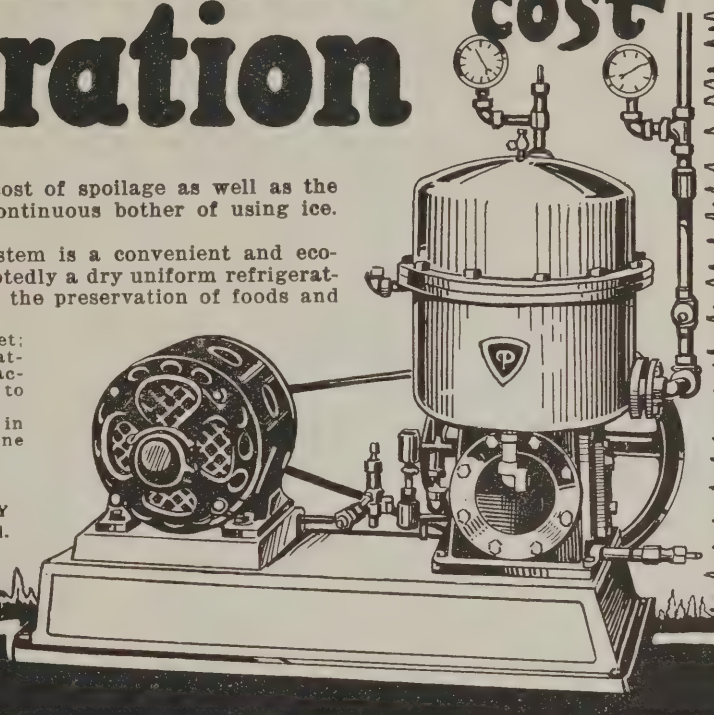
The *CP* Electrical Refrigerating System is a convenient and economical method of producing uninterruptedly a dry uniform refrigerating temperature, which is necessary for the preservation of foods and food flavors.

Connects with your electric light socket; regulates and controls temperature automatically; furnished complete with all the accessories and equipment, ready to connect to ice box or refrigerator.

We have 5,000 refrigeration systems in successful operation and guarantee this one in every respect.

Write for descriptive folder.

THE CREAMERY PACKAGE MFG. COMPANY
61-67 W. Kinzie St. Chicago, Ill.



ACME FLAVORS

(*NON-ALCOHOLIC*)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

VANOLA

(Trade Mark)

This is a highly concentrated Vanilla Flavor composed of Vanilla Bean Extract, Vanillin, Coumarin, etc.

This product posesses a delicate yet persistent flavor and is guaranteed not to freeze or bake out.

ECKERT'S

ORIGINAL

Lemon and Orange Concretes

They impart, to frozen products, soda syrups, confectionery, pie fillers, baked goods, etc., the real flavor of the natural fruit. Miscible with water or syrup, will remain sweet and will not separate.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS

HANOVER, PA.

The Outlook For Increasing Consumption

The Way to Greater Gallonage is Through Improving Production

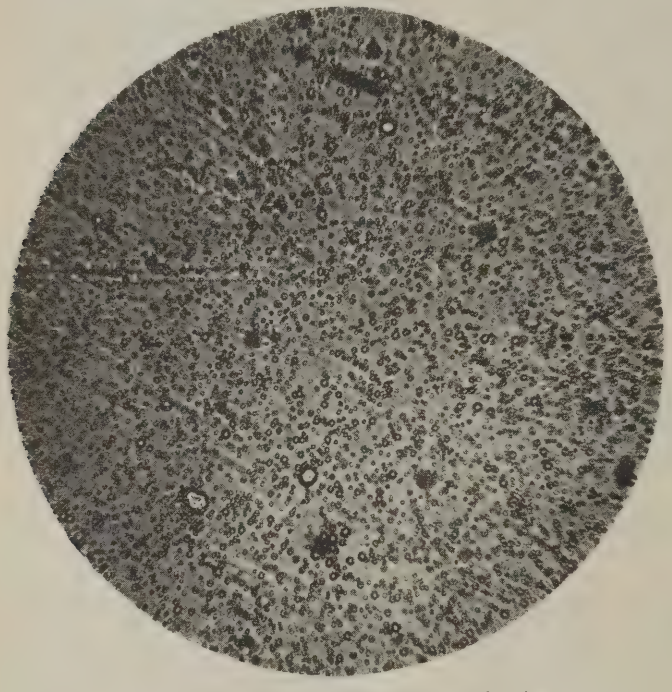
*By PROF. N. M. MORTENSEN**

ICE cream has as far back as history relates been considered as a delicacy. In Europe it was served only by the wealthier classes and that at only special functions and it is yet today considered to be the most delicate food that is served even on the table of the king. After the ice cream had been introduced to the United States it was only a short time until the American with his keen eye for business conceived the idea of commercializing the product and thus making it available not merely for the table of the king or of the more wealthy classes but also to those of more moderate means and even to the poor. Where is the boy or girl today in the United States who will not spend his last nickel for an ice cream cone or for an ice cream bar?

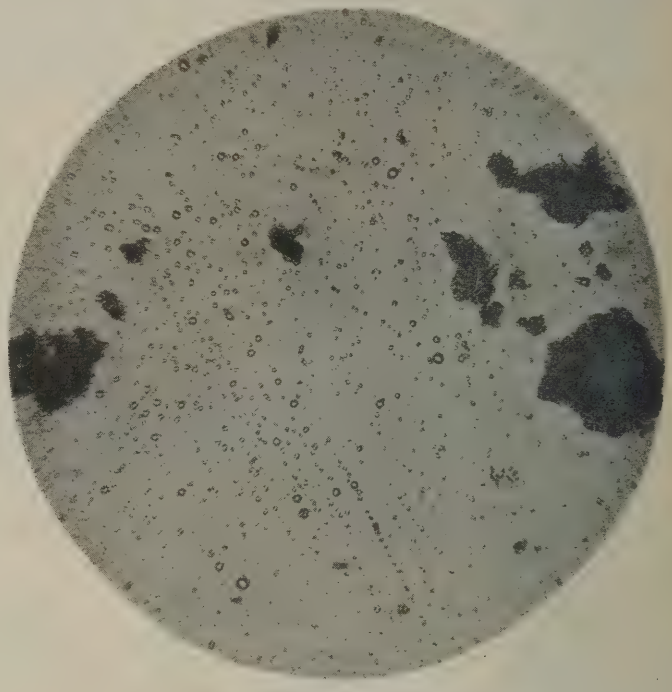
Since the commercialization of ice cream an immense business has developed. During the year of 1909, there was manufactured in the United States 80,000,000 gallons of ice cream, which amount increased to 263,520,000 gallons for the year 1922. The increase during the past six years has not been as great as some would wish for and questions such as the following are often asked: "Is it possible to increase the output? Has the consumption per capita reached the limit or is a further increase possible?" or "Is it possible by improving our product to increase the consumption?"

There is no one who has a ready answer for either of these questions as the demand is somewhat different in the different states and even in the different sections of a state, it depends somewhat on the kind of a product the consumers have been educated to eat but as manufacturers we should be ready to meet the demand of the consumers, for it pays to give them what they want. In the present age of keen competition we are possibly inclined to make our products a little cheaper so as to be in better position to meet our competitors.

(Continued on page 148)

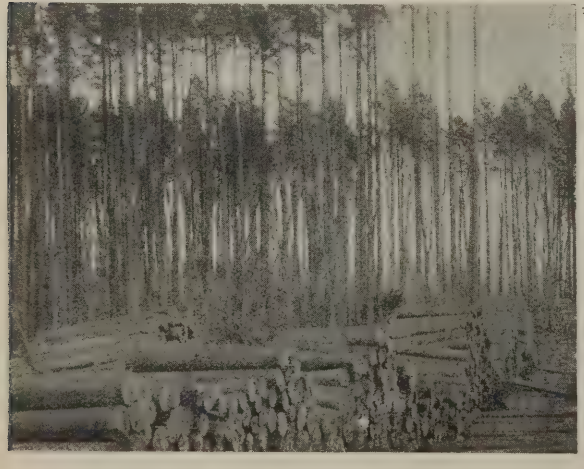


Pasteurized cream before homogenization.



Pasteurized cream after homogenization.

* An address before the 1924 Kansas State Convention.



The Choicest Wood for Richmond Tubs

Only the choicest white cedar trees from this gigantic swamp of a hundred thousand acres are used in fashioning the Richmond White Cedar Tub. Only a wood with tremendous moisture resisting qualities could survive under conditions like these. It's this extraordinary quality of wood that makes Richmond White Cedar Tubs so economical.

Order a lot and you'll agree.

RICHMOND CEDAR WORKS
Richmond, Virginia



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

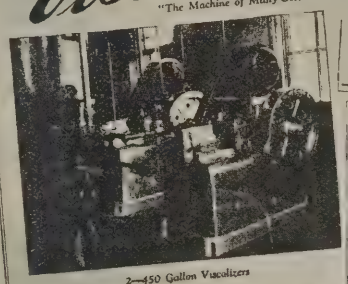


Viscolizers Surpass all others in numbers and performance



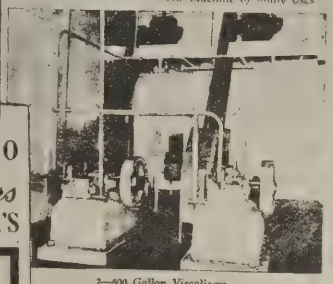
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CHERRY-BASSETT-WINNER COMPANY
PHILADELPHIA SYRACUSE BALTIMORE PITTSBURGH NEW YORK CITY
JOHN W. LADD COMPANY
DETROIT COLUMBUS CLEVELAND CINCINNATI

CLEVELAND Uses The Viscolizer
"The Machine of Many Uses"

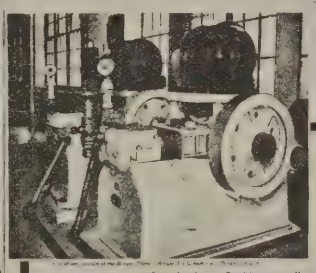


2—450 Gallon Viscolizers
Installed at
THE CLEVELAND ICE CREAM CO., Cleveland, O
Let us tell you how you can use The Viscolizer in your plant
Built by Union Steam Pump Co.
Distributed by
John W. Ladd Co. | Cherry-Bassett-Winner C

HYDROX Uses The Viscolizer
"The Machine of Many Uses"



2—800 Gallon Viscolizers
Installed at
THE HYDROX CORP., Chicago, Illinois
Let us tell you how you can use
The Viscolizer
in your plant
Built by Union Steam Pump Co.
Distributed by
...n W. Ladd Co. | Cherry-Bassett-Winner Co.



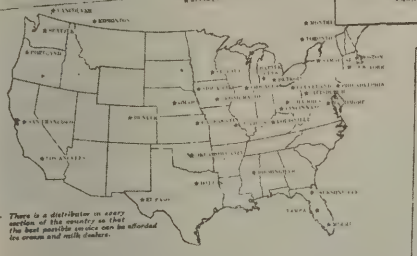
TWO 800 Viscolizers AT BREYER'S

Viscolizers ARE IN THE LEADING PLANTS ALL OVER THE WORLD

NOTE
There are more VISCOLIZERS in use than all other similar machines COMBINED

Send for Bulletin No. 53
NATIONAL DISTRIBUTORS
John W. Ladd Co. Cherry-Bassett-Winner Co.
Philadelphia Baltimore Pittsburgh Syracuse New York City

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.



There is a distributor in every section of the country so that the best possible service can be afforded ice cream and milk dealers.

1238

Nothing is more indicative of the success of the Viscolizer than the number now in use, 1238.

For Sweet Cream, Ice Cream Batch, Condensed Milk Sour Cream and Chocolated Milk the Viscolizer is the
"Standard of the World"

There are Viscolizers operating in forty seven states (all except one), six provinces of Canada and three Foreign Countries. They have proven of unusual value in eleven different industries.

The Viscolizer is a necessity that no manufacturer engaged in the production of Ice Cream or Milk Products can afford to be without.

"There is a Viscolizer Jobber Near You"

De Laval Company, Ltd. . . . Montreal Que.	Gowing-Dietrich Co. . . . . Syracuse, N.Y.
De Laval Company, Ltd. . Peterborough, Ont.	Huey & Philp Hardware Co. . . Dallas, Texas
De Laval Company, Ltd. . Winnipeg, Manitoba	Kennedy & Parsons Co. . . . Omaha, Nebr.
De Laval Company, Ltd. . . Vancouver, B. C.	Kennedy & Parsons Co. . . . Sioux City, Iowa
W. A. Drummond & Co. . . . Toronto, Ont.	N. A. Kennedy Supply Co. . . Kansas City, Mo.
A. H. Barber Cry. Supply Co. . Chicago, Ill.	N. A. Kennedy Supply Co. . Oklahoma City, Okla.
A. H. Barber Cry. Supply Co. . St. Paul, Minn.	Meyer Dairy Equipment Co. . . St. Louis Mo.
Beatrice Creamery Co. . . . Denver, Colo.	Miller Lanfesmy Co . . . . Tampa, Florida
Bowles & Co. . . . . Atlanta, Ga.	Mohrmiser Bros. Co. . . . Chicago, Ill.
Bowles & Co. . . . . Indianapolis, Ind.	Monarch & Criswell . . . Portland, Oregon
Bowles & Co. . . . . Louisville, Ky.	Otto. W. Preising Co., Inc. . San Francisco, Cal.
J. C. Cherry Co . . . Cedar Rapids, Iowa	C. E. Rogers . . . . . Detroit, Mich.
J. G. Cherry Co. . . . . St. Paul, Minn.	Stover, Rodgers & Hughes . . London, Eng
Dairy Machinery Co. Inc. . . Seattle, Wash.	O. J. Weber Company . . . Los Angeles, Cal
El Paso Butchery Dy. Sup. Co. . El Paso, Texas	Wright-Ziegler Co. . . . . Boston, Mass.

Distribution Directed By
CHERRY - BASSETT - WINNER COMPANY
Philadelphia Baltimore Pittsburgh New York City
JOHN W. LADD COMPANY



"THE MACHINE OF MANY USES"

1. There are more Viscolizers in use than ALL other similar machines combined
2. There is a Viscolizer in every State of the Union
3. There are Viscolizers in every foreign country where high quality products are in demand

6 Viscolizers



450 Gallon Capacity each

Were Recently Sold to the
HOEFLER ICE CREAM COMPANY
BUFFALO, N. Y.



Built by Union Steam Pump Co.
Distributed by

JOHN W. LADD CO.
Detroit Columbus
Cleveland Cincinnati

CHERRY BASSETT-WINNER CO.
Philadelphia Baltimore Pittsburgh
Syracuse New York City

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

This Fall—

WHEN you are turning over in your mind the various improvements which this season's business has shown to be advisable, consider **this.** That the most important and beneficial change you can **possibly** make is an improvement in the quality of your **Vanilla Ice Cream.**

There is a particular **Vanilla** which fits **your** Ice Cream better than any other. **You** should buy **that** Vanilla. Sethness Company has, by means of a series of freezing tests, determined the particular type of Vanilla Flavoring best suited to each mixture of the various dairy products used in Ice Cream manufacture.

We believe there is room for improvement in the flavoring of every Ice Cream. We will be highly pleased to offer you the result of our labor along this line.

Get in touch with the Sethness salesman in your territory or write Sethness Specialty Department. Both are at your service for the increase of your Ice Cream Volume.

SETHNESS COMPANY

Manufacturers Since 1880

Extracts, Colors and Fruits

CHICAGO

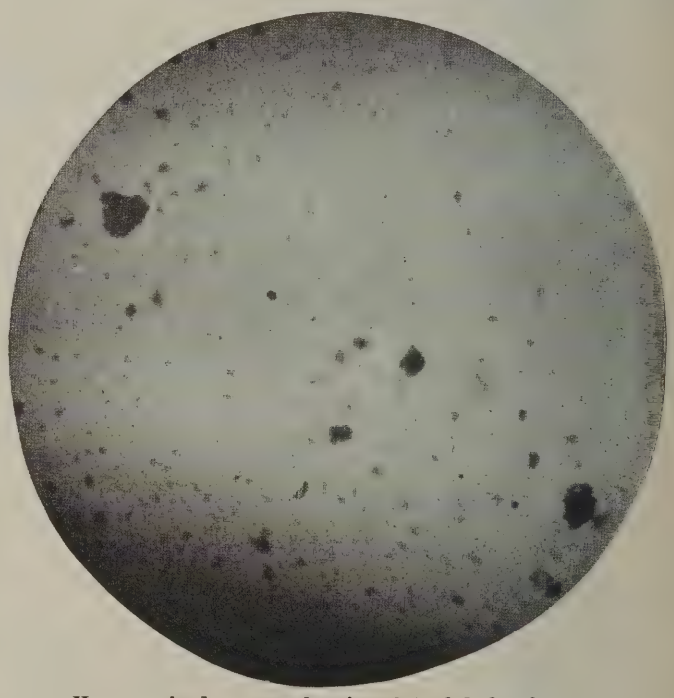
Cosco TRADE MARK *For Forty-four Years the Mark of Quality in Ice Cream Products*

Realizing this condition the manufacturers of ice cream mixes appear in the field.

There are evidently many good mixes offered for sale, but the ice cream manufacturer who buys his mix should first give it a thorough trial before placing the resulting product on the market, as there will possibly be mixes on the market which you might not care to use if you knew of the raw material used for the manufacture thereof. A proposed mix which may be placed on the market is prepared in accordance with the following formula:

Butter	14 to 40 per cent
Non-fatty milk solids	8 to 14 per cent
Sugar	26 to 30 per cent
Binder	.5 to 5 per cent

This mix is to be prepared in the spring months while the butterfat is cheap and it is to be packed in sterilized

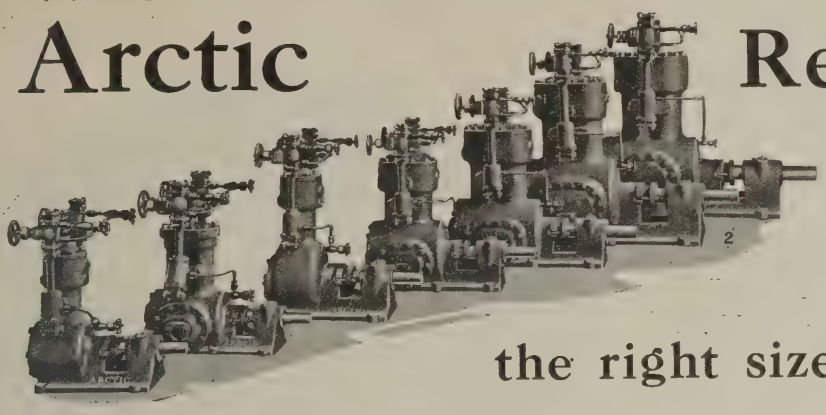


Homogenized cream showing fat globule clusters.

tin containers so that it may be stored at ordinary temperatures and shipped long distances by freight. How does this sound to the ordinary consumer? Have your competitors advertise a product made from such a mix and you advertise an ice cream made from delicious, sweet Kansas cream and which product do you think the consumers will buy? A traveling man stopped over in a town where he reported that he discovered only one local product and this was a pesky dog who filled the morning air with a howl which could not be duplicated by the barbarians in the wilds of Africa. We all like to buy local products if they are of the right kind and are we not too often overlooking the advertising value we would obtain by using our local products and advertise it so the consumers would know. In Wichita you want ice cream made in Wichitha and from cream produced in the vicinity of Wichitha. This is because of the local pride which fills every good citizen and which makes it possible to make our city worth while.

MANY improvements have been made in the manufacture of ice cream and it is encouraging to know that the manufacturers are coming back to an ice cream made from cream, because experience has taught them that it is the kind of an ice cream that the consumers want. C. I. Cohee in charge of the quality control de-

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention. *Better*

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio

Save Yourself a Lot of Figuring

Price $2.00

Bound in Red Leatheret

Size 4x11½ in.

200 Tables Extending to 100



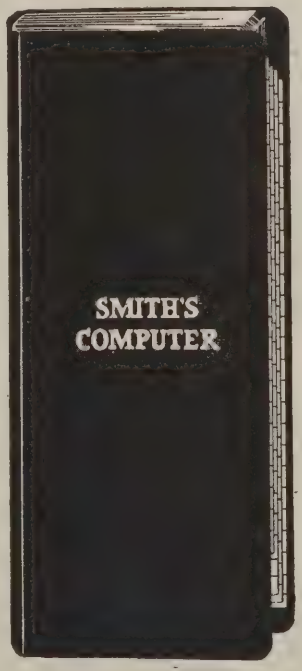
Smith's Butterfat Computer

Wherever butterfat is figured—one of these books will speed up the work and give **accurate** results. A friend to every cream buyer.

Smith's Computer

The standard computer for creameries, cheese and ice cream factories. The tables have simplified the work of computing the butterfat in milk or cream and finding the value of the butterfat. It is easy to standardize to any desired test the "mix" for ice cream. It is the cheesemakers' best friend. In fact, it almost does the work of one bookkeeper in many offices.

Sent postpaid anywhere on receipt of remittance.



Price $3.00

Bound in Red Leatheret

Size 4x11½ in.

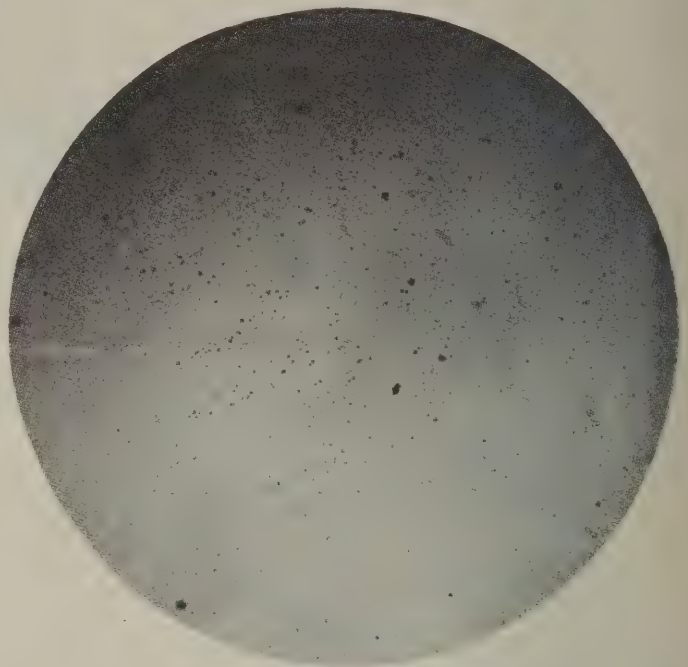
300 Tables Extending 1 to 500

THE OLSEN PUBLISHING CO. 5th & Cherry Sts. Milwaukee, Wis.

partment of the Philadelphia Inter-state Dairy Council recently made the statement that in spite of the Pennsylvania eight per cent butterfat standard the Philadelphia ice cream will contain from 12 to 22 per cent butterfat, and he furthermore stated that due to this fact the per capita ice cream consumption is greater in Philadelphia than in any other city. This is in harmony with results obtained by the dairy division in Washington, published in bulletin No. 1161 which is in part summarized as follows: "The effect of fat on the palatability of ice cream is indicated by preference in 82, 10.4, nd 7.6 per cent of the cases in favor of ice cream containing 18, 15, and 12 per cent of fat respectively." From this it will appear as if the consumer would prefer to have an ice cream containing a rather high fat content and relatively less of other solids, but it is not fair to make a sweeping statement to the effect that such results would be obtained everywhere in the United States for as already referred to we have no uniform standard for ice cream and it is, therefore, the problem of the individual manufacturer to decide on a standard most suitable to his customers.

It is generally recognized that the flavor is the most important factor in determining the quality of ice cream and next in importance is the texture. There is a quite general relationship between flavor and texture, inasmuch as ice cream of a high fat and relatively low content of solids not fat has a light and creamy texture while an ice cream low in fat and high in other milk solids possesses a texture which is rather heavy and more or less soggy. The former type of ice cream readily melts when exposed to a relatively high temperature while the latter may at times stand up indefinitely at room temperature.

In considering the body of ice cream the following factors should be taken into account: (1) The air cells; (2) The milk solids of the cream; (3) the fillers added to the mix. Each of these factors influences directly or indirectly the texture, the firmness and the keeping quality of the ice cream.



The same mix after it has been agitated in the ice cream freezer for 2 minutes. Regular process of freezing.

It is well known to everyone that if we were to freeze water in an ice cream freezer the resulting product would be extremely coarse. If we before freezing added to the water a sufficient amount of sugar, egg albumin and possibly a small amount of gelatine the resulting product would have a fine texture resembling ice cream

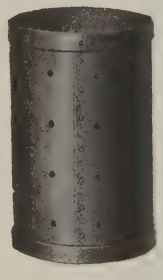


Cream as above after mixing with other ingredients. The fat globules have been reduced by agitation.

because the water has been divided into such a fine state of division, so that the ice crystals formed during the process of freezing have become so small, they will readily melt on the palate without producing the sensation of coarseness.

The maker who desires to produce a smooth ice cream must either prepare a special mix containing more than

Wall Super Service Steel Cylinders



Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

MEMBER

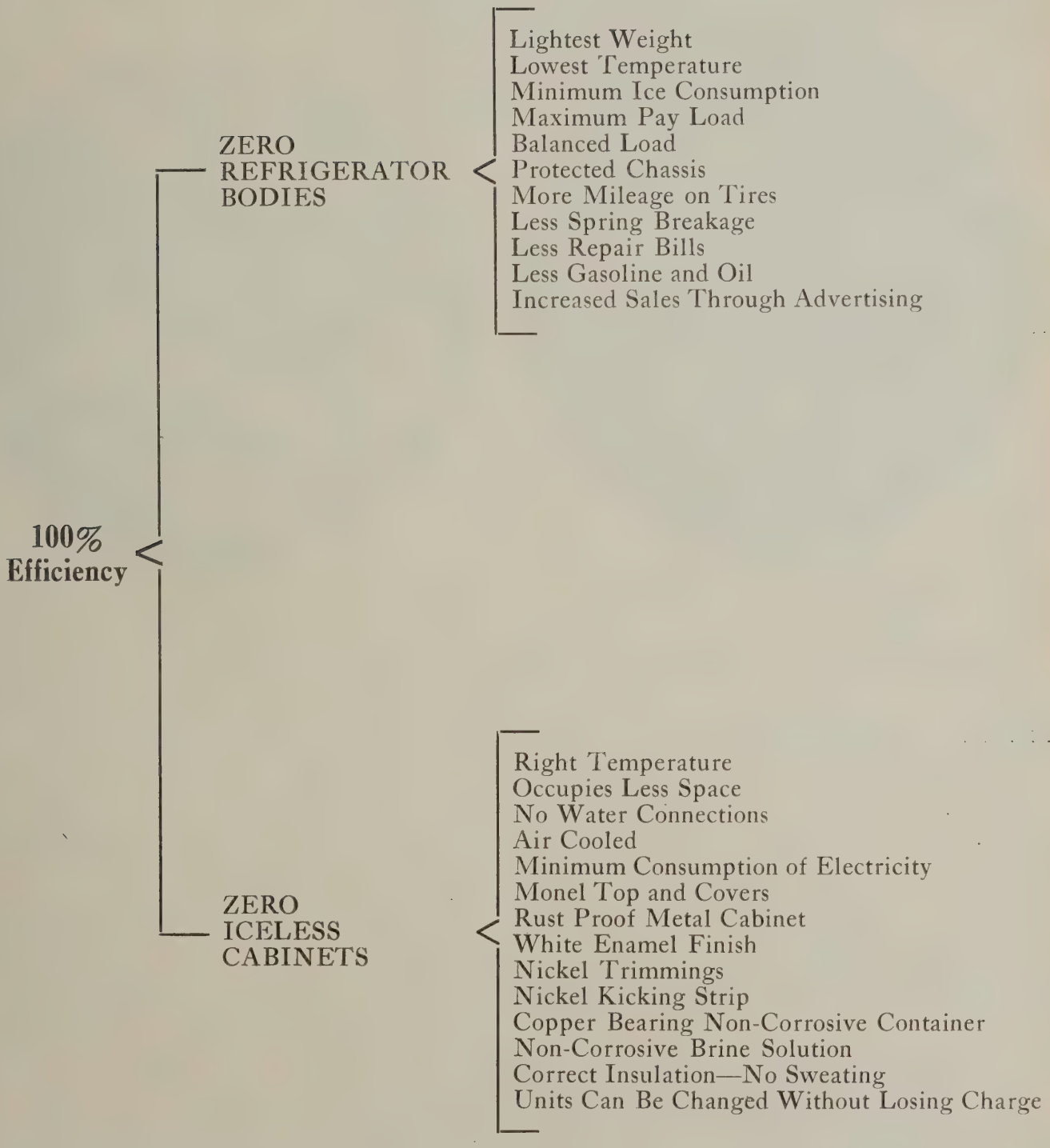
Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

WALL SUPERIOR PRODUCTS SINCE 1864

P. WALL MFG. SUPPLY COMPANY

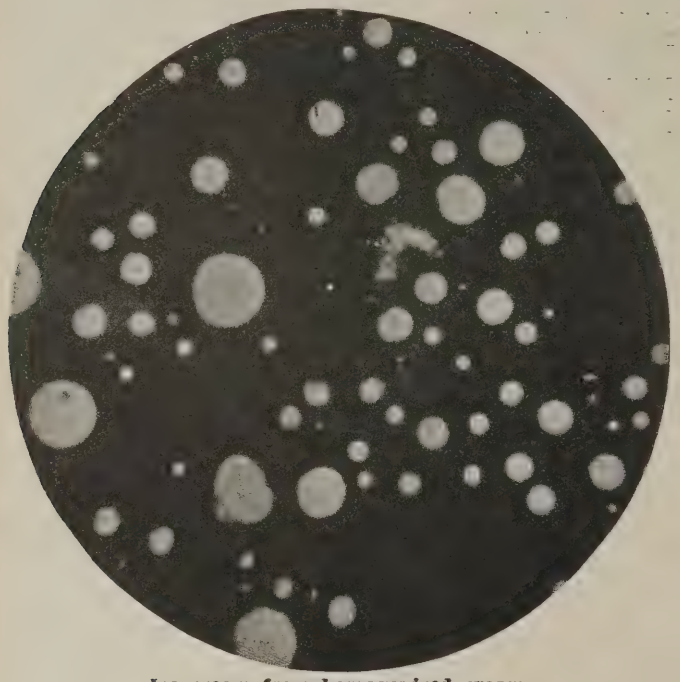
3058-3098 Preble Ave., N. S.
PITTSBURGH. PA.

SINCE 1864

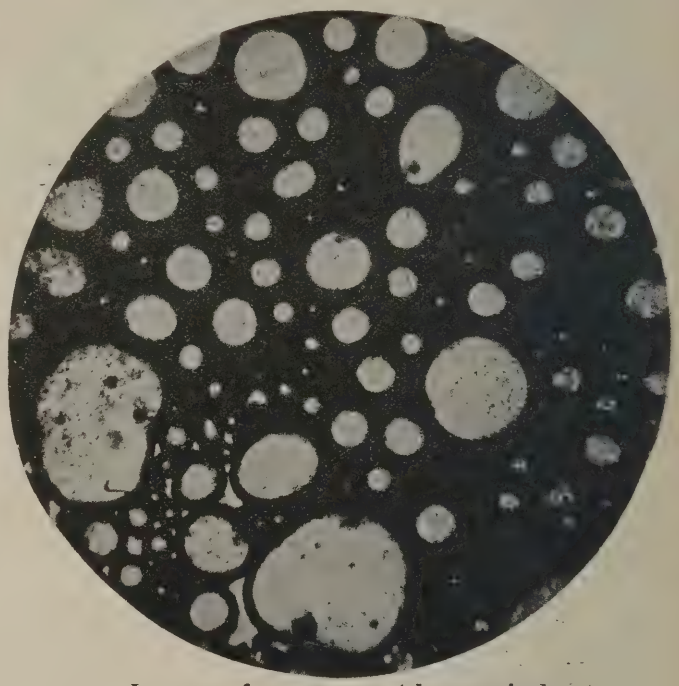


JOHN J. GROTHE CO., Inc.
ZERO BUILDING
WOBURN, MASS.

the normal amount of non-fatty milk solids or treat the mix in a special way, or both. A mix containing a high per cent of milk solids other than butterfat produces an unusual smooth texture because the milk solids absorb the water which has become divided into extremely small portions. Some of the manufacturers have during recent years been inclined to go to the extreme in that respect, producing an ice cream which is soggy, sticky and even at times appearing slimy. An ice cream of that kind does not meet with favor of the more critical consumers.



Ice cream from homogenized cream.



Ice cream from cream not homogenized.

Those who are not adding additional milk solids or a comparatively small amount most necessarily give more attention to the treatment of the mix.

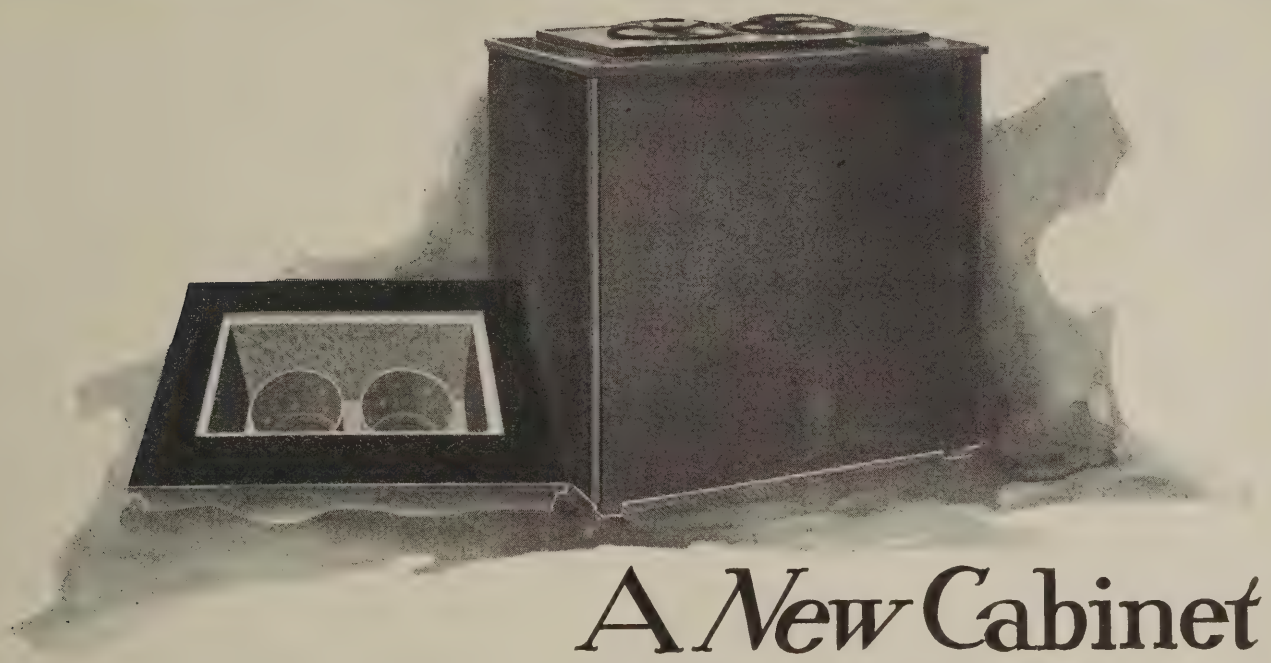
DURING the freezing process a considerable amount of air is incorporated into the mix, the air is beaten into the mix in the form of very small air bubbles or cells. The size of the air cell plays a big part in the final results. A small air cell is stronger than the larger, as the pressure within decreases as the air cell increases in size. You have possibly experienced at times that an ice cream of light and fluffy texture would settle in the container; such as an ice cream contains relatively large air cells. They are not strong enough to withstand the pressure from above. They collapse and the cell walls consisting of several crumble together, forming a coarse particle, and as a result thereof ice cream which has settled in the container has always acquired a coarse texture.

The size of the air cells is also of importance for the reason that a great portion of the mix is taken up, forming the walls around these numerous air spaces. The ice cream maker is usually obtaining the same overrun from day to day which means that the amount of air incorporated into the ice cream is nearly constant. The finer we have the division of the incorporated air the more mix will be required to form the air cell walls and there will be less of serum left in a free state. The maker who is interested in producing a smooth ice cream should so standardize and treat his mix that the greatest amount of the serum will be fixed, with only a small amount of the liquid remaining in the free state.

The size of the air cells is governed primarily by the viscosity and the specific gravity of the mix. As both the viscosity or the specific gravity increase the resistance toward the incorporation of air and as a result it is into the mix or ice cream in smaller volumes and more finely divided, it is for that reason that more time is required to secure the desired yield when the mix is of higher viscosity or higher specific gravity.

Homogenization of cream or ice cream mix is the most important factor for the increase in viscosity. There is yet much to be known about the effect of homogenization, but it is so far understood that the increase in viscosity by homogenization is primarily due to the breaking up of the fat globules and to the clumping together of the fat globules. By breaking up the fat globules there is more of the serum that becomes fixed, as we take for granted that there is a concentration of serum around each globule, by increasing the number of globules, total surface of the fat globules becomes greater and more of the serum becomes fixed. The clumping together of the fat globules during the exposure to the high pressure results likewise in that more of the serum becomes fixed by being uncased as minute particles between the fat globules.

The size of the fat clusters increase as the pressure of homogenization increases. If cream homogenized at a high pressure is added to hot coffee a feathery looking substance will soon appear on the surface. This consists of fat with a certain amount of other milk solids. It is brought to the surface so readily on account of the larger size of the fat clusters. The pressure of homogenization may be reduced so that a feathery substance will not be noticed on the surface of hot water and coffee. This was demonstrated at the dairy department of the Iowa State College several years ago. A commercial market milk and cream business was operated by the department and a twenty per cent cream was sold as coffee cream. The difficulty was experienced during the spring of the year when a considerable portion of the milk received from the farmers was produced from fresh cows, this contained rather large fat globules, and after the cream had stood for some time there would be a separation in the bottle. It was decided to carry on work that would lead to some remedy and it was most natural first to determine the possibility of homogenizing the cream at such a pressure that the



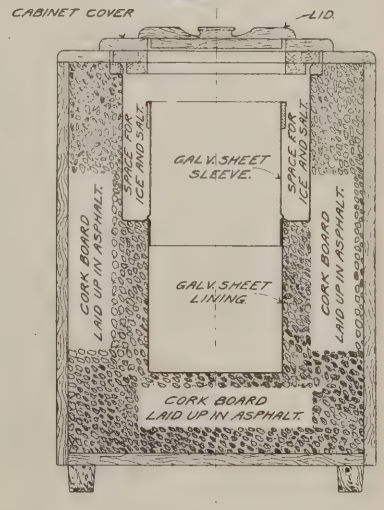
A *New* Cabinet that *will* cut Costs 50%

THE New Jamison Ice Cream Cabinet—built by the makers of the Famous Jamison Cold Storage Doors—is ready. Ready to cut the ice and salt costs of operating your ice cream cabinets in half. Over 700 Jamison Cabinets are doing exactly that right now in the city of Washington—and have done it for over a year.

This new cabinet—built on an entirely new principle of cabinet construction—has now passed every test of service—**it has positively proved its economy of operation.** It is now ready for general distribution. It has the Jamison stamp of approval—**it is backed by an unconditional Jamison Guarantee.**

Striking differences in construction make this new cabinet vastly superior to any other on the market. Note carefully the cross section. Instead of the usual space for ice and salt extending the full depth of the cylinder chamber, the cylinders in the Jamison Cabinet are surrounded with cork board insulation over half way up. Less than half the salt and ice required by all standard cabinets is used. Instead of the usual 2″ insulation, the cylinder chamber is encased with 6″ cork board insulation across the bottom and up to the ice space—and with 4″ insulation from the ice space to the top of the cabinet. We positively guarantee the Jamison Cabinet not to give off moisture along the sides or at the bottom.

The new Jamison Cabinet can now be secured in standard sizes of one-hole, two-hole, three-hole and four-hole cylinders of 5 gallons each, and in special sizes to order of five-hole and six-hole of 5 gallons each. Complete details of construction, together with prices, promptly sent on request.



No other Cabinet Like it

Cork board insulation surrounds the cylinder more than half way to its top. Double layers of cork board insulation are used on the sides to the depth of ice space and triple layers extend from ice space to bottom and across bottom of cabinet. Insulation is tightly sealed at seams with asphalt.

Jamison Cabinets

JAMISON COLD STORAGE DOOR CO.
HAGERSTOWN, MARYLAND, U.S.A.

Use "Ax" Brand

Don't Wish You Had

ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street
CHICAGO 94 Board of Trade
ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue
ATLANTA 169 Haynes Ave.
SAN FRANCISCO Second and Brannan Sts.
LOS ANGELES 747 Warehouse St.
PORTLAND, ORE. 405 Hoyt Street

MEMBER THE ASSOCIATION OF ICE CREAM SUPPLY MEN

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."

Derycote
PAINT YOUR PERSONALITY ON YOUR PACKAGES

has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.

MEMBER THE ASSOCIATION OF ICE CREAM SUPPLY MEN

THE NATIONAL PAINT & VARNISH COMPANY
8709 Kinsman Rd. Cleveland O., U.S.A.

viscosity of the cream would not be much increased and so that it would act as normal cream when added to hot water or coffee and at the same time the pressure should be sufficient to cause uniformity, so the last portion of cream from a bottle would be the same as that taken from the top. The pressure found to be satisfactory is below 700 pounds per square inch.

It would seem reasonable to expect that there should be some definite relationship between the pressure of homogenization and the final viscosity of the mix, but most ice cream makers have found that such relationship is not always to be relied upon. For the purpose of studying the factors responsible for such variations, work was taken up by Prof. F. F. Sherwood and H. Smallfield and Hyde of the dairy department of the Iowa State College, and it was found that the most important factor responsible for such irregularities was the agitation of the cream or mix after homogenization by agitating at the fat clusters were broken up and as they were reduced in size the viscosity of the mix decreased. It is, therefore, of utmost importance that the cream or mix after leaving the homogenizer is cooled with the least possible agitation and that it enters the freezer at nearly freezing temperature in order to maintain the highest possible viscosity during the freezing process.

It has been our experience that a gelatine of good quality serves as a most excellent stabilizer due to its protective colloidal action. It naturally increases the viscosity of the mix, thus causing the incorporation of smaller air cells. It also increases the strength of the air cell wall due to the increased viscosity thereof.



NATIONAL ICE CREAM SLOGAN SELECTED.

(Continued from page 10)

"Nature's Food Improved by Science."
"An Amendment to Your Constitution."
"The Food of a Thousand Delights."
"Aristocrat of Foods—Nourishing and Delicious."



The follow-up advertising design agreed upon by slogan committee.

"At All Times—For Goodness Sake."
"Has Everything a Food Should Have."
"Its Constant Purity is Health's Surety."

For a Rich Creamy Tasty Ice Cream

1 "Certified" Egg Yolk is made of *fresh* shell egg yolk — dehydrated by a special spray process which retains all the nutritive properties of the shell egg.

2 "Certified" Egg Yolk is the only yolk on the market adaptable for ice cream purposes because it possesses emulsification properties.

3 "Certified" Egg Yolk imparts smoothness, texture and flavor to all ice cream.

Full information on the use of Certified Egg Yolk sent on request

JO-LO CERTIFIED EGGS

Joe Lowe Co. Inc.

Bush Terminal Bldg. No. 8

Brooklyn, N. Y.

NATIONAL SUPPLY ASSOCIATION WILL ENTERTAIN MANUFACTURERS AT NATIONAL CONVENTION.

The Association of Ice Cream Supply Men, which is in complete charge of entertainment and social features throughout the period of the National Association of Ice Cream Manufacturers' annual convention in New Orleans, announce that the four convention days will be replete with events of interest.

The unique attractions of New Orleans will be utilized to the full by The Association of Ice Cream Supply Men in arranging and carrying out its program.

Beginning Monday, November 17, and continuing through Thursday, November 20, the opening and closing dates of the convention, the supply organization's schedule of entertainment will continue. Nothing will be planned or undertaken that will interfere with the convention sessions of the ice cream manufacturers, but all other periods of each day will be occupied.

Important features of the program include a national reception for the ice cream industry Monday evening, November 17; provision of entertainment at the annual banquet of the National Association of Ice Cream Manufacturers, Tuesday evening, November 18, and a special entertainment, details of which will in large part be kept secret until that evening, on Wednesday, November 19.

The Association of Ice Cream Supply Men reports that a considerable response has been made from its membership to the opportunity offered to supply companies of pledging support to the National Association of Ice Cream Manufacurers' project for national advertising of ice cream to increase consumption.

Not all the membership of The Association of Ice Cream Supply Men have yet responded.

MIXING LIQUIDS

Hundreds of manufacturers are now using

"HY-SPEED"

Portabale Electric Mixers with

"PUSH-PULL" PROPELLERS



Why?

Because any tank can be used for mixing.

Individual mixers can be started by snapping switch when needed.

No overhead shafting, belting, exposed gears, starting boxes, installation expense or large electric bills.

"Push Pull" propellers also mix better and faster.

Write for new catalogue showing different models and prices

Telephone Columbus 0785

ALSOP ENGINEERING COMPANY

47 West 63rd St New York, N.Y.

Cable Address "Speedhy"

OUR DAIRY-EXPOSITION SERVICE AGENTS.

Many friends of The Olsen Publishing Co. commented upon our two young service agents at the National Dairy Exposition, shown in the accompanying illustration.



Maybe you saw these chaps dashing too and fro as our friends called for service.

We stated, prior to the dairy exposition, that the sole purpose of our booth would be to serve our friends in the industry. After all, that is the merchandise of a publishing company—service. We lay much stress upon it. Under no circumstances could we have justified a booth at the exposition simply from the profits from subscriptions and literature sold. But it was our way to show our friends that we are ready to co-operate with them at all times. These lads were a part of our dairy exposition service, just the same as our Daily Dairy Ink was published for that purpose.

NATIONAL DELEGATES INVITED TO PACIFIC CONVENTION FROM PANAMA.

Delegates to the national convention at New Orleans in November should make their plans to attend the joint convention of the Pacific Ice Cream Manufacturers and the California and Southwestern States Manufacturers, to be held at Oakland, Cal., December 10 to 16, inclusive, in connection with the Pacific Slope Dairy Show. At least, that is what is urged by Bert H. Walker, the extremely energetic secretary of the Pacific association, in a letter to The Ice Cream Review, received as this issue is ready to go to press.

It is generally understood that the dairy and ice cream interests of the West are behind the great Pacific pageant this year in earnest, and they promise to show the entire country something that will be an "eye-opener," to quote from Secretary Walker's letter.

Mr. Walker points out how it will be especially convenient for national delegates, who take the Panama trip, to continue their journey from Panama on around to Oakland, arriving there the day of the opening of the show and the joint convention.

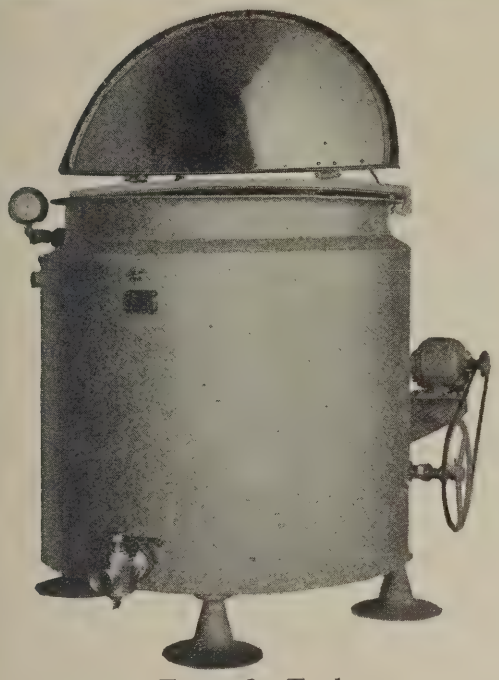
"What we want," reads the Pacific secretary's letter in this connection, "is for the men who attend the national convention at New Orleans to take the boat trip, via the Panama Canal to San Francisco; the trip on the United Fruit Steamer Liner will get you there the day the convention opens. The committee will be on hand to exchange your sea legs for perfectly normal land legs on arrival."

Officials of the National Association of Ice Cream Manufacturers have been personally invited.

TOO LATE FOR THIS ISSUE, BUT IT'S HERE.

After the advertisement of The Glacifier Co., Somerville, Mass., had been printed in this issue, a request was received to change the advertisement so it would read, "On Oct. 1st the new express rate was effective throughout the United States." When you read the Glacifier ad. read it as above, and overlook the names of states listed.

GLASCOTE



Type "J" Tank

You either visited the Milwaukee Dairy Show or have since been informed of the wonderful progress made in Dairy Equipment in the past year, more especially in the field of Glass Coated apparatus.

The Glascote Company has developed many new and economical features that have been previously considered impossible in this type of equipment but records made and customers satisfied beyond their expectations are the proofs of economical, sanitary operation with the resultant dairy product of quality to present to your consumer.

As the source of supply of Glass Lined apparatus is so limited you cannot afford to overlook The Glascote Company when in the market for your requirements of sanitary dairy equipment, as quality and simplicity of operation are points to be investigated.

THE GLASCOTE COMPANY

EUCLID, OHIO

[WRITE AT ONCE FOR PARTICULARS OF THIS LATEST IMPROVED GLASS LINED PASTEURIZER]

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezing to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening room.

The truck can also be used in taking cans from the hardening room.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

Made in two sizes. Style A, capacity six 5-gallon cans. Over-all dimensions, diameter 28½ inches; height, loaded with 5-gallon cans, 26 inches.

Style B, capacity four 5-gallon cans. Over-all dimensions, diameter 23 inches, height loaded 26 inches.

PRICE, STYLE A $50.00 **PRICE, STYLE B $45.00**

F. O. B. FARIBAULT, MINNESOTA

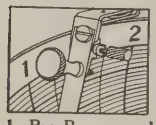
Order direct or through your jobber.

UTILITY MFG. CO.

FARIBAULT, MINN.



for TEMPERATURE
The FACTS *in the* CASE



1—Pen Pressure and Position Adjustments

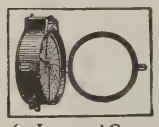

2—Fountain Pen Point


3—Fixed Pivot



4—One Size Chart


5—One Turn Chart Holder


6—Improved Case

Inside the case you will find the reason for the extraordinary ruggedness and accuracy of TAG Recorders. By reason of a patented cam arrangement, the TAG is the ONLY Recorder with uniform chart graduations for ALL ranges. A special seasoning process prevents "setting" of the spiral spring. The development of a single-piece welded bulb and of a capillary tube of exceptionally fine bore are other TAG achievements. The following distinctive structural features also contribute to TAG superiority.

1—Pen pressure adjustment and pen position adjustment, the latter providing an exact and convenient means for correcting accidental bending of pen arm.

2—Fountain pen point writes a clean sharp record line and requires less frequent filling. The non-corrodible pen arm is inverted so that ink cannot run down into operating mechanism.

3—Accuracy of time indications is assured by mounting pen arm on a FIXED pivot so that pen point will always follow radial lines of chart (with clock stopped). Positive pen-arm stops, specially designed clock, convenient clock starter-lever are other features.

4—By standardizing on one best size of chart, manufacturing costs have been reduced making possible unusual refinement of construction at the usual price.

5—Improved chart holder, secured to case by light chain, is attached and removed with a single turn. Charts are printed in green ink on specially seasoned high quality ledger paper.

6—Improved case construction incorporating moisture-proof feature, if desired.



TAG DIAL-INDICATING Thermometers embody the same improved construction and operate according to the same reliable principles as TAG Recorders. The exceptionally easy reading dial is a feature.

Send for Catalog 0-520

C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN, N.Y.

Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769

TAGLIABUE MFG. CO. N.Y.

PROGRAM

Southern Association of Ice Cream Manufacturers

(Continued from Page 9)

Entertainment.

On Saturday, Nov. 15, at 8 p. m., the Southern Association of Ice Cream Manufacturers will give their annual banquet.

This year a very novel entertainment will be provided. Something unusual in the way of a program will be offered.

You cannot afford to miss this hit of the season. Please secure your tickets early so the committee may know how many to provide for.

The Rotary Club of New Orleans invites all visiting Rotarians to meet daily with the local members at the Round Table at the St. Charles Hotel, and on Wednesday, November the 19th, a special luncheon for ice cream manufacturers will be held in Kolb's Tea Room. This is the regular Luncheon Rotary Day. Ice cream manufacturers from far and near will address the assembly.

Entertainment Tendered by the Dixie Flyers.

Friday, November 14.

12:00 m. —Buffet luncheon served in the Athenaeum.

12:30 p. m.—Ladies' luncheon, by Ladies' Auxiliary, Hotel De Soto.

8:30 p. m.—Louisiana Jamabalaya???????

to 1:00 a.m. Vaudeville — Dancing — Refreshments, etc., to be held in the Athenaeum. Henry W. Stern, Master of Ceremonies.

Saturday, November 15.

1:30 p. m.—Buffet luncheon, served in the Athenaeum.

2:00 p. m.—Ladies, Orpheum Party (matinee).

Sunday, November 16.

8:00 a. m.—All day boat ride on steamer Capitol, to Ellington plantation, where visitors will witness cane cutting, cane grinding and sugar making. Refreshments will be served on board.
Continuous dancing. Music by the famous Gold Band of the steamer Capitol.

Boat leaves foot of Canal St., 10 a. m.; arrives Ellington plantation, 1 p. m. Leaves Ellington plantation, 3 p. m.; arrives New Orleans, 7 p. m.

FOOTBALL, SATURDAY, 2:30 P. M.

To the lovers of this sport, a high-class exhibition will be the contest between Tulane University, **"The Greenbacks,"** and the University of Tennessee from Knoxville. Not less than 12,000 people will be in attendance. Street cars marked "Freret" pass Tulane Stadium. Tickets on sale at Porter Clothing Co. and D. H. Holmes Co.

WHY WORK FOR SOMEONE ELSE!!

"MONEY CAN BE MADE WITH OUR CONTAINER"



It is:—

Waterproof.
Stainless—Spotless.
The Cleanest to Handle.
Constructed Purposely for the ICE CREAM Manufacturer at a Real Price for Profits.

EASTERN PAPER & BOX CO.

"THE PAPER AND BOX HOUSE FOR ICE CREAM MEN"

46 PORTLAND ST. BOSTON, MASS.

UNEQUALED CONSTRUCTION DETAILS AND BEST POSSIBLE MATERIALS MAKE

The Universal HOMOGENIZER Superior

HEAVY WORK
HIGH PRESSURE

THE UNIVERSAL is built to withstand this extraordinary wear and tear.

THE UNIVERSAL ELIMINATES REPAIR BILLS BECAUSE IT HAS **INDIVIDUAL CYLINDERS** machined from **ROLLED TOBIN BRONZE BARS** (not **CAST**).

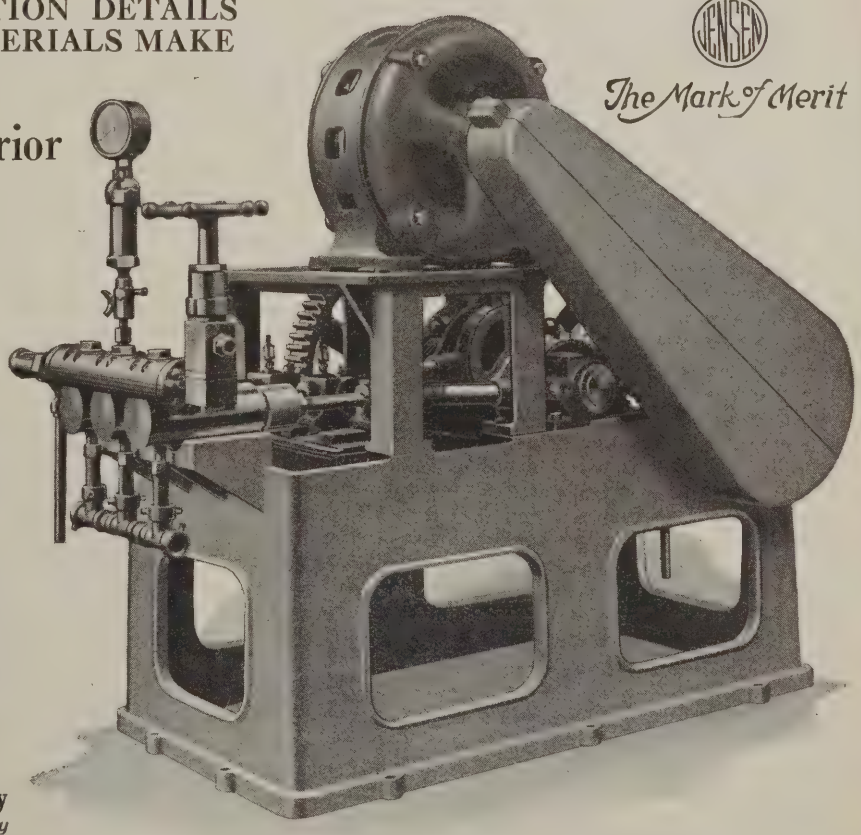
High pressure manifold machined from ROLLED TOBIN BRONZE having tensil strength of 55,000 pounds.

Individual shimming of cross-head slides, which maintains correct individual alignment of pistons at all times.

Chrome vanadium steel shafts. Monel metal pistons not affected by milk acids.

Internal spring type Homogenizing valve. Plug and seat made of an alloy of semi-precious metals so hard it cannot be machined.

Built in belt or motor drive — sizes 200-400-800 gallons.



Jensen Creamery Machinery Company
Builders of Equipment of Practical Efficiency
Bloomfield, N. J. **Oakland, Calif.**

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

RIEF JOINS JAMES F. DREW & CO.



ANTON RIEF.

Anton Rief, formerly of the Joe Lowe Co., has been appointed representative of James F. Drew & Co., 320 Broadway, New York City, it was announced at the National Dairy Exposition. Mr. Rief, who has become widely known in the six years he has been engaged in the ice cream industry, will tell the story of Drew's egg yolk to ice cream manufacturers of the Northern states. The company will be represented at New Orleans. James F. Drew and his product are familiar to ice cream manufacturers in all parts of the country. Drew's egg yolk will produce a better ice cream that will increase winter gallonage, the head of the firm claims.

* * *

GELATINE USERS HAVE DIFFERENT VIEWS.

"As compared with a few years ago, users of commercial edible gelatine, particularly the ice cream and candy manufacturers, look upon the use of gelatine in their product in an entirely different light today," according to Joseph H. Cohen, vice-president and general manager of the Atlantic Gelatine Company of Woburn, Mass.

"It wasn't so very many years, if you will recall, that these manufacturers admitted in an undertone that they used gelatine in their product. Nor should the blame be laid on the door of these manufacturers who have found the use of gelatine necessary in their product. Rather was that the fault of the gelatine manufacturers for in past years gelatine manufacturers and their salesmen talked to the ice cream manufacturer on the basis of gelatine being a binder and an agent that gave body to his product.

"Today we know different and the commercial user of edible gelatine also knows different, for much has been done in recent years by the manufacturers themselves to inform not only gelatine users, but the public, of the food value of gelatine. Facts that have come to light as revealed within the past few years regarding the actual values of gelatine used in foods are the main reason," stated Mr. Cohen further, "for gelatine users today are glad to acknowledge that they have used gelatine in their products. Many of them are even going so far as to capitalize this fact in showing the consuming public that thei rproducts are therby given a greater dietetic value."

* * *

ESKIMO PIE SEASON GETS EARLY START.

The Eskimo pie season is opening up earlier this year than usual, according to M. C. Walters, secretary-treasurer of the Fortune Products Co., who is calling on the trade selling "thinflo" chocolate coating to the manufacturers of Eskimo pies. The reason for the season opening up earlier this year is that manufacturers feel need to develop more volume to offset the cool summer just past.

Judging from the number of orders coming, Mr. Walters expects this winter to be the best season Eskimo pie has had yet. Writing from Greenville, S. C., he reported that cotton now being picked will get good prices that will work for increased prosperity in the Southern states.

* * *

WINNER RESIGNS FROM CHERRY-BASSETT-WINNER ORGANIZATION.

There has been a recent change in the Cherry-Bassett-Winner organization, which involves the retirement of H. T. Winner, vice-president of the organization.

Mr. Winner, being desirous of entering other fields, filed his resignation with the company on September 15.

The Cherry-Bassett-Winner Co., in looking over the field for a successor to Mr. Winner, were able to make arrangements with W. S. Hamilton, who for many years has been connected with the machinery sales department of the J. G. Cherry Co., at Cedar Rapids. Mr. Hamilton is peculiarly fitted to this position, officials say, because of his very intimate knowledge of the Cherry line, for which the Cherry-Bassett-Winner Co are sales agents in a very large section of the Eastern territory.

Mr. Winner has not as yet definitely decided on his future connection, but has several propositions under consideration and will doubtless make a definite decision at an early date, we are told.

* * *

NEW PFAUDLER PRODUCT WANTS A NAME.

The Pfaudler Co. wants a name for a new member of its family of dairy equipment. The company is offering money for good suggestions. The company recently perfected a 100-gallon pasteurizer (aging tank, storage tank, buttermilk tank, etc.), which is said by officials to be a further application of the well-known Pfaudlerette. But it must have a name. This is demanded for the sake of simplicity, convenience, etc. It is the company's intention to let someone in the trade name it. The Pfaudler Co. has named three executives to act as judges. Anyone not an employee of that organization is eligible to submit a name. Prizes will be awarded for the three best names offered, though the first-prize name will be the one to be adopted. The company will pay $50 for first prize, $25 for second prize, and $15 for third prize. Names now being used for the Pfaudler equipment are: Pfaudlerette, Pfaudlerizer, Elyria 300 Special, and Elyria Junior pasteurizer. Contestants are privileged to send any number of suggestions.

* * *

LUND RETIRES FROM ESKIMO PIE CORPORATION.

Announcement was made October 24 of the retirement of C. O. Lund from the active management of the Eskimo Pie Corp. Although Mr. Lund will continue to hold a substantial interest in that company, he has given up the position of

THE DIVID-O-GRAPH

A suitable and practical measuring device, consisting of indestructible pencil and dividers.

Time saving, labor saving and accurate. The cost is saved every day it is used. Nickel plated dividers, two erasers, leads in metal container, and indestructible pencil.



$2.50

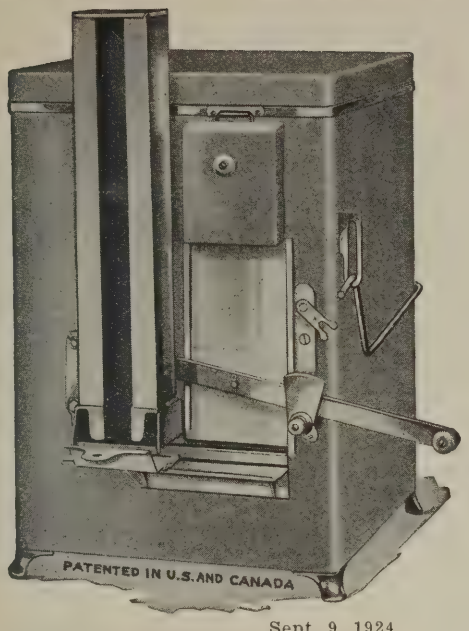
Sold only through jobbers.

Order from your jobber today, it means money in your pocket.



THE DIVID-O-GRAPH CO.

SIOUX CITY IOWA



Sept. 9, 1924.
"A wonderful business was done with your Sanisco at our Fair. On the opening day two machines dispensed 124 gallons of cream." — Chapin-Sacks Corporation, Norfolk, Va.

Placing Sanisco Machines with Profit

Profit on every machine placed and profit on the increased ice cream sales Saniscos are bound to produce.

Our New Folder Tells How

and where to place Sanisco machines. How you can profit by placing them and gives a list of many leading ice cream manufacturers who find Saniscos big Sales Producers.
Send for this folder today.

See the Sanisco at the New Orleans Exhibit and Conventions, Nov. 14 to 20 Booth 69

THE SANISCO COMPANY

1019 Third Street MANUFACTURERS Milwaukee, Wis.

WE OFFER REAL CAN SERVICE

FIRST: By RETINNING and REBUILDING your old cans, thereby reducing your can expense and assuring you of the highest quality of work.

SECOND: By selling you the John Wood ELECTRIC WELD ICE CREAM CAN, backed by the strongest guarantee given with any can manufactured.



JOHN WOOD
ICE CREAM CANS

Electric Weld

You can't find a better can for the money — and we retin them at a price below that of a soldered can.

OVER 1,000,000 NOW IN USE

general sales manager to be succeeded by H. E. Horton, for the past two years Western and special representative of the company. Mr. Horton will have active direction of the company's business.

Mr. Lund's announcement of his retirement was made in the following letter:

October 24, 1924.

Editor The Ice Cream Review:

Please be advised that effective November 15th, I am retiring from the active management of the Eskimo Pie Corporation, although I am still retaining a substantial interest therein.

Eskimo pie has enjoyed a tremendous business this year compared to past seasons. It is ably backed by a directorate of successful business men thoroughly financed in every way. N. E. Horton succeeds the position of general sales manager and will have active direction of the affairs of the company.

Mr. Horton needs no introduction to the ice cream fraternity as he has been identified with Eskimo pie for the past two years as Western and special representative of the company.

You can be assured that Eskimo pie will be able to carry on not only the present program and keep pace with the rapid increase of Eskimo pie but are in position to commandingly lead it.

I wish to thank you for the splendid co-operation of the many kind things said in the interest of Eskimo pie during the past two years in which I have been associated with the business. I will possibly attend the National convention at New Orleans and look forward to meeting a representative of your company. I then expect to go to California for a reasonable rest after which I will again become identified with the ice cream industry in what myself and associates believe to be one of the greatest national possibilities for the ice cream manufacturer and we shall avail ourselves of the opportunity of carrying to the industry this new project through the medium of your journal.

Yours very truly,
ESKIMO PIE CORPORATION,
C. O. Lund, General Manager.

* * *

ELECTRIC TRUCKS BEING SOLD ON AN ECONOMY BASIS.

There are many reasons why electric trucks are best suited to city delivery conditions which are similarly the reasons why the use of electric trucks is consistently increasing, according to the Society for Electrical Development, Inc., 522 Fifth Ave., New York City. The outstanding reason, however, is their economy, according to this society, a bulletin from which declares:

"That electric trucks save users 20 to 35 per cent—or more—on their delivery costs is no myth. Personal interviews, operating cost sheets and testimonial letters from electric truck users the country over shows this to be a fact."

A folder produced by the Electric Illuminating Company of Boston, "The Other Reasons," lists the following so-called advantages:—"Electrics are best for city traffic because they stop easily, start easily, accelerate quickly and thread their way through congestion without difficulty. They take up a minimum of floor space in garages and are best for limited quarters. Electrics are so strongly built that a disabling accident to one of them is more than rare. Electrics have controlled speed; drivers cannot joy ride or drive recklessly; yet their speed is adequate in city work, they actually cover more mileage through their other advantages. They have no radiators to fill or forget, to freeze in winter and boil in summer. They have no gears to shift. Electrics will average more days in service and fewer days in the repair shop than gas trucks. They are noiseless, odorless and clean."

* * *

CHANGES IN BRANCH OFFICES.

The Armstrong Cork & Insulation Company, Pittsburgh, Pa., announce the following changes in branch office addresses:

The Cleveland office is now located at 2207-2221 East 14th Street, Cleveland, O.

The Houston office is now located at 903 Keystone Building, Houston, Tex. New warehouse facilities have been established at Houston and the company's products are now carried in stock.

New Orleans office, H. T. Steffee, agent, has been moved to 928-930 Tchoupitoulas Street.

Trade Literature

NEW GIFFORD-WOOD CATALOG.

We are in receipt of a beautifully illustrated catalog issued by the Gifford-Wood Co. of Hudson, N. Y., manufacturers of ice and material handling equipment. This catalog is over 200 pages with more than 150 pages of illustrations, many of these being plants manufacturing butter and ice cream and handling fluid milk.

The Gifford-Wood line includes many items used for the handling of various kinds of materials. Their catalog, No. 100, is a book well worth having.

ZIPP'S

—take a tip, buy from Zipp!

HIGHEST QUALITY for 38 YEARS

ORANGE FREEZE

For imparting that true orange flavor to your Ice Cream, Ices and Sherbets it has won its FAVOR through its FLAVOR.

ORANGE is becoming a more popular flavor every year.

THERE IS A DIFFERENCE IN ORANGE FLAVORS.

You have tried the rest, now try the BEST.

Our scientific process eliminates that Terpeny flavor, yet retains the whole orange flavor so commonly lost in terpeneless flavors.

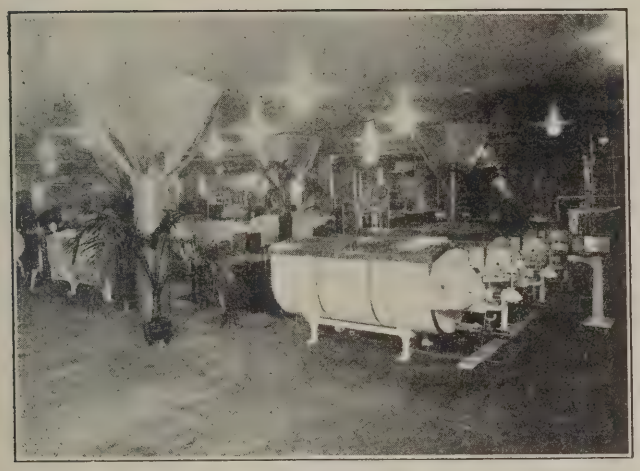
Come in for a demonstration, as seeing is believing.

Manufacturers of a Full Line of

Fruits, Both Bulk and in No. 10 Tins for the Ice Cream Trade

The ZIPP MANUFACTURING CO. Cleveland, O.

More Exhibits at the National Dairy Exposition



J. G. CHERRY CO.,
Cedar Rapids, Ia.



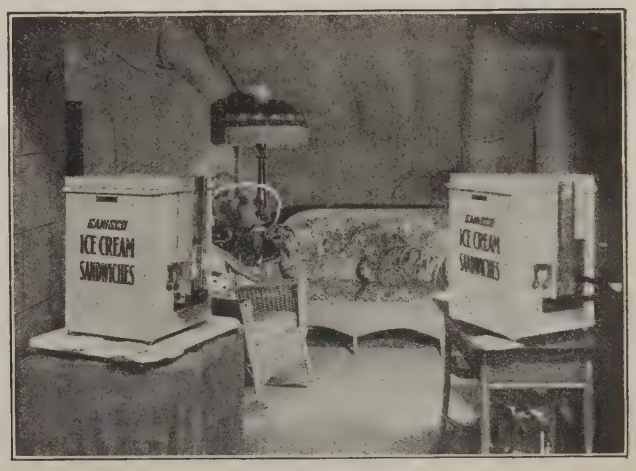
HUDSON MFG. CO.,
Chicago, Ill.



OLSEN PUBLISHING COMPANY,
Milwaukee, Wis.



ZIPP MFG. CO.,
Cleveland, O.



THE SANISCO CO.,
Milwaukee, Wis.

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

OHIO MANUFACTURERS TO MEET IN JANUARY.

The next convention of the Ohio Association of Ice Cream Manufacturers will be held at Cleveland some time in the last week of January, 1925, it was announced late in October by Secretary Wentworth. Convention headquarters and specific dates will be announced in the next issue of The Ice Cream Review, as also further information concerning the convention, which will be one of the most important state conventions of the year. The Ohio association has a splendid record of successful convention.



OHIO FIRM REORGANIZES.

The Meinert Co., Toledo, O., with capital of $30,000, was formed to incorporate the business of J. H. Meinert & Son, makers of ice dream and fancy cakes, which has heretofore been conducted as an individual and partnership business. The company has been in business in the city for more than 50 years, and has been located at its present place of business for more than a quarter of a century.

The address is 2126 Monroe St. Adolph Meinert heads the business. He says the company expects to open several sales rooms in various parts of the city.

We regret that space does not permit publishing all exhibits at the National Dairy Exposition. There will be another series in the December issue of The Ice Cream Review.

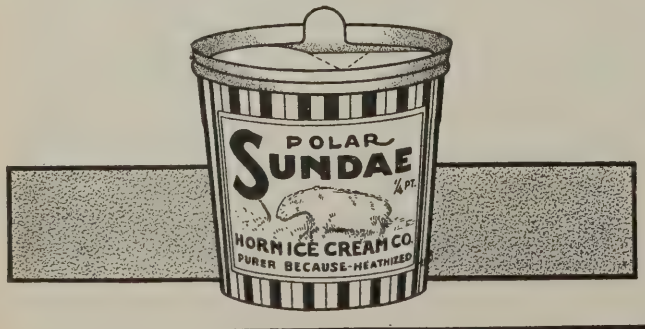
The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

PERFECT PACKAGE
TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



WASHINGTON — MAINE

News From Far and Near

CALIFORNIA — FLORIDA

North Little Rock, Ark.—Articles of incorporation for the Clark Ice Cream Co., 311 North Main St., were recently filed by W. H. Clark, who is president of the company, and others. The company is capitalized for $12,500.

Philadelphia, Pa.—Abbott's Alderney Dairies plan interior alterations to its ice cream department at Third and Lombard Sts., from drawings prepared by William H. Timm of Philadelphia.

Redding, Calif.—Frank Avella, proprietor of the Quality Ice Cream and Ice Co., recently was host to Redding business men and to members of the chamber of commerce.

Toledo, O.—J. H. Meinert & Son, ice cream manufacturers, was recently incorporated for $30,000 under the firm name of Meinert Co. Address Adolph Meinert, 2126 Monroe Street.

Brooklyn, N. Y.—The Perfect Ice Cream Co. has been incorporated with a capital of $5,000. The directors are Freda Malton, 203 Maujer St., and Abraham Bronstein, 747 Vermont Ave., Brooklyn. Attorney is J. A. Whitehorn, 188 Montague St., Brooklyn.

Chicago, Ill.—The Excel Ice Cream Co. has been incorporated with capital of $10,000 to manufacture, buy, prepare and sell ice cream and ices, milk, cream, etc. The inporporators are George Butler, Esther P. Butler and William Lister. The company is located at 1566 Elmwood Ave.

Okeechobee, Fla.—New machinery is being installed by I. L. Wingate, after which his plant will have a capacity of 200 gallons of ice cream daily.

Seymour, Ind.—The Seymour Ice Cream Co. has been sold to J. Ralph Thompson by William B. Gallemore. The business was estimated at a value of $100,000. The business was built up by Mr. Gallemore in the past 16 years.

Anderson, Ind.—The Hoard Ice Cream Co. has purchased a large site and plans to erect an ice cream factory on it.

Pocatello, Ida.—The American Ice Cream Co. recently filed articles of incorporation. The capital stock is reported as $25,000. Directors of the company are W. W. Clark, J. M. Christensen and P. L. Young, all of Pocatello.



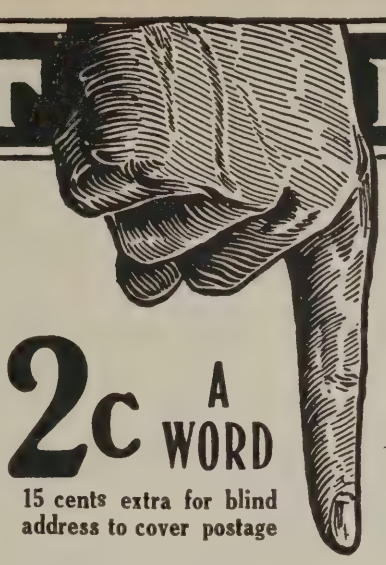
PARDON US, GENTLEMEN; MISTAKES WILL HAPPEN.

The Brooks Cabinet Company advertisement in this issue, on page 66, was printed with an omission in specifications. Specification number two should read: "Corkboard Insulation sealed with hot Asphaltum, in all sides." The paragraph in red, bottom center, should read as follows: "There is a Brooks Cabinet for every need. Metal Lined, Tub lined (all wood), Brick and Combination."



The Exhibit of the Mojonnier Bros. Co., Chicago, Ill., at the National Dairy Exposition.

WANT DEPARTMENT



2c A WORD

15 cents extra for blind address to cover postage

HELP WANTED

HELP WANTED—Manager of our ice cream department who is capable of putting out a fine grade of cream. Our output is now 50,000 gallons a year and there is room here to double it. We want the man who can do that. This is an excellent opportunity for a capable man. Address: R-651, The Ice Cream Review. 11-24

SALESMEN!

I want a dozen or more live wire salesmen calling on city milk dealers to handle a side line.

I want men who can tell the truth, all of it, convincingly, in a straight-forward manner, men who are not afraid to go direct to the head of the firm.

Each salesman may cover his own regular territory without conflicting with other lines. Ours is a product that sells milk—builds business for the milk dealer, and makes a profit for him while doing it. My own personal record is 100% sales to milk dealers whom I wanted to sell. Address: R-633, The Ice Cream Review. 11-24

POSITION WANTED

POSITION WANTED — As manager in good sized ice cream plant in town of 25,000 and up, preferably in Middle West. Ten years experience in ice cream manufacturing, theoretical knowledge as well as practical, good education, aggressive, forceful and yet command respect of employees. Address: R-555, The Ice Cream Review. 12-24

NOTICE—Are you starting a new factory, or running an old one that seems to be slipping from the loss of customers? You may need an up-to-date production man to reorganize your factory. A man that can fill the bill and assure results by giving a new plant the right kind of start, or restoring the pep to an old plant, is available. Outline your problems and I will tell you how I can help and what it will cost. My past experience assures you of references that are the best. Answer this ad for results. Address: R-650, The Ice Cream Review. 11-24

POSITION WANTED — By ice cream maker with several years experience. Understands mixing, freezing, pasteurizing, etc. Have general creamery and milk plant experience. Neat, steady and reliable. Best of references. Can come on short notice. Address Box 153, Genoa, Wis. 11-24

POSITION WANTED — By ice cream maker with 2 years experience and three months' dairy course. West of Mississippi preferred. References furnished. Am employed now, but can leave at any time. Address: R-654, The Ice Cream Review. 12-24

Are Your Profits Satisfactory and Your Business Sound?

GENERAL MANAGER for ice cream plant and creamery, will develop and manage one to your satisfaction. A schooled and trained manufacturer with years of experience, producing quality and quantity dairy products at a profit. References are leaders in the industry. As efficiency expert increased one firm's profits $21,000.00 a year, another $12,000.00. Turned a $3,000.00 monthly loss to a $1,000.00 month profit. Directed changes netting one firm $9,000.00 yearly. This year perfected process for producing 100% pure butter oil from cream or butter that will solve future problems of shortages and surpluses and its use will reduce cost of ice cream mix 3 to 8 cents a gallon. An expert on sanitation. Uses the popular cost accounting system. Very strong on sales and advertising. Successful in putting sick plants on their feet. Will consider any proposition carrying opportunity or accept connection on try out, or give special services, or will take interest and connect permanently. Confidentially discuss your situation. If interested will see you. Address: R-668, The Ice Cream Review. 12-24

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office.. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

POSITION WANTED—In small California plant by experienced ice cream man capable of taking charge of manufacturing end. Have also several years experience in office. Will consider anything that will lead to immediate advancement. Address: R-637, The Ice Cream Review. 11-24

POSITION WANTED — By a man who knows the ice cream game in all its branches. Have been in ice cream business for 13 years. Know how to make the best and put same on the market. I desire a position as manager or superintendent. Let me help you build up your business. Unless you want a real man and a hard worker don't waste your time answering this adv. Address: R-638, The Ice Cream Review. 11-24

POSITION WANTED — As ice cream maker with concern where there is an opportunity for advancement. 5 years practical experience. Would be willing to accept moderate salary to begin. Employed, but could report on ten days' notice. Best of references. Address: R-630, The Ice Cream Review. 11-24

POSITION WANTED — As ice cream maker. Five years experience in charge of manufacture. Six months' course at Iowa State College. Understand standardizing, testing, pasteurizing, freezing and overrun control. Make fancy ice cream and sherbets. Excellent references. Will go anywhere. Also experienced in handling milk for retail trade. Address: R-622, The Ice Cream Review. 12-24

POSITION WANTED — By experienced young man 32 years of age, college graduate, manager of plant for two years, employed. Understands all phases of handling milk, butter, ice cream, etc., standardizing, Mojonnier machines, refrigeration and mechanic. Best of references. Wish a permanent position with a future. Can come at once. Address: R-666, The Ice Cream Review. 11-24

NOTICE—Do you want a live salesmanager and plant manager? One who has built up two large enterprises in the ice cream field? 10 years experience. Claims record and good reference. Address: R-670, The Ice Cream Review. 11-24

POSITION WANTED — As manager in modern ice cream or milk plant. Have theoretical and practical knowledge in both lines. Thoroughly experienced in the economics of dairying. College education with capacity to produce results. Address: R-663, The Ice Cream Review. 11-24

FOR SALE BARGAINS

BUSINESS

FOR SALE—$5,000 interest in new factory manufacturing creamery specialties, used by ice cream trade. Capitalization $50,000. Address: R-482, The Ice Cream Review. 11-24

FOR SALE — Small modern ice cream plant, established ten years, doing a fine business. Located in fastest growing city in Florida. 5-ton refrigerating plant, storage capacity 350 gals. Fine location—long lease on building — low rent — very low operating cost—a money maker for a live ice cream man. Poor health reason for selling. Price $10,500, half cash, balance to suit. Address O. B. Sias, Bradentown, Fla. 11-24

FOR SALE—Good going ice cream, milk and butter plant. Both wholesale and retail. Located one-half block from square in new building. Priced right. Address Bruce Fisher, Carthage, Ill. 11-24

FOR SALE — Well established modern ice cream plant in fastest growing small city in Florida. Other business interests necessitate selling. Address: R-645, The Ice Cream Review. 12-24

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 11-24tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 11-24tf

FOR SALE—1 56-case milk sterilizer; 1 10-case milk shaker; 1 motor driven Burks can labeler; 1 Mojonnier sugar cooler (new); 1 12-h.p. gas engine; 1 50-h.p. steam engine; 1 No. 6 Jensen milk pasteurizer; 1 1,300-gal. glass lined milk tank; 1 1,400-gal. glass lined milk tank with brine jacket; 1 No. 41 De Laval cream separator; 1 motor driven milk pump; 1 motor driven water pump; 1 10x14x16 Wethington vacuum pump; 1 1x4 hydraulic milk pump; 1 steam brine pump; 2 400-gal. milk agitators with new coils; 1 5-foot Herman Stier condensing pan; 2 400-gal. copper forewarmer; 1 600-pound Toledo scales, new; 1 500-pound weigh can. Address Garnet Ice & Milk Co., Garnett, Kan. 11-24

FOR SALE—Motor—Wagner 40 h. p., A. C., 60 cycles, 2 phase, 220-440 volts, 1,140 r. p. m. Like new. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 11-24tf

FOR SALE—York, 7½x7½ in. twin cylinders, enclosed, vertical, single acting, belt drive, twelve tons refrigeration, with or without high side. Berryman Bros., 305 Drexel Building, Philadelphia, Pa 11-24tf

FOR SALE—Two latest type Larsen belt driven compressors, twin cylinders, enclosed, 5½x8 in., feather valves, eight tons refrigeration, with or without high sides. Berryman Bros., 305 Drexel Building. Philadelphia, Pa. 11-24tf

Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want Department.

FOR SALE—Freezers at special reduced prices. Miller 40 and 80-qt., Ft. Atkinson 40 and 100-qt., Cherry, Thompson, new, used and re-built, belt and motor drive.. Guaranteed. Free trial period. Homogenizers, viscolizers, vats, etc. Send for list and illustrations. Philadelphia Retinning Co., North Philadelphia, Pa. 11-24tf

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

FALL BARGAINS — We are offering some attractive prices at this time of the year so as to keep the full force producing. We have quite a stock, in fact, ten floors full of new and rebuilt compressors, condensers, coils, pipe, ammonia fittings, all sizes and kinds, receivers, traps, tanks and, in fact, almost everything used in ice and refrigerating plants. Write for prices or information. Have your compressor valves right—WE KNOW HOW. Avail yourself of the experience of our Service Department. We never charge for information. Stock drawings, cuts, photographs sent freely. If you want to buy—Ask Niebling. If you want to sell—Tell Niebling. Write, wire or telephone. F. W. Niebling & Company, Cincinnati, Ohio. 11-24

FOR SALE—Three stands of 3x2 York double pipe brine coolers, 18 ft. long, 12 pipes high, with all fittings. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 11-24tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago. 11-24tf

FOR SALE — Cheap, 200 gross "400" seven ounce bottles. Have gone out of business and wish to dispose of them. Address Smith & Tyfe, Inc., 130½ Southbridge St., Worcester, Mass. 12-24

FOR SALE — Rebuilt machinery and equipment, good as new, such as pasteurizers, coolers, fillers, ice breakers, mixers, separators, homogenizers, viscolizers, washers, motors, etc. Let us know your needs. Write for twenty-four page booklet of bargains. Address Dairymen's Manufacturing & Supply Company, 403 N. Main St., St. Louis, Mo. 12-24

FOR SALE—Ice crusher, Giant 20-ton, excellent condition, new bearings, $75. Circulating tank, new copper lined, for 100-gallon vat, $10. 100-gallon upright batch mixer, copper one inch circulating coils in jacket, new, never used, $240. Emery Thompson vertical belt drive freezer, new gears and bearings, $185. Eight quart one lid brick moulds, $1.50. Four quart two lid brick moulds, $1.25. Two quart one lid brick moulds, 60c each. Brick moulds, brand new. F. O. B. Omaha. Address: R-657, The Ice Cream Review. 11-24

BERRYMAN BROS.,
305 DREXEL BUILDING, PHILA., PA.
If you are in need of rebuilt ice making or refrigerating machinery, write us. We have all makes and sizes on hand that we can offer at greatly reduced prices at this time.

FOR SALE—We have on hand a number of vertical and horizontal ice cream freezers, taken in trade on new equipment. These have been rebuilt during the summer, and are guaranteed to be in perfect mechanical condition. Write for twenty-four page booklet of bargains on supplies and equipment. Address Dairymen's Manufacturing & Supply Company, 403 N. Main St., St. Louis, Mo. 12-24

FOR SALE—One Perfection ice cream can washer, made by J. G. Cherry Company. In splendid condition with 3 sets new brushes, $50. Also 100 or any part of 100 2-gal. brick bars, heavy tie, 50c each. Address Allen Ice Cream Co., Box 357, Rockford, Ill. 11-24

FOR SALE — Quarter inch steel brine tank with 400 feet 1¼-in. expansion piping to fit. Dimensions of tank 3 ft. 10 in. by 5 ft. 6 in. by 6 ft. 6 in. high. Baffled into three compartments. Excellent brine cooling equipment for small plant. Address Snow & Palmer Co., Bloomington, Ill. 11-24

FOR SALE—Seven foot Mojonnier and six foot Kearney pan complete with hot wells, pumps and piping. Borden condensed milk filler and crimper. Two Pfaudler enamel jacketed tanks, 3,000 gallons capacity each. Mojonnier Model A tester complete with chainomatic balance. Burt labeling machine for 14 oz. cans. Doig nailer, drives five nails. Diagraph stencil cutting machine. Mojonnier Model A condensed milk cooler. High pressure back geared Union triplex pump. Two 1,200 gallon Manning coil vats. Motors, 220 volts, 3 phase, 25 cycle, 10 h. p., 750 r. p. m.; 5 h. p., 500 r. p. m.; 20 h. p., 750 r. p. m.; 15 h. p., 750 r. p. m. Address: R-641, The Ice Cream Review. 11-24

FOR SALE—One 12-ton Brunswick refrigeration system complete as follows:
One 12-ton, 2-cylinder compressor with ammonia receiver and oil separator. Overhauled last winter with new crank shaft.
One 30-h.p., 2-phase, 220-volt A. C. motor with complete countershaft, clutch and 10-in. belts.
One double pipe condenser (2 stacks). Internal pipes renewed last winter.
One 5x6x12 ft. brine cooling and storage tank, containing three oblong ammonia expansion coils.
All necessary valves and piping to make a complete installation, or will sell in part.
Machine will do overwork duty up to 20 tons. Everything is in good condition, and will be sold cheap.
Plant is now shut down, but **can be seen in operation by appointment.**
HOFFMAN BEVERAGE COMPANY,
402 Grove St., Newark, N. J. 11-24

FOR SALE—1 Miller, rebuilt, forty quart, motor driven, brine ice cream freezer.
1 Emery Thompson, horizontal, forty quart, motor driven, brine ice cream freezer.
1 8-ton, belt driven, Frick ammonia compressor, with 3-phase motor. Complete with condenser, ammonia receiver, and oil traps, etc.
5 Jamison sharp freezing cold storage doors.
3 Jamison ice cream passing vestibules, capacity each six 5-gallon cans.
York Mfg. Co. shelf and wall coils for two 1,000-gal. hardening rooms and one 2,000-gal. hardening room. Also wall coils for one 10-ft. by 10-ft. milk room.
1 belt driven Creasey ice breaker, one 3 h. p., 3 phase motor.
1 5x24 in. deep well pump with both steam and power heads.
1 1¼-h.p. Foos engine, can be driven either with gas or gasoline.
All of above equipment has been used some but is in excellent working condition and will be shipped to reliable concerns on trial with return privileges if not as represented or if not satisfactory. Let us know what part of it you are interested in and we will quote you prices and terms. Write today if interested as we have no use for this equipment and will sell it cheap. Address Nelson Ice Cream Co., Portage, Pa. 11-24

"You'll make better ice cream if you get the "Ice Cream Review."

FOR SALE
AT HALF PRICE

Refrigerating unit, cooling capacity 135 gals. per hour from 55° F. to 40° F. Complete with direct connected motor, 5 h.p., 900 r.p.m., 3 phase, 440 volt, 60 cycle, condenser, liquid receiver, etc. This unit bought in 1923 and very little used. Address: R-664, The Ice Cream Review. 11-24

FRESH FIG ICE CREAM PROVES POPULAR.

The Galveston Ice Cream Co. introduced at the Galveston Fair, this fall, what was probably the first fresh fig ice cream manufactured in the United States. This kind of ice cream was originated by L. M. Kelsey of the Galveston Ice Cream Co. He announces that fresh fig ice cream is a huge success. Although preserved figs have been used in ice cream in various parts of the country, the Galveston product is manufactured from fresh San Leon figs, and Mr. Kelsey expects it to become a favorite all over the country. He says that it has been proven that figs can be prepared so that they can be shipped and kept fresh at all times. Mr. Kelsey stated that the sale of fresh fig ice cream has been more than double the sales of all other kinds of ice cream combined for his firm.

Have You a Copy?

Price $3.50

Sent post paid anywhere on receipt of remittance

The Book of Ice Cream

A New Revised and Enlarged Edition

By W. W. FISK

The new edition of this standard Book on ice cream making is just recently off the press. It is right up-to-date and a good practical Book for every one interested in the ice cream industry.

THE OLSEN PUBLISHING CO.

Fifth and Cherry Sts. **Milwaukee, Wisconsin**

The ICE CREAM REVIEW



PACIFIC COAST
ICE CREAM CLASSIC
Joint Convention
and Show
OAKLAND
DECEMBER 10, 11 & 12

"Oakland is calling You"



J.G. CHERRY COMPANY

CEDAR RAPIDS IOWA

St. Paul, Minn. Tama, Iowa. Peoria, Ill.

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IT is the opinion of observant supply men who know conditions in this industry the country over, that, regardless of varying local factors of competition, milk and cream supply, dealer co-operation, area or character of population served, etc., etc., no ice cream manufacturer has exhausted opportunities for profit who has not tested to the full the possibilities of a truly intensive effort to stimulate consumer demand.

The Seal



THE ASSOCIATION OF ICE CREAM SUPPLY MEN
1328 Broadway New York City



of Safety

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

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OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers' Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Minnesota Gophers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

DECEMBER 1924

OUR best wishes go "out across the plains and the mountains" to our friends on the Pacific Coast. They will meet in Oakland early this month to gain new ideas, swap experiences and see a good dairy show. Our cover page is dedicated to these good fellows this time and we hope that you, Dear Reader, no matter where you live, will keep in mind that "Oakland is Calling You."



MANY manufacturers foolishly neglect their equipment this time of the year. This is probably true of trucks. It is a very unwise practice. Along about next January the average manufacturer will come to himself and realize that it is time to get ready for another campaign. He then will give attention to his trucks.

Delivery conveyances have an importance greater than some people understand. It is not quite as bad now as it used to be, but still too many men in the ice cream business are failing to realize how much it means to their success to make a good impression upon the public. Your truck can be a great advertisement for you. It passes thousands and thousands of people every day. It is likely that many people this winter will notice ice cream deliveries much more pointedly than during the summer. For with the mercury at low ebb, it naturally attracts attention for a truck laden with ice cream to whizz down the street.

Keep your trucks in good repair, well painted, well tired and well equipped. People unconsciously think of your ice cream in accord with whatever impression they have formed of your business through their limited contact with it. The public is closer to your trucks than to any other phase of your business.



A WESTERN subscriber writes as follows:

"Quite recently manufacturers of iceless cabinets have been spreading propaganda among dealers in ice cream in this section to the effect that with their equipment it is not only feasible but profitable for the individual to make his own ice cream and eliminate the manufacturer. They tell the dealer that the large packers in ———— propose to make ice cream mix which they will ship to the dealer at a delivered price of seventy cents per gallon; that it is only necessary for the dealer on receipt of this mix to run it through an agitator or mixer and then pour it into cans which are set in the iceless cabinet for hardening."

We sincerely trust that such propaganda has not had wide circulation. Probably over-zealous salesmen have been responsible for the spreading of such misinformation. Surely no one with a knowledge of the ice cream industry would encourage dealers in ice cream to follow such a program. Such advice, if followed, would lead only to trouble in the industry and losses for the individual.

Many dealers will, of course, lend an interested ear to any proposition which promises them a lower price for ice cream. It is the privilege of any retail dealer to make his own ice cream if he so elects, but it is unfair to lead him into it without letting him understand some of the problems he will have to meet.

In most states he will have to observe certain sanitary laws governing the manufacture of ice cream. In some states a separate room is required for the purpose.

Then some morning he will receive his mix and will find it has begun to "turn" and he will not know what to do with it. A shipment may be delayed and be actually sour when it reaches him.

He would get little or no overrun and his customers would go elsewhere for their ice cream. Then he would find the job of making ice cream a tedious one, especially during the busy season. Last, but not least, he would have no ice cream manufacturer to take his troubles to or to blame for them.

It seems incredible that anyone familiar with the science and problems of ice cream making would spread such propaganda. We are sure that none of the reputable manufacturers of iceless cabinets will approve of it.

SHE was a very little girl and she gazed into a certain jewelry store window, just before Christmas, with all the longing that little girls have experienced since old Santy's first sleigh ride. But she suddenly gulped hard and walked across the street and bought her mother a pair of stockings, spending for this Christmas present all the money she had been able to save for several months.

Now, that was one of the bravest little soldiers in the world — just as brave as Marshal Joffre, or any other hero. For there are different ways of being brave. There's an ice cream manufacturer who deserves a place in the hall of fame with people of courage. He was in the midst of a price war, with everybody around him taking part. He didn't cut. He started to several times, but didn't.

Later on it was all over. The casualty list showed one man out of business and two reeling under heavy losses. The manufacturer who stuck to business was the only one in his territory that made any money.

Monuments are not erected to all heroes, but most of them get their rewards in some way.



ICE CREAM manufacturers can pass along to their dealers a very interesting story that is told about an Indiana man who got the agency for a well-known automobile. The factory was quite startled when this man, beginning in the winter time when business in his line was supposed to be at a standstill, began sending in order after order. The factory was unprepared to ship the automobiles on such short notice in winter. When the sales manager asked the dealer if he would lay off taking orders, the dealer immediately replied that he was not the "laying off kind."

The president of the automobile company, far from being a dumbbell, fired the sales manager and followed up the idea of the new live wire agent to sell automobiles all the year around. That firm now sells more automobiles during January, February and March than many competitors sell in the summer time.

If the ice cream industry ever gets the kind of dealers who will not lie down and quit every time the frost falls, we shall find the public eating considerably more ice cream in the winter time than the entire industry used to make in the summer months. Putting over anything is merely a matter of refusing to believe it can't be done. In other words, as someone else once put it, "We know this thing is impossible and can't be done, but if we don't watch out, some nut will come along and do it."



WEARY but happy pilgrims returning from the New Orleans conventions tell us that "a wonderful time was had by all." A brief report of both meetings and the Dixie Flyers exhibit will be found elsewhere in this issue.

WHAT of the future of the National Dairy Exposition? This is a question which must soon engage the serious consideration of the men who are guiding this great annual dairy demonstration. How to serve the industry best will be the thought uppermost in the minds of these men.

For the first time in its history this year's show was divided, exhibits of special interest to producers and consumers being held at the state fair grounds, while the dairy products manufacturing and machinery exhibit was put on at the Milwaukee city auditorium.

All who were especially interested in the auditorium exhibit agree that it was a pronounced success. The arrangement was highly pleasing to the exhibitors and their customers were also pleased. On the other hand, all agree that the show at the fair grounds was a disappointment all around in spite of the fact that it was the best show ever staged and the best advertised. It carried a wonderful interest appeal, but the audience was not there.

The success of one branch and the complete failure of the other should make it possible to draw conclusions that will be valuable in considering the future conduct of the show. The good business man adjusts his business policies as experience dictates. He gives his customers what they want. The men who are guiding the affairs of the show should profit by the experience of 1924.

They have the experience of many other years to help them, too. We believe it has been decisively proven that city people will not go out of the city to examine exhibits at a fair ground's show. They are looking for entertainment and it is the unusual thing that gets their attention. Even so, it must be brought to them if they are to be interested in large numbers.

There is nothing sensational about a dairy show. The dairy cow and all that she represents is too close to everyday life to excite unusual interest. For many long years we have been trying to figure out how to get "gate receipts" at the show, and we are just about where we were when we started.

There is a growing conviction in the minds of many of our folks in the industry that the time has arrived to make a radical change in the conduct of the show. They argue that experience teaches that "gate receipts" in large figures are impossible. This means small interest on the part of consumers and if they are not reached the show has failed in one of its big objects.

What to do? Frankly, we believe it will be extremely difficult to again interest exhibitors of dairy products manufacturing machinery and supplies in a state fair grounds show. They want to keep their wares where customers can more easily reach them and without paying an admission fee. They were well pleased with the 1924 arrangement.

These men realize, however, that all branches of the show must prosper. A house divided against itself cannot stand. These men will be found willing to do everything within reason to insure the continued success of

the show, just as they have done in the past. They would like to see the show represent all branches of the dairy industry, and all held under one roof, but they don't like to see it held out in the country.

Possibly the solution of this big problem will be found in an entirely new plan of promoting the show. A plan of co-operating with the breed associations and state fair officials might be worked out whereby the message for the producer may be carried to him. The farmer who needs that message most has never attended the show. This may mean an all year round effort.

The appeal to the consumer might follow along the same lines, carrying the message to him instead of trying to induce him to visit the state fair grounds to get that message. He has told us he will not make the trip, so a different plan naturally suggests itself.

Just how to reach the consumer is a problem which may be solved by trying some new plan of attack. Possibly he, too, can best be reached by co-operating with the various health agencies that are now in the field. The wonderful exhibit put on at the last show by the National Dairy Council and the federal and state departments might well be carried about the country and brought close enough to the consumer to attract attention and interest. The "Feeding the Family" feature of the last show is a move in the right direction, but we believe it must get to the consumer in a different way. He has told us that he will not visit a state fair grounds to see it.

In every city, large and small, there are agencies that will gladly co-operate in the right sort of health appeal. There are also business interests which will help finance such efforts. Possibly herein lies the solution of this problem of reaching the consumer. We are firmly convinced that some plan of carrying the show's message to the men who have never visited the show offers the best solution.

Under some such arrangement the show's message will go nearer the home of both producers and consumers and will make it possible to reach thousands instead of hundreds.

The dairy manufacturing interests, with their exhibits and conventions, might well be cared for as they were this year. They will be found loyally supporting any plan for reaching producers and consumers. They realize that the more dairy products there are produced the better their interests are served.

In connection with the annual exhibit of dairy machinery and supplies there might be shown the result of the year's efforts along the lines suggested. Then would be the time to "sell" the leaders in the industry on the program carried out during the past 12 months and to get their support and suggestions for the future.

It should be possible for the leaders in the industry to sit down together and work out a plan for the future that will serve the industry better. If these men will be guided by experience, laying aside all selfish interests, they can inaugurate a plan which will mark the beginning of a new epoch in the history of dairying in this country. We believe they will do it.

DETROIT gets the 1925 convention of the National Association of Ice Cream Manufacturers. Detroit is a good convention city and we want to prophesy right now that the 1925 meeting will be the "best ever."

BULLETIN OF EVENTS

Texas Ice Cream Manufacturers' Association—Annual Convention, Dallas, December 3, 4, 5, 1924. Secretary, A. J. White, San Antonio.

Georgia Ice Cream Manufacturers' Association—Annual Convention, Augusta, Ga., December 2, 1924. Convention headquarters, Richmond Hotel. Secretary, Sam Marshall, Marshall Ice Cream Co., Albany, Ga.

American Dairy Federation—Annual meeting, Auditorium Hotel, Chicago, Dec. 3, 1924, at 10:30 a. m. A. M. Loomis, 630 Louisiana Ave., Washington, D. C., Secretary.

National Dairy Council—Annual meeting, Auditorium Hotel, Chicago, Dec. 4, 1924, at 10 a. m. M. O. Maughan, 910 S. Michigan Ave., Chicago, Secretary.

National Dairy Association—Annual meeting, Auditorium Hotel, Chicago, Dec. 5, 1924, at 10 a. m. W. E. Skinner, 910 S. Michigan Ave., Chicago, Secretary.

Indiana Manufacturers of Dairy Products—Annual convention, Indianapolis, December 4. Secretary, R. L. Hammond, 306-07 Chamber of Commerce Bldg., Indianapolis.

Oklahoma Association of Ice Cream Manufacturers—Annual Convention, Tulsa, December 8-9-10. Secretary, W. M. Hawk, Tulsa.

The Association of Ice Cream Manufacturers of West Virginia—Annual Convention, Clarksburg, December 9 and 10. Convention headquarters, Hotel Waldo. Secretary, C. F. Jamison, Huntington, W. Va.

Dairy Products Association of Kentucky—Annual convention, Paducah, Tuesday, December 9, 1924. Convention headquarters, Palmer House. Secretary, Carlton Ball, 206 Republic Bldg., Louisville.

Association of Ice Cream Manufacturers of Iowa—Annual convention, Des Moines, December 9, 10 and 11. Convention headquarters, Fort Des Moines Hotel. Secretary, P. W. Crowley, 512 S. & L. Bldg., Des Moines.

Pacific Slope Dairy Show—Exposition under the auspices of the California Dairy Council with co-operation of dairy councils of the Western states and dairy divisions of the agricultural colleges and departments of the Pacific Coast states, Oakland, Cal., December 10 to 16, inclusive. Secretary-manager, Sam H. Greene, 216 Pine St., San Francisco.

Pacific Ice Cream Manufacturers' Association—Annual convention, Oakland, Cal., December 10, 11 and 12. Secretary, Bert H. Walker, Tacoma, Wash.

California & Southwestern States Ice Cream Manufacturers' Association—Annual convention, Oakland, December 10, 11 and 12. Secretary, Jay Kugler, 57 Post St., San Francisco.

Supply Men of the Pacific Coast Ice Cream Manufacturers' Association—Exhibition in connection with joint convention of Pacific Northwest, Pacific Coast and Southwestern States, City Auditorium, Oakland, Cal., December 10, 11 and 12.

Kansas Association of Ice Cream Manufacturers—Annual convention, Topeka, December 16, 17 and 18. Convention headquarters, Hotel Kansa, Topeka. Secretary, B. T. Perkins, Pittsburg, Kans.

Louisiana Association of Ice Cream Manufacturers—Annual convention, New Orleans, December 21. Convention headquarters, Hotel DeSoto. Secretary, N. F. Manning, Monroe.

Arkansas Ice Cream Manufacturers' Association—Annual Convention, Little Rock, January 6 and 7, 1925. Convention headquarters, Hotel Marion. Secretary, Charles Hooberry, Pine Bluff.

North Carolina Ice Cream Manufacturers' Association—Seventh Annual Convention, Charlotte, January 13-14, 1925. Secretary A. E. Dixon, Fayetteville.

Louisiana Association of Ice Cream Manufacturers—Annual convention, January 13 and 14, 1925. New Orleans, La. Secretary, N. F. Manning, Monroe.

Mississippi Ice Cream Manufacturers' Association—Annual convention, January 15, 1925. Convention headquarters, National Park Hotel, Vicksburg, Miss. Secretary, N. D. Brookshire, Meridian.

Illinois State Dairymen's Association—Annual convention, Carbondale, Ill., January 20, 21, 22, 1925. Geo. Caven, 136 West Lake St., Chicago, Secretary.

New England Association of Ice Cream Manufacturers—Annual convention, January 21-22, Hartford, Conn. Convention headquarters, Hotel Bond. Secretary, W. P. B. Lockwood, 51 Cornhill, Room 401, Boston, Mass.

Ohio Association of Ice Cream Manufacturers—Annual convention, Cleveland, during last week of January, 1925. Convention headquarters, not announced yet. Secretary, W. A. Wentworth, 509 Outlook Building, Columbus, O.

Colorado Association of Ice Cream Manufacturers—Annual convention, Pueblo, January 27 and 28, 1925. Convention headquarters, Congress Hotel. Secretary, E. L. Carlson, C. G. Carlson Ice Cream Co., Denver.

Michigan Dairy Boosters—Exhibition in connection with convention of the Michigan Allied Dairy Association, Lansing, February 2, 3, 4, 5 and 6, 1925. Exhibition headquarters, Kerns Hotel. Secretary, C. J. W. Smith, 502 Lenox Ave., Detroit.

Michigan Allied Dairy Association—Annual convention, Lansing, February 2, 3, 4, 5 and 6, 1925. Convention headquarters, Michigan Agricultural College. Secretary, R. F. Frary, Lapeer.

Ice Cream Manufacturers' Association of South Dakota—Annual convention at Sioux Falls, February 3, 4, and 5, 1925, in conjunction with the State Dairy Association convention. Convention headquarters, Hotel Cataract. Secretary, C. C. Totman, Station A, Brookings.

Inventory Time is Near

? *How many Electric Weld cans will you want for* ?

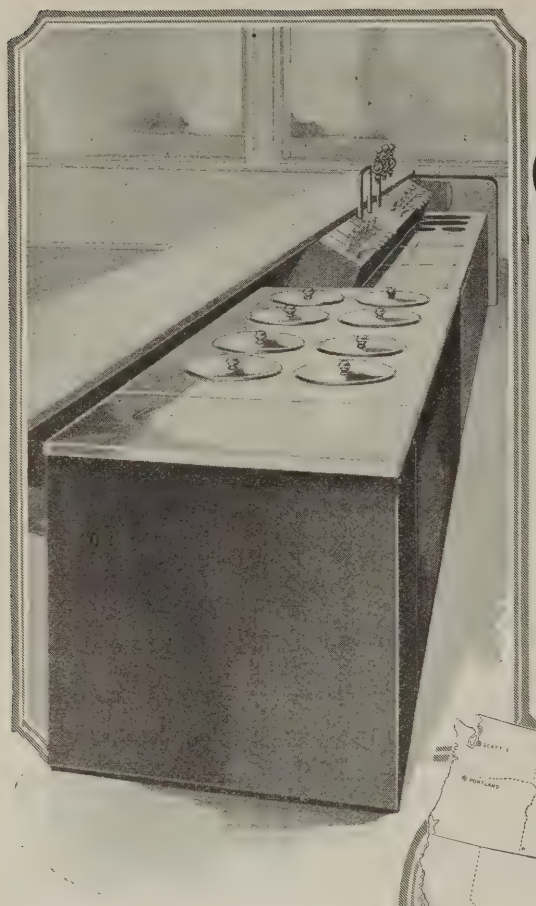
1925

Electric Weld No Solder. No Leaks.

John Wood Manufacturing Company

CONSHOHOCKEN, PA.

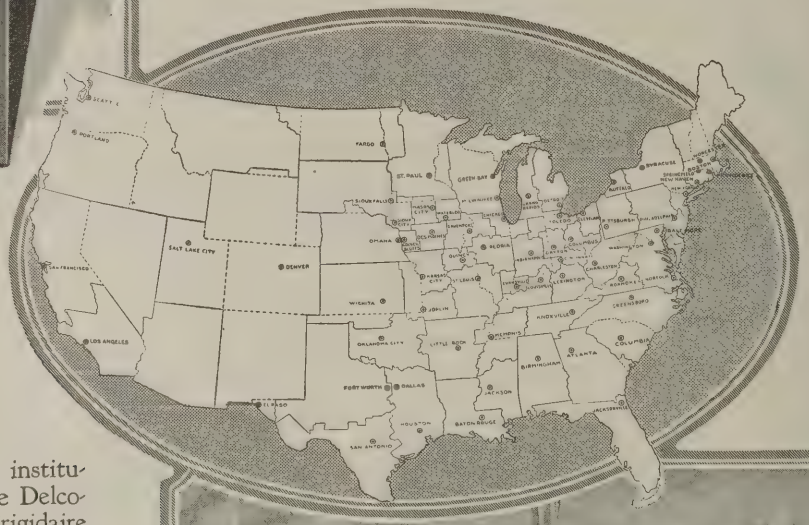
Jobber and Warehouse Stocks in all parts of the Country



Sound Reasons

Frigidaire Cabinets Are 30 Inches Wide

Frigidaire Cabinets are built 30 inches wide and 30 inches high for convenient installation behind the fountain, as illustrated. There is a Frigidaire Cabinet for every need—4 and 6 hole sizes in single row, also 4, 6 and 8 hole sizes in double row. Air-cooled or water-cooled compressors are optional. No extras to buy. Every Frigidaire Cabinet comes complete ready for installation.

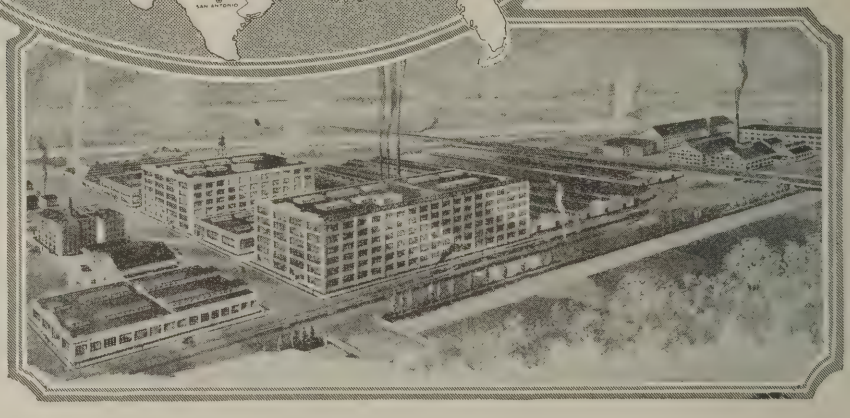


Frigidaire Distributors In All Principal Cities

Over 2500 Dealers and Servicemen Located in Smaller Towns and Cities

Where Frigidaire Ice Cream Cabinets Are Made

At Dayton, Ohio, is the largest institution of its kind in the world—the Delco-Light Products Factory. Here Frigidaire Electric Ice Cream Cabinets are made. In this great manufacturing plant is the organization that produced the Delco-Light home electric plant now endorsed by hundreds of thousands of enthusiastic users, many in remote parts of the world. This same organization is now producing the complete line of Delco-Light Products—including Frigidaire Electric Ice Cream Cabinets—products that are dependable and can be counted on to give the unfailing service to which users are entitled.



DEPENDABLE

Frigidaire

for Installing Frigidaire!

FRIGIDAIRE Ice Cream Cabinets are *"Backed by General Motors."* This means a great deal to all far-sighted and progressive manufacturers of ice cream, who see in the electrically operated ice cream cabinet a permanent development that helps reduce operating expenses and builds for them a bigger business.

In order to pay dividends, an investment in electrical refrigeration must be made in *dependable* equipment capable of rendering long years of service with a minimum of upkeep expense. And that is exactly what the phrase "Backed by General Motors" means when applied to the Frigidaire Ice Cream Cabinet. It is a Cabinet that is *"dependable."*

Frigidaire Cabinets are made by the Delco-Light Company, a subsidiary of General Motors Corporation. Inquiry will show that products of this Company have always enjoyed a high reputation for superior quality and dependability. Today many thousand domestic type Frigidaires in use are giving satisfactory service.

The same successful mechanism and principles of refrigeration that make the domestic type Frigidaire a success have been put into the Ice Cream Cabinet. Delco-Light and General Motors engineers worked together in building an electrically operated cabinet for ice cream that will give the dependable service characteristic of all Delco-Light products.

The good-will and good reputation of the Delco-Light Company and the General Motors Corporation, can be protected only by giving you and every other purchaser a product that will give you full measure of service.

Frigidaire Electric Ice Cream Cabinets *are dependable.*

DELCO-LIGHT COMPANY, Dayton, Ohio

Subsidiary General Motors Corporation

ELECTRIC ICE CREAM

Cabinets

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

The Building of a Price List for Ice Cream

Methods of Arriving at Proper Prices on Basis of Business Costs

*By JOHN F. JOHNSTON**

MANY different systems are in use for pricing ice cream so that fair allowance can be made for differences in customer gallonage, and perhaps for large differences in service demands. Many of these systems were developed in a logical way, but in practice they have been so altered by competition and otherwise that they can no longer be checked or analyzed. That they do not meet the situation is quite evident from the present agitation for service charges, etc., so that it seems entirely in order to give a little study to the theory of price building as applied to the ice cream business.

With this in mind, the writer has worked out what might be termed a master price list, something entirely free from all competitive considerations, and valuable as a check against actual prices no matter how obtained or applied. For the purpose of illustration, an example is worked out using the figures given by C. L. Turner on page 80 of The Ice Cream Review for March, 1924. By a slight rearrangement of the figures given in the "average" column, the following items are obtained—Production—.75, Overhead—.05, Selling—.08, Delivery —.35.

These results would be consistent with a business of the following general character, the details of which are believed to conform closely to average practice.

Average monthly gallonage	20,000
Number of delivery routes	5
Number of regular stops	200
Number of cabinet holes serviced	800
Total monthly production expense	$15,000
Total monthly selling expense	1,600
Total monthly overhead expense	1,000
Total monthly delivery expense	7,000
Average total cost per gallon	1.23

No two businesses are exactly alike, and allowances must be made for local conditions, but for a general and fairly accurate illustration of the method it will be correct to split the overhead cost equally between selling and production, thusly:

Production cost per month	$15,500
Selling cost per month	2,100
Delivery cost per month	7,000

IT IS further possible to split delivery costs into two parts, the first to cover the cost of actually delivering the ice cream (selling), and the second, to cover the actual cost of re-icing the ice cream after it has been sold (servicing). As in the case of overhead, conditions vary, but in general it will be found that about 20 per cent goes for selling and 80 per cent goes for service, thusly:

Production cost per month	$15,000
Selling cost per month	3,500
Service cost per month	5,600

Turning now to the development of a price per gallon on the basis of the last grouping of costs, it is plain that the only thing necessary is to properly distribute these total costs over the total gallonage, and further, that each of the three items of cost requires separate consideration. The production cost should, of course, be spread evenly over the total gallonage to get the cost per gallon. The selling cost should be spread over the number of stops in accordance with their relative expense as measured by their monthly gallonage. The service cost should be spread over the number of cabinet holes in use by the various stops with due allowance for large or small holes. The final step is to gather together the costs per gallon for these three items and prepare a convenient table.

SCHEDULE "A." In the case of production cost the work is very simple and the result is $.78 per gallon.

SCHEDULE "B." In the case of selling cost some explanation is required. A study of daily experience will show that for selling only the expense of a large stop as compared with a small stop is not in proportion to the respective gallonage because so many items of expense are about the same for both stops. Conditions will determine the proper ratio, but a very reasonable assumption is that the 300-gallon stop will require three times as much attention as the 30-gallon stop, and that the average stop from the gallonage standpoint will be the average from the standpoint of expense. The arithmatic of the problem is very simple but somewhat lengthy because the final answer must satisfy four independent conditions as follows:

(a) The average stop (100 gals.) must cost $17.50 per month.
(b) The 300 gal. cost must be three times the 30 gal. cost.
(c) The intermediate stops must be in proportion.
(d) The total for all stops must equal $3,500 per month.

If the distribution of stops according to gallonage is known, as of course it is any particular business, the proper tabulation will appear about as shown:

Actual No. of Stops	Av. Gals. per Stop	Cost per Month for Selling	Cost per Gal. for Selling
60	30	$11.40	$ .38
58	60	14.00	.23
41	120	19.25	.16
25	200	26.30	.13
16	300	35.00	.12

SCHEDULE "C." It seems reasonable to charge for service according to the number of cabinet holes of average size demanded by the customer. It will be found that including fountains the average size hole is so close to five gallons as to make the error of little importance for the purpose in hand. In this example the cost per hole works out to be $7.00 per month. It is very easy to make a table showing the cost per gallon for service in terms of the customer's monthly gallonage and the number of cabinet holes used, thusly:

Monthly Gallons	Number of Cabinet Holes in Use								
	1	2	3	4	5	6	8	10	12
30	.23	.47	.70	...	...	...	...	...	...
60	...	.23	.35	.47	.59	...	...	...	...
120	...	...	.18	.23	.29	.35	.47	.58	...
200	...	...	.11	.14	.18	.21	.28	.35	.42
300	...	...	...	...	.12	.14	.19	.23	.28

CONCLUSION. By combining schedules "A," "B," "C," into one, the final tabulation is secured which shows the actual cost per gallon for each particular combination of monthly gallonage and cabinet holes. If, as indicated by Mr. Turner, the average profit per gal-

(Continued on page 46)

*Industrial Engineer. This was written exclusively for The Ice Cream Review.

FORM 179

YOUR SUBSCRIPTION EXPIRES WITH THIS ISSUE

SUBSCRIPTION PRICES

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THE ICE CREAM REVIEW,
5th and Cherry Sts., Milwaukee, Wis.

Enclosed find ..... to pay for .....
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SPECIAL RATE Two or More NEW Subscribers in addition to above at **$1.00** Per Year EACH $ ____

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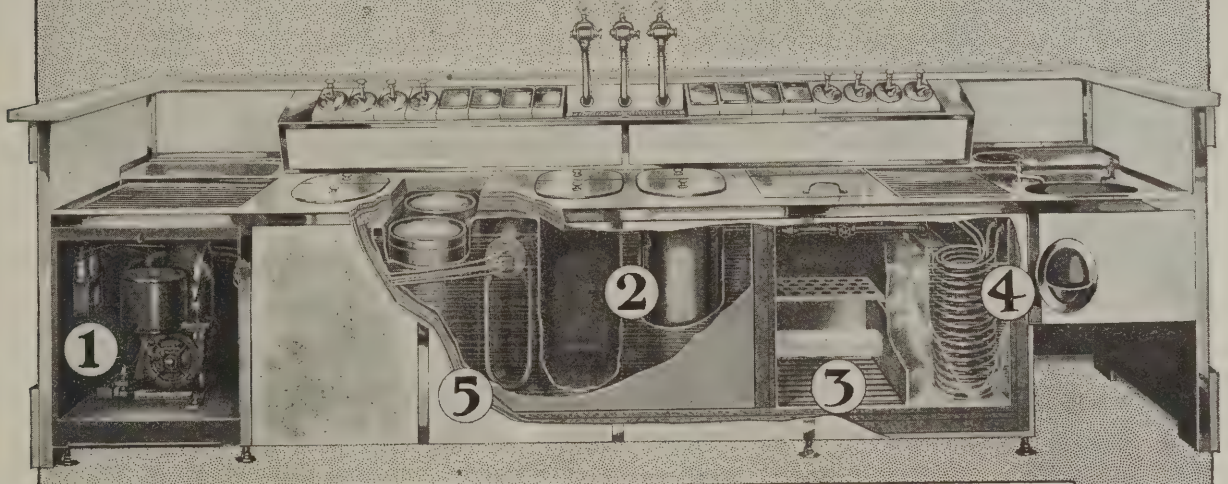
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FOREIGN SUBSCRIPTION RATE PER YEAR $3.50

You've been waiting for this Fountain

The Only Self-Contained
Electro-Mechanically Refrigerated Fountain
Requiring No Hand Icing



1. The well known Nizer Refrigerating Mechanism built in. Mechanically simple; extremely efficient; low operating expense. Cuts in and out automatically; no thermostat.

2. Ice Cream kept in perfect condition —never salty, off-flavor, or soft. Storage capacity double that of old style fountain of same size. Shrinkage loss eliminated.

3. Perfectly refrigerated bottle storage compartment maintained at 36° to 40° with atmosphere so dry that labels stay on bottles. Ideal storage conditions for fruit, whipped cream, or other perishables.

4. Soda and drinking water served so cold as to please the most critical taste. Patented Walker Thermo-Siphon System of brine circulation *automatically* ices coils without freezing them.

5. The name "RUSS" is a guarantee of scientific insulation, first-class workmanship and highest quality material in frame, cabinets, finish, trimmings and fittings. Every fountain is set up and operated in plant before shipment, and certified to buyer for maintenance of three separate, correct fountain temperatures.

Write for detailed information today

We invite applications from distributors and jobbers for exclusive representation in a number of desirable territories that are still open.

THE RUSS MANUFACTURING COMPANY, Cleveland

WALKER-NIZER PATENTS

The Russ **Bilt-Rite** *Fountain*

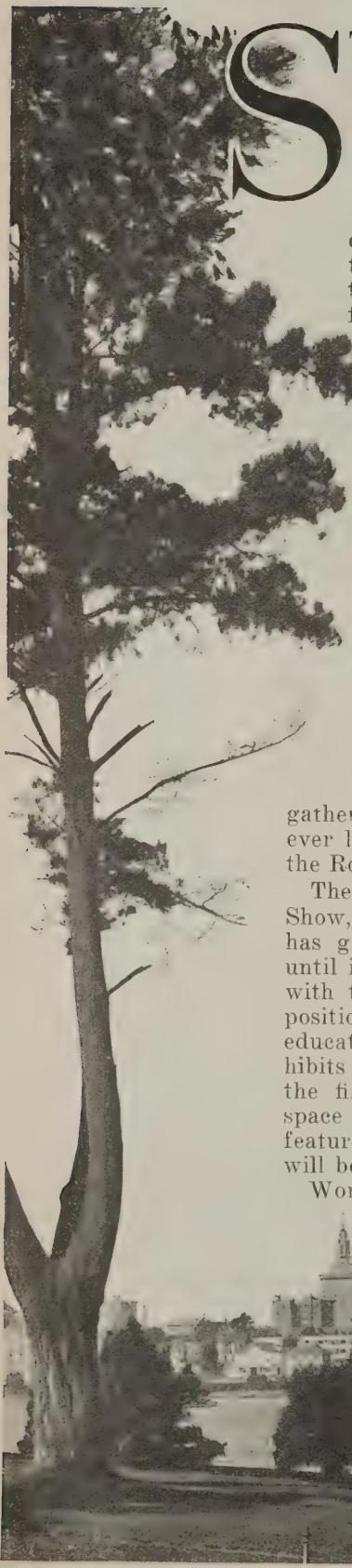
3 temperatures without icing

ELECTRO-MECHANICALLY REFRIGERATED

See this Fountain at the Ice Cream Exposition, Oakland, Calif., Dec. 10-16, 1924

Oakland is Calling Pacific Ice Cream Men

All in Readiness for Great Joint Convention and Show, December 10, 11 and 12



STEPS have been taken for what is expected to be the greatest ice cream event in the history of the Pacific Coast. Word comes from Oakland that all is in readiness for Pacific Slope Dairy Show, to be held December 10 to 16, an important feature of which will be the great ice cream exhibit to be staged by the Supply Men of the Pacific Ice Cream Industry. The exhibit will be in connection with the first joint convention of ice cream manufacturers ever held on the coast.

The California and Southwestern States Ice Cream Manufacturers' Association and the Pacific Ice Cream Manufacturers' Association will merge their forces and draw together the biggest gathering of ice cream men ever held in one city west of the Rockies.

The Pacific Slope Dairy Show, now in its fourth year, has grown in size and scope until it can be compared only with the National Dairy Exposition at Milwaukee. The educational and machinery exhibits are a case in point. At the first show 9,000 feet of space was sufficient for this feature; this year 35,000 feet will be required.

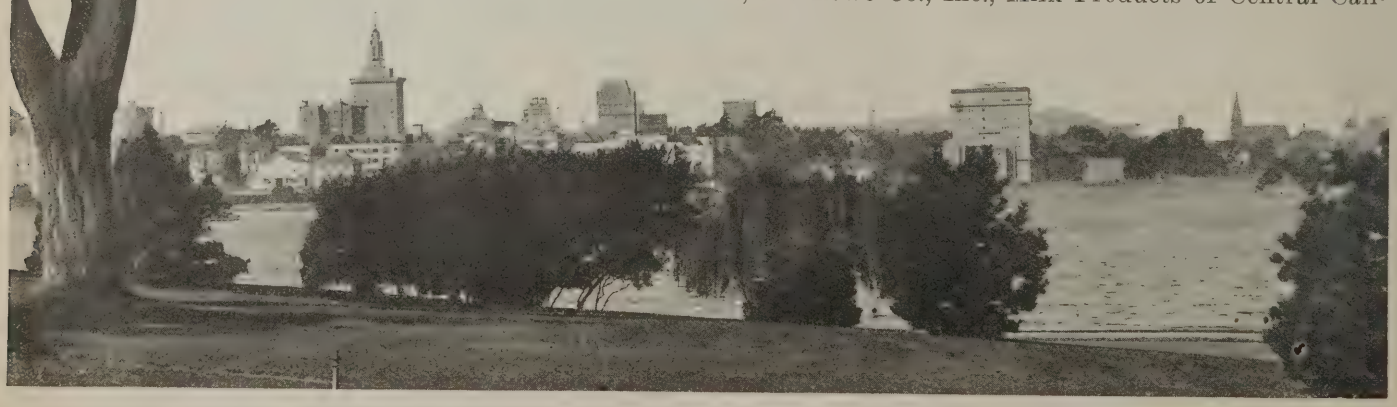
Word comes from Bert H. Walker, secretary-treasurer of the Pacific Ice Cream Manufacturers' Association, from his office at Tacoma, Wash., that the ice cream men of the Northwest will turn out in great force. Officials of the California and Southwestern States' Association advise The Ice Cream Review that a record-breaking attendance is the outlook for their part of the program. Hotel Oakland will be convention headquarters. The sessions and shows will be held at the million dollar civic auditorium, which is in easy walking distance of the hotel. Officials of the National Association of Ice Cream Manufacturers have been invited to attend although President Hovey notified the gentlemen on the coast some time ago that it would be impossible for him to attend, other officers and directors are expected.

That this event will be a real eye-opener as to the magnitude of the allied dairy industries of the entire Pacific coast is the opinion of Bert Walker. "We want to tell the whole wide world there is going to be a convention, dairy show and exhibition of machinery and supplies that will be a revelation to those who attend."

The supply men have seen to it that their exposition shall dominate the Pacific Slope Dairy Show, which will be held at the Municipal Auditorium, Oakland, to coincide with the convention dates. They also have provided a number of entertainment features, dinners, theater parties and the like which will fully occupy the more leisurely moments of the convention delegates.

There has been an immense demand for commercial exhibitors' space this year and the manufacturer and supply man of the milk dealer trade is going to be on hand in great numbers. Many of them are coming a long way. The head of one of Oakland's leading hotels told Robert E. Jones, manager of the show, that sixty days in advance of the opening date he had booked seventy-five room reservations from East of the Rocky Mountains.

Some of the commercial exhibitors to make early space reservations in their section of the show include: Canavan Motors Company, Wood Brothers, Superior Metal Products Co., The J. B. Ford Co., Menasha Printing Co., York California Construction Co., International Harvester Co., General Laboratories, Fred C. Mathews Co., The 400 Products Co., Golden States Milk Products Co., Jordan Hill Co., George W. Prising Co., Inc., De Lavan Pacific Co., Sealright Co., Premier Machinery Co., Joe Lowe Co., Inc., Milk Products of Central Cali-



Manufacturers of Northwest and Southwest to Meet Jointly

Beautiful Oakland Civic Auditorium will be Scene of Ice Cream Exhibits, which will feature Pacific Dairy Show

fornia, R. A. Simpson Manufacturing Co., Illinois Pacific Glass Co., Lee, Greefkins Co., Tuttle Cheese Co., Creamery Package Co., M. Getz & Co., Inc., Jensen Creamery Machinery Co., Certified Dairies, The Pfaudler Co., Magnus Calif. Fruit Co., Taylor Instrument Co., Pacific Coast Glass Co., Red Rock Creamery, The Impruv Mix Co., Cyclops Iron Works, Pacific Dairy Machinery Co., W. L. Cochrane Co., O. J. Weber Co., The Nizer Corporation, Vulcan Iron Works, The Bristol Co., Kemper-Thomas Co., Russ Manufacturing Co., Detroit, Drayer and Hanson.

MEMBERS of the Pacific association have arranged to gather at Seattle and make the trip to Oakland together on the steamship Ruth Alexander, sailing on December 6, which will bring them to the convention city in ample time for the opening date. More than a dozen business and technical subjects are to be discussed at the three open joint sessions. Prof. M. Mortenson, head of the dairy division of the Iowa College of Agriculture, will discuss "Factors Responsible for Desired Texture in Ice Cream," which with the discussions is expected to occupy one entire afternoon. Other papers include "Are We Selling Ice Cream or Service?" by J. M. Bonner of the Miller Ice Cream Co., Oakland; "The Public Interest—Getting and Keeping It," A. A. Comey, Globe Ice Cream Co., Los Angeles; "Legislation, Present and Future," Dr. J. J. Frey, superintendent Dairy Industry Division, California State Department of Agriculture; "Ice Cream from the Retailers' Standpoint," R. C. Thompson, manager San Francisco Pig 'n Whistle Stores. These are but a few of the topics for papers and discussion, for many others are yet to be announced.

FOR the first time at any show, ice cream will be scored at the Pacific Slope Dairy Show under a standard approved by the American Dairy Science Association. Prof. Grover D. Turnbow, superintendent of dairy products at the show, has returned from Milwaukee, where he attended the sessions of the Dairy Science Association of which he is a member. He brought back with him the findings of the association which have been embodied in the following score card:

Items	% Allowed for perfect score
Flavor	45
Texture	25
Bacteria	20
Color	5
Package	5
Total	100

Entries containing less than 10 per cent or more than 14½ per cent of butterfat, or less than 34 per cent of total solids, shall be disqualified and no score shall be reported. Bacteria—For entry with a count of 50,000 or less per cubic centimeter, judges shall allow 20 points. They shall deduct one point for each 25,000 additional bacteria per cubic centimeter.

Prof. Mortenson will be the presiding judge in the ice cream scoring.

THE Oakland Civic Auditorium which will house the dairy show is one of the greatest exposition buildings in the West. It overlooks the beautiful park fringed banks of Lake Merritt with a vista of handsome homes just beyond. The hotel and business center of Oakland is a few short blocks away.

Visitors to the dairy show will find much to choose from among the delights of sightseeing. The famous University of California with its stately grounds and buildings and student enrollment of 25,000 is in Berkeley, four miles from the auditorium, and Mills College, a noted institution for women, is in Oakland. Just across the bay, thirty-five minutes' away by trolley and ferry, are the theaters and gay amusements of San Francisco.

Within the limits of Oakland are four golf courses, one of them municipally owned. A golf tournament is among the features included in the program of one or more of the conventions

The people of Oakland, acting through their chamber of commerce and luncheon clubs and

(Continued on page 108)



AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

Outline of Events of First Joint Convention

California and Southwestern States Ice Cream Manufacturers' Association and Pacific Ice Cream Manufacturers' Association

Complete Program Appears on Page 138

PROF. M. MORTENSEN, head of the dairy department of the Iowa College of Agriculture at Ames, Ia., and one of the porld's highest authorities on ice cream manufacturing, will be one of the principal speakers.

Prof. G. D. Turnbow has consented to accept an assignment on the program to talk upon "Economical Application of Electrical Energy."

Among the other papers and talks on the program, which is about completed, will be "Refrigeration for the Dealer," which will be given special attention by nationally-known authorities. The convention will have a complete report on everything that may happen about mechanical refrigeration at the national convention to be held this month in New Orleans.

"Legislation—Present and Future," is another very important subject that will be handled by Dr. J. J. Frey, chief, bureau of dairy control in California; "Constructive Merchandising" by K. L. Carver, general manager, Crescent Creamery Co., Los Angeles; "What a Dairy Council Can Do for the Ice Cream Industry" by Sam Greene; "What Does it Cost" by Ed Burt, Crystal Ice & Storage Co., Portland; "Competition in Business" by Carl Plaut, Oakland; "Efficient Delivery Service" by F. L. Sargent, National Ice Cream Co., San Francisco; "The Public Interest—Getting and Keeping It" by A. A. Comey, Globe Ice Cream Co., Los Angeles; "Are We Selling Ice Cream or Service?" by J. M. Bonner, Miller Ice Cream Co., Oakland; "Relation of Buyer and Seller" by J. C. Capron, Menasha Printing & Carton Co., Los Angeles; "Cost of Distribution" by George Duncan, Foster & Kleiser, San Francisco; and an address on national association affairs by an officer of the national association.

While the show is planned to cover the entire dairy industry in all its branches, the ice cream branch of the industry will dominate on account of the joint ice cream convention and the participation of the ice cream supplymen.

This will be the biggest ice cream show ever held in the West.

Most of the members of the Pacific association have planned to gather from all parts of the Pacific Northwest at Seattle on December 6 and make the trip to San Francisco by boat as a big family party.

(Continued on page 162)

SPEAKING OF OAKLAND—
Says Mr. Go to Mr. Slow

Says Mr. Go to Mr. Slow,
"Just give me your attention;
Our crowd has planned on something grand
For the joint ice cream convention."

Says Mr. Slow to Mr. Go,
"That listens good, but, say,
My business soon would go to ruin
Were I to be away."

Says Mr. Go to Mr. Slow,
"Let's write for reservations.
Come meet the boys—let's make a noise—
Forget these small vexations."

Says Mr. Slow to Mr. Go,
"I'll pass it up this year,
For creditors and competitors
Will keep me plugging here."

Says Mr. Go to Mr. Slow,
"To Oakland let's go hopping;
They want us all in that big hall
When things begin a-popping."

But Mr. Slow refused to go
And take a brief vacation,
While Go caught an idea or two
And brought back home the bacon.

ALLOW US TO PRESENT.

All Westerners who have looked over the photos of the "big chiefs" of the Pacific Ice Cream Manufacturers' Association, appearing on page 139, are well aware that a certain smiling countenance is absent from this group. The fact of the matter is too many "Walkers" in the cut cabinet is the reason for the likeness of H. J. Walker,



BERT H. WALKER,

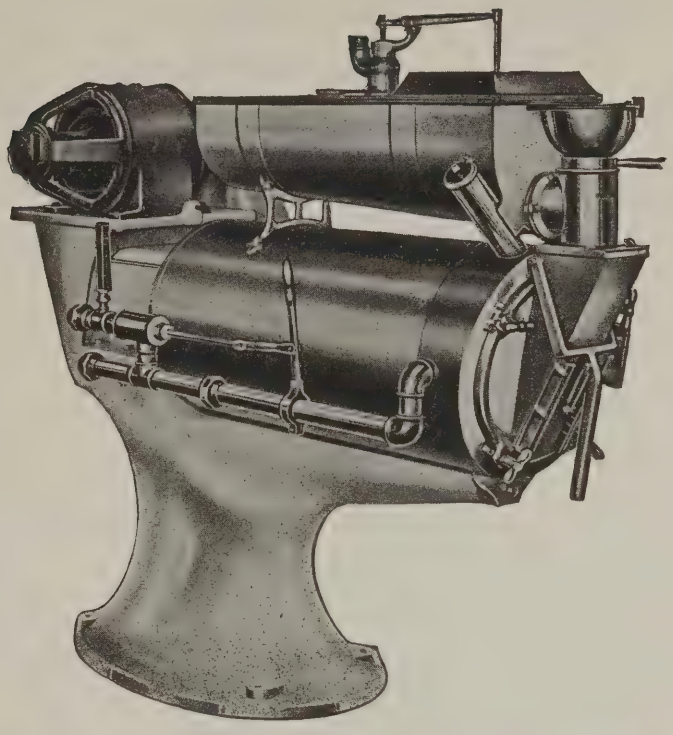
vice-president of the Russ Mfg. Co., appearing where we intended to present Bert H. Walker.

Mr. Walker's host of friends on the Pacific Coast would recognize him anywhere and anytime, but for the benefit of the few who might not have had the pleasure of meeting the secretary of the Pacific Association, allow us to present Bert H. Walker, widely known among ice cream men in all parts of the country, and held in highest esteem by his associates.

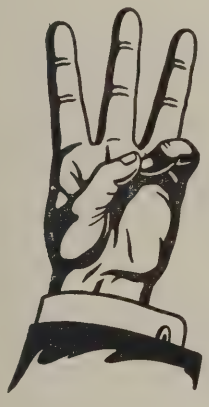
Mr. Walker has worked untiringly toward encouraging a record attendance at the joint convention, and if the show is the success that is anticipated, not a little credit will be due to his sincere co-operation and willingness to serve his association to the utmost.



SKILLFUL hands are constantly at work, building Emery Thompson horizontal and vertical freezers, packing and handling, unpacking and locating, turning on the power and turning in the mixture, pouring in flavors and drawing off the frozen cream—all at work to make merited profits.

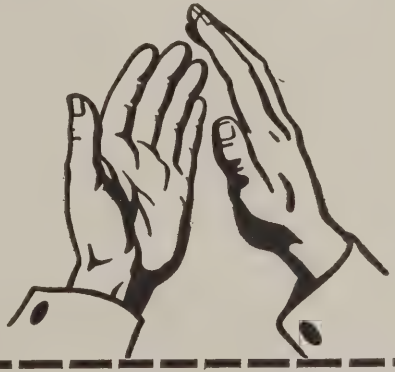


EMERY THOMPSON



WE ARE thinking of three great divisions of area that contribute to Emery Thompson sales. Naturally, our own continent comes first. Scarcely a hamlet but Emery Thompson made ice cream is served. It's a **quality** product. From a few of the nation's largest factories using Emery Thompson horizontals to the small shop tucked away in a city with scarcely room for one vertical, we serve a wide domestic trade. Then as you sail the Atlantic the majority of passenger ships have their own private Emery Thompson ice cream freezers. And, to satisfy your taste as you enter some foreign country you will find Emery Thompson freezers making your favorite dessert! Recent large orders from abroad prompt us to suggest the **world wide** and growing distribution of the reliable Emery Thompson.

OVER 1000 managers are, in their minds at least, "clapping their hands" because of the profitable performance of Emery Thompson freezers—and we frequently get the repeat order encores!



[VISIT US AT PACIFIC DAIRY SHOW OAKLAND CIVIC AUDITORIUM, CALIF Booths 27 & 36-37]



Please mail this slip for catalog and prices on Emery Thompson freezers. Address nearest distributor or the factory office—

EMERY THOMPSON Machine & Supply Co.
271-75 Rider Ave. NEW YORK

Emery Thompson Machine & Supply Co.,
271-75 Rider Ave., New York.

Gentlemen:

Send catalog and prices on Emery Thompson brine ice cream freezers. (Please check type in which interested.)

☐ Horizontal ☐ Vertical

Personal Name .....

Firm Name .....

Address .....

.....

Indiana Manufacturers to Meet This Month

Large Attendance Expected at Annual Gathering

THE annual meeting of the Indiana Manufacturers of Dairy Products Association will be held at the Claypool Hotel, Indianapolis, on December 4. The butter division, ice cream division and market milk division will meet together in one general meeting. The day's program will be devoted to the discussion of problems confronting the industry and this will be followed



Claypool Hotel, Convention Headquarters.

by our annual banquet and dance. The evening's program will be in charge of the Hoosier Wild Cats.

The program in detail is as follows:

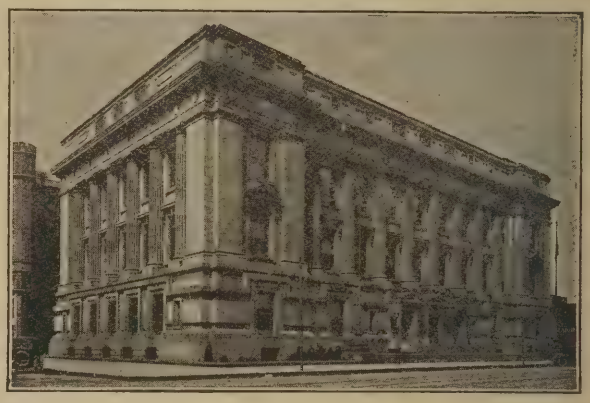
9:00 a. m.—Registration.
9:30 a. m.—Address—Dr. C. W. Larson, Chief of Dairy Bureau, Washington, D. C.
11:00 a. m.—Address—Prof. K. L. Hatch, University of Wisconsin, Madison, Wis.
12:15 p. m.—Luncheon.
1:30 p. m.—Address—Prof. W. P. Dearing, President, Oakland City College, Oakland City, Ind.
3:00 p. m.—General business session and election of officers of the general association and divisions.
6:30 p. m.—Annual Banquet and Dance.

HOOSIER hospitality has a particular significance in Indianapolis. Here at the center of population, where it is easiest for people to come to a meeting from all points in the country, they are accustomed to being hosts for conventions.

They have done it so often in Indianapolis that they are used to it and like it. Some of them like to be on reception committees; others really are specialists in making arrangements for the meeting places; a few of them have a particular knack for getting an unusual amount of publicity, not only in the Indianapolis papers, but in the papers all over the country, about a convention held in that city.

Indianapolis averages more than one meeting a day throughout the year. Ask any Shriner, any veteran of the Grand Army of the Republic, any member of the Purchasing Agents' Association of North America, or the National Association of Credit Men, the American Association of Optometrist or any one other of the score or more large organizations which have met in Indianapolis whether or not Indianapolis has both the facilities and the ability to handle the largest as well as the smallest meetings.

CHECK with such trade organizations as the American Society of Florists and the National Association of Steel Treaters as to the facilities in Indianapolis for staging a gigantic national exhibition.



Indianapolis City Hall.

And the city is particularly popular with dairy manufacturers, not only in Indiana but also in surrounding states. No doubt there will be many ice cream men present from Illinois, Iowa and Ohio.

Once a year the eyes of the entire automobile world turn to the Hoosier capital for the premier speed event, the international sweepstakes race. Sometimes as many as 150,000 people pour into this city from all parts of the world for this single day's event.

* * *

INDIANA ICE CREAM MANUFACTURERS MET LAST MONTH AT INDIANAPOLIS.

A meeting of the ice cream division of the Indiana Manufacturers of Dairy Products was held at Indianapolis on November 5, 1924. The meeting began with a luncheon at which 44 men were present. The meeting proper was called to order at 1:30 p. m. by W. R. Coffroth, chairman. T. Carpenter of the Louisville & Nashville Railroad spoke concerning the convention of the national association. I. L. Miller of the pure food and drug department spoke on "A Fat Standard for Ice Cream." Mr. Miller explained the standard as recommended by the American Pure Food & Drug Officials' Association and also spoke on the hearing at Washington. Mr. Miller said he favored a 10 per cent fat standard.

The remaining time was devoted to a round-table discussion of iceless cabinets. L. A. Forsyth of the Nizer Corporation and C. S. Wheeler of the Frigidaire company spoke concerning their respective cabinets. E. L. Lory of the Knight Soda Fountain Company spoke on the iceless fountain and told of work being done in that field.

The secretary read a letter from L. W. Roszell of Peoria, Ill., in which he set forth his opinions and the opinions of the manufacturers of Illinois concerning iceless cabinets. Mr. Roszell said ice cream manufacturers should not be called upon to furnish the cabinet as a

(Continued on page 136)

SAVE 1/2

The Cost of Delivery

BY USING

"M-W" Iceless Jackets

In place of the old, slow, cumbersome and expensive Tub and Ice method



PATENT APPLIED FOR

These Jackets keep Ice Cream firm under all conditions of transit, and deliver it in perfect shape to your customer, all without an ounce of ice or salt.

Jacket with Cream ready for shipment weighs less than one-half of the ice packed tubs, and requires one-quarter of the space.

This Jacket is made to withstand rough handling.

The wall of Hair Felt is a perfect insulation against heat. The canvas covering is extra heavy Brown or "M-W" Cream Colored Waterproof Duck.

Jacket is thoroughly quilted, and the bottom is reinforced with three rows of rope. Top of Jacket folds securely over, and is fastened with straps, and there is a strong canvas handle for carrying.

PRICE LIST

Brown Duck.

Four Quart Size	$3.19
Eight Quart Size	3.80
Twelve Quart Size	4.15
Twenty Quart Size	4.85

Cream Color—Waterproof.

Four Quart Size	$3.47
Eight Quart Size	4.15
Twelve Quart Size	4.60
Twenty Quart Size	5.50

When ordering, specify style and capacity of your cans, and give exact dimensions.

A TEST WILL CONVERT YOU TO ICELESS SHIPPING

Samples Furnished on Request. **Credit Allowed if Returned**

Montgomery-Washburn Company

SAUGERTIES - NEW YORK

From FREEMAN DAIRY COMPANY, *Flint, Mich.*

MONTGOMERY-WASHBURN COMPANY,
Saugerties, N. Y.

Gentlemen: The twelve Jackets for the Flint Plant have arrived, and are very satisfactory. Will you please make the shipment to Lansing at once, if you have not already done so, as our plant needs these Jackets very much.

Inasmuch as we have found the Jackets that you sent us at our Flint Plant to be very satisfactory, we shall send you our order within a few days for all of the Jackets that we shall need.

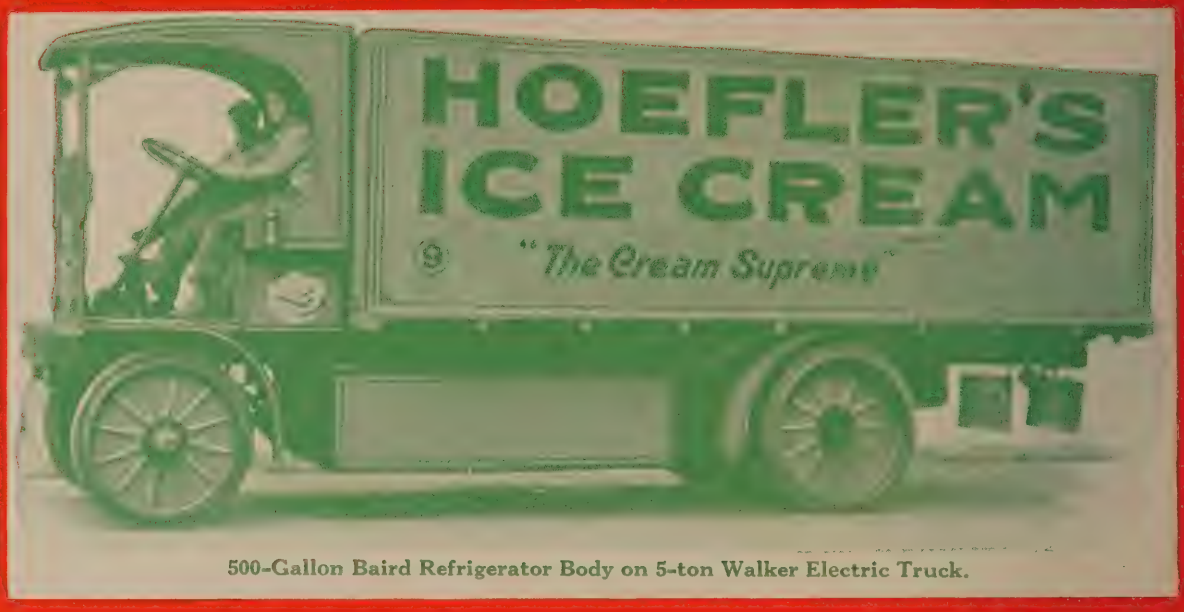
Yours very truly,
FREEMAN DAIRY COMPANY,
By Homer H. Freeman.

From LAKE SHORE ICE CREAM CO., *Erie, Pa.*

MONTGOMERY-WASHBURN COMPANY,
Saugerties, N. Y.

Gentlemen: We have been using your Jackets for six or seven years, and have received good service from them. We are now shipping Ice Cream in Jackets, and the shipments leave us about six in the morning, and arrive at destination about three in the afternoon. We made shipment all during the hot weather, and did not have any complaints. Our customers have all been satisfied, as it has been the means of their saving considerable money in express charges. If you care to refer any of your prospects to us, we would be glad to answer their inquiries.

Very truly yours,
LAKE SHORE ICE CREAM COMPANY,
W. A. Dart, Secretary.



500-Gallon Baird Refrigerator Body on 5-ton Walker Electric Truck.

A Proved Refrigerator

BAIRD REFRIGERATOR BODIES will save you money. There could be no stronger proof of this fact than that hundreds of ice cream manufacturers, large and small, find it profitable to replace other bodies with Baird Refrigerator Bodies, and to continue to use Baird Refrigerator Bodies.

For instance, the Hoefler Ice Cream Company of Buffalo and its associated companies are now using thirty-four Baird Refrigerator Bodies. We will be glad to refer you to users of Baird Refrigerator Bodies in your particular vicinity of whom you can easily inquire by telephone. Their enthusiastic recommendations constitute the proof rather than the mere promise of satisfaction.

How the Baird Body Saves You Money

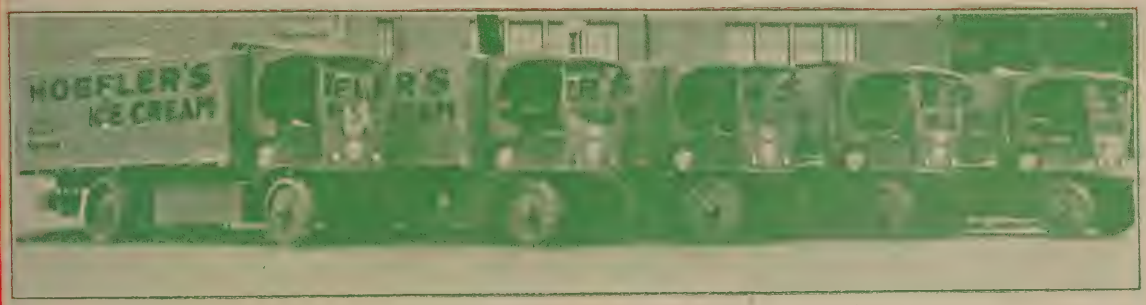
1 By maintaining a constant temperature of 3° below zero for 48 hours or more on one icing. Soft cream hardens in a Baird Refrigerator Body. Its perfect insulation cuts ice and salt consumption several thousand pounds a week.

2 By its light weight it effects great economies in gasoline, tires, and chassis depreciation; your truck is delivering more ice cream with one-half the body-weight. As every piece of wood and insulation is thoroughly waterproofed, no moisture is absorbed and the body always remains light.

3 By its ease of operation it adds 30% to the efficiency of the truck. Ice and salt are loaded from chutes. The body can be loaded in the afternoon for the next day's deliveries. All compartments being accessible from the sidewalk the operator serves more customers per day.

4 Durability and extra years of service are built into each Baird Refrigerator Body by every method known to modern engineering. Wearing surfaces and linings are of thick metal and easily replaced when worn. Welded seams permanently resist vibration and eliminate leaks.

5 Cleanliness. Absolutely no brine is dripped on the chassis, on the street, or in the garage.



500-Gallon Baird Refrigerator Bodies on 5-ton Walker Electric Trucks

Five of the thirty-four Baird Bodies now being used by the Hoefler Ice Cream Company of Buffalo, and associated companies.

Body — *Improved!*

FOR SERVING ICELESS CABINETS we build special Baird Refrigerator Bodies to carry ice cream only. But remember that every Baird Refrigerator Body of the ice-and-salt type can be easily and inexpensively adapted at any time to serve iceless cabinet routes. By installing one of our refrigerating units in what was formerly the ice compartment, and altering the ice door, this compartment is made into a second ice cream compartment, thus doubling the ice cream capacity of the body.

This alteration can be made at your garage and at very little expense. Thus this aspect of the iceless cabinet problem need not worry Baird users.

Improvements in Baird Refrigerator Bodies for 1925

IN the mechanical construction of Baird Refrigerator Bodies for 1925 several new and important improvements have been incorporated. Thicker sheet metal in the linings insures still greater endurance. The ice cream compartment is braced inside with an angle-iron frame, welded together. Hatch covers have been lightened. Waterproofing is by an improved method. Provision is made to dispose of sweating behind the linings.

Baird Refrigerator Bodies were always best, and are constantly beng made better. From this fact comes their wide and good repute, and our steadily increasing business.

Mail the coupon

William F. Baird Company

OFFICE: — 1118 Little Building, BOSTON, MASS.
FACTORY: — 1017 Main Street, WINCHESTER, MASS.

WILLIAM F. BAIRD COMPANY
1118 Little Building, Boston, Mass.
Gentlemen:
Please send us your catalogue.
Yours truly,

Name
Street
City
State
Review

Record Attendance Expected at Texas Convention

Officials Report Everything in Readiness for Meeting at Dallas this Month

TEXAS ice cream manufacturers are rearing to go. Members are eagerly looking forward to the annual convention of that association. The convention will be held in one of Texas' most popular cities, Dallas, December 3, 4 and 5. Reports of officials indicate a record attendance, and Secretary A. J. White of San Antonio believes the program will be one of the best ever prepared for a Texas convention. President W. M. Wortman, who was elected at the 1923 convention, has sent out from his place of business at Waco, a circular letter, in which he urges all the manufacturers of the Lone Star State to turn out in great force.



Jefferson Hotel, Dallas.

Rex Beach, the well-known author, in a recent novel staged in Texas, said that if a New Yorker were to reach Dallas at night on his first visit to this city, upon awakening in the morning he would have to rub his eyes to make sure he was not still within sight of Broadway.

It is a frequent habit of visitors to refer to Dallas as "the New York of the Southwest." They get this impression, they say, from the skyline with 100 buildings from 5 to 29 stories in height and outranked in impressiveness only by New York; also from the character of office buildings and hotels; also from the speed at which people walk, and the general traffic moves, and from the volume of business transacted and the "tempo" of business and industry.

In size, Dallas is well down the line, but "Give us time," Dallas people say. the 1900 federal census gave Dallas the rank of 86th among the cities of the nation; the 1910 census changed this to 58th, and in 1920 the federal census gave Dallas the rank of 42nd. If this rate of gain is maintained by Dallas and all larger cities, the 1930 census will place Dallas as the 31st city of the nation in population.

DALLAS is larger than the federal census would indicate. Its city limits were but 23 square miles, and this was all that was considered in population of 158,976 given out by the 1920 census. Greater Dallas, a radius of some six miles from the city hall, has a population of about 215,000, and it is growing at the rate of about 15,000 a year.

But even with 215,000, the business transacted by the city would indicate a far greater population. In 1922 Dallas ranked 15th among the jobbing centers of the nation, 24th in postal receipts, 16th in volume of parcel post business, 13th in volume of second-class mail matter, 21st in bank debits to individual accounts and 23d in bank clearings. In 1922 Dallas ranked 26th in volume of building permits among all cities of the United States, and for the four-year period ending Deccember 31, 1922, Dallas had some $62,000,000 worth of building permits to her credit, earning the rank of 18th in volume and second in per capita valuation for the four years.

COLORADO CONVENTION DATES ANNOUNCED.

The convention of the Colorado Association of Ice Cream Manufacturers will be held at Pueblo on January 27 and 28, 1925, according to announcement by Secretary E. L. Carlson of the C. G. Carlson Ice Cream Co., Denver. Earl B. Darrow of the Pueblo Ice Cream Co., Pueblo, is president of the association.

Congress Hotel will be convention headquarters, and tentative plans point to a very well attended convention. According to the secretary, many important topics will be discussed and he urges every member to be present.

The Colorado association, although the youngest association in the ice cream industry, has accomplished much real service in its effort to promote co-operation among the ice cream manufacturers of the state. The association was formed about a year ago and in the spring of this year a special meeting was held, at which time The Ice Cream Review was designated the official organ of that body.



Sky Line View of Dallas.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

A Christmas Greeting to the Ice Cream Trade



THE BOWEY BUILDING

Old 1924 will soon pass into the discard and we want to express our appreciation to our many loyal friends in the Ice Cream Trade for their generous patronage during the year just closing, and as the Holiday Season is approaching we take this opportunity to wish them a genuine, old-time joyful Christmas and a happy, prosperous New Year.

BOWEY BRAND

FRUIT PUDDING
A Christmas Special

This is our Christmas offering to the Ice Cream Trade—a new, delicious combination for a distinctive Christmas Ice Cream. It will boost sales and make extra holiday profits for you, if you will broadcast the information to your customers and the public.

It is something entirely different and distinctly appropriate for the holiday season.

Formula sent on Request

Just advise us of your interest and we will send you the Formula with details as to the required fruits and flavors by return mail.



Write for our 1925 Price List

MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St. CHICAGO, ILL.

Established 1895

Oklahomans Ready for Lively Convention

Large Attendance Indicated, Officers Report, and Good Program Assured

REPORTS to officials indicate a large attendance for the annual convention of the Oklahoma Association of Ice Cream Manufacturers, which will be held at Tulsa December 8, 9 and 10. An interesting program has been announced by Secretary W. M. Hawk, who believes the 8th annual of the association will be the greatest one yet.

Manufacturers are particularly interested in Tulsa at this time. That city has just completed its seven and one-half million dollar Spavinaw water project, and since it already has been noted as one of the fastest growing cities in the United States, it should grow even faster now, the secretary believes. But in the face of this phenomenal growth, according to the secretary, "the Tulsa ice cream manufacturers have kept ahead of the enormous demand."

The convention will be featured by addresses by such prominent ice cream authorities as Prof. A. D. Burke and Prof. A. C. Baer of Oklahoma Agricultural and Mechanical College; Paul C. Mojonnier of Chicago; George W. Boedeker of Dallas, and others.

THE morning of December 8 will be taken up by registration. The annual convention preliminaries will be disposed of in the afternoon session of that day. J. S. Harris will make the response to the address of welcome by Wm. Holden, secretary of the Tulsa Chamber of Commerce. Among the topics to be descussed are "Iceless Cabinets," "Packaged Goods and Its Possibilities," and the "Advancement of the Ice Cream Business in the Past Few Years."

Entertainment features will be put on by the Oklahoma Wolfhounds. On December 9 there will be a noon luncheon by courtesy of the Tulsa ice cream manufacturers.

The program follows:

December 8, 1924.

10:00 a. m.—Registration.
Meeting of Executive Officers.

2:00 p. m.—Address of Welcome—Wm. Holden, Sec'y Tulsa Chamber of Commerce.
Response—J. S. Harris, Sapulpa.
President's Address—J. B. Porter, Tulsa.
Report Secretary-Treasurer—W. M. Hawk, Tulsa.
Report of Committees.
Appointment of Committees.

6:30 p. m.—Banquet and Entertainment—Courtesy—Oklahoma Association.

December 9, 1924.

10:00 a. m.—Adress—Ice Cream Manufacturing—Prof. A. D. Burke, A. & M. College.
Address—Packaged Goods and Its Possibilities—Paul C. Mojonnier, Chicago.
General Discussion.

2:00 p. m.—Advancement of Ice Cream Business in the Past Few Years and its Future Possibilities—Prof. A. C. Baer, A. & M. College.
Address—Iceless Cabinets—Geo. W. Boedecker, Dallas, Tex.
General Discussion.

4:00 p. m.—Program in Charge of Oklahoma Wolfhounds.

6:00 p. m.—Dinner and Entertainment — Courtesy Oklahoma Wolfhounds.

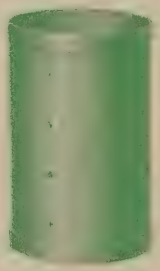
December 10, 1924.

10:00 a. m.—Business meeting—All members.
Noon Lunch—Courtesy Tulsa Ice Cream Manufacturers.

TULSA, Okla., the recognized oil capital of the world and the metropolis of the state, is situated in the northeastern part of Oklahoma at the junction of the old boundary line of the Osage, Cherokee and Creek Indian Nations, on the banks of the Arkansas River, the largest waterway and water-shed in the Southwest. The site of the city of Tulsa is beautiful and picturesque, the city being bisected by the Arkansas River and lying just south of the beautiful hills of Osage Country. It is built in the foothills of the Osage Range and in the valley of the Arkansas.

The elevation of Tulsa is 750 feet above sea level; the mean temperature is 60 degrees; the normal rainfall is 36 inches, distributed throughout the growing season of the year. The climate in the Tulsa trade territory is conductive to successful stock raising because of the mild winters.

Wall Super Service Steel Cylinders



Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

WALL SUPERIOR PRODUCTS SINCE 1864

P. WALL MFG. SUPPLY COMPANY
3058-3098 Preble Ave., N. S.
PITTSBURGH. PA.

SINCE 1864



One in 1922 leads to a second in 1924

And now the Best Ice Cream Co. writes: "Find ABC Refrigerator Body more economical, and a great time saver."

The first ABC Refrigerator Delivery Truck Body bought by the Best Ice Cream Company, of Syracuse, N. Y., went into service in 1922. In the spring of 1924, increased demands for Best Ice Cream made necessary the purchase of an additional truck—and a second ABC Refrigerator Truck Body was mounted on it.

A few months later, Mr. F. J. Schupp, manager, wrote us:

"The ABC Refrigerator Branch Delivery Body purchased from you this year is giving very satisfactory service. We find it more economical in the transporting of cream than the old ice and salt packing, and a great time saver. Are able to deliver cream to our plants at Oswego, Fulton and Rome in perfect condition. Can load 600 gallons of bulk cream besides bricks and specialties such as Arctic Sweethearts and pies. The ABC Refrigerator Delivery Body purchased from you in 1922 is still working out very nicely."

Each year more and more ice cream manufacturers equip their delivery trucks with ABC Refrigerator Bodies—*and for a reason!*

Less ice and less salt are required to keep ice cream, milk and other perishable products at the exact temperature desired. All brine is retained in the tank and circulated again and again thru coils of heavy iron pipe. The waste of good, cold brine is eliminated by a one-piece seamless brine tank—an exclusive ABC feature.

ABC Refrigerator Truck Bodies are adaptable to any type or size of truck chassis from 1-ton to 7-ton capacity.

ABC Refrigerator Motor Truck Bodies and Wagons

ANHEUSER-BUSCH, *Builders*
ST. LOUIS, U. S. A.

Paul W. and Guy F. Minnick
Eastern Sales Representatives
280 Madison Ave., New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Bldg., Los Angeles, Cal. 617 Pioneer Bldg., Seattle, Wash.
401 Wells Fargo Bldg., San Francisco, Cal. 216 U. S. Nat'l Bank Bldg., Portland, Ore.

The Season's Greetings.

A Merry Christmas and a Happy New Year to All.

It's rather early in the month for such a salutation, we know, but in our organization we try to carry this spirit throughout the year, so perhaps it is not inappropriate now.

You who are buyers of the Bischoff Chocolate Coatings and Cocoa Powders, or have other business relations with us, know that our aim is to provide cheerful, friendly service to all—all the time.

Those of you who read our advertisements, but as yet are not acquainted with us personally, are also invited to share this season's greetings with us. Absorb that Christmas spirit. We have it in abundance not only in December but during every other month in the year.

Think.——Do.——Smile.——Be Cheerful.

F. Bischoff, Inc.

FACTORIES
Brooklyn, N. Y.
Ballston Spa, N.Y.

MANUFACTURERS OF
Pure Chocolate Coatings and Cocoa Powders.
Brooklyn and Ballston Spa, N. Y.

BRANCHES
Boston, Mass.
Chicago, Ills.

ESTABLISHED 31 YEARS

ILLS OF YOUR DELIVERY TRUCKS.
By F. A. Whitten.

Dirt and carelessness are the greatest enemies of a truck engine. It will react to cleanliness and care with almost human instinct. Therefore, the truck owner who would get the best results from his engine will supply the truck with a good driver and see that the power plant is kept as clean as a hound's tooth.

Whenever anything is wrong with an engine, the power plant will make it known in an unmistakable manner. Its audible noises are its method of making known that all is not well. Some of these noises are readily recognizable, and the average driver knows at once what the difficulty is, and, frequently, how to cure it. If he cannot locate the trouble, take the engine to a "doctor" at once. Instant attention likely will save a much larger repair bill for the dairy manufacturer, and the expense of a lengthy layup of the truck.

Most engine ills are caused by dirt and improper lubrication. Good oil should be purchased from a reliable concern, and used regularly. If the engine is kept clean any leak in the lubricating system can be detected at once. The better motor trucks now on the market are equipped with air cleaners. These, by removing the dirt and grit from the air before it goes into the carburetor, greatly lengthen the life of an engine. Tests have shown that the greater part of the so-called carbon in cylinders is composed of silica, or road dust. These dirt particles hold the unburned atoms of oil to the walls of the cylinder and help carbon collect. They also enter the lubricating oil, scoring cylinders and wearing bearings.

One of the sources of engine trouble is due to worn cylinder walls. These wear most at the top, causing the cylinders to become tapered and, therefore, permitting oil and gas to leak past the piston rings. A lengthy, and costly, operation of re-boring and the use of oversized piston rings are required where the cylinder walls are cast en bloc.

On a few makes of trucks removable cylinders are used. In the latter case a new sleeve, or wall, can be quickly inserted when necessary. These sleeves also keep perfectly round longer as thy are of one thickness throughout their entire circumference and, when heated, expand in a circle. Bloc cast cylinders have varying thickness and get out of round.

Drivers should retard the spark whenever a fuel knock is heard and advance it when conditions no longer require it. Engines should not be allowed to idle for long periods. The small trouble of starting the motor will be more than repaid by better engine performance. Use air cleaners and keep the engine clean. This latter is most important and can be accomplished by wiping off the engine daily with a clean rag, a few moments' time that will pay dividends.

⚜

IT'S A GIRL.

L. B. Cummings was passing out the cigars at the national convention. Mr. Cummings is connected with the office of the secretary of the National Association of Ice Cream Manufacturers. Early in the fall announcements went out stating that the stork had visited the Cummings household.

⚜

Chemist (rushing into his shop): "Gracious, I'm all out of breath!"

Waiting Customer (cynically): "But you probably have something just as good."—Answers.

Bigger Ice Cream Sales



Bigger Winter Business With *Sealright Service*

Packaging your ice cream in Sealright Containers encourages and develops a "carry-home" trade that lasts throughout the winter. Sealright national advertising in The Saturday Evening Post is teaching the public to *eat more ice cream* the year-round, and to "carry it home in a Sealright Liquid-Tight Paper Container." Cash-in on Sealright Service and Sealright advertising.

Package your ice cream in Sealright Containers—100% leak-proof, drip-proof, crush-proof. All popular sizes from the ¼ pint and ½ pint to the gallon size and One-Time-Use Paper Packing Tray. Can be filled direct from freezer or by the Sealright Ice Cream Filling Machine. No special mix required. Write for samples and a free copy of our new book "Selling Ice Cream the Sealright Way."

SEALRIGHT CO., INC.,
Dept. 30-AK
FULTON, N. Y.

Also makers of Sealright Pouring-Pull and Ordinary or Common Milk Bottle Caps and Sealright Paper Milk Bottles

Sealright
Liquid-Tight
Paper Containers

This Sealright window transparency identifies the manufacturers or dealers with Sealright Service. Sealright national advertising teaches the public to buy their ice cream where they see this sign. Send for free samples of the transparency and attractive window pasters.



Georgians Meet at Augusta This Month

Members are Looking Forward to Lively Convention

MEMBERS of the Georgia Ice Cream Manufacturers' Association are planning to follow up the highly successful Southern convention with a record Georgia convention. The ice cream manufacturers of the South's Empire State have been aggressive in the affairs of the Southern association for some years, having on many occasions produced presidents and other officials for that body.

But Georgians claim credit for their own association work. The record of the Georgia association is an enviable one in every way. It has done much to promote the best in business practices in its ice cream industry.

The Georgia Ice Cream Manufacturers' Association in 1922 succeeded the Tri-State Association of Ice Cream Manufacturers, composed of Georgia, Alabama and South Carolina. M. J. Costa, past president of the Southern association, was head of the group body. J. D. Kinnett was elected president at the re-organization meeting in Macon that year. He was re-elected at the Athens meeting in 1923, together with Sam Marshall of Albany, secretary, and W. C. Ray of Columbus, vice-president.

The Georgians will meet this year in Augusta for the first time. The meeting will be held December 2. Members of the association who attend the Southern and national conventions—and that includes the majority—were talking up their convention at New Orleans in November. There was assurance that a lively convention was in prospect. The Richmond Hotel is convention headquarters.

NESTLED on the dividing line of the famous Piedmont Plateau and Atlantic Coastal Plain, with strong progressive banks, excellent farming territory, thrifty merchants, sundry manufacturing industries, second largest interior cotton market in the world, Augusta—among the oldest cities of the South—despite adverse financial, economic and agricultural conditions in recent years, is today a City Triumphant—radiating prosperity, exuberating happiness and reflecting abundance.

Population.

Augusta is the county seat of Richmond county, with a population, including suburbs, of 60,000.

Banks.

The 1920 government census recorded the city proper as containing 52,584 people. This shows an increase of 28 per cent over 1910. The United States census for 1920 shows over 90 per cent of this population to be native-born Americans.

Banking institutions have on deposit more than $18,000,000, and resources exceeding $21,000,000. Debits for 1922 were $312,496,000, and those for 1923 were $370,154,000. Each succeeding year since 1920 has shown a steady advance in financial circles. Deposits and savings accounts reflect a marked upward trend this year as compared with previous years, concrete evidence of substantial recovery and a promise of a greater future than this city has ever experienced. Ability of Augusta's bankers is shown in the growth of the institutions they govern, and weathering recent storms in which many in the country crashed on the rocks.

Commercial Houses.

One of the city's greatest assets is that it is among the largest wholesale and distributing centers in the Southeast. Of the 3,800 business centers, more than 120 are wholesale and jobbing houses. Traveling salesmen representing the respective concerns work through a large and rich nearby territory.

AMONG the many manufacturing plants in the city are cotton mills, iron and steel works, candy factory, creameries, cotton waste mill, railroad shops, brick, tile and kaolin plants, lumber and wood-working plants, bedding factory, pottery and veneer plants, flour mills, oil mills, automobile tire and rubber plants, insecticide, fertilizer and stock feed plants (the largest east of Memphis), silk and paper mills, and other industries furnishing employment for its people.

There are in Augusta and immediately adjacent to it 11 cotton mills with an invested capital of $7,000,000, and an annual production valued at more than $25,000,000. These mills operate 385,000 spindles and consume over 110,000 bales of cotton annually. Also the largest dyeing and bleaching plant in the South.

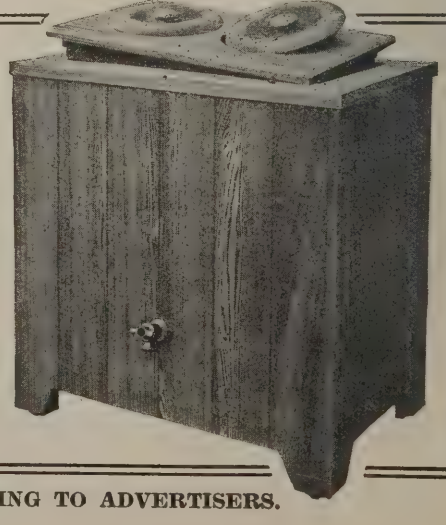
Six railroad line stapping the great ports of the South Atlantic and large commercial centers of the country with favorable freight rates into and out of Augusta and a steamboat service on the Savannah River places the city in an advantageous and unique position as compared with other inland cities. Ships on demurrage frequently accept freight from Augusta at rates that are lower than be secured at the ports. These many assets to industrial development have combined with great water power from the river to further the city' commercial interest.

Substantial Construction

THE VERTICAL CASING made of Gulf Cypress, backed by a strong frame, reinforced with galvanized iron, positively prevents warping and splitting. BROOKS CABINETS will give you long and continuous service, at the lowest possible cost per year.

1925 CATALOGUE ON REQUEST

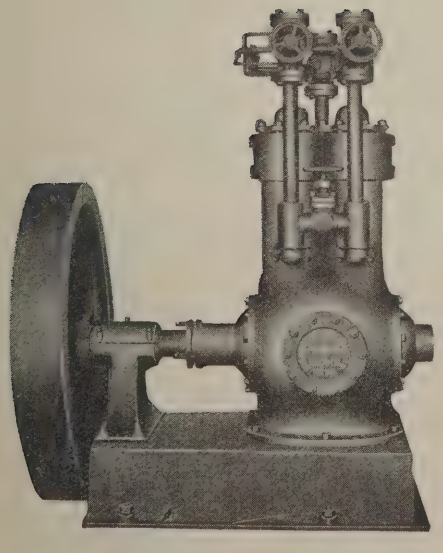
BROOKS CABINET CO., NORFOLK, VA.



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Will you continue *to support this burden?*



Profitable manufacture of ice cream hinges on the efficiency, economy and sanitation of the refrigerating system.

The Ice Cream Manufacturer today who struggles along under the burden of the old style ice and salt methods is courting disaster. Operating costs and losses will crush him in the end.

The great expense of ice-and-salt make its use prohibitive. It is unsanitary and mussy. It is not dependable. "Soft Cream" must be re-hardened at extra cost and in that process the quality must be sacrificed. From every angle ice and salt prove unsatisfactory and unprofitable.

Contrast these disadvantages and losses with the operation of Baker System Refrigeration.

Your production costs can be reduced from one-quarter to one-half, depending upon your present cost for ice and the price of electric current in your town. Your operators can have absolute control of the correct temperatures at all times—to freeze and harden any mix. You can have a clean, dry, sanitary plant that is both a sales stimulant to the public and an efficiency stimulant to the employees. Whether your plant is large or small, Baker System Refrigeration will put greater ***certainty*** into your business—which in reality is greater ***profit***.

Baker System Refrigeration aids the ice cream industry. But, a business man wants proof! We have it for you in our special bulletin "Dependable Refrigeration for Ice Cream Plants". Full of facts, illustrations and drawings. It is yours for the asking and no obligation whatever. Write for Bulletin 65 today.

Baker System Refrigeration

BAKER ICE MACHINE COMPANY, Omaha, Nebr.

Topeka will be Scene of Annual Convention

Officials Anticipate Record Convention December 16, 17 and 18

KANSAS association invites all manufacturers to their annual session. The Kansas Association of Ice Cream Manufacturers' annual convention will be held at the new Hotel Kansas, Topeka, Kans., December 16-17-18. Officials say they are now sure of one of the best sessions in the life of the organization. They are assured of the best hotel service possible by one of the best hotels in one of the best cities in Kansas, "the best



OFFICERS OF THE KANSAS ASSOCIATION OF ICE CREAM MANUFACTURERS.
W. H. Hammond, president; J. F. Crum, vice-president; B. T. Perkins, secretary.

of all states," according to Secretary B. T. Perkins of Pittsburgh, Kans.

A strong program is being arranged, he says, consisting of round table discussion led by Prof. A. C. Baer of Oklahoma, N. E. Olsen of Kansas, and Geo. J. Chapman of Missouri. A half-day is to be given to discussion and arguments on mechanical cabinets. Nels Darling, of national reputation, has been secured for a business address and the after dinner address at the annual banquet.

The Jackrabbits' organization, which is the "pep" of the organization, and is appreciated by all manufacturers, is putting forth every effort in preparing their part toward making the convention a success. They have been given one complete evening to expend their energy in showing the manufacturers a jolly, good time.

THE Topeka manufacturers are sparing no expense or time in arranging the best possible entertainment that can be provided for the pleasure of the visitors in attendance during the time not in session, according to reports from the convention city.

The matter of entertaining the ladies is being given special attention. Committeemen promise them that if they will spend their full three days, they will be well repaid. There will be something new for all. It is the determination of both organizations, as well as all the committees and Topeka manufacturers, that no one shall go away feeling they do not wish for another convention at Topeka.

"We, therefore, extend an invitation to any and all who are interested in the manufacture of ice cream to be with us," declares Secretary Perkins. "Those acquainted with our methods know that in the state or out of the state, being a member or not a member makes no difference, we are glad to have you come and be with us."



IOWANS READY FOR CONVENTION.

Officials are ready for the opening of the annual convention of the Association of Ice Cream Manufacturers of Iowa, which will be held at Des Moines, December 9-10-11. Fort Des Moines Hotel will be convention headquarters. Secretary P. W. Crowley is expecting a large attendance. An interesting program has been prepared. The Poodle Dogs will give their usual whang-doodle in this convention. A number of entertainment plans are in their hands.



DAIRY COURSES OFFERED AT AMES.

The second term of the six-months' dairy course begins January 5, 1925, and closes March 20. A student desiring to enter the six-months' course must be at least 17 years of age, and must have satisfactorily completed the eighth grade of the public schools or its equivalent.

Students may enter the six-months' course in either fall or winter quarter. Men of considerable practical experience may not care to take more than three months' work. For such students we recommend the winter quarter.

The ten-day short course for experienced buttermakers, ice cream makers, and creamery managers is given ment in reference to this course will be made later.

For further information, address the Dairy Department, Iowa State College, Ames, Ia.



The Choicest Wood for Richmond Tubs

Only the choicest white cedar trees from this gigantic swamp of a hundred thousand acres are used in fashioning the Richmond White Cedar Tub. Only a wood with tremendous moisture resisting qualities could survive under conditions like these. It's this extraordinary quality of wood that makes Richmond White Cedar Tubs so economical.

Order a lot and you'll agree.

RICHMOND CEDAR WORKS
Richmond, Virginia



Kleen Fibre Spoons

FOR ICE CREAM

Strong - Dainty - Practical - Serviceable - Sanitary

AS INEXPENSIVE AS TIN OR WOODEN SPOONS
NO DANGER OF CUTTING — INJURY OR INFECTION



The Mighty Midget

Expressly for Ice Cream Containers

Size 2½ inches

PACKED IN BULK

1000 to Carton
10 Cartons to Case

PRICE

100 Cases	50 Cases	10 Cases
$1.15 per M	$1.20 per M	$1.25 per M

Also Packed
100 to Carton—100 Cartons to Case

100 Cases	50 Cases	10 Cases
$1.25 per M	$1.30 per M	$1.35 per M

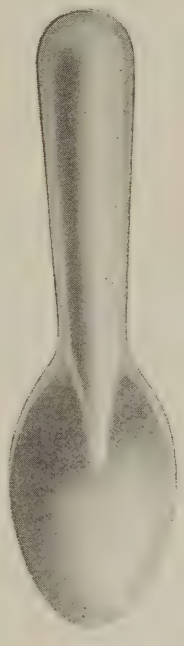
Demi Size

For Ice Cream in Plates, also Cartons

Size 3¼ inches

PACKED IN BULK

1000 to Carton
10 Cartons to Case



PRICE

100 Cases	10 Cases
$1.90 per M	$2.00 per M

Also Packed
100 to Carton—100 Cartons to Case

100 Cases	10 Cases
$2.05 per M	$2.15 per M

Serve your ice cream on Kleen Plates de Luxe—"It tastes better."
SAMPLES—All Sizes, on Request

KLEEN PRODUCTS CO., INC.

Factory and General Offices

NORTH WALES PENNSYLVANIA

West Virginia Manufacturers to Meet at Clarksburg December 9 and 10

ICE cream manufacturers of West Virginia are making extensive preparations for their annual convention, which will be held December 9 and 10 in Clarksburg. Secretary C. F. Jamison advises The Ice Cream Review that officials have reasons to believe this will be one of the association's best conventions. He points out that the association has been holding regional conventions among the ice cream manufacturers of the state during the recess of the annual convention and have educated members to the importance of attending conventions and meetings of this character.

Hotel Waldo will be convention headquarters. J. H. Randolph of Parkersburg is president of the association and G. W. Shetler of Wheeling is vice-president. The directors are the above named officials and the following: S. B. Haffner, Elkins; J. J. Schmidt, Charleston; P. D. Woods, Bluefield; W. H. Bonner, Morgantown; J. T. Swager, Clarksburg, and E. E. Livesay, Lewisburg.

Clarksburg lays no flattering claims to greatness; its place in the state and nation is substantial and unquestioned, and with a unity of vision that has developed among its citizens, it will continue to be an attractive community for commerce and the building of homes.

The city is located on the main line of the Baltimore & Ohio Railroad, 276 miles east of Cincinnati and 275 miles west of Washington. Branch lines of this railroad radiate in all directions—the West Virginia Short Line operating to Wheeling and points west, the West Virginia and Pittsburgh branch to Richwood, Charleston and points south, while the Monongahela Railroad branch gives direct connections to Pittsburgh and the north and west.

The Monongahela West Penn Public Service Company also operates a passenger and package-freight service over 65 miles of interurban lines to Fairmont, Weston and intermediate points, with its principal terminal at Clarksburg.

The main north and south and east and west improved state highways intersect at Clarksburg.

From a population of 9,210 in 1910, Clarksburg has grown to 27,869 in 1920, an increase of 202.9 per cent. Considering one or two outlying suburbs, it is estimated that there are 33,000 people residing within what is known as the local street car first zone.

KENTUCKY MAKERS TO MEET IN PADUCAH.

Annual Meeting of the Dairy Products Association of Kentucky to be Held on Tuesday, December 9, 1924.

All aboard for Paducah! That beautiful little Kentucky city will play host to the dairy products manufacturers of the "Blue Grass State" when they meet in annual convention early this month. All who know the good people of that section know that the right hand of fellowship will be working overtime and that everybody will enjoy a most profitable and enjoyable day.

According to a letter received from General Secretary Ball the forenoon will be spent in visiting the points of interest in and around Paducah and following lunch, a general meeting will be held at which time J. W. Pirtle of the Bureau of Agricultural Economics, United States Department of Agriculture, has been invited to address those present.

After the adjournment of the general meeting, each of the three auxiliary divisions will convene for discussion of their peculiar problems.

A meeting of the board of directors will conclude the entire program.

The evening will be spent at one of the local theaters, and the party will then leave Paducah on a mid-night train. The Illinois Central Railroad will provide a special Pullman, leaving Louisville on the evening of the 8th, and returning on the morning of the 10th, which will take care of the Cincinnati, Lexington and Louisville representatives.

Our Kentucky folks cordially invite their friends in other states to join them.

ARKANSAS MANUFACTURERS PREPARE FOR CONVENTION.

The annual convention of the Arkansas Ice Cream Manufacturers' Association will be held at Little Rock, Ark., January 6 and 7, according to recent announcement by Secretary Charles Hooberry.

Hotel Marion will be convention headquarters, and according to officials, this will be the biggest and most important gathering in the history of the Arkansas association. The secretary, in a communication to all members, stresses the importance of this event and advises that no member "can afford to miss it."

Officers of the Arkansas association are as follows: R. L. Hargrove, Texarkana, president; G. A. Meyer, Stuttgart, vice-president; and Charles Hooberry, Pine Bluff, secretary and treasurer.

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street ST. LOUIS MO.

Fancy Ice Cream Forms

(Imported and Domestic)

Featuring

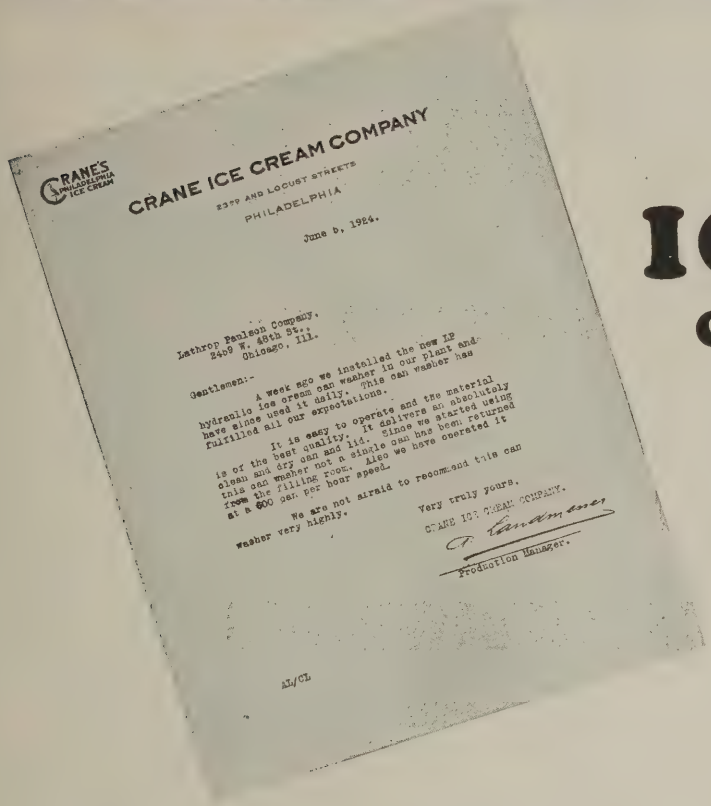
Christmas and New Year's

Leaves, W/Stem, Lace Papers

Imported Fruits, Pulps and Marrons

SCHALL & CO., New York

81 Barclay Street 16-18-20 W. Broadway



CRANE'S PHILADELPHIA ICE CREAM

CRANE ICE CREAM COMPANY

23rd AND LOCUST STREETS

PHILADELPHIA

June 5, 1924.

Lathrop Paulson Company,
2459 W. 48th St.,
Chicago, Ill.

Gentlemen:-

A week ago we installed the new LP hydraulic ice cream can washer in our plant and have since used it daily. This can washer has fulfilled all our expectations.

It is easy to operate and the material is of the best quality. It delivers an absolutely clean and dry can and lid. Since we started using this can washer not a single can has been returned from the filling room. Also we have operated it at a 600 per hour speed.

We are not afraid to recommend this can washer very highly.

Very truly yours,
CRANE ICE CREAM COMPANY.
Production Manager.

AL/CL

L.-P.

ICE CREAM

Can Washer and Drier

Fast, Efficient and Fool Proof.

Washes All Sizes of Cans and Covers from 20 qts. Down to 4 qts. Small Cans May Be Washed Together with Larger Ones Increasing Capacity to 1200 per Hour.

Cans Are Fed in and Delivered at the Same End of Machine.

This machine embodies many of the L. P. features of efficiency, simplicity and durability which characterize L.-P. equipment.

600 Cans and Covers or Brick Pans Per Hour

Absolutely Clean, Sterile and Dry

THIS machine has two speeds—600 and 300 per hour. At the 600 speed it will efficiently wash, sterilize and dry all ordinary city and shipping cans, and at the 300 speed it cleans, sterilizes and dries the dirtiest of cans. Handled at 600 per hour, cans, brick pans and covers come from the machine **absolutely clean, sterile and dry.** Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. The machine will also handle brick tanks up to 12-qt. size.

Each Can Receives 17 Distinct and Intensive Treatments

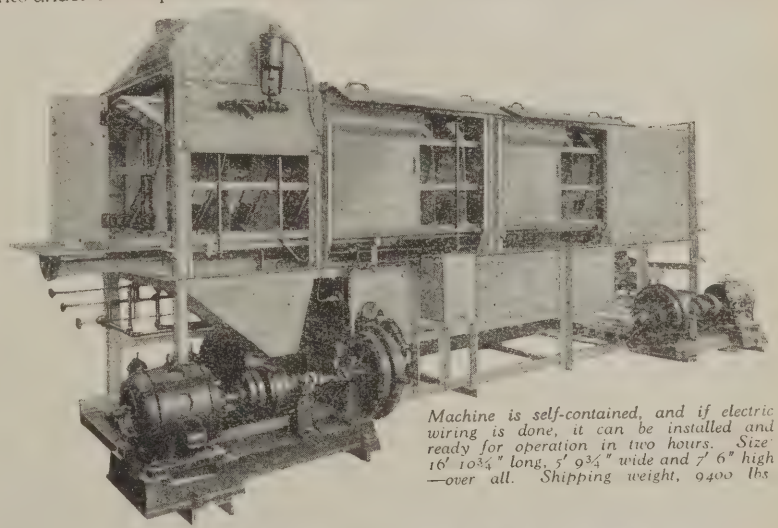
All cans are placed in machine upright. They are first thoroughly rinsed with preliminary tempered water, which thoroughly flushes out the cans, freeing them from refuse. This rinse water is caught in a separate tank and carried away. They are next washed inside and out with six separate intense soda solution treatments under 40 lbs. pressure; they are then entirely freed from soda and thoroughly drained before receiving six clear hot water washes, which are followed by scalding hot unused water rinse. Next comes the steam, inside and out, thoroughly sterilizing the cans, lids, pans and covers. They then pass over two hot air jets (the same as are used on all L.-P. Can Washers) and are delivered absolutely dry and ready for immediate service.

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed.

There are two powerful pumps operated by 10 h.p. and 7½ h.p. motors in separate units. No other power required.

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. patent Soda Regulator.

This machine has passed its experimental stage. It has stood the most rigid tests in actual operation, and is sold on a results-guaranteed basis. Write for full information and names of users.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size 16′ 10¾″ long, 5′ 9¾″ wide and 7′ 6″ high —over all. Shipping weight, 9400 lbs

THE LATHROP-PAULSON COMPANY

2459 West 48th Street *There Is an L.-P. Representative Near You* **CHICAGO, U. S. A.**

And a Little Child Shall Lead Them

Edith Ashcroft, Fourteen Years Old, Kingston, Who Selected the National Ice Cream Slogan, Believes in Ice Cream and Her Slogan

WELL, look who's here! Used to surprises, are you? That's fine, for in that case you will be able to stand up under this blow. Got a good grip on yourself? All right, sit steady, here goes: Absolutely the very best story in connection with the slogan campaign is the story of the young lady who thought up the winning slogan. You remember that attractive slogan as described in the November issue of The Ice Cream Review, "Serve it—and you please all." Many of use at that time were wondering what smart person thought up this slogan. We all knew, in a vague way, that it was a certain lady living in Canada. That was a surprise enough in itself to know that someone living in Canada should be the one to tell American ice cream manufacturers how to advertise their products. But the real surprise is the young lady herself.



MISS EDITH ASHCROFT.

Here she is! Miss Edith Ashcroft, fourteen years old, "at the top of her class at the Collegiate, and as bright as a new dollar." At least, that is the information we gather from some person connected with the Ashcroft family, who answered The Ice Cream Review's letter inquiring about Miss Ashcroft. Miss Ashcroft is the daughter of Dr. Robert Garside Ashcroft and Dr. Edna Earle Ashcroft of Kingston, Ontario. Has a sort of intellectual family sound, hasn't it? Well, we certainly can believe there is something intellectual about the family, all right.

IT WILL be recalled that in the November issue of The Ice Cream Review it was stated that Miss Ashcroft had won two other prizes offered for slogans. The other prizes were offered by the Gainsborough Hair Net people and the Monarch Coffee Co. These prizes were won before she was 14 years old. The photograph shown here is a recent one. Study it. But for goodness sake, don't let it fall in the hands of any of the college professors, Philadelphia lawyers, learned psychologists, cross-word puzzle experts, Martian scientists, students of revolution, doctors of law, mah jong experts, etc., for everyone of them would feel like walking out behind a barn and kicking himself in the slats, biting himself in the arm and barking like a dog.

The situation is simply this: The National Association of Ice Cream Manufacturers went out after a slogan. They advertised in the leading publications of the land. They scoured this entire continent, going to every hamlet in America, looking for the slogan they could use in their business. They got a suggested slogan from a person in Canada. That slogan wins. The winner is a 14-year-old girl. It is the third time she has won a prize of this kind.

SO IT is, gentlemen of the ice cream industry, whatever campaign is conducted in connection with the promotion of ice cream on a national scale, we cannot get around the fact that a little child shall lead us, a little child 14 years old, at the top of her class, bright as a dollar, and no respector of persons, doctors of philosophy, college professors, mah jong experts, or what not.

By the way, here is what the young lady herself had to say about her thoughts in connection with the slogan—extremely interesting reading, you will agree:

204 King St., Kingston, Ont., Nov. 1, 1924.

Mr. Goins:

In reply to your question, as to how I arrived at my slogan: "Serve It—And You Please All," I felt, at first, that it would be impossible to convey, in six words, even a small part of the desired message, viz.: that ice cream was pure, wholesome, nourishing, delicious, good for everybody all the year 'round, etc.

After numerous attempts, I decided that a picture of an attractive looking plate of ice cream, with a six-word sentence indicating, indirectly, the merits of the article and suggesting its use, would be the best solution.

As I stated in my 25-word explanation of my slogan, any food or delicacy which pleases all MUST be pure, delicious and nourishing, and suitable to serve all the time. This is particularly true of ice cream.

In arriving at my slogan, I naturally thought of such appropriate and successful slogans as: "Save the surface and you save all" (with the paint brush); "Chases Dirt" (with the old Dutch woman); "His Master's Voice" (with the phonograph and the fox terrier).

My slogan, too, can be used by any member of the Association for any form of advertising—newspapers, magazines, posters, street cars, window displays, store cards, letterheads, envelopes, etc.

This is the third time I have been a prize-winner in na-

BELIEVES SLOGAN OF INESTIMABLE VALUE.

Will A. Schwindeler, chairman of the national advertising committee of the ice cream manufacturers' association, notifies The Ice Cream Review that he believes the slogan recently adopted will be of inestimable benefit to the advertising committee, "for we may be in a position to use this in a way that our membership will derive the most benefit in our advertising campaign."

"We feel that if such products as oranges, prunes, sauerkraut, bread, etc., are able to make such tremendous strides through a national advertising campaign, we, who have a far more pleasing product to sell, should be able to do at least one-third as well. Should we be able to do this, we would increase the consumption of ice cream at least two hundred million gallons per year, and this can be accomplished by educating the American public to eat one additional dish of ice cream each week."

Mr. Schwindeler's statement was issued before the national convention at New Orleans, and at that time, of course, he did not know just what the association would do toward instituting a national advertising campaign.

ECONOMY

It's economy to supply your trade with

Nelson Cabinets



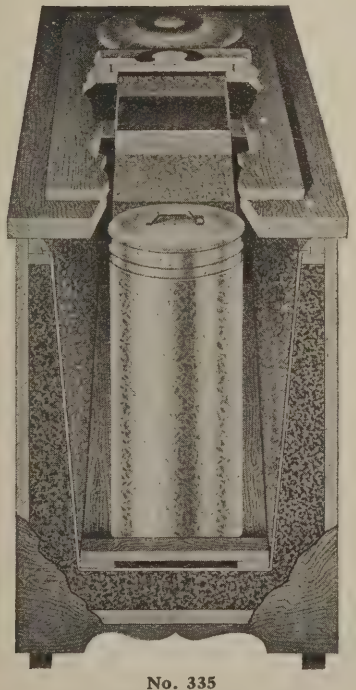
No. 25
Two-Hole Wood Compartment Cabinet

The durable—dependable Ice Cream Cabinets — that keep Ice Cream in excellent condition at a minimum cost for salt, ice and labor.

Types for all conditions in

Bulk, Brick and Combination Styles

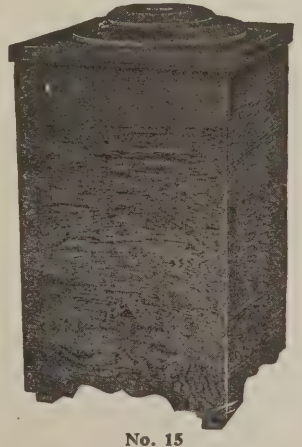
Constructed of CALIFORNIA REDWOOD
CORK INSULATED
PERFECT BRASS DRAINS



No. 335
Cross Section Metal Lined Combination Cabinet

"Confessed the best when put to test"

THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

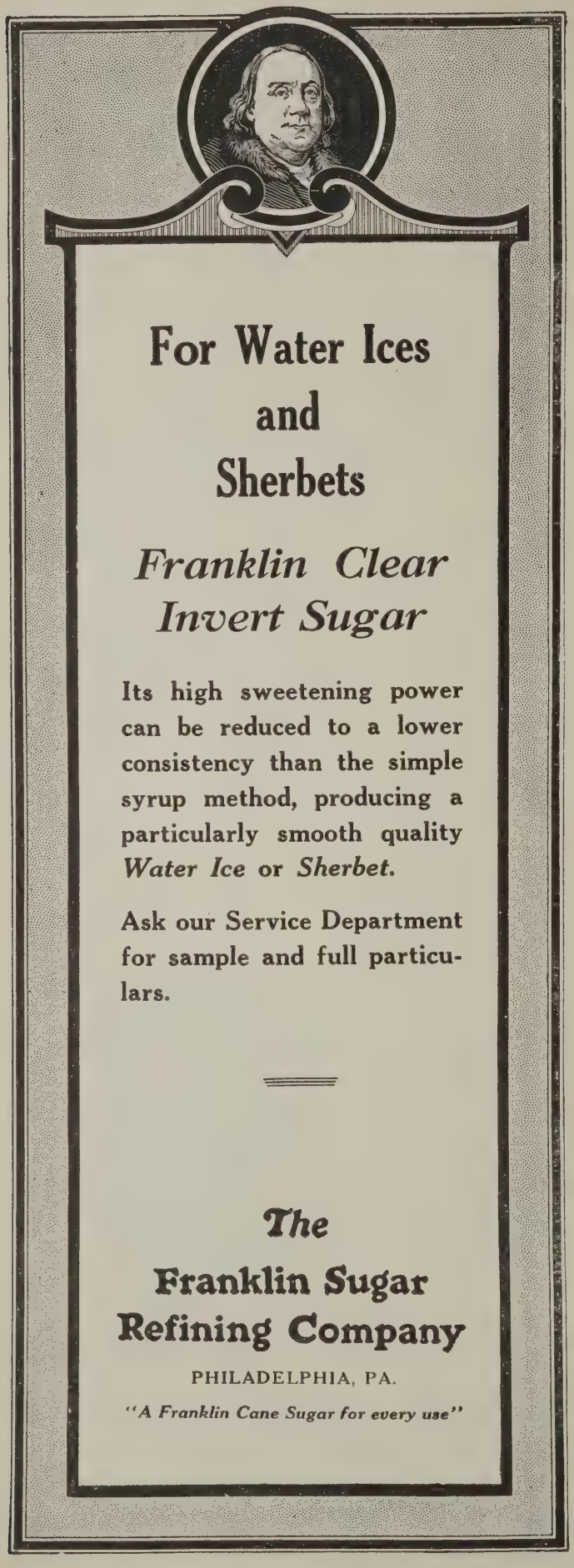


No. 15
Single 5-Gal. Bulk Cabinet

Write for prices—today!

C. NELSON MFG. CO.

2306 Division St. St. Louis, U. S. A.



tional contests. I am a student in Kingston Collegiate Institute, am top of my class, and expect to enter Queen's University. My father and mother are osteopathic physicians, and we all believe in ice cream and in my slogan.

NOW, this story has a moral to it; it proves something. It proves that most of us don't know much about human beings. Just ignorant. The next time anybody wants to work up a slogan for any kind of a proposition, why bother about advertising in all the expensive national publications? Just write a letter to Miss Edith Ashcroft, 14 years old, "a very clever girl—top of her class at the collegiate, as bright as a new dollar."

Save your money. That's all.

SALES MEETING HELD BY PENNSYLVANIA ORGANIZATION.

Salesmen, state supervisors and plant managers of the Smith & Clark Co., ice cream manufacturers of Hazleton, Pa., discussed plans for sales distribution of Smith ice cream for the coming season, at a convention held at the home offices late in October. The company in 1924 exceeded any other year's record in the entire history of the company, according to C. J. Smith, general sales manager of the Smith & Clark Co. This was made possible despite the fact that the past season was cool and rainy to a larger extent than in many years. He briefly outlined production, advertising and general sales plans for the ensuing year.

Co-operation with the dealers was touched upon by the speaker. He said that the success of the Smith & Clark So. is largely due to dealer co-operation. The company has made considerable growth in late years. Today it is one of the largest ice cream manufacturing concerns in the state of Pennsylvania. It maintains a fleet of 65 trucks.

Winter consumption is a matter that came in for much discussion at this convention. The growth of the company's business is largely attributed to quality ice cream, the speakers declared.

NEW PLANT.

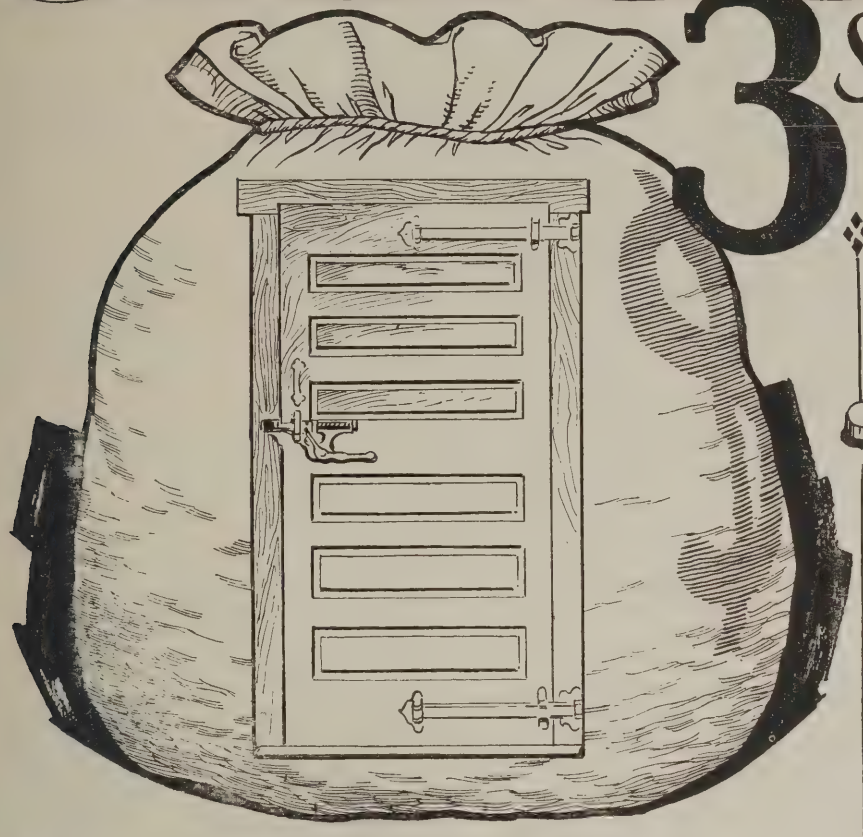
The Riceland Ice Cream and Creamery Co., Crowley, La., recently began the construction of a new building on West Third St. and Avenue F. The company will erect a building a story and a half high, 50 by 70 feet. The extra height is given so the plant may be operated on the gravity principle.

Among the new equipment to be purchased will be a twelve-ton refrigerating plant which will add much to the cleanliness of the new plant. As the type of construction had not yet been definitely decided upon, an estimate of the cost of the plant could not be ascertained.

The creamery and ice cream plant was started by Pat Farrell in 1923 and later was enlarged by the Riceland company after the Farrell interests were purchased by A. F. Horn, local ice manufacturer, and by employees of the Farrell plant.

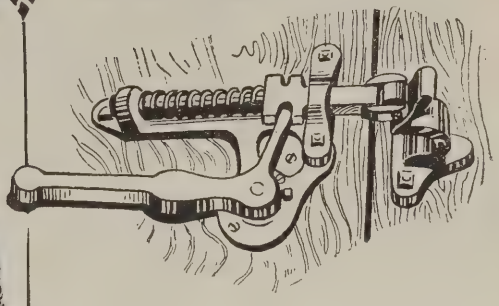
NEED ANY HELP ?

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.



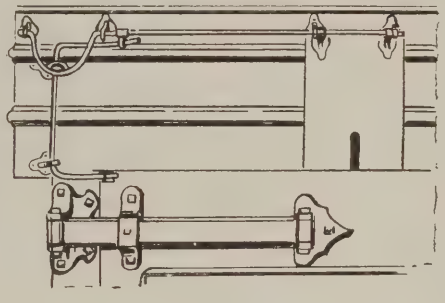
3 Strong Points

Remember—YOUR PLANT IS ONLY AS GOOD AS ITS DOORS. And your doors are only as good as the hardware. Jamison Hardware is heavier, and better designed.



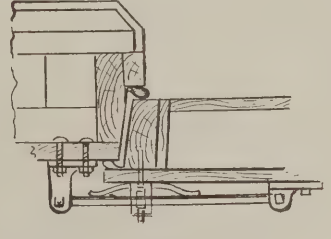
Automatic Self-Tightening Fastener

Tightens instantly when the door is slammed—the harder the slam the tighter it grips. No slackening in the latch—no chance for recoil or rebound. A patented Jamison feature.



Adjustable Spring Hinge

Practically indestructible because of great size and strength. Note the long reach. Adjustable spring pressure forces the door tight against the seals of contact. Only Jamison Doors have this hinge.



Multiple Seals of Contact

Jamison Doors are doubly sealed—two seals of contact all the way around. They are LEAK-PROOF and therefore—LOSS-PROOF.

Keep Out the Heat Keep *In* the *Profits*

THERE simply isn't room for heat and profits in your cooler rooms. One or the other must suffer. One or the other must get out and stay out. And with the cooler door rests the important decision of—**WHICH?**

For many years past, Jamison Cooler Doors have effectively kept heat **OUTSIDE** in the refrigeration plants of the largest packers in the world. The Jamison 3 **STRONG POINTS**, coupled with the unusual weight and strength of the doors themselves combine to give unequaled door efficiency—**ALL THE TIME.** Also important—it is a fact that **A JAMISON WILL OUTLAST ANY OTHER DOOR BY YEARS.**

There are reasons almost without number why Jamisons should be the **DOORS FOR YOU.** Our catalog presents them in a way that will interest you. Send us your name and you'll have a copy by return mail.

Jamison Doors

Jamison Cold Storage Door Company

Hagerstown - - - - - Maryland

Feeding Kiddies Ice Cream at Home



Health Expert Proves that Ice Cream is Essential Daily Diet for Children, and Urges it as Home Diet

IT HAS been fairly well established that ice cream is a real health food on which kiddies will thrive, being particularly adapted to building up the constitution of sickly youngsters. Many different experts have made out a good case in favor of ice cream for the adults, but the kiddies' side of the matter has been promoted in earnest in recent months.

Experiments in infant feeding of ice cream have been recorded in past issues of The Ice Cream Review, all cases being extremely favorable to the ice cream industry's claim to help merit its products.

Comes now Dr. Harvey H. Weiss, health officer, who reports a very interesting experiment, in which ice cream was proved to be wholesome for children. The experiment was directed in co-operation with the chamber of commerce and the board of education of Cumberland, Md. This was carried out in connection with a general campaign for greater use of milk and milk products. This part of the campaign in nutritive tests was conducted in one of the schools, milk being used as a basis. This test resulted in a manner so satisfying that it was decided to use other milk products also, largely because there were a great many children who did not drink milk.

It is particularly in the case of children who do not like milk that ice cream serves a highly useful purpose, although it has been conclusively shown that kiddies who do enjoy milk can obtain the very best results from eating ice cream in addition to their regular supply of the lactic fluid from glasses.

WITH regard to the children who do not like milk, ice cream was chosen as the vehicle of experiment. Children for the first test were selected from the second grade of Columbia St. School, Cumberland, Md. There were 46 children—25 boys and 21 girls. Six to eight was the average age. Of this number, 19 were found to be undernourished children, after being weighed and measured. In other words, there were that many children who were more than three pounds below normal weight for their age and heighth. Ten of the children were boys and nine were girls.

One-fifth of a quart of ice cream was given to each child every day for nine consecutive weeks. Three o'clock in the afternoon was the time when the ice cream was served. The experimenters served plain vanilla ice cream throughout the test. At the end of the nine weeks, the children were weighed, with the following results:

One child gained four pounds.
Two children gained three and one-half pounds.
Three children gained two and one-half pounds.
Nineteen children gained two pounds.
Five children gained one and one-half pounds.
Ten children gained one pound.
One child's weight remained the same.

Two children did not attend regularly and, therefore, did not finish the test.

ATTENTION is called to the fact that a girl or boy, between the age of six and eight years, will normally gain about twelve ounces in nine weeks. Analyzing the figures of the test show that every child but one in this class room gained more weight than the normal gain for nine weeks. Indeed, these children gained sufficient weight in that period to bring them up to normal, out of the under-nourished class. In most cases the gain from eating ice cream was treble that of the normal gain for the same period.

Definite proof of this was furnished by the control class, which was composed of children of the same age who did not get ice cream during the nine weeks.

The weights of these children also were taken at the beginning, and after nine weeks none of them had gained more than one pound; the majority had gained less than one-half pound.

AS HIS conclusions in the case, Dr. Weiss states that the gain in weight as a result of the feeding of ice cream was sufficient to realize the importance of ice cream as a valuable addition to the diet of children. If one-fifth of a quart of ice cream fed five days a week will double the normal gain of a child, the same amount fed every day in the year will keep that child well nourished.

"What ice cream will do for a child it will also do for adults," Dr. Weiss states. "It is a food for all the people. The children enjoyed the ice cream and were always eager for three o'clock in the afternoon. Parents reported that the children from Friday to Monday were anxious to get back to school."

The principal reported that the second grade had the best attendance record of any class in the school. These facts show the children like ice cream and don't have to be coaxed to eat it.

Dr. Weiss states further that parents should not class ice cream with candy, as ice cream is not a luxury, it is a food. "Children should be encouraged to eat it at home," he says. "It helps build bone and muscle and makes more healthful children," he continued. "What can be done in a school with ice cream can be done at home."

(Continued on page 38)





Let this trade-mark which appears on every barrel, be your guide in selecting gelatine.

Accepted!

Claims may stimulate interest, encourage investigation. But merit alone can turn a casual trial into a permanent adoption. Hence, the wide acceptance of Ucopco Wheel Dried Gelatine. A very large percentage of your recognized competition in the ice cream business is using this more scientifically made product. Quality—uniformity—adaptability —*that's why*. Investigate at once.

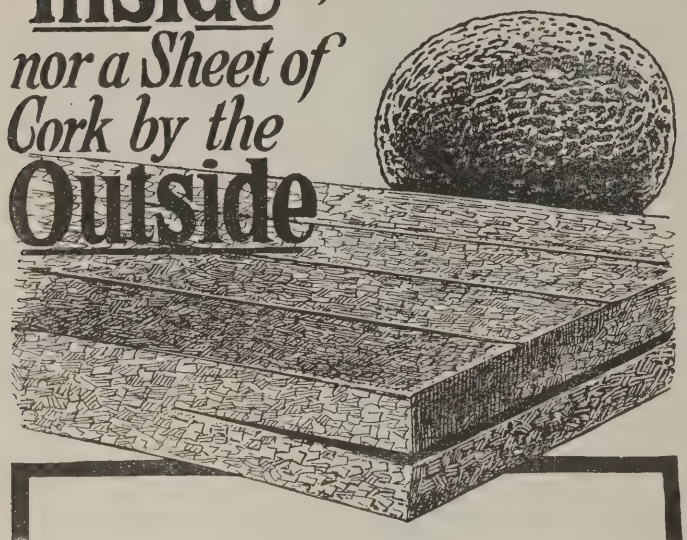
United Chemical & Organic Products Co.
Home Office: 4200 S. Marshfield Avenue, Chicago

Branches:
New York City New Orleans San Francisco
Milwaukee Detroit

Ucopco

Wheel Dried Gelatine

You can't Judge the Inside of a Cantaloupe nor a Sheet of Cork by the Outside



Novoid is the only corkboard that eliminates guesswork in buying. You don't have to wonder about its inside quality. For what **was** the center while baking is the outside when it reaches you, permitting inspecting without dissecting.

It is moulded and baked in sheets 24 inches wide by 4 inches thick, and then cut into sheets 12 inches wide by 2 inches thick—after baking. Thus a buzz saw is the X-Ray that reveals its inner condition. It enables you to **see** that the core is as well baked as the surface of

NOVOID CORKBOARD

With ordinary corkboard you can only **hope** it is properly baked inside. With Novoid you **see** and are sure.

Hence Novoid Corkboard provides indefinitely better insulation, and greatly outlives ordinary corkboard that is carelessly baked, likely to be "green" inside — quick to crumble and disintegrate.

It will pay you to get sample and booklet if you're contemplating cold storage construction or repairs. May we send them?

CORK IMPORT CORP.
345-349 West 40th Street
NEW YORK CITY
BRANCHES IN LARGE CITIES

THESE suggestions, which have received little attention in ice cream circles in the past, point the way to extremely promising lines of action toward getting ice cream in the home. Many leaders in the national association can see from this example a chance to educate parents toward encouraging children to eat more ice cream. And getting ice cream into the homes of children means more ice cream for every member of the family, adults alike. Parents will take readily to Dr. Weiss' declaration that ice cream helps to build bone and muscle and makes more healthful children.

⚜

TRUCKS SPEED UP LONG ISLAND RAILROAD SERVICE.

By successfully using motor trucks for the transfer of less-than-carload freight between the western terminals of its lines, the Long Island Railroad has, in the last few days, not only demonstrated the practicability of this much-discussed step, but has also indicated the benefits which will accrue to both shippers and the general public when nation-wide motorization of railroad freight terminals becomes a fact.

A 5-ton truck operated by the Motor Haulage Company of Brooklyn, under a contract with the railroad, is now making one round trip a day between the Long Island City, Bushwick Ave. and Flatbush Ave. freight terminals of the system. As five days were formerly taken for the transfer of goods by rail between these points, four days are thus saved to shippers and consumers through the present use of trucks.

Following the example of the Pennsylvania Railroad, the Long Island at the same time started carrying all local less-than-carload freight on its North Shore Division by motor truck. One 5-ton truck was first used, but another was found necessary after the first three days of operation. The two trucks are now making daily round trips over the Whitestone and Port Washington branches of this division.

One "Zone Station" has been established on each branch and to these the through freight trains carry full carloads. From these "Zone Stations" (at Flushing on the Whitestone branch, Bayside on the Port Washington branch) the trucks carry all package freight to stations located between them and the branch terminals. All slow-moving "peddler" freight trains are thus eliminated, greatly expediting the movement of the through freight.

The use of trucks in both the terminal and North Shore areas is being tried as an experiment for 90 days, and if the final results come up to present expectations the railroad will consider the extension of freight haulage by truck to other branches.

⚜

GLAD THANKSGIVING DAY.

We do not count the calories that in the turkey lie,
Nor figure up the vitamines in Grandma's pumpkin pie;
No balanced ration bothers us, to take our joy away,
When we gather round the table on the glad Thanksgiving Day!

We may be eating too much starch and not enough of fat,
The proteids may predominate, but what care we for that?
The divers dietetic laws we really can't obey,
When we gather round the table on the glad Thanksgiving Day!

Proportions may be incorrect in this most bounteous feast,
But yet the laws of nutriment don't bother us the least,
And we forget the food experts and all the things they say,
When we gather round the table on the glad Thanksgiving Day!

—Elsie Duncan Yale.

Ask Our Fleet Owners
Why They Bought

ZERO REFRIGERATOR BODIES



ZERO REFRIGERATOR BODIES
ZERO ICELESS CABINETS
= 100% *EFFICIENCY*

JOHN J. GROTHE CO., INC.
ZERO BUILDING -::- WOBURN, MASS.

Co-operation Means Common Success

American Nation Founded Upon Principle of Organization and Co-operation

*By J. H. ORVIN**

GENTLEMEN, as a small man in the ice cream industry, I wish to thank you, particularly the larger manufacturers, for the privilege of expressing my views before this great assembly. I believe that it is the duty of the small manufacturer to express himself, as it is chiefly by our expressions that we are judged. I have chosen for my subject "Co-operation." I am intensely interested in that subject, as it is only through co-operation that we can hope to put over any subject of interest to the ice cream industry that might come up for discussion at these meetings.

During that critical period following the Revolutionary War, when our country was rocked to its very foundation time and again in its desperate struggle to establish a new republic, it seemed to many loyal patriots that a free government could not stand.

Shortly after Washington's administration, in the year 1798, about 126 years ago, a man who signed himself "A Laborer," wrote what he called "The Key of Liberty." This extraordinary document, for such it has been called by noted historians, did not secure publication in its own day, and has only recently been unearthed in an old farm house in the state of Massachusetts, where it has lain for more than a century.

Writing crudely, in the simplest of language, this earnest patriot sets forth the basic principles of a free government.

* Manager Orvin-Kent Ice Cream Co., Monroe, Ia.

And what does he say these basic principles are? Organization and co-operation—that without these two essentials a free government could not stand. But, to use his own expression, with co-operation of all the people, free government could and would "build such a strong and lasting foundation that the gates of hell could never prevail against it."

And as well as I can understand the workings of our government, and what it has required to make it what it is today, it seems to me that the remedy held forth by this early writer, even though it were never published and remained hidden away from the world, has been carried out in detail.

With the result that today our government stands out as the greatest in all the world.

Now, my friends, if it required co-operation to build our great government, even from its very foundation, AND IT DID, for there is not one of us but knows that if co-operation were to cease today, this great government, wonderful as it is, would crumble from the earth—

Does it not stand to reason that co-operation is one of the first essentials to any enterprise? It seems to me from what I know and have been able to gather with regard to the ice cream industry that co-operation is the only redemption for this great industry. There has been too much independent **operation**, and too little **co-operation** among its members in the past.

What is co-operation? By co-operation do we mean an annual get-together for the sole purpose of finding out all we can concerning our fellow manufacturers' plans for the future, so that we will be that much better prepared to work havoc against him? Or is it accepted by some of us as an excuse to get together, clasp each other around the neck, and laugh and cry away the sins and wrongs that we have done one and other in the past? Only to forget the convention and all of our promises the minute we get back home, on our old stamping ground, making a bee-line for the first corner drug store, to whisper a discount, a rebate, two tubs of cream for the price of one, or some other interesting piece of information into the dealer's delighted ear?

I am not advancing this as your definition of co-operation. Webster tells us that co-operation means "the act of working or operation together to one end."

If our co-operation goes no further than the convention hall, it will play a mighty small part in helping us

(Continued on page 67)

When—

Users are satisfied after years of service and ready to stand by their original purchase with repeat orders—there must be something to the superior qualities of

STERLING
Refrigerating Equipment

Read this

Marionville Cold Storage Co.
Marionville, Mo.

Have operated three 12 ton "Sterlings" for seven years and have had no trouble with them. We would buy "Sterling" Equipment again if in need of new equipment.

A little investigating now may bring a lot of satisfaction later. Send for the Sterling bulletins.

United Iron Works, Inc.
Offices in all Principal Cities
Kansas City, Mo.

TIFFANY
CABINETS LEAD!
Recognized Everywhere as the "Last Word" in Ice Cream Cabinet Construction
WRITE FOR DETAILS
TIFFANY & COMPANY
Incorporated
Manufacturing Woodworkers
CARBONDALE, PA., U. S. A.
A CABINET IS AS GOOD AS ITS TANK



Reduction of one of the several large DIXIE newspaper advertisements—paid for by us!

DIXIE ADVERTISING

will help you put over the biggest nickel proposition that ever came to you ~

THE big season for 5c DIXIES has come! While DIXIES are an ideal all-the-year-round proposition, they will make the *biggest* profit for you during the coming four or five months.

When your bulk gallonage drops, let DIXIES fill the breach.

We are not theorizing. DIXIES—their packing, freezing, and the best way to put them on the market, has been tested and tried with tremendous success.

DIXIE Advertising will do its share. In every community where the distribution will be sufficient to supply the demand, DIXIES will be introduced to the public by attractive and striking newspaper advertising. Copy is prepared and ready to release promptly. The amount of advertising in each city will be in proportion to territorial sales based upon the demand that can be expected.

DIXIE Advertising, because of the number of communities in which it will eventually appear, will be national in its effect. Every ice cream company which packs DIXIES will therefore benefit not only from the local advertising but through the transient consumers from other advertised sections. There is a further opportunity for you to tie up closely with DIXIE advertising by running space over your own signature in the same newspapers. This can be done at a moderate cost; we will be glad to supply suitable electrotypes.

DIXIES are now successfully sold in Washington, D. C.; Pittsburgh, Scranton, Wilkes-Barre, Pa.; Baltimore and Cumberland, Md.; Buffalo, N.Y.; Boston, Mass.

Ask us for the details of these DIXIE success stories!

Write for our Special Folder. It gives complete details of the almost limitless possibilities of the Big DIXIE Idea. ~ ~ ~ Ask for it now—and have our representative call on you.

DIXIE

CONTAINER DEPT.

INDIVIDUAL DRINKING CUP COMPANY, EASTON, PA.
Incorporated

Original Makers of the Paper Cup



Christmas Greetings

AT THE CLOSE of this year we want to take the opportunity of not only extending to our host of customers throughout the United States and Foreign Countries our heartiest wishes for a happy and bountiful Yule Tide, but to thank them all for the confidence and patronage which has been so liberally accorded us in 1924.

We add to this our sincere wish for a great, big, prosperous New Year, which is inevitably ahead.

The Hudson Manufacturing Company

GABE S. WEGENER,
President & General Manager

INCORPORATED

ESTABLISHED 1888

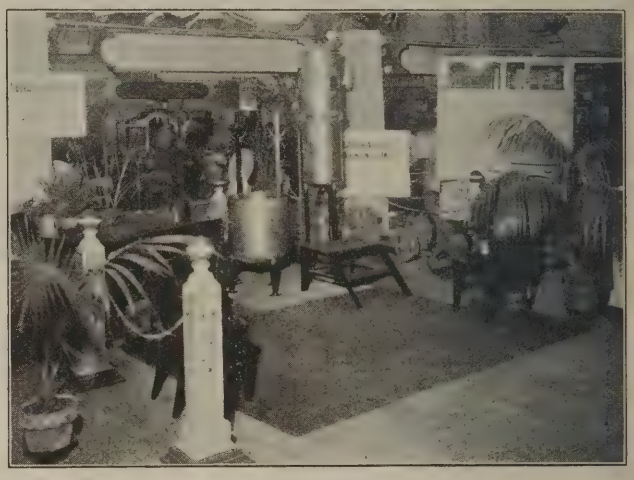
Vanilla Products

119-121 North Union Ave., CHICAGO, U. S. A.

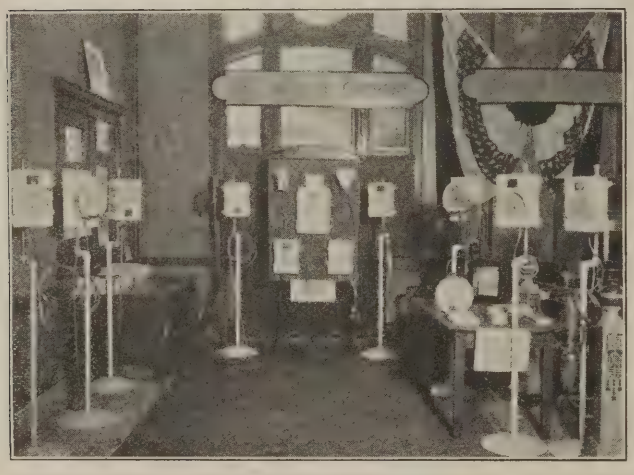
Attractive Exhibits at the National Dairy Exposition



FUCOMA CO., INC.,
New York, N. Y.



C. E. ROGERS,
Detroit, Mich.



THE BRISTOL CO.,
Waterbury, Conn.



CHOCOLATE PRODUCTS CO. AND DAIGGER CORP.,
Chicago, Ill.



HACKENDAHL PRODUCTS CO.,
Milwaukee, Wis.



SEALRIGHT CO., INC.,
Fulton, N. Y.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

NEW ENGLAND ASSOCIATION OF ICE CREAM MANUFACTURERS.

The October meeting of the association, held at the American House, Boston, on October 22, was one of the best meetings held by the association.

The subject of Mechanically Refrigerated Cabinets is so important that President Platt invited all New England manufacturers to the meeting. Fifty-eight ice cream manufacturing concerns were represented by 96 men. One hundred and thirty-eight sat down to luncheon. A large number of manufacturers gathered the night before. There were two sessions of the meeting, one at 10 a. m., and the other at 2:30 p. m.

F. B. Ruoff, Nizer Corporation; W. D. McElhinny, Frigidaire Co.; J. E. O'Connell, Housing Co.; Mr. Palmer, Liquid Carbonic Co., and A. B. Mackay, John J. Grothe Co., explained their policies of sales, as well as the benefits derived from the use of mechanically refrigerated cabinets. They were asked questions as to costs of operation, installation, etc.

After reading the contracts in use in different parts of the country, contracts were drawn up by a committee and submitted to the meeting. It was voted to accept the report of the committee as progress and have the secretary send each member a copy of contract for suggestions and criticism.

Several manufacturers urged that competitors do not use the cabinets as a sales-getting device with other's customers where they had not taken care of their own customers. It has been found that this always leads to trouble.

President Platt announced the following new members: Active—E. Greenwich Creamery, E. Greenwich, R. I. Associate—International Folding Paper Box Co., Brooklyn, N. Y.

A statement was made relative to Mr. Gurdy's illness, and it was voted to send him flowers and a letter of condolence. President Platt told some of his experiences on his recent trip to Europe.

It was announced that the 1925 annual meeting would be held at the Hotel Bond, Hartford, Conn., on January 21 and 22. Make your reservations now.

The secretary announced that one full day would be given on the national program at New Orleans to mechanically refrigerated cabinets, and urged members to attend. Special cars leave Boston Nov. 14.

Mr. Kenison stated that a plan for nationally advertising ice cream is to be considered, and urged members to get behind it when asked.

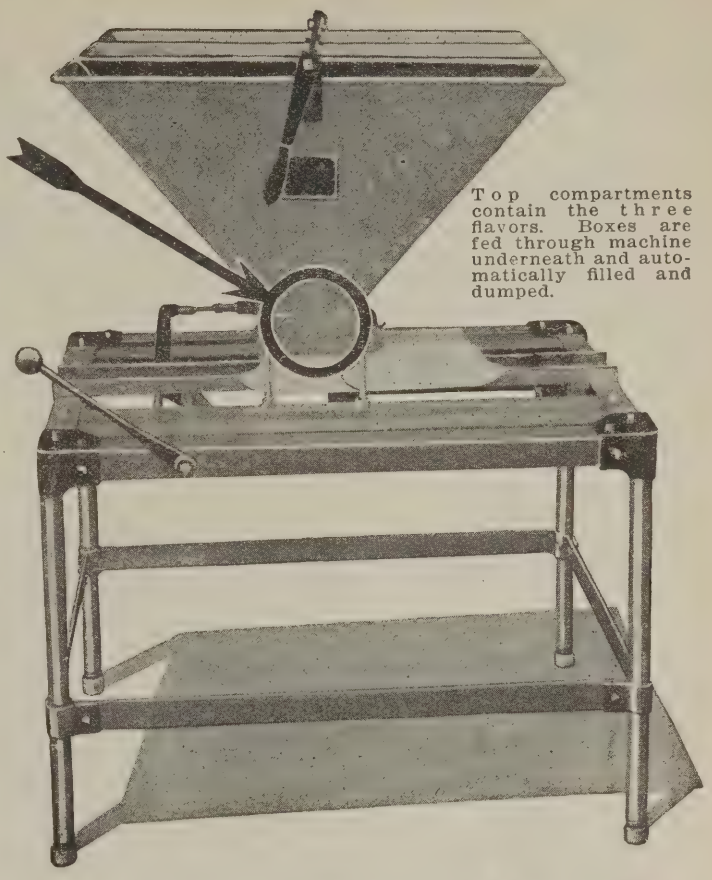
Those who missed this meeting certainly were the losers.

W. P. B. LOCKWOOD, Secretary.

PINELLAS DAIRY BUILDING HANDSOME PLANT.

The Pinellas Dairy Co. has virtually completed its $140,000 creamery and ice cream plant at St. Petersburg, Fla., of which H. Rifely is president and manager. Officials say the new structure is to be one of the most modern and best equipped plants of its kind in that section of the country. The plant is four stories high, built of reinforced concrete, and the actual construction will cost in the neighborhood of $90,000, officials say. The investment in equipment is around $50,000.

You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?



Top compartments contain the three flavors. Boxes are fed through machine underneath and automatically filled and dumped.

Increase Your Profits

BY INSTALLING a Roger's Automatic Ice Cream Brick Maker.

The Roger's machine operates at **four gallons a minute.** It puts ice cream in packages either solid or Neapolitan bricks. It performs its work with **far less trouble and expense** than solid bricks could be packed in the old way.

It produces a perfect three-layer brick at one operation; saves refrigeration, labor, and time; produces uniformly perfect bricks of better quality, and avoids handling.

It also supplies the public demand for "individuals"; separately wrapped — packed six, seven or eight to the quart in one, two, or three flavors. It fills a quart package at the same speed, whether with individuals or in bulk.

The Roger's Brick Maker means less labor and many extra sales in any ice cream plant —better investigate.

"The HOUSE with the GOODS and the SERVICE"

Department B

GOWING COMPANY Syracuse N.Y. U.S.A. GD DIETRICH INCORPORATED

"Everything for the Handling of Milk and its Products"

Seattle Plant is a Northwestern Beauty Spot

"Safety First" is Password of Quality Adopted in Half-Million Dollar Plant of Seattle Ice Cream Co.

"PURITY PALACE" is the trade name applied to the magnificent plant of the Seattle Ice Cream Co., Seattle, Wash., which is one of the beauty spots of the ice cream industry in the Northwest, a section that has been rapidly developing along the most advanced lines in ice cream production in recent years. Seattle Ice Cream Co.'s half million dollar plant was completed last spring.

"Safety First" is the password adopted by the company which is prominently displayed in the corridors of this handsome plant. This trade cry is used by officials to impress upon the employees the importance of purity and sanitation in all phases of production. The company's slogan is "Your Surety of Purity." These slogans are mentioned here just to show the importance the company places upon quality ice cream, that officials believe to have been more than justified by success in the eight months' operation in the new plant.

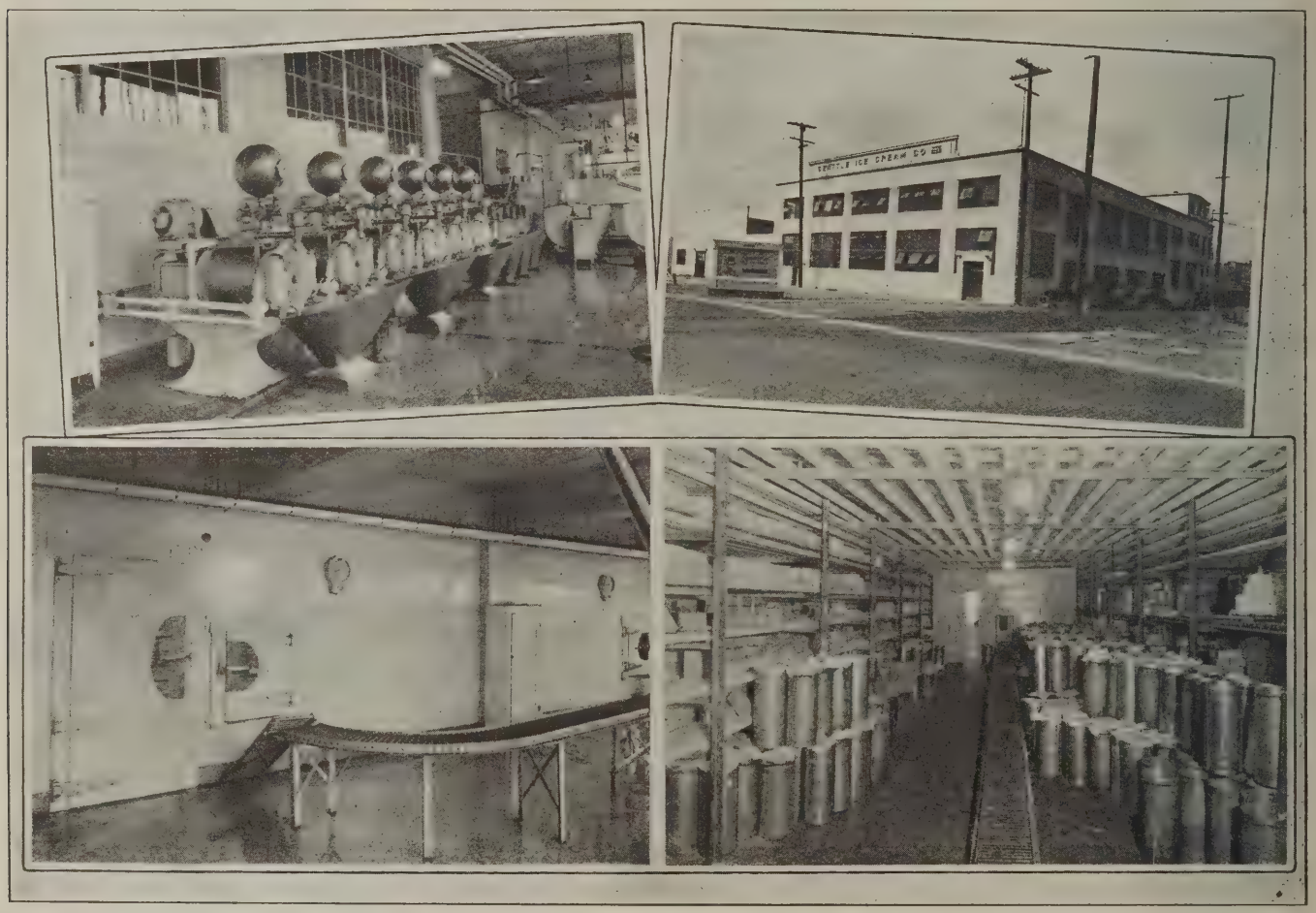
This electrically operated plant has a capacity of 15,000 gallons of ice cream a day. The company has acquired a creamery at Montesano, where they test all cream supplies entering into its ice cream before shipping it to the Seattle plant.

The enthusiasm of Seattle people over this splendid plant was expressed in the words of a newspaper reporter who in writing about the plant said: "There is such a thing as being on guard as to the food that shall keep a city the healthiest city in the world! And here it is—just this vast building with all its wonder-exciting equipment. It is not only a sentinel of health, its every little and great part studied to be the last word in sanitation engineering, but it is also a great machine actually to make health."

SAMPLES of shipments are made in the receiving room after they arrive over a quarter of a mile on spur tracks. Approximately 10,000,000 quarts of milk are received in a year. The cans are shunted off in the vast cooling rooms for a rest after testing. A peep into the laboratory reveals an immaculate room with a most modern, scientific testing equipment. It is this laboratory that the officials call the "high court of quality." Next step finds a visitor facing a stupendous arroy of highly specialized machinery and vessels for weighing, pasteurizing, viscolizing, cooling and aging the mix.

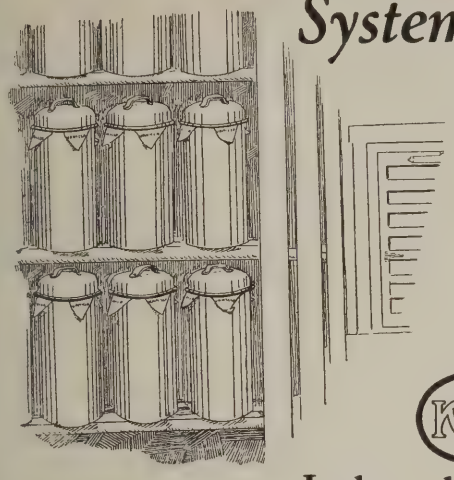
The nine freezers are located on the mezzanine floor in a great while tiled room. Each freezer has a capacity of eighty quarts of ice cream in ten minutes. The ice cream travels by gravity from the freezer through hoppers to the floor below where it is packed into scrupulously sterilized cans and stored in the hardening rooms.

There is a separate department for brick ice cream. Three freezers are assigned to making bricks. There are more than ten miles of refrigerating pipe in the harden-



Interior and Exterior Views of the Handsome "Purity Palace."

Systematized Hardening Room Storage



You wouldn't think of having your stenographer file letters without any indexes whereby they can be located without looking each one over. Then, why put ice cream in your hardening room without indexing the contents?

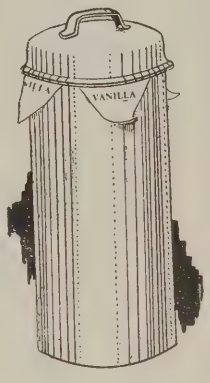
KVP PRODUCTS

Indexed Can Tops

tell at a glance from any angle just what is in each can. Easily applied. They make even battered lids fit tight—excluding air, loose salt and dirt—perfect sanitary protection for the product.

Send for working samples and prices

Send for samples and prices of these handy labor-savers.



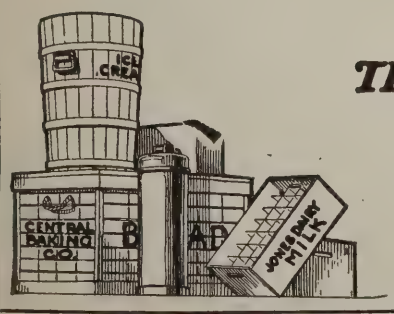
Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.

You are the "Judge" when you use Enamelad

Heads You Win; Tails We Lose

We take all the chances, you haven't a chance to lose. We want to convince you like we have hundreds of customers that ENAMELAD is the most durable, lasting and most attractive package enamel on the market.

Buy as much or as little as you want; use 25% of it—if it isn't better than any you've ever used, send back the rest and no charge will be made, nor questions asked. Doesn't this show what we think of ENAMELAD? There are no fair words or "before and after using testimonials"—



THE GARLAND COMPANY

Cleveland Ohio U.S.A.

ENAMELAD
THE EVER READY ENAMEL
for Tubs-Cans-Cases

Please send color-charts and samples to:

.....

.....

.....

Why
You Will Want To Make
Mapleine Raisin Ice Cream

Mapleine Raisin Ice Cream is a profitable flavor that is bound to become popular. At least, all those who have tried this combination say it will be a winner. The soft, mellow delicacy of Mapleine's flavor, blending with the raisins—you'll want to try it!

How to Make it

To make 10 gallons of finished ice cream, soak 4 pounds Sunland Thompson's Seedless Raisins in water and bring to a boil just long enough to thoroughly soften the raisins. Then drain off water and add raisins to the ordinary mix after primary freezing. Do not chop, grind or crush raisins. Flavor with 2 ounces Mapleine.

Costs considerably less

From the cost standpoint, you will find it extremely advisable to manufacture and feature Mapleine Raisin Ice Cream in place of the expensive "fancies." Mapleine and Raisins for 10 gallons of ice cream cost only 45c—4½c a gallon. Very little compared with what your nut and crushed fruit flavors cost, is it not? Less even than chocolate and strawberry!

The public knows Mapleine

Another point to consider—in featuring Mapleine Raisin Ice Cream you simply cash in on the national demand for both Mapleine and raisins. Mapleine is advertised in most all the leading women's magazines and has been for years. It is almost as well known as vanilla and liked by the big majority. And — the whole country knows the food value of raisins, so what better flavor could you get behind than Mapleine Raisin Ice Cream?

Jobbers sell Mapleine or write us

Crescent Manufacturing Co.
1054 Railroad Ave., So.
SEATTLE, WASH.
Chicago Clark Bld., Chicago
105 Hudson St., New York City



MAPLEINE

ing rooms. Fourteen carloads of cork were used in lining the walls of the hardening rooms.

There is a special department for fancy ice cream. Officials expect this to be one of the "show places" of the plant eventually. Experts are on hand to produce ice cream for most any occasion.

THE company's engine room is its pride. Synchronous type of motors drive the ice engine units, furnishing a capacity of 200 tons of refrigerating a day. The ice making plant has a capacity of 70,000 tons of ice a day, and a capacity of the vat hall, 50 feet square, is greater than 1,000 tons of ice. The salt room often contains more than 500 tons of salt at one time. It is distributed about the plant by monorail electric crane, which picks up ten sacks of salt at one time and passes them to any place on the shipping platform.

The Seattle Ice Cream Co. was begun 25 years ago. At that time Seattle's population was around 43,000. The city was just a small port of little importance. This plant grew from a very small room in a local ice plant. The first ice cream was manufactured with the aid of a hand freezer. It was just as laboriously delivered. Today the company has a fleet of 24 automobile trucks. Some time later the company moved into a rented building. In 1910 the next move of its expansion was made and the Seattle Ice Cream Co. took up quarters in its own plant. Here the business outgrew its quarters, and the present new plant was made necessary. F. V. Fisher, president and general manager of the Seattle Ice Cream Co., is one of the most prominent men in the ice cream industry of the Northwest.



THE BUILDING OF A PRICE LIST FOR ICE CREAM.

(Continued from page 10)

lon is taken at .10, it is easy to add it in, and secure a price list with which to compare actual prices.

Monthly Gallons	Number of Cabinet Holes in Use. 1	2	3	4	5	6	8	10	12
30	1.49	1.73	1.96	....	....	....	....	....	....
60	....	1.34	1.46	1.58	1.70	....	....	....	....
120	....	....	1.22	1.27	1.33	1.39	1.51	1.62	....
200	....	....	1.12	1.15	1.19	1.22	1.29	1.36	1.43
300	....	....	....	....	1.12	1.14	1.19	1.23	1.28

The correctness of this price list is proportionate to the correctness of the assumptions entering into its calculations, but as the exact influence of each assumption is known, and as each of them can be verified with considerable accuracy, it would mean that the final result is worthy of considerable confidence. The advantage of such a logically constructed price list is that it parallels actual cost factors, and that it includes them all—making unnecessary any talk of service charge, and automatically encouraging the dealer to get along with as few cabinet holes as possible. In practice it would be necessary to work out the tabulation in greater detail, and perhaps to adjust it so that prices came out in even nickels for gallonages within certain limits, so as to avoid too many prices.



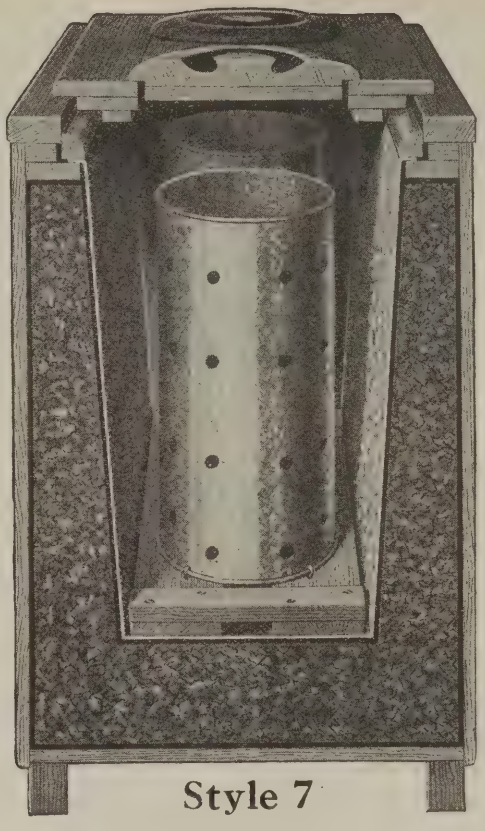
A few weeks ago Vagabond walked into a cafe on one of the side streets of New Orleans, run by an "Irish" friend of mine named Isaac Goldberg. I noticed a sign across the back end of the cafe—in flaming letters—"200 per cent American." I called the proprietor over to my table and asked him to explain, and he said:

"Vell, mine frient it's like dis: De Klu Klux Klan is one hundred per cent American and dey hates de Jews and de Negroes—and Me, Mine golly, I hates EVERYBODY."

FACTS

that Assure You Complete Cabinet Satisfaction . . .

The Grand Rapids
ICE CREAM CABINET OF QUALITY



Style 7

Twenty-five years ago the Grand Rapids Cabinet Company was building the best cabinets to be had. *Today* they are doing that very same thing—maintaining deserved leadership.

Why? Because these cabinets have proved their unvarying worth to thousands of dealers throughout the country. Because they embody *all* that scientific research, careful selection of materials and special attention to every detail of construction can give them. In other words, they represent the utmost in refrigerating efficiency, economy and long life.

Be safe, standardize on the *Grand Rapids Ice Cream Cabinets of Quality.*

Write for catalog of our complete line, including our famous Style 7, the equally renowned "Zero Brick" Cabinet and the widely favored "combinations".

Better do it right now!

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W. **Grand Rapids, Mich.**

NEW ENGLAND SALES OFFICE AND WAREHOUSE, MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
SOUTH EASTERN SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD. / 1918 Market St., PHILADELPHIA, PA.
CENTRAL SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 1319 Penn. Ave., PITTSBURGH, PA.
NEW YORK STATE SALES OFFICE AND WAREHOUSE. CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y. / 400 Canal Street, SYRACUSE, N. Y.
NORTH WESTERN SALES OFFICE AND WAREHOUSE, A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
SALES AGENT FOR TEXAS, OKLAHOMA AND ARKANSAS C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS

Advertising Importance Of Trucks

Value of your Motor Trucks should be capitalized to the limit

AUTHORITIES agree that in extending ice cream distribution, advertising plays a major part in widening territory and increasing sales.

In advertising ice cream, practically every applicable method is being used with varying degrees of success. Virtually everyone in the industry has tried newspaper



A 3½-ton truck in Pittsburgh, one of four.

advertising, roadside signs, dealer signs and fountain accessories, bill boards and what not.

However, one of the most effective advertising mediums that has great publicity value but which is often overlooked is the motor truck. Motor truck delivery has become standard practice almost universally, and from a straight utilitarian standpoint alone they have fully justified the large investment which they represent throughout the ice cream industry.

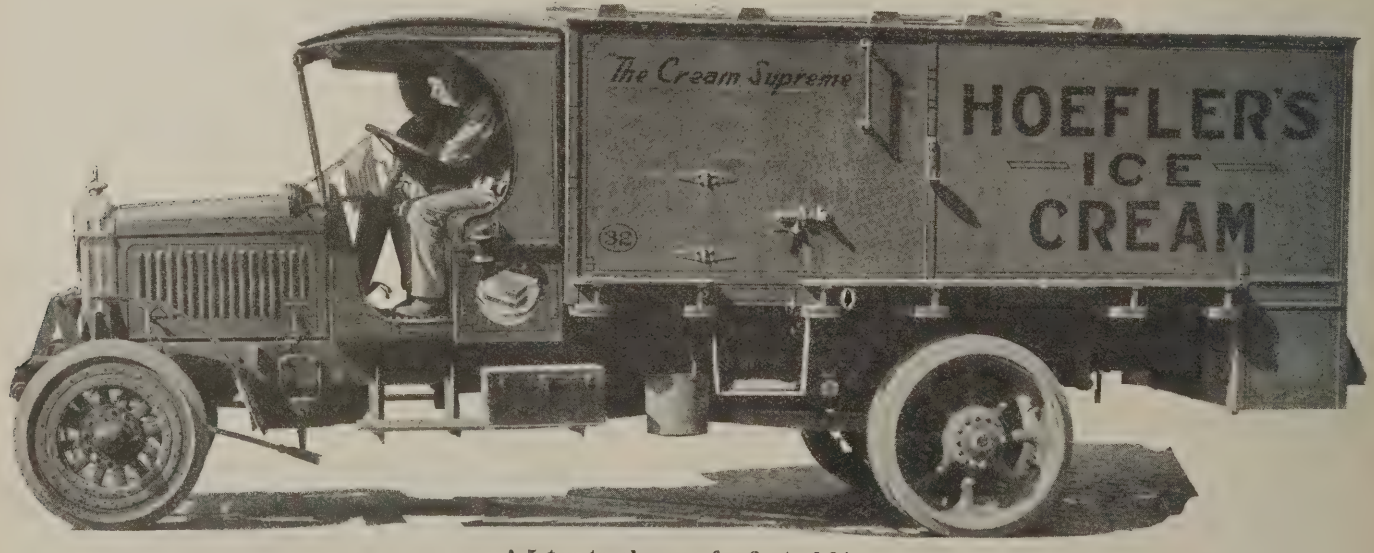
But, in addition to being an unusually economical means of delivery, the advertising value of the modern motor truck should be capitalized to the limit.

THE very nature of the motor truck and its duties virtualy makes it a traveling sign board, 20 odd feet long and 8 to 10 feet high. The size is, of course, multiplied by the number of trucks in the fleet and its advertising value is infinite as throughout their daily travels the trucks occupy space that could not be bought at any price.

Consequently, it is simply good business to give special and serious attention to body design, color scheme and cleanliness as these three factors separately and in combination radiate the prestige of the name and products your trucks carry.

It is in a sense another version of "the clothes make the man," as well built, high-grade truck equipment, attractively painted and kept clean reflects the factory methods of the ice cream manufacturer.

What has been done in this respect is shown in the accompanying illustrations showing a number of Atterbury trucks which are doing their full share in advertising quality ice cream and sanitary manufacturing methods. And now, while your delivery equipment is being overhauled or replaced, you will find it worth while to standardize on high-grade trucks, well finished in clean, attractive colors that will immediately associate your name and your products with supreme quality and absolute cleanliness.



A 5-ton truck, one of a fleet of 24.

a new way to make a better chocolate ice cream

RED STAR BRAND

CHOCOLATE ICE CREAM, once the most difficult of all ice creams to produce, now becomes one of the easiest.

A prepared Chocolate sirup, double strength, is now ready. It requires no color, no added flavor.

With this new product it is easy for you to produce a chocolate ice cream that is always uniform as to flavor, color and smoothness. Use the contents of one No. 10 can for a 5-gallon mix.

Clip the coupon for an introductory quantity of this double-strength Chocolate.

The Cleveland Fruit Juice Co.

Cleveland, Ohio

Manufacturers also of Honeymoon Special, Orange Pineapple, Grape Pineapple, Black Walnut, Butter Scotch, Fig Walnut, Maple Concrete and many other flavors.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

RED STAR BRAND

Mail Coupon to THE CLEVELAND FRUIT JUICE CO., Cleveland, Ohio

Ship at once, one dozen No. 10 cans of Double-Strength Chocolate @ $12.50 per dozen.

Company _____

City _____ State _____

Buyer _____

Efficiency and Simplicity Combined In Model "A-B" Plant

Anheuser-Busch Ice and Cold Storage Co. Remodels Old Buildings Into Remarkable Plant

"BUILD us a plant combining maximum efficiency with the utmost simplicity for the manufacture of a high-grade ice cream." This order, given by officials of Anheuser-Busch, Inc., was strictly followed in the designing and equipping of that company's ice cream plant in the Bronx.

Since prohibition the parent company, Anheuser-Busch, Inc., St. Louis, Mo., has been improving and enlarging its many subsidiary plants throughout the United States, converting many into ice making plants and cold storage warehouses. The company has large ice cream plants in New Orleans and Oklahoma City, and success at these points induced consideration for an ideal installation at the New York plant.



GUS. G. KINDERVATER.

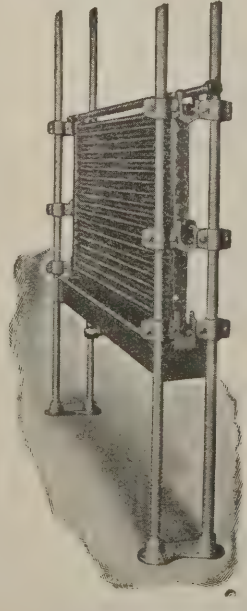
The Anheuser-Busch policy of manufacturing quality products is typified in this modern ice cream plant. The equipment is most modern. The delivery system consists of a fleet of electric trucks with brine circulating truck bodies. The highly efficient sales organization, under the able direction of Gustav G. Kindervater, general manager of the company, fortifies the manufacturing department to meet any competition where quality product is made.

COURTLAND P. DAMPIER, well known in the ice cream industry, is the superintendent. Mr. Dampier has devoted a lifetime to the study and manufacture of ice cream. He was in charge of the Anheuser-Busch New Orleans ice cream plant, and previously was connected with a number of prominent manufacturers throughout the United States. The quality of the cream and success of the company is largely due to his able direction.



C. P. DAMPIER.

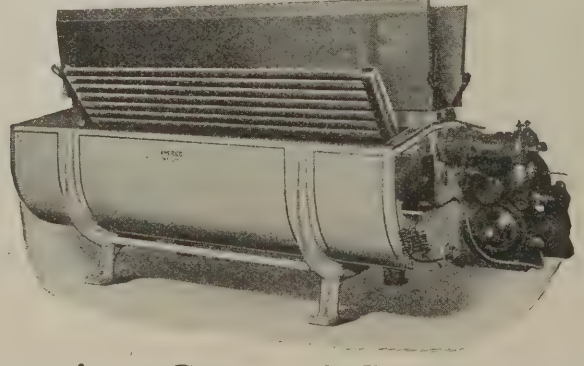
It was decided to remodel one of the present cold storage buildings at the Bronx branch, 979 Brook Ave. The choice was very fortunate in that the building, being five stories high, permitted the installation of a purely gravity system, thereby reducing the pumping or raising of dairy products to the minimum. The building used is approximately 45 ft. wide by 70 ft. long; the length facing Brook Ave. The entire Brook Ave. side was virtually torn down and new large units of steel sash installed. All floors were refinished, and wherever dairy products are handled the existing floor was thoroughly waterproofed, a cinder concrete fill laid down and finished with an inch of white marble highly



"AMERICO"

Equipment of the Better Kind

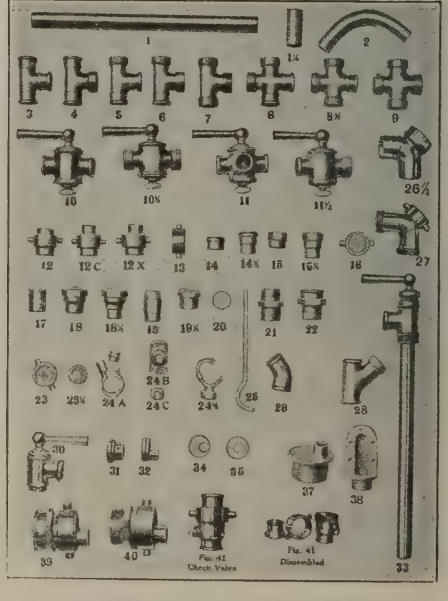
DURABLE — EFFICIENT — SANITARY



American Copper & Brass Works

610-616 E. Front Street CINCINNATI, OHIO

Manufacturers of Dairy Equipment

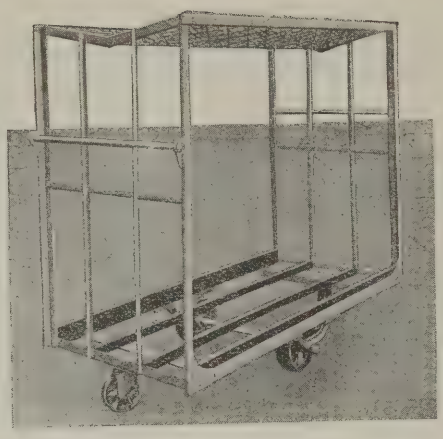


INTERNATIONAL FITTINGS



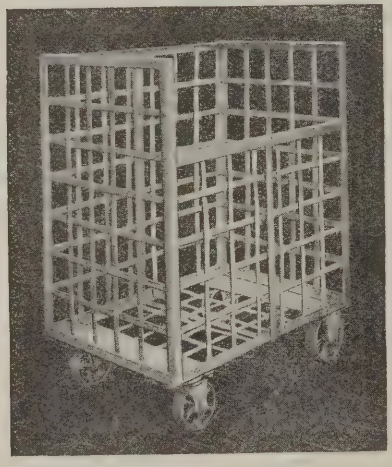
EXTERIOR AND INTERIOR VIEWS ANHEUSER-BUSCH PLANT, BROOKLYN.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

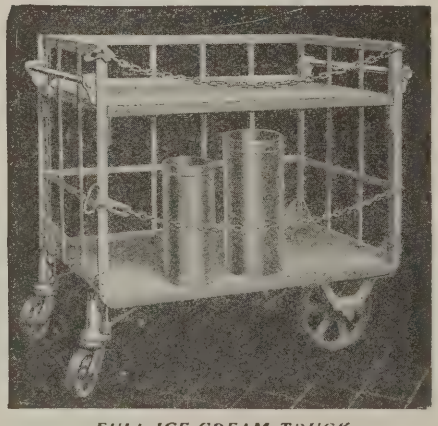


HENDLER EMPTY CAN TRUCK

When planning changes plan for more trucks



ICE CREAM CAN LID TRUCK



FULL ICE CREAM TRUCK

GET A BESTOV TRUCK BULLETIN
WRITE THE NEAREST STORE

Cherry-Bassett-Winner Company

2324 Market St., Philadelphia, Pa.
33 So. Charles St., Baltimore, Md.
400 Canal St., Syracuse, N. Y.
1139 Penn Ave., Pittsburgh, Pa.
10 E. 16th St., New York City

polished terrazzo. A 6-inch sanitary cove base is provided at walls and a similar cove at the curb. The floors were pitched 4 inches in every 10 ft. to Brayman type drains with brass frames and strainers and lead aprons.

This careful consideration of a usually neglected item has been enthusiastically endorsed by all who have seen the plant and especially appreciated by the employees when the daily cleaning-up time is due. The ample pitch and generous size drains permit the floors to be dried immediately regardless of the amount of water used in washing.

THE interior of the building carries out the spotless effect of the entire plant in its treatment of walls, ceilings and floors. Everything is spotless white except for a gray dado finished off by a wide black band. The tanks and all equipment are painted white and all piping is silvered. The whole scheme is suggestive of purity and sanitation, which, together with the highest of quality forms the policy of the company. The plant was designed for a 2,000-gallon per day output. By careful management and longer working hours this capacity can readily be increased to 5,000 gallons without the need of additional equipment. Only the highest grade and most modern equipment embodying all the latest features is used, making this probably one of the most economically operated plants in the country.

It has repeatedly been remarked by visitors competent to judge, that the amount of labor employed for the quantity of cream produced is probably the least they have ever seen in any plant.

In the design of the plant the original ideas of efficiency and economy of operations, as well as strict sanitation were carefully adhered to. All dairy products necessarily received on the first floor are dumped into a 100-gallon closed vertical glass-lined tank. Cream is 100-gallon glass-lined receiving tank and from there pumped up to several storage tanks on the fifth floor. The pumping apparatus consists of a sanitary milk pump connected to a 2-hp motor. This pump discharges the milk into a 2,000-gallon closed vertical glass-lined tank. Cream is pumped to a 1,000-gallon tank of the same type. Both tanks are brine jacketed, insulated with 2 inches of corkboard and covered with an all-welded steel housing. Agitation is by an impeller type agitator driven by a

STARTING from the storage tanks, the downward progress of each ingredient is directly perpendicular. As will be noted on the plans, all apparatus is placed in the north end of the building, one directly below the other, minimizing the amount of piping used and keeping all connections vertical. From the storage tanks the dairy products are piped directly to the pasteurizers, where all ingredients are added and pasteurized.

The pasteurizer, which extends through the fifth floor, is suspended from a Toledo scale. This arrangement permits all products to be weighed directly in the pasteurizer, therefore eliminating a weigh tank. All connections are necessarily made flexible at some point and the scale is carefully calibrated to take care of any drag there may be due to the various connections. A 500-gallon Pfaudler cylindrical pasteurizer is used jacketed and insulated the same as the storage tanks and provided with an agitator driven by a 2-horsepower motor.

From the pasteurizer the mix goes directly to the 400-gallon, 2-valved homogenizer, equipped with a 20-horsepower motor, where it is homogenized at a high pressure and discharged over a special covered flat tubular cooler, all nickel fitted and finished with a white vitrified enameled trough and legs. The cooler is both

FEW WILL WANT TO MISS THIS

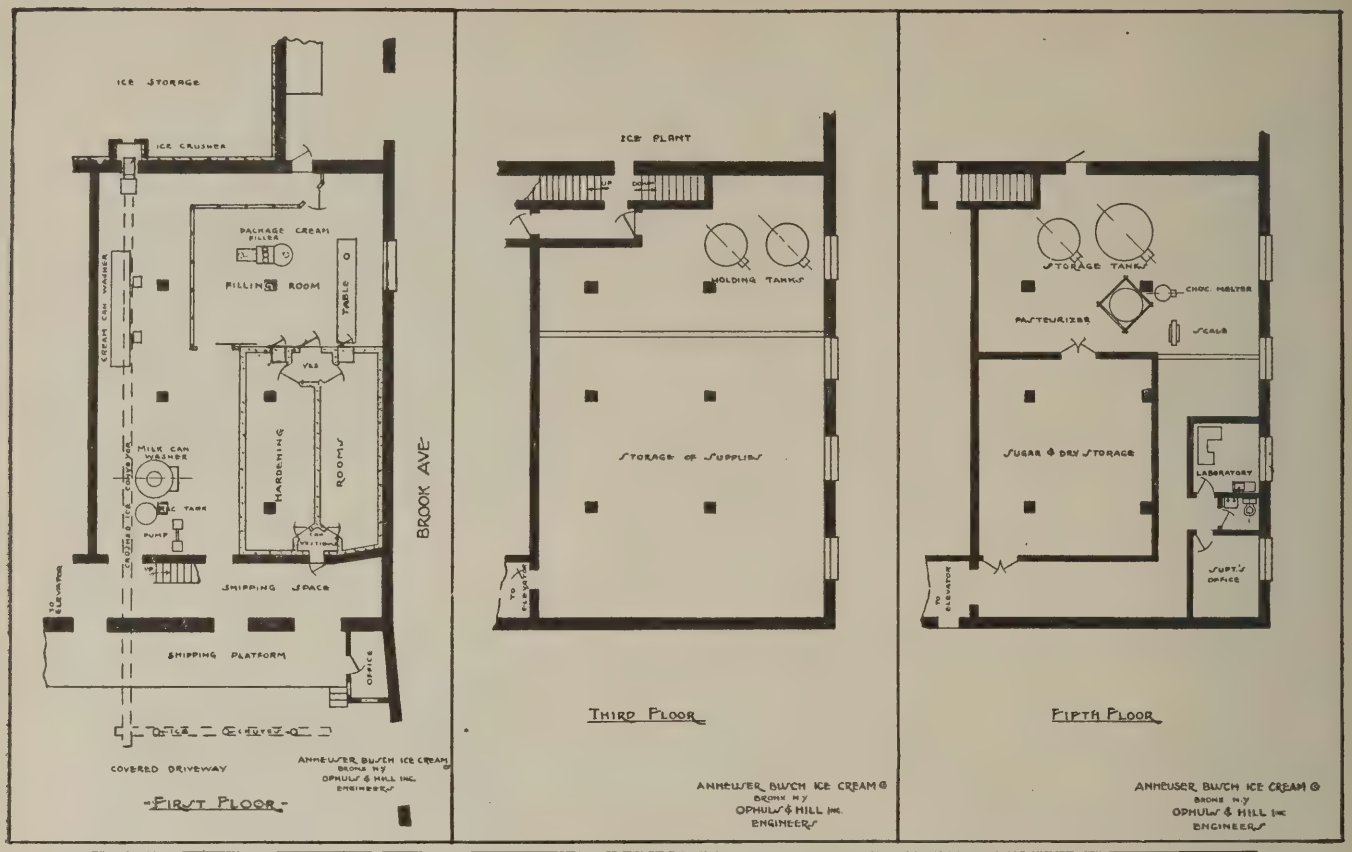
Right now we are making an unusual introductory offer to Ice Cream Manufacturers, which makes it possible to purchase Toco Tub Enamel* under a new plan.

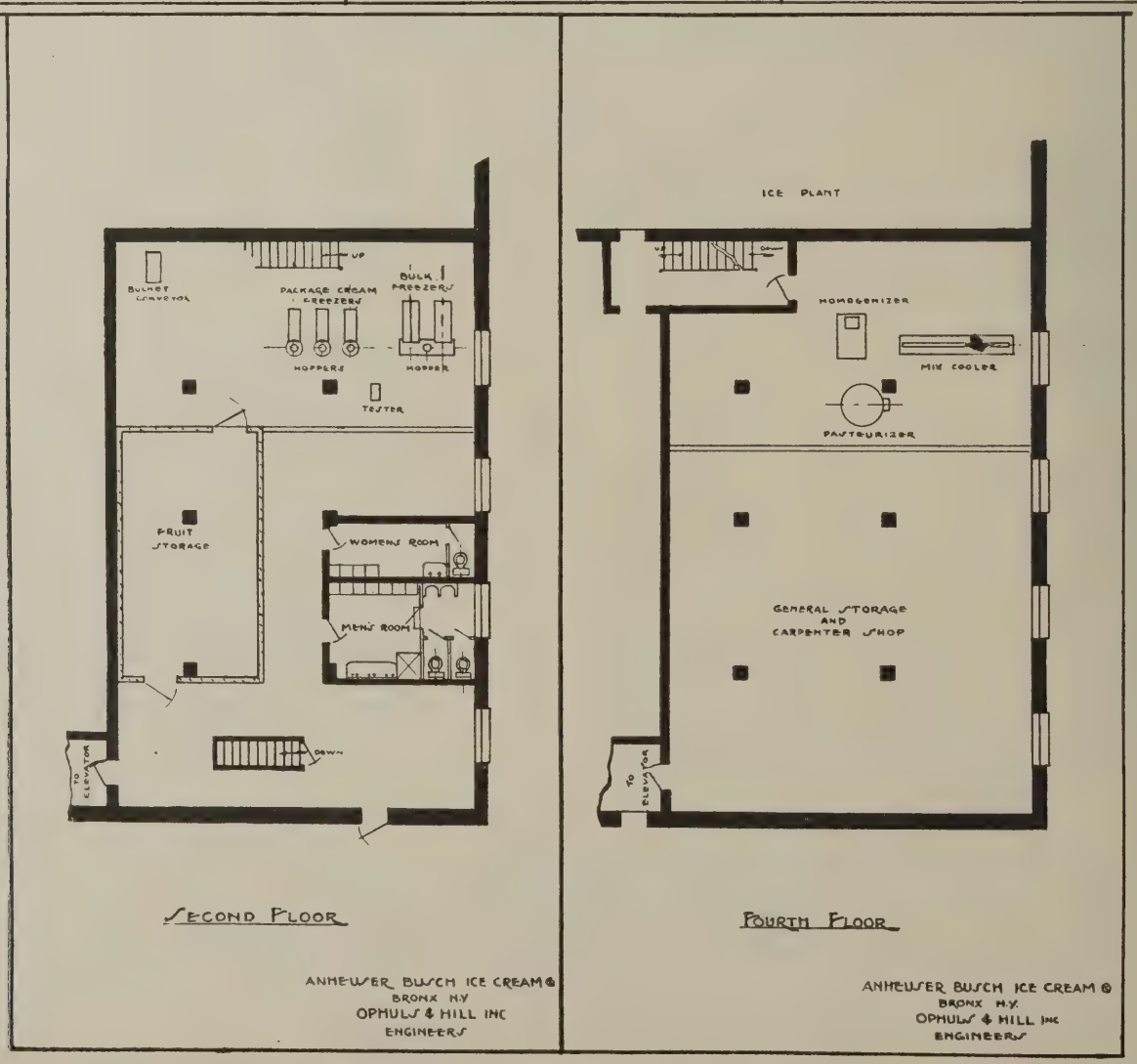
No Ice Cream Manufacturer ought to buy enamel for his tubs and cans until he has at least received our proposition and considered it carefully.

Your name and address written on this page will bring this special offer, a color card and letters from Toco Tub Enamel users.

THE TROPICAL PAINT & OIL CO.
1218-1260 West 70th St. - Cleveland, Ohio

*For fourteen years we have supplied a limited number of Ice Cream Manufacturers with Toco Tub Enamel. Increased production makes it possible to serve more of you this season.





FLOOR PLANS ANHEUSER-BUSCH PLANT.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Dartnell Cut Sales Costs $35,000 a Year

With Hooven Automatic Typewriters

It is now just a year since The Dartnell Corporation of Chicago dismantled a force of thirty salesmen which it employed in the sale of its service to sales executives, and put Hoovens on the job.

During the past year, with three Hooven Automatic Typewriters, Dartnell sales have increased forty per cent. Not only were more subscribers to the service secured during the twelve month period, but they were secured at a cost of $2.05 a subscriber as compared with a cost of $18.00 a subscriber under the old selling plan.

What Hoovens Are—and What They Can Do

You don't have to revolutionize your business to put Hoovens to work. You don't have to even hire an operator, because the Hooven is so simple that any bright telephone operator who is an accurate typist can learn how to write real personal typewritten letters—the same identical letters that your personal stenographer writes for you.

With Hoovens you can write thousands of genuine letters, with carbon copies that you can use to follow up; with the name of the man you are writing to and other special information written right into the letter at the same time the letter is written. A Hooven never tires. It never stays home. It never comes down late. It never slackens. It keeps on writing all day long, at the rate of from 100 to 300 individually typed letters a day.

Hoovens not only save you the salaries of from three to ten typists but they make it possible for you to systematically work carefully selected lists of prospects in a way that COMMANDS attention. A careful check of the returns between individually typed letters and process letters by a publishing house on magazine subscriptions shows that where the process letters pulled slightly less than two per cent returns, the Hooven pulled better than twelve per cent.

There are many ways that Hoovens might be used in your business to help salesmen; to cut sales costs; to develop inquiries; to work the small town account; to secure special information; to intensively work select lists of preferred buyers. It will cost you nothing, and place you under no obligation whatsoever, to let us draw up a Hooven plan for your business just as we drew it up for Dartnell.

Hoovens are Making Thousands of Dollars for Hundreds of Concerns—Perhaps They Can Do As Much for You

HOOVEN CHICAGO COMPANY
417 South Dearborn Street, Chicago
Telephone Harrison 9288-8634

HOOVEN LETTERS, INC.
114 East 25th Street
New York

HOOVEN AUTOMATIC TYPEWRITER CORP.
Manufacturers
Hamilton, O.

water and brine cooled and of a capacity of 7,200 pounds per hour.

The two 1,000-gallon mix aging tanks on the floor below immediately under the cooler, are also glass lined cylindrical Pfaudler tanks, brine jacketed, insulated and finished the same as the storage tanks on the fifth floor.

From the aging tanks the mix flows by gravity directly to the freezers on the floor below.

Much attention was given to the type of freezers and to the connections and equipment used. After careful consideration it was decided to install two 100-quart freezers for bulk cream, and three 40-quart freezers for packaged cream.

All freezers are direct connected to motors; the 100-quart freezers to 10-horsepower motors, and the 40-quart freezers to 3-horsepower motors. Both bulk freezers discharge into a double glass-lined insulated hopper, through a Monel metal spout to a special can-filling valve at which cans are filled and placed directly into the hardening rooms.

The three smaller freeezers discharge into individual glass lined insulated hoppers through Monel metal spouts directly into the brine jacketed hopper of the Mojonnier packaging machine.

A careful study made in the choice of equipment, method of installation and proper refrigeration used, together with the skill of the ice cream superintendent, C. P. Dampier, in blending and mixing the ingredients result in the remarkable achievement of making a batch of cream in from five to six minutes with brine temperature as eight degrees F.

On the floor with the freezers there is a refrigerated fruit storage room in which fruit is kept at a temperature of approximately 35 degrees F.

The filling room on the main floor is separated from the can washing room by a metal glass partition, as shown on the first floor plan. In this room are the Monel metal insulated spouts coming from the hoppers on the floor above. Three of these spouts feed the Mojonnier packaging machine and one of them, from the double hopper, feeds the special can filling valve.

The packaging machine has a capacity of from 900 to 1,200 packages per hour and is so arranged that it can be rolled aside and a table of suitable height placed under the spouts to fill either special brick moulds or bulk cream if necessary.

Due to the limited headroom and to the layout of the plant the hardening rooms were arranged with direct expansion pipe shelves operated as a flooded system. A hot gas line is connected up to the discharge header so that the rooms can be very readily defrosted when necessary. As will be noted on the floor plan, there is a vestibule and can-passing doors at the filling end, and a can-passing vestibule with a capacity of about 150 gallons of cream at the platform end of the hardening rooms.

This arrangement minimizes the loss of refrigeration due to the constant opening and closing of doors necessary in the daily routine of an ice cream plant. The walls, floors and ceilings of the hardening rooms are, of course, properly insulated with corkboard as is also the fruit storage room on the floor above. All cork insulation work was done by the Armstrong Cork & Insulation Company.

The ice cream can washer, with a capacity of five cans per minute, and the milk can washer handling three cans and covers per minute, are arranged on this floor to minimize handling of cans.

The milk cans as they come in are immediately emptied into the receiving vat, washed and stacked, ready to send back to the dairies.

The ice cream cans are washed as soon as received, stacked on can trucks and wheeled in position ready to be filled at the valves.

A modern, completely equipped Mojonnier laboratory is on the fifth floor, readily accessible to where the ingredients are mixed. This room is in a group together with a lavatory and the superintendent's office.

On this floor is also a large dry storage room in which sugar, cocoa, nuts, etc., are kept, weighed and properly blended and proportioned.

Part of the fourth floor is used for the stonage and repairing of ice cream cabinets.

On the third floor are stored brick boxes, carryout pails, parchment covers, cans, etc.

The ice used for the packing of ice cream is made by the Anheuser-Busch Ice & Cold Storage Company, and

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."

Derycote
PAINT YOUR PERSONALITY ON YOUR PACKAGES

has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.

MEMBER

THE NATIONAL PAINT & VARNISH COMPANY
8709 Kinsman Rd. Cleveland O., U.S.A.

DREW'S
Egg Yolk
Makes Better Ice Cream

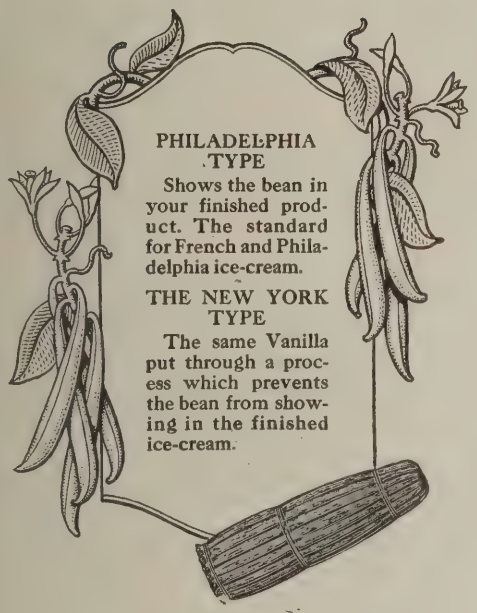
SOLD IN ORIGINAL PACKAGE

Prices on Request

JAMES F. DREW & CO.
320 Broadway New York City

The BEST Vanilla Sells the MOST Ice Cream

The Public will Always Pay for QUALITY



The trend of human desire is ever for *better* things. That is why you can afford to pay a little more for

MICHAEL'S Mexican Vanilla Powder

"America's Flavorite"

It makes the finest vanilla ice-cream that ever passed a palate. It enables you to reach the public's *purse* through its *appetite*. Put Michael's Mexican in your mix and Old Man Appetite will do the rest. Let us prove how you can increase your sales twenty-five per cent.

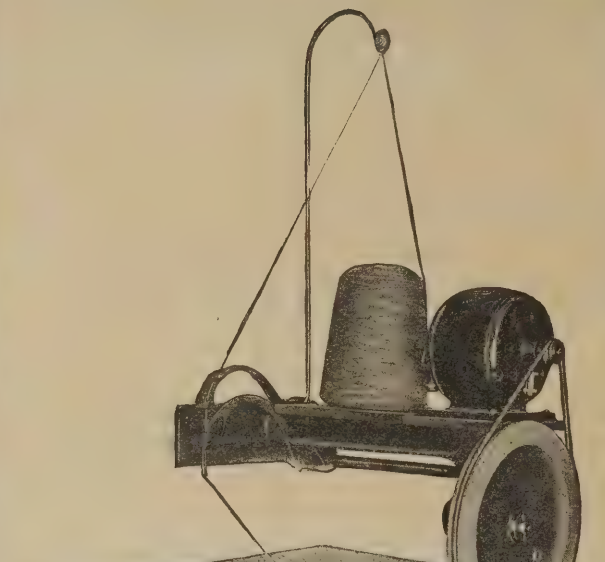
DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.

Make This Test at Our Expense

Place a trial order. Use all you need to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Powder does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.



NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.



"Be not the first by whom
the new is tried
Nor yet the last to lay the
old aside"

This old axiom might well be directed to those Ice Cream manufacturers who have not yet installed

"SAXMAYER" BUNDLE TYERS

to take care of their tying. You need not experiment. Others have done that for you. Chicago is practically

100% "SAXMAYER."

We can refer you to scores of users of these machines who will tell you how much time and string they save—what a neat, uniform package they tie.

In addition, we are willing to send you a machine for

10 DAYS' FREE TRIAL

Write Us for Complete Information

The National Bundle Tyer Co.

BLISSFIELD, MICH.

is stored in the ice storage room, which is conveniently situated next to the ice cream plant.

WHEN ice is signalled for from the platform, a cake of ice is immediately dumped into a Creasey ice crusher, elevated to the proper height by a bucket conveyor and discharged into a horizontal double chain flight conveyor about 75 ft. long, which, in turn, discharges into a cross conveyor at right angles. The cross conveyor is provided with gate openings and flexible spouts to discharge the ice to the waiting trucks.

The Creasey ice crusher has a capacity of 25 tons per hour and is driven by a 5-horsepower motor. The bucket conveyor is driven by a 5-horsepower motor and both flight conveyors by a 7½-horsepower motor, the speed of the conveying equipment being timed to take the crushed capacity of 25 tons per hour.

A fleet of Electric Walker trucks, equipped with bodies specially made by Anheuser-Busch, Inc., St. Louis, are used for distributing the ice cream to their trade in the city. Mack trucks being used for the more distant stops.

The trucks are all of five ton capacity, each equipped with 42 cell, 25 plate ironclad batteries, which are charged every evening in the plant by a 25 k.w. generator, through a battery of Cutler-Hammer charging panels.

The salt, which is purchased in carload lots is dumped from the cars directly into a concrete boot, where a bucket conveyor picks it up and takes it up to a bin in the covered driveway.

In the engine room a compound ammonia compressor is installed to supplement the present equipment used for ice making and cold storage in taking care of the refrigeration needed in the manufacture of ice cream. The compressor is a horozontal, two stage machine, 11x8x12 running at 200-revolutions per minute, and direct connected to a 100-horsepower Ideal synchronous motor.

Two horizontal shell and tube brine coolers connected up to three pumps of 60 gallons, 100 gallons and 150 gallons per minute capacity in two different systems supply the cold brine for the plant. The freezers and tubular cooler requiring low temperatures are connected to one system and the tanks and cold storage room to the other. The electric lighting and power wiring is run in conduit, all circuits being protected by Cutter Electric Co.'s urelites and branch circuits by square D switches.

All brine and ammonia piping is covered with Armorak sectional covering, and all steam mains with 85 per cent magnesia covering.

The plant was designed by Ophuls & Hill, Inc., consulting engineers, and erected under their supervision.

All building work was done by the Equity Construction Co. of New York, under the supervision of the engineers.

⚜

Most people complain when the weather is excessively warm.
Ridiculous!
Complaining never got anybody anything.
Most people say they are glad that summer—the broiling season—is about over,
But not I!
The hotter the day the better I like it.
I am truly sorry that summer is gone.
I wish the calendar was so arranged that
July would always follow August,
And vice versa.
Three hundred and sixty-five days of summer!
That would suit me to a "T."
No, I am not insane,
I sell ice cream!

—ROBERT CYRIL O'BRIEN
In Judge.

Between Seasons, let

SCOTCH BOB

Bridge the Valley of Depression!

If Butter Scotch Ice Cream were like the others, its sales too would have fallen with the autumn leaves. But SCOTCH BOB'S sales curve climbs steadily upward, month after month! Those manufacturers who are using it testify, by their repeat orders, to the wonderfully rich Butter Scotch Ice Cream it produces,—too delicious to be described in cold type!

Every day more ice cream men are becoming acquainted with SCOTCH BOB. They first sent for the ten-dollar trial kit. We suggest you do likewise. Every day's delay costs you money, real actual money in sales and profits lost.

KAY-WHITE PRODUCTS INC

GOOD HOUSE TO DEAL WITH — TRADE MARK

Eight West Broadway, New York City.

The Refrigeration Media

By F. B. FULMER

(Continuation of an important topic by a recognized authority.)

IN THE early stages of the refrigeration industry many substances were used for the circulating media, but time and experience has eliminated most of them, except in some special case and under exceptional conditions. There are many substances which may be used as a refrigerant, but most of them have some inherent objection, so that in the United States ammonia is used in upwards of 90 per cent of the mechanical refrigeration that is produced. There are four other substances which are used to some extent, carbon dioxide, sulphur dioxide, methyl chloride and ethyl chloride. The last three named have of late been put to use in the small units like the mechanical household refrigerator and the iceless ice cream cabinets.

In dealing with any substance used as a refrigerant there are several features to be considered, as all of these have some bearing upon the ultimate economy of operation. By using a substance that may be changed from a liquid to a vapor state, advantage may be taken of the latent heat of vaporization. As an illustration, a comparison may be made between ammonia and air. Under a given set of conditions one pound of ammonia will have a refrigerating effect of 478 B. T. U. and the refrigerating effect of the one pound of air will be only 12 B. T. U. owing to the fact that the air contains sensible heat, but has no heat of vaporization. In the case just illustrated the comparison of air with ammonia is very small, the ration being about one to forty, hence if air was used as a refrigerating media, in order to effect a certain amount of work in a given time, the compressor would have to be excessively large, hence the cost of installation would be prohibitive.

The possibility of using a certain media for a given refrigeration problem depends upon several factors. The most important consideration entering into the selection of a suitable refrigerant are the temperature and pressure ranges, the cost of the installation and working fluids, the chemical properties, and the physical properties. The factor of the critical pressure is an important one: If the media used had a critical pressure, of say, 90 degrees F. and the mean temperature of the water available for the condenser was of nearly the same point, it is evident that not very much refrigeration work could be accomplished.

WITH all of the refrigerants used there is a certain relation existing between the pressure under which the media is allowed to evaporate and the temperature of the evaporizating gas. In order to accomplish econom-

(Continued on page 130)

ZIPP'S

ORANGE FREEZE

—take a tip, buy from Zipp!

HIGHEST QUALITY for 38 YEARS

From the number of orders placed at the recent Dairy Show and the compliments we received there, we feel safe in making the statement "Zipp's Orange Freeze (a concentrate) is paramount to all others for Ices, Sherbets and Ice Cream."

Let us send you a trial gallon at $8.50, and if not satisfactory you may return same at our expense, we canceling the charge, and will make no charge for what portion you may have used in your experiment.

Manufacturers of a full line of Fruits, both bulk and in No. 10 Tins for the Ice Cream Trade.

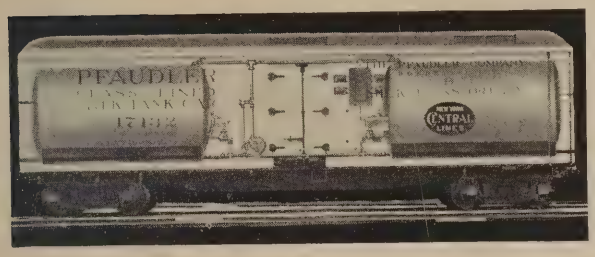
The ZIPP MANUFACTURING CO. Cleveland, O.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

BULLETIN!

Real Profits in the Milk Business

Progressive Dealers Have Increased Their "Spread" to a Larger Margin

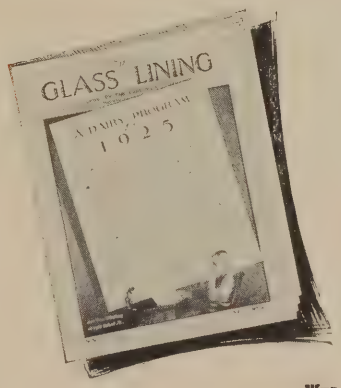


When Aladdin rubbed his magic lamp, the genie appeared to do his utmost bidding—in fact if Aladdin had wanted 5,000 or 10,000 gallons of milk transported from Bagdad to Timbuktu, the genie would have done it. Charges?—There would have been none. But strangely enough here is a case in modern civilization where we can dispense with the genie and get the same results. A big glass bottle on wheels—a Tank Car—will do this very thing, transport milk enormous distances,—and at a ridiculously low figure. There is no secret about this. Let us send you a new Car Tank booklet, which is fresh from the printing press.

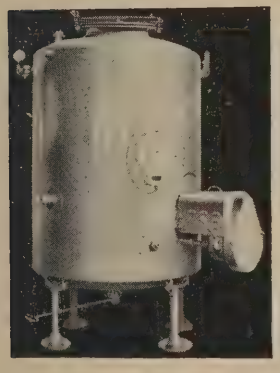
BULLETIN!

"THE GLASS LINING"

"THE GLASS LINING" for November-December is now ready for distribution. Concerns who would like to know what Glass Lined Equipment is doing in the field, will be interested in receiving copies.—No charge and no obligation. The current number contains among others, an article entitled, "Are You Thinking of Bigger Sales for 1925?" Whether you have any definite plans or not you will be interested in some of the programs as laid out by various of America's greatest dairy plants.



BULLETIN!



Storage Facilities Speed Up Receiving

When Using Truck Tanks Six Times as Much Milk Can Be Handled

A recent U. S.-Department-of-Agriculture survey at 12 Minnesota plants indicated that where truck tanks were used to deliver the milk to the plant, and where it was received in glass lined tanks, 6 times as much milk could be handled per man hour. Furthermore, there was no can expense, and no labor item for can-washing.—The cut at left shows new insulated Pfaudler Milk Storage Tank.

Let us send you literature describing units in which you are interested

ADDRESS:

THE PFAUDLER CO., Rochester, N. Y.

Originators and World's Largest Makers of Glass Lined Steel Equipment

Branches in Main Centers

Factories at: Rochester, N. Y., Elyria, Ohio, and Schwetzingen, Baden, Germany

Pfaudler

NAME OUR NEW 100 GAL. UNIT FOR US AND WIN

$50.00

$25 SECOND PRIZE
$15 THIRD PRIZE

Here are a few points, to suggest a line of thought:

Built on a production basis it sells for a very low price — only $325. f.o.b., Elyria, O.

It can be used for pasteurization of milk and cream, handling buttermilk, for ice cream aging, and in fact, as a general utility tank.

Other special units now manufactured by us bear the names, "Pfaudlerette," "Pfaudlerizer," "Elyria Junior Pasteurizer," "Elyria 300 Special," etc. Do not be influenced by these names, however. Originality will be a factor in awarding prizes. Any number of names may be submitted. Anyone is eligible to submit a name except employees of The Pfaudler Co. or other persons interested in the sale and promotion of its equipment. Three executives of The Pfaudler Co. will be the judges and prizes will be awarded for the three best names submitted, the first only being used.



If more than one contestant submits any prize-winning name, the full amount of the prize will be awarded to each such contestant. All names must be in by 12 P. M., December 31, 1924.

——MAIL THIS——

You may send these new folder's:

[ ] "A New 100 Gallon Quality Glass Lined Pasteurizer."

[ ] New Car Tank Folder.

.....

.....

Name .....

Street .....

City .....

I.C.R.-12-24

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

The Convention

Manufacturers amazed by "Kist" Program. Two smashing "Scoops." Greatest events in the history of the ice cream industry.

SPREADING before the amazed vision of visitors to the National Convention the most complete, comprehensive and impelling advertising and merchandising service ever offered the ice cream industry, "Kist" Service won its way to the hearts of every fortunate manufacturer there to see and hear.

Plans for the continuation and expansion of the regular Kist service could hardly be believed by many. And the fact that it was all *free* seemed almost too good to be true.

Thrill After Thrill

Many new features were introduced—and the preliminary announcement of *two tremendous "Kist" scoops.*

One is a novelty method that has simply swept into favor wherever introduced—revolutionized the ice cream buying habits of community after community—made ice cream eaters of those you never before counted as part of your great market. But "Kist" service has made this novelty yours—*really* yours—freed from the shackles of outside control but protected by the shield of exclusive rights. You are going to make thousands and thousands of dollars on this proposition, Ice Cream Manufacturers of America. It's ready—and it's yours!

Another Surprise

That was "Scoop No. 1."

And then there was the other great "Kist" scoop. Just as splendid, even more different, and opening new fields of profit; fields that do not encroach on your present ones, but seize great sales for you where only other industries formerly profited.

Get the News

We want you to know about these things. One at a time, to be sure, for we want you to get Scoop No. 1 first—absorb it and seize its opportunities. So use the coupon on the opposite page. Fill it in and mail it. It will bring you the Big News of the Convention, if you were not there or if you were there and did not get in on the inside show.

Don't hesitate—some other manufacturer may get ahead of you and secure exclusive rights in your territory. Do it now.

GET THAT

Sensation!---

Were you there? Have you heard all the news? Do you know the excitement that caused all the buzz along the corridors of Hotel Roosevelt, Convention Headquarters? If not—read every word of this. There's a surprise awaiting you!



Hotel Roosevelt
National Convention headquarters at New Orleans

Kist
ICE CREAM
FLAVORS

Here is the coupon. Fill it out—mail it in. There's no time to waste if you want to get the big Winter and Spring profits awaiting you in this propositon

NEWS

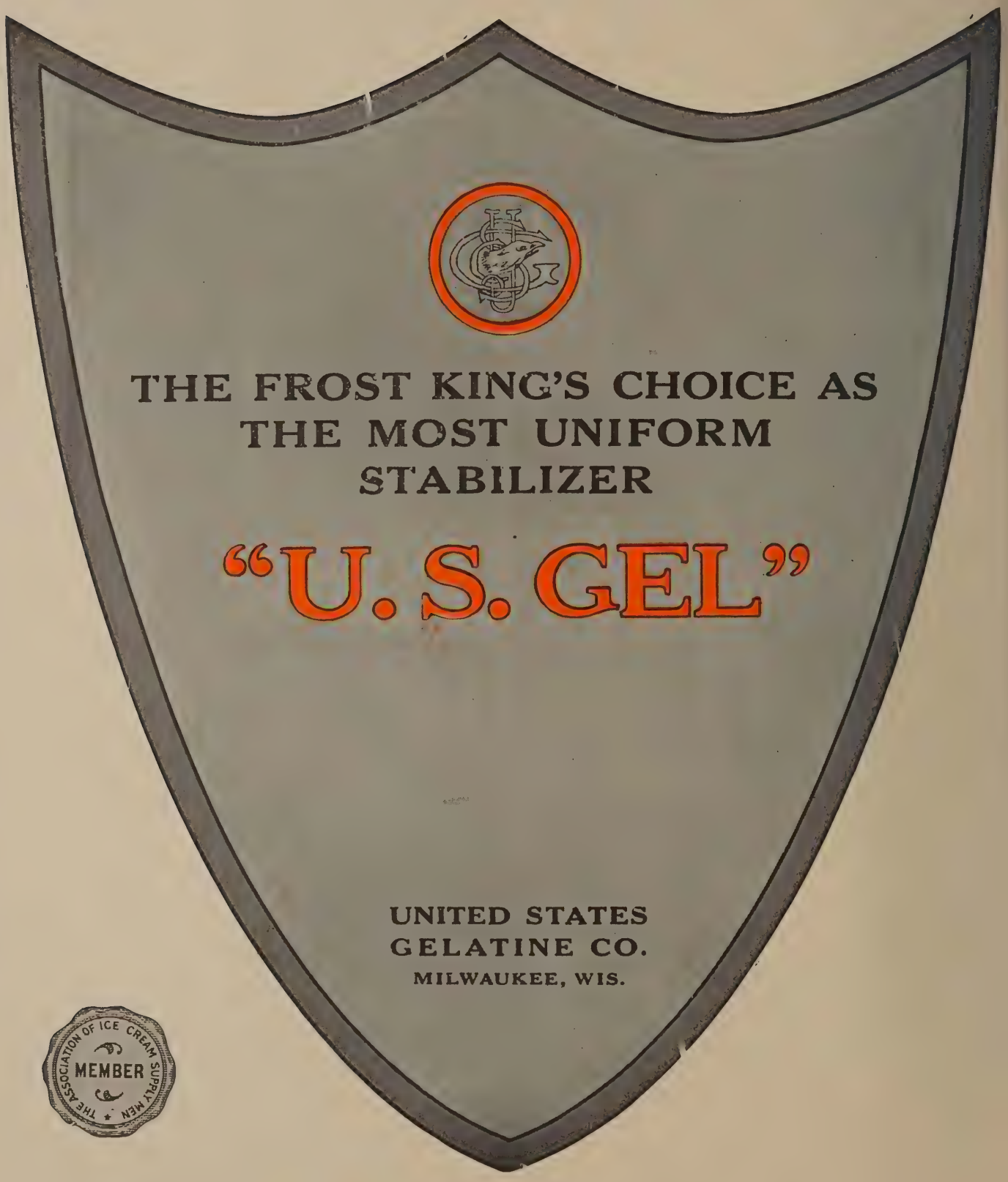
COUPON

Citrus Products Company, Ice Cream Division,
54 East Kinzie Street, Chicago.

I have a strong heart—give me the big surprise. Tell me all about "Scoop No. 1."

Name .....

Address .....



THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER

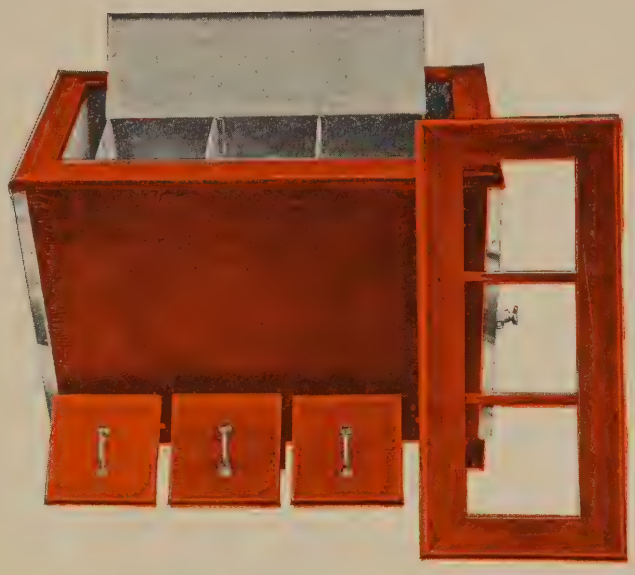
"U. S. GEL"

UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.

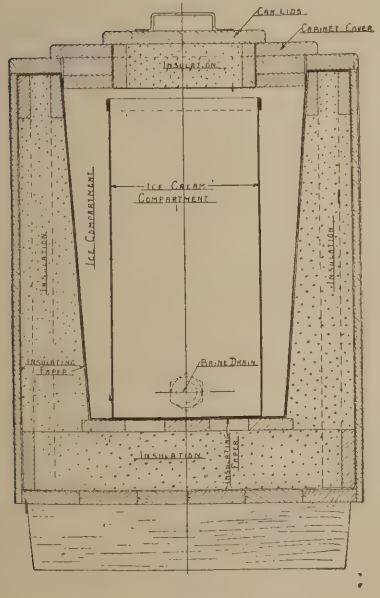
THE ASSOCIATION OF ICE CREAM SUPPLY MEN
MEMBER

This Cabinet stops needless ice and salt waste

Cuts unnecessary charge from ice cream manufacturers' overhead—turns fixed expenses into added profits



This diagram explains why A-B Ice Cream Cabinets will give 48-hour service from a single icing should emergency require. Notice how cream compartments and ice and salt chamber are fully protected against warm outside air. No wonder A-B Ice Cream Cabinets save ice — save salt — save money!



Here is an ice cream cabinet that will save more ice, more salt and more money for you than any other pack cabinet you can buy.

You see why as you examine the A-B Cabinet inside and out. Square, perfectly dry cream compartments are surrounded on all four sides by the ice and salt chamber, which tapers downward from a broad, easily filled throat at the top to a narrow bottom.

Cold air is kept in and warm air out by a novel insulating material, which graduates from a thick section at the bottom of the ice chamber to a thinner section at the top, as shown by the accompanying diagram.

Even the lid is fully insulated, yet it is feathery light. In fact, the whole A-B Cabinet is exceptionally light—10% to 15% lighter than ordinary pack cabinets—hence will place no strain on your floors.

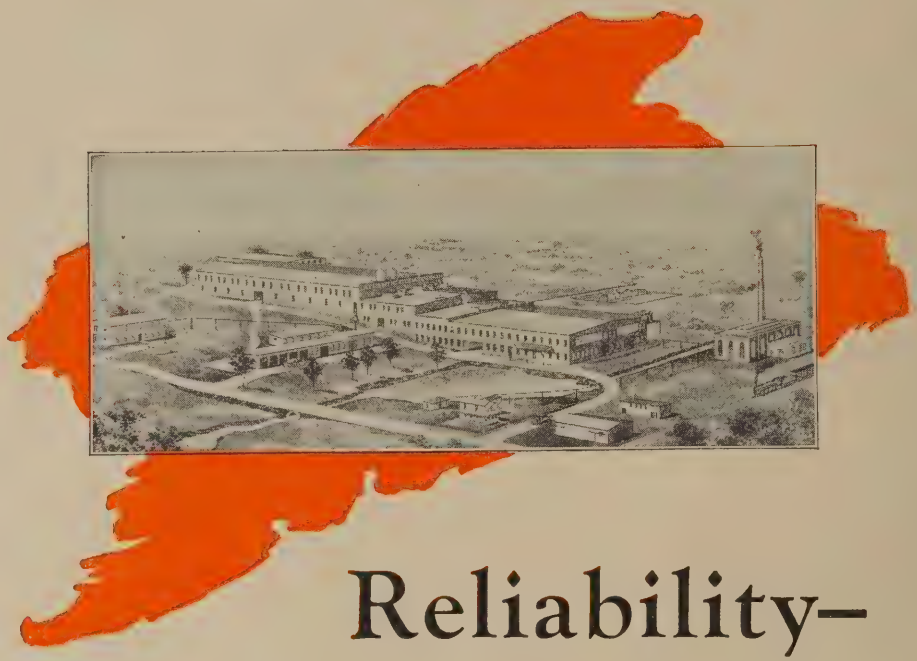
Full details and prices gladly furnished on request. Write for them now. Get the facts about this cabinet that stops needless ice and salt waste.

Anheuser-Busch, St. Louis

Also Manufacturers of ABC Refrigerator Motor Truck Bodies and Wagons

A-B Ice Cream Cabinets

We are always pleased to welcome our customers and prospective customers. Visit the Atlantic Gelatine factory where skill, modern equipment, selected materials and Business Integrity produce the world's best Gelatine.



Reliability—

The science of making a gelatine of high viscosity, purity and crystal clarity—absolutely uniform—is not quickly acquired. It demands broad experience, modern equipment, finest materials, tremendous buying power, skilled workmanship and strict adherence to principle.

We pride ourselves on the uniformity—the absolute reliability—of Atlantic Super-Clarified Gelatine. America's best candy and ice cream makers, rigid in their manufacturing requirements, acclaim Atlantic Super-Clarified Gelatine as the one they can absolutely rely upon for uniform viscosity, clarity and purity.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 1019 Woolworth Bldg.

ATLANTIC *super-clarified* GELATINE

CO-OPERATION MEANS COMMON SUCCESS.

(Continued from page 40)

attain that end toward which we are striving. These convention assemblies, with their utterances of business ethics and high ideals, are inspirational and absolutely essential as it is here that the foundation of co-operation is laid.

But co-operation must go farther. It must go with us, hand in hand, day by day, throughout the year and all the years to come, if we are to attain what we plan to attain in the convention hall.

Ice cream has been known for many years, but the secret of making ice cream was known at first only to a few, and it was kept a secret, being handed down from generation to generation. And it was only in recent years that it has worked itself into the hands of the few broadminded men who have made out of the ice cream industry what it is today.

And only through the elimination of this deep secret idea, which can be achieved only through co-operation, can we hope to put this industry on the high plane it is capable of attaining.

For instance: I know an old bottler who has a formula for a certain drink of his own. It is admitted by all to be a mighty good drink. But this old man is so afraid that someone is going to get hold of his formula for this drink, that he will not even hire any help, doing only what little he can do himself. He has his little factory completely barricaded, and keeps two big bull dogs to help him guard his secret from the world. This old man will die before long, and with him will go his secret. And while he has been in the business for 16 years, during which time hundreds of other bottlers have grown independently rich, you could buy all this old man's worldly goods for only a few hundred dollars.

Which goes to show we cannot build a brick wall around ourselves and live alone and prosper. If we prosper, our fellow manufacturers will also prosper. And while we believe that in the ice cream industry all those who have been inclined to feel as the old bottler feels are gone. Should there be one left, however, I want to say to you, my friend, that you have never done one thing that helped to build up the ice cream industry; and the time has come when sound business principles must be adhered to, which is going to one of two things for you: It will either make a man out of you or put you out of the business.

The time has come when the ice cream manufacturer must stop, check up, change up, take stock, and get down to solid business principles, if the industry is to grow as it is capable of growing.

We cannot run our factory under these changed conditions in the same old haphazard way as heretofore. And this change can be met only through proper co-operation. It is only through co-operation that the ice cream industry can hope to come into its own. In all other lines of endeavor success can largely be traced to co-operation. Doctors, lawyers, merchants, plumbers, carpenters, machinists and bricklayers, even common laborers, have their unions.

Friends, the ice cream industry has just been touched upon. It is still in its infancy. And if the ice cream manufacturers will co-operate in the same spirit that the doctors, lawyers, plumbers, brickmasons and others do, I believe that there will be built an industry so vast that it will exceed even the most optimistic and enthusiastic ambitions of any ice cream manufacturer of today.

Now, my friends, in conclusion, allow me to ask you to call to mind that old, old saying—that sometimes we may get a good point from a fool.

The CAN-PRO-CO Line



Patent Pending

Shippers

NO ICE
NO SALT
NO PACKING

Weighs Only Nine Pounds

Just drop the can of cream into the bag—buckle the top and your shipment or delivery is ready to go. There is no ice to pack, no salt and the labor is cut more than half. Your customer saves half his express charges. Increases your truck capacity 400%. Wonderfully convenient and practical. Ice-Less shipping and delivery will earn you many dollars. We can prove it.

Send for complete information and list of prominent users.

TUB COVERS

Never Shrink Water Proof Mildew Proof

Stay-On Covers have always been noted for their uniformity and quality. Made from fresh, new goods right off the looms, they have all their wearing qualities intact, so that they give the maximum service.

Stay-On Covers are cut after they have shrunk. Ample size and weight. Well made up with best grades of thread, they represent the best offer obtainable today.

Covers are furnished complete with metal tipped string and two long staples to clinch inside the tub so that they truly stay on and come back with the tub.



New prices are ready for 1925. Buy Stay-Ons and end your cover Problems. They never shrink.



Water proof Aprons

As in our other specialties, these aprons maintain the standard of high quality set for our manufacturing department. Reinforced bib, and adjustable neck straps are the big features—combined with wearing quality and low cost make them ideal.

Sample on request.

Canvas Products Corporation
19-23 E. McWilliam St.
Fond du Lac Wisconsin

American Cities Classified for Future National Shows

Supply Association Will Consider Detroit, Buffalo, Cleveland, Philadelphia and Atlantic City for 1925 Exposition, if Held

THE success of expositions in connection with a national ice cream convention has been so pronounced as to make ice cream manufacturers look forward to the exposition as a regular convention feature every year. The Association of Ice Cream Supplymen some months ago explained its action for not staging an exposition in connection with the New Orleans gathering of ice cream men.

A letter from Roberts Everett, secretary of the supply men's association to Vernon F. Hovey, president of the National Association of Ice Cream Manufacturers, recently announced by an association bulletin, throws some interesting light on future national expositions. In this letter Everett outlines an investigation conducted by the supply association with regard to facilities for future combined conventions of the national association with national expositions. This investigation led to the grouping of cities on the following scale:

"A" group: Buffalo, Detroit, Philadelphia, Cleveland and Atlantic City. He points out that these cities are put in a group because of being slightly more favorably equipped than might be termed cities included in "B" group, which are Chicago, Cincinnati, New York and Milwaukee. He lists such cities as Indianapolis, Louisville, Minneapolis and Boston as being in "C" group.

Order

PRINTED TIN-FOIL
WRAPPERS
AND
GLASSINE
BAGS

for CHOCOLATE COATED BARS

WRAPPERS and BAGS for
IMMEDIATE DELIVERY

EASTERN PAPER BOX CO.

"The Paper and Box House for Ice Cream Men"

46 Portland St. Boston, Mass.

THE supply association's secretary explains that both hotel and exposition building accommodations are considered in determining the class of these groups. On the basis of the 1923 convention attendance, there is no city in which a certain amount of hotel congestion will not occur in connection with the combined events, he points out, adding that there will have to be doubling-up in rooms to a certain extent in any city in the country.

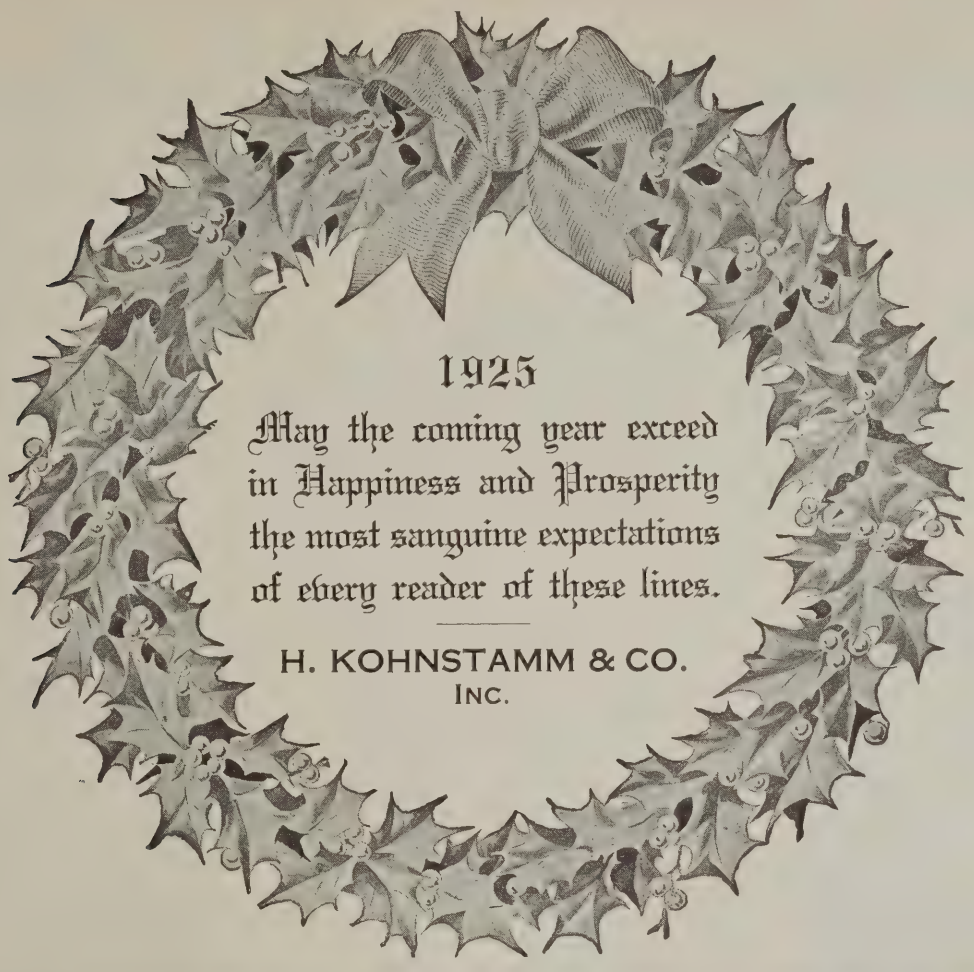
In group "A" the investigation shows that there can be expected the least physical inconvenience with respect to housing of guests, housing of exhibits, going to and from exposition and hotels, according to Everett. The cities included in group "B" are those cities in which it has been found that there must be some inconvenience with respect to housing of guests and exhibits, etc., that cannot quite be overcome by careful arrangements and preliminary planning, it is stated.

The group "C" cities are those only to serve at a pinch by sacrifice of some desirable features by either one or both of the organizations. "In all the cities in this group," Everett's letter states, "an attendance equal to that in Cleveland would mean the allottment of a percentage of out-of-town visitors to private homes or to hotels (as in Boston) of very questionable comfort. In one or two of the cities in this group it would also be necessary to curtail slightly the natural size and growth of the exposition. In two of them elaborate and costly special taxi services would have to be organized and run."

THE investigation resulted in the decision that no other city, except those mentioned in the above groups, will be considered for a 1925 combined national convention and exposition. It will be noted that all of the cities mentioned in class "A" groups are eastern cities, except Cleveland, in the middle West, the scene of two startling triumphs scored by the association in ice cream exposition. Manufacturers who have been hopeful for a large national convention in the West find their hopes confined to the city of Milwaukee or Chicago, in class "B."

Southern manufacturers who have been hoping that a large national exposition would be staged in their part of the country some time, have their hopes confined to Louisville, which is in class "C," or Memphis and St. Louis, not classified but indexed for future consideration. Some manufacturers in the South would be glad to see an exposition at St. Louis in a pinch, but doubtless no city would be quite so popular among Southern manufacturers as Atlanta, Birmingham, New Orleans, Memphis and St. Louis are considered because they are building large auditoriums.

THIS decision gives some light as to the probable scene of the 1925 convention. There is little doubt that of all the cities listed in class "A" Cleveland is the most popular among ice cream men, because of the very successful expositions held there in the past. However, Detroit, Philadelphia and Atlantic City have their attractions. Manufacturers who are acquainted with conditions in Buffalo and Milwaukee, would hardly classify Buffalo ahead of Milwaukee in exposition facilities.



KEEP UP YOUR SALES

Chocolate Malted Milk Brick Will Do It!

Don't let the cooler months bring a slump in your ice cream production. Keep up your sales curve by offering a new and distinctive frozen dainty—something new and attractive to develop fresh interest.

Malted Milk Ice Cream had been tried without success until a formula was made with THOMPSON'S Entirely Soluble Malted Milk (doubled malted).

Thompson's MALTED MILK "DOUBLE MALTED" REG. U.S. PAT. OFF.

By the use of Thompson's in the manufacture of ice cream, the distinctive malt flavor and aroma was at last achieved and Malted Milk Ice Cream has become a commercial success.

Are You Interested in Chocolate Malted Milk Ice Cream?

If you are, and want some interesting dope on this new "Special" write at once to

Thompson's Malted Food Co.
Waukesha, Wisconsin

New Orleans Serves as Host to "National"

Twenty-fourth Annual Convention of National Association of Ice Cream Manufacturers Well Attended and Highly Successful in Every Way. National Advertising Question Arouses Great Interest

New Orleans, La., November 20, 1924.

(Special to The Ice Cream Review.)

A national co-operative advertising program involving a half million dollars was launched by the National Association of Ice Cream Manufacturers in twenty-fourth annual convention here. A report rendered by Will A. Schwindeler, St. Louis, chairman national advertising committee, asking for initial appropriation of $50,000, was adopted on production basis. This carries provisions for raising remainder of amount necessary through pledges by individual members of one-half cent a gallon on production basis. Mr. Schwindeler will go before state conventions this winter to raise funds. Convention officers were re-elected with exception of J. Weller, Rochester. Madison Lewis was elected treasurer. Appointment of secretary was left to President Hovey. The association voted to increase directors from thirty to forty. Detroit is next convention city. About forty delegates registered for seventeen day cruise to Cuba and Panama. The association is favorably considering matter of test laboratory for ice cream cabinets.



V. F. HOVEY,
President,
Schenectady.

THE 1924 convention of the National Association of Ice Cream Manufacturers will go down in ice cream history. It was a most eventful convention. It was a most colorful occasion. The attendance, considering the remote point of the convention city, lived up to the fondest expectations. The matters discussed consisted of the most vital factors confronting the industry today—advertising, automatic refrigeration, cost accounting, standardization of equipment, ice cream standards, and various other topics pertaining to the urge of the day. A large share of credit for the attendance goes to The Association of Ice Cream Supply Men. The advertising the convention received from this source reflected its importance in the large number of delegates who referred to this good advance work. The national supply association also contributed largely to the delegates' pleasant stay in the Crescent City by splendid entertainment features, notably the reception the first evening of the convention.

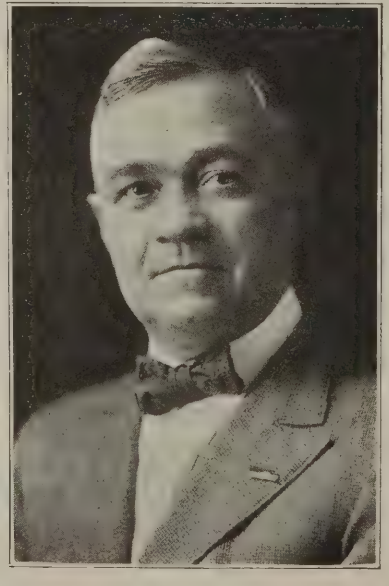
New Orleans ice cream people figured largely in the social success of the convention. Through their efforts the city of New Orleans more than lived up to the reputation of Southern hospitality.

PRESIDENT VERNON F. HOVEY found the advance work well out of the way, thanks to the energetic activities of the able secretary, N. Loewenstein, when he reached the convention city. He found Mr. Loewenstein had been there several days in advance and that all was in readiness for what delegates regard as a most momentous convention.

The usual local courtesies marked the opening of the convention. W. W. Campbell, vice-president of the association, and widely popular among his Southern neighbors, responded to the address of welcome in a speech entitled, "We are Happy to be in New Orleans."



N. LOEWENSTEIN,
Secretary,
Chicago.



N. J. DESSERT,
Ex. Com.,
Detroit.



A. G. HOEFLER,
Ex. Com.,
Buffalo.

Detroit Is Next Convention City

1925 Meeting to Be Held in the Automobile Metropolis. Old Officers Re-elected With Exception of Treasurer. Big Fund to Be Raised for Advertising. On to Panama!

THE advertising matter was brought up the morning of the third day of the convention. It was presented following a series of conferences held by Chairman W. A. Schwindeler's national advertising committee.

The convention hall was appropriately decorated with advertisements from leading national periodicals in which various other industries have effected greater sales outlets in this way. This was topped off by a magnificent banner showing the association's newly adopted trade slogan—"Serve It—and You Please All." The design was about three feet in diameter, the letters being large and impressive. The entire stage of the hall was lined with national advertising posters.

An atmosphere of nationalization had been built up during the convention. Since the selection of New Orleans for the 1924 convention, a step taken at Cleveland last year, it has been easy to see that the industry has well under way a movement to bring about more widespread co-operation. The Southerners helped carry out this plan by attending in large numbers, many getting new visions of possibilities through lining up and working with the national body.

And with this high touch of national color, the members were all the more in the frame carefully to consider such a broad and sweeping proposition as that which the advertising committee unfolded.

Chairman W. A. Schwindeler came out of a conference with his committee on the morning of Thursday, November 19, with the following report to present:

RECOMMENDATIONS OF THE COMMITTEE ON NATIONAL ADVERTISING.

Your committee recommends that an immediate effort be made to start a national co-operative advertising campaign on ice cream. That pledges of one-half cent per gallon be secured from our members, with the understanding that if these pledges cover approximately 40 per cent of the estimated gallonage represented by the ice cream manufacturers' association, and provided that an equal sum be raised by the supplymen's association, that a contract be then entered into with F. W. Gentleman of the Gardner Advertising Company to handle this campaign.

We also recommend that this matter be handled by a committee of six, represented by three members of the National Association of Ice Cream Manufacturers and three members of the Supply Men's Association, and that that committee be authorized to assume full control, with the advice and counsel of the advertising agency.

We also recommend that a sum of $5,000.00 be appropriated by the National Association of Ice Cream Manufacturers, to be used in the preliminary work of this campaign. This sum to be returned to the association when our fund is raised.

Respectfully submitted,
W. H. SCHWINDELER.

It is not to be understood that national advertising occupied most of the convention sessions. A program of importance such as that rendered at the 1924 convention necessarily involved considerable discussion. But the most of the work connected with national advertising was carried on out-



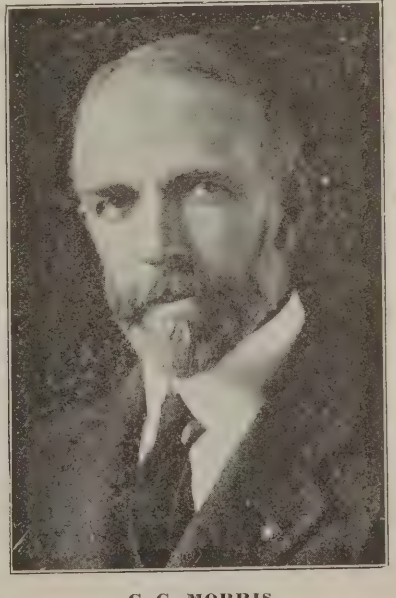
W. W. CAMPBELL,
Vice-President,
Shreveport.



F. N. MARTIN,
Ex. Com.,
Spokane.



W. F. LUICK,
Ex. Com.,
Milwaukee.



C. G. MORRIS,
Ex. Com.,
New Haven.

side the convention hall. When the matter was formally put before the convention the rough edges of the program had been worked out, and the delegates had before them a carefully thought out working plan for the most ambitious undertaking in the industry's history.

The convention had heard some excellent addresses on iceless cabinets. This matter was gone into more thoroughly and more comprehensively than at any time in the past. Cost accounting was a subject in which Mr. Bolitho of the International Association of Milk Dealers explained the exceedingly good work his association had accomplished and hoped to do in the future. Standardization was an important topic of discussion.

But the half-million dollar advertising campaign found interest in that proposal at high pitch.

THE background of the proposition of national advertising for the ice cream industry consists of a series of activities covering a period of four years. It was in 1920 that efforts in that direction began. Representatives of the National Association of Ice Cream Manufacturers and The Association of Ice Cream Supply Men at that time began a searching inquiry into possibilities in this direction. Expert advice was enlisted. Developments convinced investigators that the ice cream industry was emerging into a stage of development that made it necessary to look to co-operative advertising for continued expansion. Advertising experts have been energetically gathering facts and figures since that time.

Probably the most outstanding figure in the matter of co-operative advertising was Will A. Schwindeler of St. Louis, for several years one of the industry's leading exponents of co-operative effort, and chairman of the committee on national advertising. The association's consideration of the matter followed several conferences in which Mr. Schwindeler sought the best possible advice as to the benefits which the ice cream industry might expect from such a step.

The association's consideration of the matter followed action in which the Southern Association of Ice Cream Manufacturers expressed itself as being in sympathy with the idea. This was expressed after W. A. Schwindeler had appeared before the Southern convention, this gentleman having traveled to New Orleans in advance of the national gathering. Addressing one session of the Southern convention, Mr. Schwindeler related steps that have been taken thus far and outlined to the members what might be accomplished for the industry's common advancement through national advertising. It has previously been related in The Ice Cream Review how the slogan committee of the national association, headed by E. C. Sutton of Buffalo, extended its efforts over the breadth of the continent and other parts of the world to uncover a slogan which would tell the ice cream industry's story. This slogan, as announced exclusively in the November issue of The Ice Cream Review, has been adopted, the slogan being, "Serve It—and You Please All."

WE HAVE been told that the ice cream industry cannot take its place in the highest ranks of food commerce until the industry carries out a program of widespread publicity that will enable the public at large, particularly the housewives, to understand the food importance of ice cream. Many progressive ice cream manufacturers have for years been using slogans of their own Among them is that adopted by E. B. Geisel, manager of the Anheuser-Busch Ice Cream Co., New Orleans, this gentleman having repeatedly advertised his product as "America's Greatest Food Dessert." Another catchy trade-cry is that of a northern manufacturer who has told the consumers that "It's a Food—Not a Fad." Many others similarly descriptive of the merits of the product have been adopted by progressive ice cream manufacturers.



Twenty-fourth Annual Convention, National Association of Ice Cream Manufacturers, at New Orleans, November 17, 18, 19, 1924.

Thus it is that the national association, in taking up this important matter at New Orleans, found itself with much of the preliminary work out of the way. A working program was in sight when the delegates assembled in the convention hall on November 19 to hear the matter presented.

THE matter was put before the delegates in a highly inspirational way. They had before them facts and figures that had been gathered over a period of four years. It was shown that if only 40 per cent of the members of the ice cream industry contribute their nominal share to this enterprise, the work can be carried on in a highly effective manner. Just how conservative are the expectations of the advertising enthusiasts is indicated by the fact that the matter has been handled on the basis of this industry's chances of achieving just one-third the results achieved by such outstandingly successful organization as the walnut growers.

It was brought to light that in 1900 the average man, woman and child in the United States consumed 37.5 oranges. By 1921 each consumed 60.7 oranges. This amounted to an increased per capita consumption of

On The Job at New Orleans

National Officers and Convention Figures that Participated in Great New Orleans Convention



ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

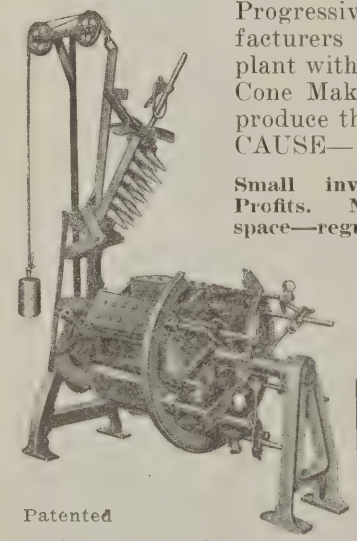
23.2 oranges, or nearly two dozen. The valuation of the 1909 crop was placed at $22,000,000, and in 1919 this had increased to $109,000,000. Although part of this increase is attributed to the changing value of the dollar, when it is considered that the 1919 dollar is worth but 50 cents on the 1909 dollar, from a purchasing standpoint, it is seen that our 1909 crop valuation of $22,000,000 is equal to $44,000,000 on the present dollar market.

It was national advertising which played such an important part in the orange industry's growth, the delegates were told. They also were reminded that the citrus industry increased 386 per cent in the period between 1909 and 1919. And this despite the fact that the population of the United States increased during that period only 15.4 per cent.

This matter was gone into in great detail by the different speakers, who included Will A. Schwindeler, F. W. Gentleman of New York, who has been connected with the association's efforts in this direction since the movement was inaugurated; G. W. Kenison of Lawrence, Mass.; T. J. Bolitho of Chicago, E. C. Sutton of Buffalo, Chas. C. Parlin of Philadelphia, S. T. Nivling of Rochester, C. B. Harper of Columbus, Herry L. Fogleman of Chicago, Ray E. Walz of Buffalo, and others.

THERE is little doubt that these discussions exhausted virtually every angle of the matter. They covered the experiences, in co-operative advertising, of the bread, citrus, cranberry, lemon, cement, brick, florist, and various other industries. Even sauerkraut was seriously brought out as a shining example of what can be accomplished in this way. It was shown that industry was made to show an increase of 275 per cent, largely because of national advertising.

NEW FIELD Opens for Ice Cream Manufacturers



Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones BECAUSE—

Small investments net big Profits. No extra labor or space—regular salesmen solicit orders — helpers bake cones. Fresh, Crisp, Delicious Cones increase ice cream consumption.

This machine saves time, space and positively produces a better cone at less cost than any other machine on the market — Write for details today.

Patented

Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

THE PHILADELPHIA ICE CREAM CONE MACHINERY AND ART METAL WORKS.

68 N. Fourth St. Philadelphia, Pa.

But the important matter is, what does all this mean to the ice cream industry? It means, according to the plan recommended by the national advertising committee, that the ice cream industry is in position where it cannot benefit nationally by individual advertising of any particular brand of ice cream. The first step is the common brand. That has been provided through the slogan contest. Co-operative effort, the convention was told, is the only way by which the ice cream industry has "the opportunity to use the power of suggestion in a perfectly natural and logical way that will materially increase the consumption of ice cream without the necessity of establishing a new habit on the part of the people."

"To make people eat more ice cream every day would be merely to satisfy a natural desire," the delegates were told. "The market is there, the willingness is there, and it only remains for the suggestion to be forthcoming, in an attractive form, to meet with ready acceptance."

THE ice cream industry was assured by speakers that if it should publish each week in national mediums an attractive advertisement in colors, suggesting a certain definite kind of ice cream for the following week, or certain days thereof, the American people would readily fall in with the suggestion and a market would be created for a vast amount of ice cream which will be eaten in place of other foods, desserts and confections now served throughout the land."

Scattered efforts were shown to be futile insofar as material expansion is concerned. But the point was emphasized that "a carefully worked out schedule of different ice creams, arranged suitable to seasons, could be exploited in the manner indicated, with the result that millions of American homes would watch each week for the suggestion for their ice cream for that week."

"These beaptiful advertisements," according to one speaker, "would continually call attention to the many delightful ways in which ice cream could be purchased and consumed; all forms of packaged ice cream, including individual portions as well as pints and quarts, ice cream cones, chocolate-covered ice cream bars, and tempting ice cream sodas for consumption at the soda fountain and in the home.

"Such advertising would, of necessity, have to appear in one or more of the great national weeklies. Fortunately, these weeklies are ideally timed, so far as their appearance is concerned, for a purpose of this sort. All of them are dated Saturday, but usually appear in the homes and on the newstands on Thursday, which is just about the right time for the housewife to get the weekly suggestion."

THE local manufacturer's angle of the matter was brought in one statement in which it was declared that after the campaign has been running for a few weeks the local ice cream man would know with a fair degree of certainty how much of the weekly special he should make. By making a leader of these specialties, it would be possible for the manufacturer profitably to sell them for the same price he charges for standard flavors, or at the most for a slight advance, it was indicated by the convention addresses.

The development of a substantial special order business, which at the higher prices for the special orders would be extremely profitable to the ice cream manufacturers, was a point stressed; for instance—

(Continued on page 172)



There Are No IFS *or* ANDS About It

DREW'S EGG YOLK will produce a better ice cream that will boost your winter gallonage and keep your factory running nearer capacity during the otherwise dull winter months.

The wisdom of your using DREW'S EGG YOLK will be reflected in your statement of net profits at the end of the season.

Let the good judgment of some of America's largest ice cream manufacturers guide you. Write for particulars today.

JAMES F. DREW & COMPANY

320 BROADWAY NEW YORK CITY

Quality Program Features Great Southern Convention

All Southern States Represented at New Orleans—Quality Standards Endorsed—Co-operation in National Advertising Pledged—Lexington in 1925

NEW ORLEANS, La., Nov. 20. (Special to The Ice Cream Review).—They called those of their kind together, these ice cream men of the South, and from the mountains to the sea they came to answer the roll call of service at the Southern ice cream industry's greatest convention. A job well done was the verdict as the last Pullman coach pulled out of New Orleans with manufacturers determined to make Southern ice cream a watch-word of quality. They were in a hurry to get away. They have business with Santa Claus. They came to their convention city at the end of a year fraught with heavy problems. They have gone with the inspiration that the Southern ice cream industry faces great opportunities for expansion. They would have gone earlier, but they had guests. They remained to participate with members of the National Association of Ice Cream Manufacturers in putting on the finishing touches to what was in many respects one of the most colorful occasions this industry has ever experienced.

That in brief tells the story of the twelfth annual convention of the Southern Association of Ice Cream Manufacturers. It was featured by the endorsing of the association committee's recommendation for a quality standard. The symbol of quality, adopted for trial by the association at Little Rock last year, was put in effect in 1924. Satisfactory results have been so strikingly indicated the association wasted no time in placing its stamp of approval on this measure. It provides for its membership to meet approved quality standards, and members are given the privilege of using in their advertising matter the symbol of quality, which was pictured in a past issue of The Ice Cream Review.

Lexington, Ky., will be the scene of the 1925 convention. Lexington's invitation, presented through an enterprising delegation from the Blue Grass state, was accepted over invitations from a half dozen or so other cities, including Atlanta, Savannah and Jackson, Miss. The state of Texas, for the first time largely represented at a Southern convention, was received into the association fold. George L. Boedeker was named director for that state. The association last year received the state of Oklahoma, naming J. B. Porter of Tulsa, director.

S. N. Sutton of Vicksburg, Miss., was elected president to succeed W. J. Barritt of Tampa, Fla. Fred Scanling of Atlanta was re-elected delegate to the national convention. Among the directors elected were: N. D. Brookshire, for Mississippi; D. W. C. Yarborough, Alabama: P. Perry, Arkansas; W. J. Barritt, Florida; A. E. Dixon, North Carolina; F. C. Walters, South Carolina; Harry Cuscaden, Kentucky, and W. E. Drake, Tennessee. J. D. Kinnett of Macon was elected vice-president.

(Continued on page 78)

The New Triumvirate



S. N. SUTTON,
Vicksburg, Miss.,
President.
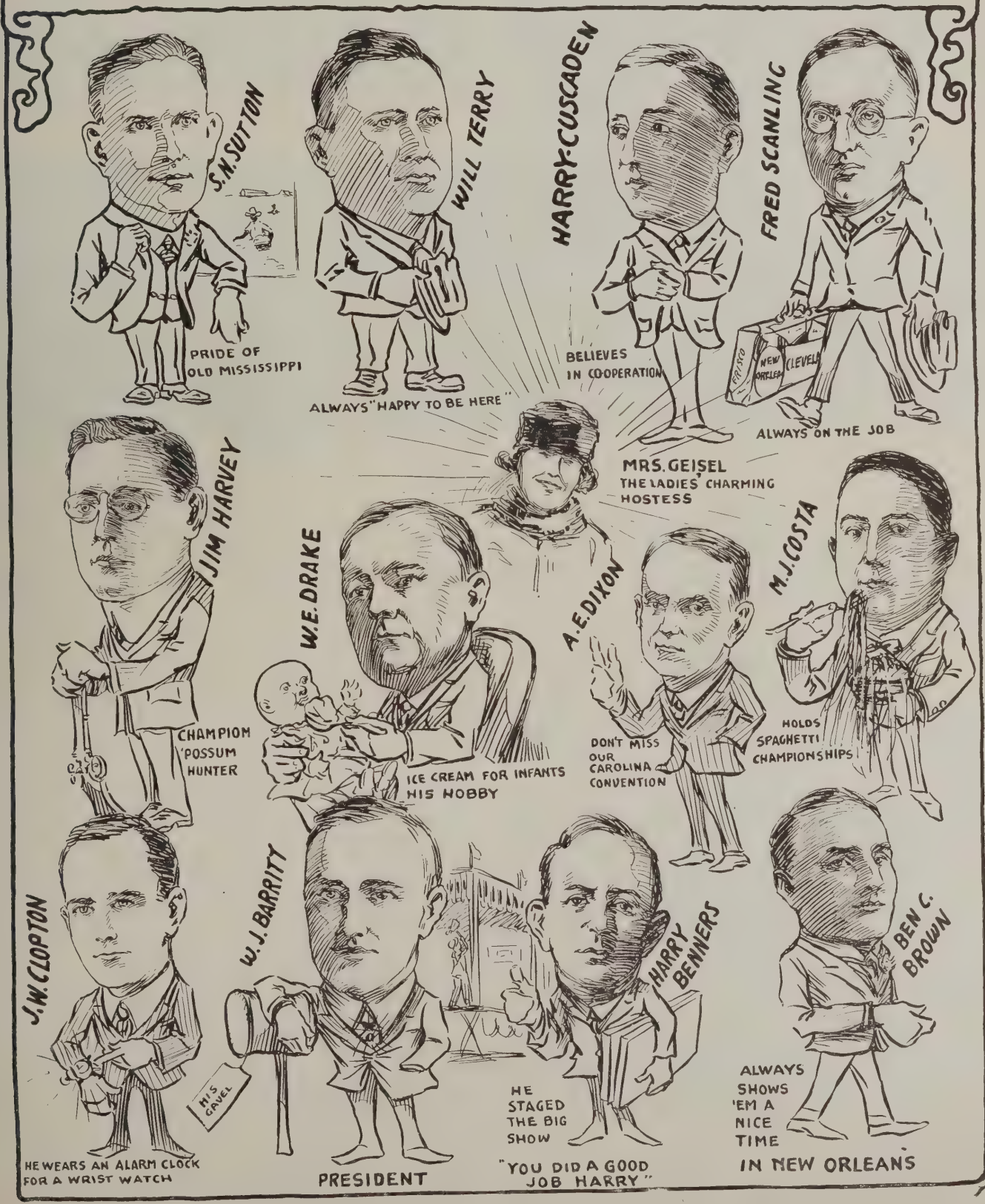


J. D. KINNETT,
Macon, Ga.,
Vice-President.



J. W. CLOPTON,
Decatur, Ala.,
Secretary.

Caught when they were not looking

Here is the way some of the Southern Association Delegates
Looked to Some People During New Orleans Convention



QUALITY PROGRAM FEATURES GREAT SOUTHERN CONVENTION.

(Continued from page 76)

THERE was a record attendance when President W. J. Barritt called the convention to order. The usual convention preliminaries were followed by a message in which President Barritt pointed out avenues for greater development of the industry through the spread of the spirit of co-operation. Attention was directed to the fact that although certain states showed smaller representations this year than in past years, it was the association's most representative convention, and the total attendance probably was the greatest on record. S. N. Sutton's interesting address on specialties brought out results which show these things have a proper place in the industry when properly handled. John Kloecker showed why some manufacturers are wisely carrying advertising. The salesmen should be called together, the speaker said, and should be shown all details of each advertising campaign, it being carefully explained what that campaign is costing, what the firm hopes to realize from it, and what the salesmen can do toward making it a success.

"Show them that you expect them to help you cash in," urged Mr. Cuscaden.

Drivers, he said, should be educated to carry out as far as possible the good relations between manufacturer and dealer. They should be educated to exercise care in delivering their product, that the dealers' places of business may not be soiled. But more practically to the point, from the ice cream manufacturers' viewpoint.

"Teach drivers to take better care of your equipment; let them know that you have real money tied up in your equipment."



The Southern Association of Ice Cream Manufacturers and The Dixie Flyers at the Twelfth Annual Convention, New Orleans, November 14 and 15.

several flavors and why others are not, and on the whole, showed the manufacturer cannot go wrong by sticking fairly closely to the basic merits of ice cream, building for quality regardless of other policies, if any.

That great Southern orator Ben C. Brown of New Orleans electrified his audience with one of the most remarkable addresses ever delivered at a Southern convention. His subject was "Our Magic Chance." Many delegates took from this speech a deeper understanding of possibilities for their industries through more closely co-operating, more earnestly striving to uphold quality, and through steadfastly guarding against unfair and unwise business practices.

"Less suspicion and more trust and confidence" was the keynote of the address, the end of which found Mr. Brown receiving an extraordinary ovation that lasted for several minutes.

HARRY CUSCADEN of Louisville won renown years ago for his belief in the spirit of co-operation. His speech on this subject at the 1924 convention went into the matter more thoroughly than even this able orator ever did before. Co-operation among all branches of the ice cream organization, drivers, factory hands and salesmen, was the burden of his song. He asked that employees be taught to save, to take an interest in their own affairs that they might be educated to taking greater interest in the affairs of their employers. He recommended that each group of the plant be encouraged to take pride in making a good showing for its department.

He showed how the co-operation of employees can be utilized in getting the best possible results out of

He recommended three prizes to be awarded for efficiency, basing the winners on points of personal appearance, minimum number of accidents and general spirit of co-operation.

The discussion of proper standards, participated in by such foremost members as M. J. Costa of Athens and S. S. Dent of Memphis, brought out evidence that a happy medium in this proposition means much to the future of the industry. Either extreme is unwise, it was shown, and manufacturers were given reasons for so keeping up their standards as to retain the confidence of public officials and the general public.

Saturday's program was featured by addresses on mechanical refrigeration. The speakers gave the delegates more surprises than they thought possible. They included: George L. Boedeker of Dallas, Harry Helmar of Atlanta, W. E. Drake of Nashville, George K. Brown of Chattanooga, Louis C. Chamberlin of Detroit, and R. F. Calloway of Dayton.

The upshot of the general discussion following the speeches was that automatic refrigeration is a matter worthy of careful consideration by manufacturers who know their own requirements and will base their actions according to what is best for their business and the industry, and not through a desire to "put something over the other feller."

An official of the Southern association himself expressed the sentiments of the majority of the delegates when he stated that he had never so fully had his eyes opened to possibilities of mechanical refrigeration, declaring that he had come to the convention fully prejudiced against this new-comer to the industry and now is prepared to look at the matter with an open mind.

(Continued on page 170)





Houston Cooperage & Tub Company

Manufacturers of

Ice Cream Packing Tubs and Cabinets

These Tubs and Cabinets are built to give dependable service.

They are constructed of selected California Fir. They are constructed with double bottom which is patented and is sold under three years guarantee.

These tubs have been on the market for years and not one has been returned for bottom.



J. NOODLEMAN
President

HOUSTON COOPERAGE & TUB CO.

Nance and Mc Call Streets P. O. BOX 546 HOUSTON, TEXAS

Southern Exposition Breaks Previous Records For Dixie

Manufacturers Are Shown Splendid Exhibits by Dixie Flyers, Who Uphold Reputation for High-Class Entertainment

THE Dixie Flyers made good again. This was nothing more than expected, though it is doubtful if many manufacturers fully expected to see such a splendid trade exhibit as that provided in the Athenaeum building. There were 110 booths in the hall. They were small, but they represented virtually every phase of the ice cream manufacturing industry.

The convention sessions of the Southern association were held in the same building. The Flyers served buffet luncheons between sessions. They entertained the manufacturers at a delightful reception the first evening of the convention. They provided fun for the large number of ladies present.

So successful was the exposition that it was decided to continue it through the national convention instead of closing the show at the end of the exposition, as once was reported would be done.

The Flyers made history of their own. Their annual meeting was featured by the adoption of a new constitution that places the organization on a better working basis.

Harry A. Benners, exponent of this new constitution and central figure in the magnificent exposition, was honored by unanimously being re-elected president. He was given a great ovation at the close of each of the sessions. Fred Robinson, for several years one of the Southern supply industry's most popular member, was elected vice-president, succeeding F. W. Hooton of Birmingham. P. N. Miller, long familiarly known as "Pete" was re-elected to the post of secretary, a position he has held off and on for ten years. The new position of treasurer was created at this convention. Byron Morris of Jackson, Miss., a veteran member of the organization, was elected to the post. F. W. Hooton was elected director for one year, Gordon Moumblo of Chattanooga for two years, and A. R. Fernald of Detroit for three years. Moumblo was re-elected chaplain.

The new constitution follows:

CONSTITUTION.

Article 1, Name.

This organization shall be known as "THE DIXIE FLYERS."

Article 2, Objects.

To promote the welfare of the ice cream, milk and allied industries of the South.

To promote good fellowship among its members and to



The Dixie Flyer Exhibition at New Orleans in Conjunction with Ice Cream Manufacturers' Convention.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

STEEL SIDEWALK SIGNS

THAT HAVE NEVER FAILED TO STAND UP

Three powerful advantages have made Beacon Signs famous:—

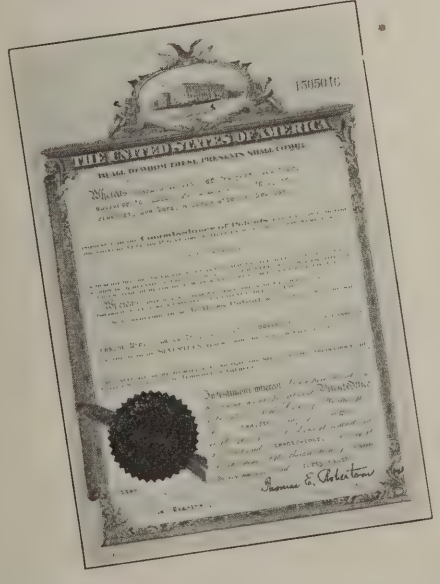
1. **Superior workmanship.**
2. **Unequalled lasting qualities.**
3. **Prompt shipments.**

A few of the satisfied users of BEACON SIGNS

J. M. Horton Ice Cream Co.	New York, N. Y.
Reid Ice Cream Co.	Brooklyn, N. Y.
Kirk-Maher Co.	Malone, N. Y.
Burdan Bros.	Pottstown, Pa.
Fries Ice Cream Co.	Reading, Pa.
Boyce-ite	Long Island City, N. Y.
H. P. Hood & Sons	Boston, Mass.
Huber Ice Cream Co.	Bridgeport, Conn.
Utica Ice Cream Co.	Utica, N. Y.
International Ice Cream Co.	Schenectady, N. Y.
Polar Ice Cream Co.	New York City, N. Y.
Poughkeepsie Ice Cream Co.	Poughkeepsie, N. Y.
Albany Ice Cream Co	Albany, N. Y.
Amsterdam Ice Cream Co.	Amsterdam, N. Y.
Purity Ice Cream Co.	Binghamton, N. Y.
Hall Ice Cream Co.	Glens Falls, N. Y.
Vasilow Bros.	Nyack, N. Y.
Robert Schmitt Co.	Nyack, N. Y.
Grenelle & Schanck	Asbury Park, N. J.
Dairy Made Ice Cream Co.	Paterson, N. J
Eck & Fisher	Allentown, Pa.
Dewart Ice Cream Co.	Dewart, Pa.
Chas. Becker's Ice Cream	Wilkes-Barre, Pa.
Cameron Ice Cream Co.	Lowell, Mass.
Made-Rite Ice Cream Co.	New Bedford, Mass.
Sorners Creamery Co.	Springfield, Mass.
The City Creamery	Danbury, Conn.
Miami Ice Cream Co.	Miami, Florida
The Flynn Dairy Co.	Des Moines, Iowa
Jewell Ice Cream Co.	Mt. Vernon, Ohio
McCangherys Ice Cream Co.	River Point, R. I.
DeLuxe Ice Cream Co.	Amsterdam, N Y.
Russell Creamery	Superior, Wisc.
Standard Ice Cream Co.	New Bedford, Mass.
Schwen's Ice Cream	Blue Earth, Minn.



Weight 25 pounds
"Holds the Sidewalk"



WE ARE THE **ORIGINATORS, SOLE MANUFACTURERS,** AND **PATENTEES.**

← *THE PROOF*

WRITE FOR BOOKLET AND ATTRACTIVE PRICES

BEACON MFG. & SALES CO. Inc.

EAST MERRICK ROAD

FREEPORT - - N. Y.

Newly Elected Officers of the Dixie Flyers



HARRY A. BENNERS,
President.



FRED ROBINSON,
Vice-President.



P. N. MILLER,
Secretary.



BYRON MORRIS,
Treasurer.



F. W. HOOTON,
Director.



GORDON MOUMBLO,
Director and Chaplain.

co-operate with the Southern Association of Ice Cream Manufacturers.

Article 3, Memberships.

Section 1—Accredited salesmen and sales managers of firms or corporations and whose firms shall be registered as members of the Dixie Flyers and published as such selling equipment or supplies for the ice cream, milk, or dairy industry in the South, shall be eligible to membership.

Section 2—The annual dues shall be $10.00 per year for each member.

Article 4, Officers.

Section 1—Officers shall be: President, vice-president, secretary, treasurer, and 5 directors.

The president, vice-president, secretary, and treasurer to be elected at each annual meeting. Two of the five directors to b elected for a period of one year. Two to be elected for a period of two years and one to be elected for a period of three years. All of the officers and directors to hold office until successors are duly elected. The office of secretary and the office of treasurer to be two separate and distinct offices and not to be held by one person.

Section 2—Government of this body shall be invested in the board of directors.

Section 3—The meetings of the board of directors may be called by the president at any time and the president may at any time submit propositions by mail to the board of directors individually, for action by majority vote.

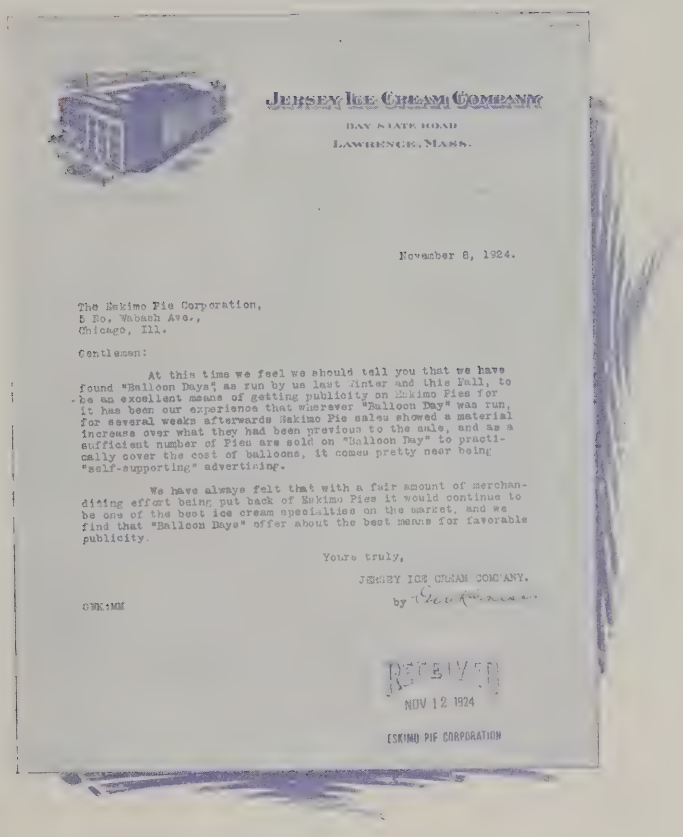
Section 4—Any member owing back dues or otherwise indebted to this body or who has been dropped from membership for any reason shall not be eligible to floor space for exhibition purposes or any privileges of the meetings, nor re-instatement to membership if any indebtedness has not been paid in full or if the person has been dropped for other causes he can not be reinstated except on the two-thirds vote of those present at an annual meeting of the DIXIE FLYERS.

Section 5—The duties of each officer shall be those customarily attendant upon the bearers of such titles.

The treasurer shall have custody of all money collected and will make all disbursements and shall keep the proper records and dully account for money received and expended. All checks to be signed by treasurer and countersigned by the president.

(Continued on page 168)

Mr. Kenison Tried It!



JERSEY ICE CREAM COMPANY
BAY STATE ROAD
LAWRENCE, MASS.

November 8, 1924.

The Eskimo Pie Corporation,
5 No. Wabash Ave.,
Chicago, Ill.

Gentlemen:

At this time we feel we should tell you that we have found "Balloon Days" as run by us last Winter and this Fall, to be an excellent means of getting publicity on Eskimo Pies for it has been our experience that wherever "Balloon Day" was run, for several weeks afterwards Eskimo Pie sales showed a material increase over what they had been previous to the sale, and as a sufficient number of Pies are sold on "Balloon Day" to practically cover the cost of balloons, it comes pretty near being "self-supporting" advertising.

We have always felt that with a fair amount of merchandising effort being put back of Eskimo Pies it would continue to be one of the best ice cream specialties on the market, and we find that "Balloon Days" offer about the best means for favorable publicity.

Yours truly,

JERSEY ICE CREAM COMPANY.

by

CWK:MM

RECEIVED
NOV 12 1924
ESKIMO PIE CORPORATION

Read what he says happened.

Balloon Day is one of the practical plans for increasing Eskimo Pie sales which together with complete advertising material every licensee receives.

(See next page)



Send for this booklet giving the Eskimo Pie plan of building sales. It will open your eyes to the profit possibilities.

THE STORY of ESKIMO PIE



This is the copyrighted Eskimo Pie design which is on every wrapper.

No story of fiction is more remarkable than the history of Eskimo Pie -- a name which in the short space of two years has become a "buyword" recognized everywhere as meaning the one genuine chocolate-coated ice cream bar.

Nearly a thousand ice cream manufacturers in every state in the Union as well as in several foreign countries are operating under our franchise and selling millions of Pies weekly under our practical selling plan, using the advertising materials we furnish every licensee.

Let us send you our booklet and tell you the Facts-- No obligation.

ESKIMO PIE CORPORATION
LOUISVILLE, KY., U. S. A.

ADVERTISING ICE CREAM IN POETRY.

Probably no one in the ice cream industry is more alive to publicity oportunities than is A. A. Comey, vice-president and general manager of the Globe Ice Cream Co., Los Angeles. A week seldom passes that Mr. Comey does not hit upon some clever idea for advertising ice cream, either in the public print, on the theatrical stage or through the radio.

Mr. Comey recently took to the air with the story of ice cream when he had the following poem broadcast over Station KHJ, the Times, Los Angeles:

THE DISH OF ENCHANTMENT.
Dedicated to the Globe Ice Cream Company.

There is one dish that has been created
That folks, old and young, seem to crave.
They serve it on every occasion
For man from his cradle to grave.
It somehow possesses the magic
To make his eyes glisten and beam
With anticipation of pleasure.
That dish of enchantment—ice cream.

If tumbles and bumps made him tearful
When he was the smallest of chaps,
Or he mourned 'bout the loss of his marbles,
Or his kite string had broken perhaps,
No matter how great was his grievance,
His mother would always atone
With, "Here! honey-boy, don't you cry, dear,
I've bought you a nice ice cream cone."

O, the thrill of his very first party,
When he was the proud little host;
He loved all the games and the frolic;
But I know what pleased him the most.
His new suit bought for the occasion?
The cake with the candles agleam?
Why! these wouldn't make a real party
Unless he was served with ice cream!

Then passed the few years of his school-days
When along came the measles and mumps,
And such like to keep him in exile.
For weeks he'd be down in the dumps.
He hated the sight of the doctor
Who came every time he was ill
And ordered some old bitter doses
And made him take pill after pill.
Until he was feeling much better,
Then the doctor and angel would seem
With a voice like the sweetest of music
When he'd ask "Would you like some ice cream?"

No event in his life so romantic
As that when he first played the beau
Escorting his dear little sweetheart
Downtown to a fine picture show.
How thrilling to sit there beside her,
A dear little maid of sixteen;
But came the real bliss of the evening
When he treated his love to ice cream.

His wedding day! Ah, that was heaven!
At the altar he knelt by the side
Of the girl he would cherish forever
His sweetheart, his now blushing bride.
Then followed the rice and the kisses
All mixed in with love's golden dream
And yes—with the breakfast served later
His favorite dish of ice cream.

There's a smile 'bout his lips when recalling
How his dear little wifie did cry,
When her first dinner guests she invited
Then made a sad mess of her pie.
He told her 'twas only a trifle
And soon she was happy and gay
Her first dinner party successful
For ice cream and cakes saved the day.

O, many events followed after
Which memory holds in his heart,
And somehow the serving of ice cream
Played ever an important part.
'Twas ice cream they served at the christening
Of Johnie and Mary and Will
And they in their turn had their parties
When ice cream appeared on the bill.

As years passed his children had flitted
To build little nests of their own.
Were he and his ever true helpmate
Then left by their hearth all alone?
No. They were hospitable ever
And warmly their friends they would greet.
Their fireside always was cheery
And ice cream they served as a treat.

When old age has fallen upon him
And his meals were so hard to digest,
He missed not the pastries and puddings.
For him the dessert he loved best
Was ever that dish of enchantment
O'er which he would linger and dream,
For back through his life each sweet memory
Was closely allied with ice cream.

October 28, 1924. MOTHER TREVOR.

Did You Get Your Copy?

OUR BOOK "Cork and Insulation"

contains 152 pages of practical information that every ice cream manufacturer will find handy to have about the plant.

No obligation for the asking. Write today

Use Crescent CORKBOARD For Efficient INSULATION

Information on insulation problems--practical--economical erection, etc., furnished by expert engineers.

United Cork Companies

BRANCH OFFICES
New York, N. Y.
50 Church St.
Philadelphia, Pa.
1042 Ridge Ave.
Cleveland, O.
1200 W. Ninth St.
Pittsburgh, Pa.
1331 Penn Ave.
Chicago, Ill.
Westminster Bldg.
Boston, Mass.
45 Commercial Wharf
St. Louis, Mo.
1444 No. Broadway
Baltimore, Md.
503 Munsey Bldg.

AGENTS
Los Angeles, Cal.
Warren & Bailey Co.
Seattle, Wash.
Seattle Asbestos Factory
Milwaukee, Wis.
Federal Asbestos Co.



Plant of United Cork Companies at Lyndhurst, N. J., where the 100% Pure "Crescent" Corkboard is made.

Ten States Pay Homage at Silver Jubilee of Illinois Ice Cream Manufacturers

Approximately 300 Delegates Celebrate Occasion at Convention Marked by Splendid Program and Elaborate "Sideline" Features

REPRESENTATIVES of ten states gathered at Chicago, October 28 and 29, to participate in the celebration of the Silver Jubilee of the Illinois Association of Ice Cream Manufacturers. The twenty-fifth anniversary was observed at a convention that stands out in the annals of an association long noted for snappy conventions. It contained all the program interest of past Illinois sessions with added features that made it probably one of the most elaborate affairs ever staged in the ice cream industry. Delegates frequently remarked that they had to pinch themselves to realize they were attending a state convention; it had all the side trimmings of a national gathering, many never seen at a national convention, and still others never before seen at any convention.

Manufacturers of Wisconsin, Indiana, Michigan, Ohio and Missouri, neighbors of the men of "Illini" and long accustomed to sitting in with them at convention time, were on hand in goodly numbers. In addition there were manufacturers from Pennsylvania, Colorado and North Carolina. Approximately 300 delegates registered, Illinois, of course, turning out a large number of manufacturers to shake hands over a silver candlelight symbolizing 25 years of co-operation. There were 40 visitors. It was a triumphant occasion.

Many delegates remarked at the good cheer radiated at the convention. While opinion was divided as to whether this was due to the fact ice cream manufacturers of the middle West made money this year despite unfavorable weather conditions or to the natural joy one would expect to note at a silver jubilee, all were agreed that the association had behind it a record of which all members could well be proud.

And other records are in the making. Completing one span of 25 years at that time, the association started in on another span with a convention that officials believe marked a new beginning point for constructive association work in the state. The convention itself was rich in evidence that the association has accomplished much for the ice cream industry of the state through bringing the manufacturers into pathways of good understanding, thereby bringing about a high plane for the conduct of business.

MANUFACTURERS of Chicago stand out to the front in connection with the social features. Although on a smaller scale, the side trimmings of the Illinois convention were of the same high-class order as those provided at national conventions. The banquet on the first evening was the principal entertainment feature. The banquet was provided by the Chicago District Ice Cream Association, of which T. C. Tiedebohl is president and H. O. Shedd is secretary.

These gentlemen and other Chicago manufacturers dug deep into their pockets, and nothing was too good for the visitors. Hospitality unsurpassed in any section of the country was the order ofthe convention.

The banquet was opened by the famous "How-do-you-do" Boys of Chicago radio fame. These gentlemen called attention to the importance of the occasion in the opening verse of their song—

"How do you do, Illinois Ice Cream Association?
How do you do?
"How do you do, Illinois Ice Cream Association?
How are you?
Your smiling faces we see,
Happy and full of glee;
'Tis your Silver Jubilee—
How do you do?"

THE spirit of the occasion was well expressed in the address of one of the association's feature speakers, Hon. Ross A. Woodhull, who has the distinction of having been the first president of the association. Speaking straight from the heart, without manuscript, he concluded with the hope that "in the years to come you all can retire and reflect upon your business career with the satisfaction of sufficient wealth to spend your latter days as you want to and with the satisfaction that you have given to the industry just as much as you have taken out."

The achievements of the association were referred to when Mr. Woodhull asked Illinois manufacturers "to recognize the great benefits that can result from close teamwork." "And," he added, by way of re-assurance, "I bespeak for the officers the support of the membership and for the membership the loyalty of the officers which has been established in precedent by the officers who have gone before; and I wish for this association continued success, constructive policies that not alone the ice cream industry may develop to greater extent and to a greater degree but that through the development of the industry a great service to the consuming public may be rendered."

(Continued on page 88)

Summary of Silver Jubilee

Officers and directors were reelected as follows: President—Zean G. Gassman, Vice-president—John C. Cherry, Secretary—Nathan Loewenstein, Directors: Edward Klinenberg, Theo. E. Thompson, Lyle Roszell, Treasurer—E. L. Joehl, National director—Fred W. Holmes.

Next convention, Chicago. The 1925 convention will be for three days instead of two, as in the past.

The Ice Cream Review was thanked in resolutions "for the beautiful souvenir number issued in connection with our meeting."

General topics covered: Mechanical Refrigeration, Cost Records, Cost Accounting, Motor Truck Delivery, Co-operative Advertising, Recent Studies in the Manufacture of Ice Cream.

Lookin' On At Illinois Association's Silver Jubilee

Some of the Highlights Flashed on Convention and Banquet Floor at 25th Convention October, 28 and 29



THE twenty-fifth annual convention was formally opened by President Zean G. Gassman at 11 o'clock the morning of October 28. The room assigned the association was overflowing when Dr. Kilcourse, Chicago health officer, delivered the address of welcome. Dr. Kilcourse is chief of the bureau of food inspection of the Chicago department of health.

The response was delivered by T. C. Tiedebohl, president of the Chicago District Ice Cream Manufacturers' Association, who declared "the ice cream industry today has established itself among the leading food products, and its value as a food and delicacy is constantly spreading throughout the entire country."

Secretary N. Loewenstein then submitted his annual report. It showed the association to have 95 active members and 57 associate members. Treasurer Joehl's report showed the finances of the association to be in good shape. The address of former President Woodhull was followed by luncheon.

The afternoon session found the convention in a larger room. It was found that the first speaker for that session, Mr. Ohlhaver, scheduled to speak on "Service Charges," had been called away. For that reason the subject of refrigeration was taken up. The president called upon one of the association's most popular speakers, Ed. Klinenberg of the People's Ice Cream Co., Chicago. He had "nothing to say against any machine now on the market," but he was opposed to "the way the machine is offered to the ice cream manufacturer." He wanted the practice of giving away iceless cabinets discontinued.

President Gassman called upon George Thompson of the Thompson Ice Cream Co., Chicago, to talk about "the big brother" of the refrigerated cabinet—the refrigerated soda fountain. Mr. Thompson said there are three important factors in the ice cream industry. First, the procuring of the ingredients and materials from which ice cream is made. Second, compounding of these ingredients into a wholesome palatable product. Third, the very important matter of so preserving the finished product that it will reach the ultimate consumer in good condition.

Speaking of the third factor in the ice cream business, he said:

"The cost to our company for ice and salt for the year of 1923 was six and a fraction cents per gallon and we estimate that the cost of carrying goods in the storage boxes in our customers' stores was three cents per gallon and in taking care of the fountain from six to sixteen cents per gallon. Surely, we are all anxious to find something that will improve these conditions.

"When results are considered it is safe to say that 80 per cent of our ice cream is sold over the fountains, and if your storage is costing you only three cents as compared to six to sixteen cents in the fountain, why not save the six to sixteen cents refrigerating the fountain.

"Let us take, if you will, any of our first-class drug stores. The owner has invested thousands of dollars in beautiful fixtures, tile floors and because it is almost compulsory he puts in a soda fountain, nice to look at, when first installed but what happens? The ice cream truck pulls up at his store every day, bucket after bucket of salted ice is carried into the store packed and pounded into the fountain, using a hard wood tamping stick. Results: Soiled fixtures, soiled floors, the fountain reeking with moisture, temperature on the ice cream from zero to anywhere above. More results: Proprietor of store dislikes the ice cream business and more or less everything connected with it, even to the paying of his ice cream bills.

"We have pioneered far enough with the refrigerated fountain to feel confident that when properly constructed and equipped with the right refrigerating machine it will give far less trouble than the old salt and ice outfit, carrying practically a uniform temperature on your ice cream at all times. The consumer getting the ice cream as you have made it which will undoubtedly increase consumption, aid sales, and make a real friend and co-worker of the dealer.

"The fountain manufacturers of Chicago are all working on a number of different types of refrigerated fountain. I feel confident that the majority will work satisfactory."

THE president then asked Mr. Klinenberg his opinion of the matter, and the latter again stated he was "against any manufacturer of ice cream going into the ice machine business." The president called for a general discussion. Mr. Burdresser of Milwaukee asked about giving credit to the dealer who buys the cabinet. Secretary Loewenstein replied by saying it was unfortunate that Lyle Roszell was not present, but that the committee on mechanical refrigeration, appointed at the preceding convention, had investigated all factors entering into the refrigerated cabinet matter, and had decided that a proper allowance would be about five to seven cents a gallon where the dealer put in the equip-



Silver Jubilee Guests at Illinois Convention Banquet, October 28.

Get the Public's Confidence

Give the public some tangible demonstration of your efforts towards producing a highly sanitary product and you get their confidence. What better means can you employ towards this than Allen's One-Piece Sanitary Can Liners?

They are proof positive that you take every means toward protection of the consumer while at the same time these can liners make your packages more inviting and give you greater use of old cans.

Try some samples and prove it.

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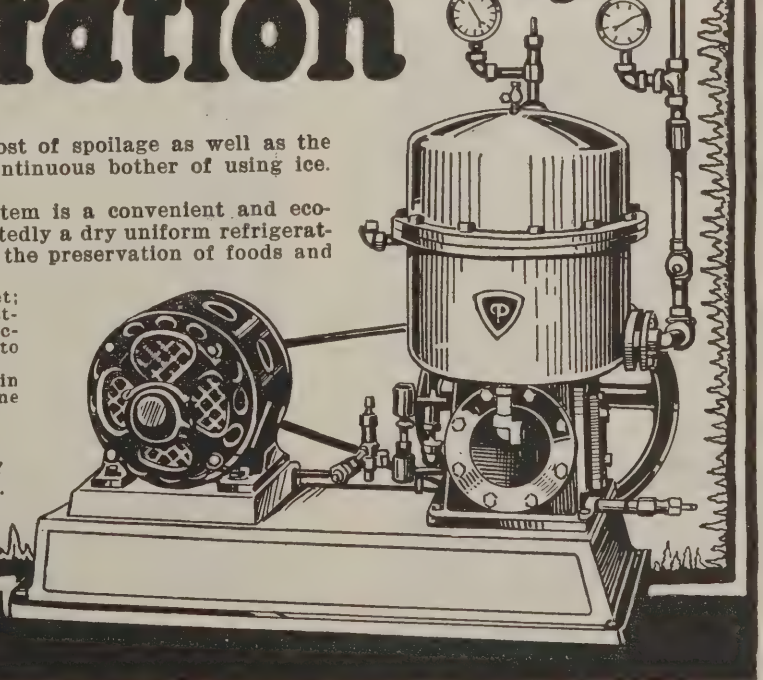
that pays for itself by eliminating the cost of spoilage as well as the ice-bills, to say nothing of the dirt and continuous bother of using ice. Has a capacity of one-quarter ton.

The *CP* Electrical Refrigerating System is a convenient and economical method of producing uninterruptedly a dry uniform refrigerating temperature, which is necessary for the preservation of foods and food flavors.

Connects with your electric light socket; regulates and controls temperature automatically; furnished complete with all the accessories and equipment, ready to connect to ice box or refrigerator.

We have 5,000 refrigeration systems in successful operation and guarantee this one in every respect.

Write for descriptive folder.



THE CREAMERY PACKAGE MFG. COMPANY
61-67 W. Kinzie St. Chicago, Ill.

ment, serviced it himself and paid for the power and the water.

Mr. Hart of Litchfield at that juncture said: "Would you believe that if the dealer would pay for his own cabinet, that it is really the thing to have? Have you got that far with it? I take it from Mr. Thompson and Mr. Klinenberg that iceless refrigeration in the stores is all right if we can get it financed right. Do I understand that correctly?"

"I wanted to convey the idea," replied Mr. Thompson, "that I don't think the iceless cabinet saves you much, if any, money. If you take care of the cream for three cents a gallon with ice and salt in a stock box, why pay for an expensive cabinet?"

At that juncture the president asked Charles Stewart of Decatur to read Mr. Ohlhaver's paper on "Service Charges."

"In my opinion," it was brought out in this paper, throwing additional light on this subject, "it is going to be very necessary for the ice cream manufacturers to devise some universal plan for a service charge, which is the only way that I can see that will eliminate the customer who is requiring more service than the profit on his purchase. If the same conditions prevail elsewhere as in our community, there are two-thirds more dealers handling ice cream than there were back two or three years ago and our gallonage does not total up any more at the end of the season.

"Over two years ago I started an investigation as to the possibility of a plan whereby we could place a service charge that we might be reimbursed for the expense of caring for the 'free boarder' or eliminate hi mentirely. This was taken up at our Fox River Valley Association meeting a year ago and again this year, at which time we thought that it could be handled to a good advantage. A number of plans were discussed and one adopted, but due to a member who had not been in the business over two years, upset our two years' work along this line and I think that I was the only one around here who carried out the service charge this last summer. I understood that some of the Rockford association members put a service charge into effect.

"The plan adopted by us is as follows: Any customer using less than 5 gallons a week was charged $1.50 per week; those using less than 10 gallons a week were charged $1; those using less than 15 gallons a week 50c. For those using 15 gallons or over a week, there was no charge.

"At first our larger customers did not understand this plan and objected somewhat, but after it was explained how it protected him due to the fact that all charges were automatically wiped out unless it would be a few weeks in the winter months, when he would have only a small charge, if any, and that he could well afford to pay for it acts as a business builder for him.

"For every gallon of ice cream that is sold by the so-called 'free boarder' takes just that much business from some legitimate dealer, and he would again come back to his own where he was four or five years ago. As you know, our large stops have not used anywhere near the ice cream in late years that they have heretofore, and when the large customers thoroughly understand that this is a business-getter for them, they will fall in line and boost the plan.

"There is still another plan to this 'free boarder.' He will want two or three flavors at the same time, and he is not in a position to sell out any one of them. It allows the ice cream to get in an unsaleable condition, as the convenience for caring for the ice cream in these places is not what it should be. This condition is a detriment to the business as a whole.

"I will agree with you that it is hard at first for the manufacturer to cut off at least half of his stops; but I am sure if it was taken up by all, there would be a great benefit derived by the manufacturer, for his gallonage would be just as large at the end of the season and you know what that means in eliminating expense. The consumer, even though he was compelled to walk a little farther for his ice cream, would be better pleased due to the conditions I mentioned above."

The chairman of the committee on mechanical refrigeration, Mr. Roszell, who had come into the room during the discussion, then was called into the discussion by the president. He said the refrigerated problem is "one of the elephants in our circus." He then read as follows copy of bulletin the committee had issued after a series of conferences with manufacturers who had studied the matter from every angle:

"Pursuant to a preliminary report as covered in bulletin 43, your committee on mechanical refrigeration begs to submit herewith its conclusions in this matter:

"No. 1. After thorough and deliberate consideration of all points involved on the subject of mechanically refrigerated cabinets and equipment, it is the finding of your committee that no installation of such equipment should be made or paid for in any instance by ice cream manufacturers, nor should manufacturers endorse any notes for dealers in the purchase of such equipment.

"No. 2. Your committee is further of the opinion, that no service nor service charges, nor installation costs or costs of any kind should be borne by ice cream manufacturers on mechanically refrigerated cabinets installed by retailers."

"In other words, gentlemen," the speaker continued, "we took the attitude that your obligation to the retailer ceased



Z. G. GASSMANN,
President Illinois Association.



N. LOEWENSTEIN,
Secretary Illinois Association.



H. S. ALLEN,
First President Old Three I Ass'n.



This exhibit at the National Dairy Show was the center of great interest and enthusiasm

Remarkable Advantages of Nizer Ice Cream Cabinets Due to Unusual Design

THE attention of the leaders of the ice cream industry today is being directed earnestly to the selection of the best type of iceless cabinet. It is gratifying to this Company to know that the vast majority are standardizing on Nizer equipment. The principal reason for this, we believe, should be interesting to everyone in the industry.

Nizer design is unusual—unconventional. The Nizer engineers, when they started their work in 1919, found it necessary to discard many of the mechanical features, which until then, had been generally used. They strove for simplicity. They invented new methods and designs. They knew that new standards had to be set for reliability and efficiency. They succeeded remarkably.

Among other new features are these: the unreliable electric thermostat was replaced by the Nizer dual pressure control; the inefficient old types of electric motors, which had to be changed to meet varying local conditions, were replaced by one universal motor of nearly twice the efficiency; the time-honored, multiple-cylinder, high-speed compressor was replaced by the Nizer single-cylinder slow-speed compressor; the practice of sticking cork insulation together with asphaltum was rejected because cabinet conditions are different from hardening-room conditions—Nizer cork insulation is wedged together.

In brief, from the very first, the Nizer cabinet set new standards — standards which are not equaled today—standards which anticipate the general engineering development of the next several years.

The result of this advanced engineering is a degree of reliability and operating efficiency beyond comparison.

You will be wise to select your iceless cabinets with great care.

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Main Offices and Plant
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DETROIT

Branches
Sharples Building
Washington Blvd. at Jefferson
Chicago

3111 Washington Blvd.
St. Louis, Mo.

when you delivered your product to him in good shape, that you were no more entitled to buy him a refrigerated cabinet than you were a soda fountain or set of tables or chairs or to pay his rent. I think that our committee, after giving this thing very, very careful consideration and getting the expression from all manufacturers, fully covered the sentiment of manufacturers, especially at this time. If there has been any change of sentiment I don't know it, I haven't heard it.

"No. 3. From all available statistics, your committee feels that in the matter of allowance on the price of ice cream to dealers who have installed such equipment or contemplate installing same that the actual saving of ice and salt for the packing of the equipment is the only saving that can be effected and that this ranges from 5 to 7 cents per gallon. In view of the desirability of encouraging the installation of refrigerated cabinets by retailers, it is the opinion of your committee that an allowance of not to exceed in any case 10 cents per gallon is a fair and reasonable allowance.

"Your committee felt that this was a worthy step forward in the ice cream business, should be encouraged, but not at the expense of the ice cream manufacturer. For that reason, though, I think the maximum saving that we got on our questionnaires was seven cents, the manufacturers felt that they could contribute to this extent, to the extent of boosting the installation of these cabinets on the basis of about three cents a gallon.

"There isn't any question but what the refrigerated cabinet is a step in the right direction, coupled up with the refrigerated fountain it is a further step in the right direction. The question is where the ice cream man wants to draw the line on his participation in this forward movement. That's the thing you fellows have to figure out.

"Your committee is of the opinion that a complete refrigerated unit composed of storage cabinet and fountain, is desirable equipment and will have a tendency to increase the per gallon allowance to the retailer by reason of the greater saving on the part of the manufacturer—the complete installation of a cabinet and a fountain so that you don't have to deliver any ice or salt to that stop or render any service. That would be of distinct advantage to us as manufacturers, but where you've got to maintain the dual service of packing the fellow's fountain, putting his ice cream in the refrigerated cabinet, your saving is very materially reduced.

"Such dual service is now necessary in many instances by reason of the fact that a refrigerated cabinet alone in a dealer's store does not eliminate the necessity of icing the fountain by the manufacturer, thereby reducing or eliminating any saving in service to the manufacturer.

"No. 4. Your committee has not exhaustively gone into the merits or demerits of the equipment on the market and is of the opinion that ice cream manufacturers are not called upon to recommend any particular equipment to their dealers.

"In other words, we are not called upon to tell John Smith whether he should buy one make of cabinet or another make any more than whether he buy one make of fountain or one certain make of automobile. We don't care whether he buys a Ford or a Dodge; that's up to him, it's his responsibility, not ours. Let him figure that out.

"Your committee desires it to be understood that it feels that the mechanically refrigerated cabinet is a progressive step in the distribution of ice cream—I don't think there is a man in the room here that will take any exception to that statement.

"—and the further development of this innovation in the ice cream business should be encouraged, but it feels plainly obligated to set forth the facts as they exist at this time, with reference to the general subject of refrigerated cabinets.

"There is a wide difference of opinion as to the most desirable refrigerant used in the various machines on the market. There is a question as to the practicability of these machines operated by novices as would be the case in installation in retail stores—the point of liability in case of an accidental discharge of gases or refrigerant, in the event of loss of life or loss in business. There presents itself the question of the small retailer making the investment in this mechanical equipment and its subsequent influence upon the manner of paying his bills.

"Whether or not the small fellow can afford to buy it or not, whether he's got any business to tie himself down to an investment of this sort.

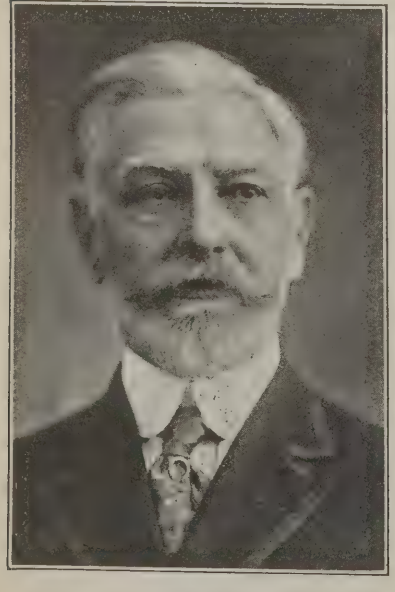
"While desirable and deserving of fullest co-operation, it must be borne in mind that the development of mechanically refrigerated cabinets must be along lines consistent with the continued sound and economical distribution of ice cream.

"I say this thing is a great step forward but it's got to be taken by degrees; you can't take the whole dose at one swallow and keep it on your stomach.

"Your committee emphatically denounces as unfair trade practice any attempt by any ice cream manufacturer to use the installation of mechanically refrigerated cabinets as an inducement to secure customers from a competitor or for the purpose of attempting to tie a retailer up with a long time contract which has in practically all cases proven unenforcible, and has no other significance than that of a sharp trade practice carrying a distinctly unpleasant reaction."

"We have an investment in our business of $250,000 in our ice cream business," the speaker continued after mentioning certain abuses, "It will cost me $250,000 to put in refrigerated cabinets for all my customers. I'm not going to be sucker enough to put as much money in refrigerated cabinets as I've got in the rest of my business! I'm not going to increase my capital account by 100 per cent. Not on your life!"

R. R. Rutledge of the J. D. Roszell Co., Peoria, took up the discussion of uniform cost accounting, declaring that one of the greatest evils in the business is so many ice cream manufacturers do not know what their product really costs. He said with some manufacturers this condition existed because they have some other business they are running in connection with manufacturing ice



T. C. TIEDEBOHL,
Chicago,
President Chicago Association.



H. O. SHEDD,
Chicago,
Secretary Chicago Association.



EDWARD KLINENBERG,
Chicago,
Director Illinois Association.

Don't "Freeze Out" Your Ice Cream Profits—

Banish the irritating overhead of icing service —with its ice, salt, time and trouble — by providing your dealers with a Lipman Full-Automatic Ice Cream Cabinet.

Not only will it eliminate a lot of useless expense that "freezes out" your ice cream profits, but it will enable you to increase your sales as well. Your dealers will sell more ice cream and will suffer no loss in volume by poor refrigeration.

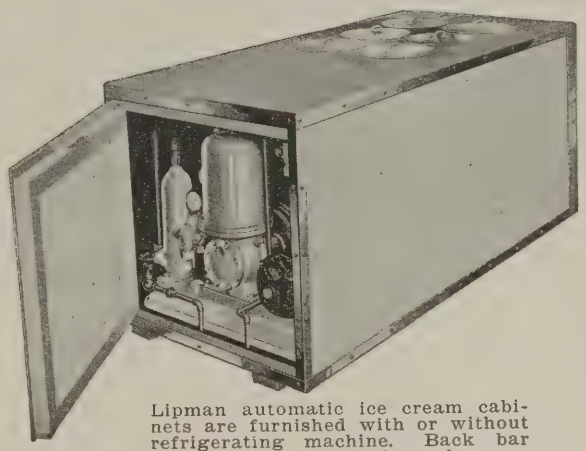
Our engineer in your section will gladly give you an unbiased estimate at no obligation whatever to you.

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Dept. HH-12 BELOIT, WIS.

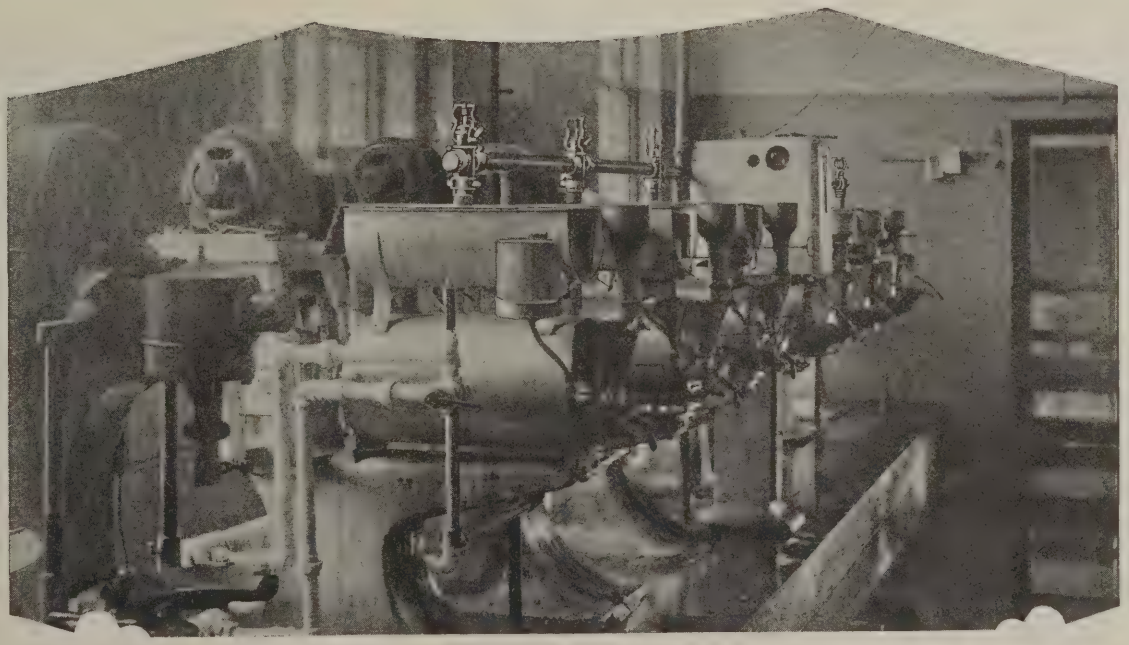
65 SALES AND SERVICE STATIONS IN U. S.

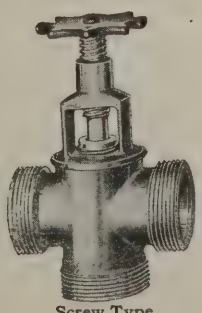


Lipman automatic ice cream cabinets are furnished with or without refrigerating machine. Back bar and fountain installations also provided.

Lipman

FULL-AUTOMATIC REFRIGERATING MACHINES





Screw Type

Shimp Valves in Northland Milk & Ice Cream Co. plant, Minneapolis, Minn.

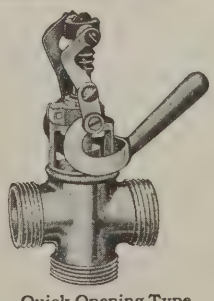
The Valve serves as a Valve as well as a Tee.

Saves fittings—no pockets in your line.

Ask your jobber or write us direct.

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2609 Stevens Avenue Minneapolis, Minn.



Quick Opening Type

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

cream. Speaking of financial accounting, as the speaker called it, he said this has been more or less standardized, and a balance sheet of one firm can be compared with the balance sheet of another with some degree of satisfaction, but—

"When it comes to comparing cost sheets, we sometimes wonder if we are talking about the same line of business. One firm will class a given item of expense under one heading and another firm will class this same item under an entirely different heading, another will have no definite classification of expenses, another will leave out vital and important items of expense.

"A uniform cost accounting system does not mean a system of uniform costs. There is a big difference. A uniform cost system is all right and means the setting up of honest cost standards on a sound, uniform basis, but if it is used for the purpose of setting up a system of uniform costs you have something that is all wrong and illegitimate.

"There have been numbers of cases where so-called uniform cost systems have been introduced by so-called cost accountants, that have not been used for the honest determination of costs or for efficiency and economies in operations, but for the purpose of fixing or raising selling prices."

This Illinois association has no idea of using a uniform cost system for any such purpose, the speaker declared. He said, the records of the supreme courts show that other trade associations have done so to their sorrow and financial loss. And then, too—

"It must be remembered that an individual can do almost as he pleases with his own business, but when he enters into an agreement with his fellow competitors to do the same or similar things, that is another story. What is legitimate in the case of the individual may turn out to be criminal conspiracy if done by two or more individuals or firms acting together.

"One pitfall of a uniform cost system is that a few firms will figure their costs properly and honestly, and will get correct results, and the others will take it for granted that if Mr. "A" and Mr. "B" can manufacture ice cream for say 90 cents per gallon, that he, Mr. "C" can do it for 85 cents. Mr. "A" and Mr. "B" will establish their selling prices on the basis of 90 cents actual costs. while Mr. "C" will set his selling price on a mythical cost of 85 cents, and then trouble begins, and everything is all upset."

No two plants will operate on exactly the same costs, item for item, it was pointed out. You might build two ice cream plants from exactly the same blueprints and specifications, operate them on exactly the same volume in the same city and under the same executive, and superintendent, and you will not get the same costs item for item, though you may arrive at a very similar **total cost.** For—

"One plant will have the edge on the other in some way, but if the two plants are operated on the same system of costs it will enable the management to find the shortcomings and good points of each.

"When the time arrives when we have all adopted some uniform cost system, and we hope that time will not be far off, and when we begin to get reports of what other members are accomplishing, we will then be able to check ourselves up, and locate our good points and our shortcomings and correct them."

HISTORY was projected into this stage of the convention when the president called upon F. W. Holmes of Manteno to discuss the early career of the association. He told how "two fellows named Allen and Sinclair, great fellows to hobnob together," had much to do with the first meeting.

He mentioned other pioneers in the association, including the Volberding Ice Cream Co. of Watseka, F. R. Jackson of Sterling, L. V. Orsinger of LaSalle, William Ohlhaver of Aurora, Mr. Wintrode of Danville, the Roszells of Peoria, and others. There were thirteen delegates at the first meeting.

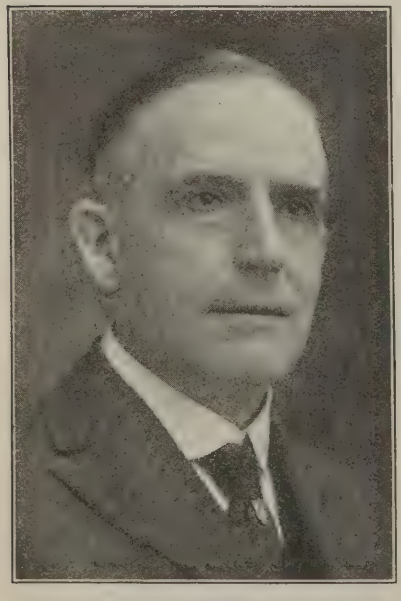
"We are not taking any glory to ourselves," said Mr. Holmes, "but we are glad that out of this small beginning this wonderful state and national have grown."

At the Wednesday morning session the president announced that interest in the subject of mechanical refrigeration was so large that it was decided to hold in the convention room that morning the discussion of the mechanical refrigeration committee.

When the chairman asked how many manufacturers of refrigerated cabinets were present the following stood up:

C. D. Haven, Vilter Manufacturing Co., Milwaukee; James L. Nelson, C. Nelson Manufacturing Co., St. Louis; E. A. Fisher, Frigidaire, Dayton; T. L. Valerius, Nizer Corp., Detroit, and Jerry Tniison.

These gentlemen later were joined by Messrs. For-



G. E. THOMPSON,
Chicago,
Director.



CHAS. J. STEWART,
Decatur,
Director.



G. R. COURTRIGHT,
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Ice Cream Overrun and Weight Tester

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Gives both, per cent of overrun and weight per gallon. A rapid, accurate and durable tester at a price no plant — no matter how small — can afford to be without.

WATERPROOF **RAPID** **ACCURATE**

Finished in white enamel. Scale Oil Immersed.

Price, $185.00

Models B and C with suspended weighing frame, $395.00.

Sold direct or through your jobber.

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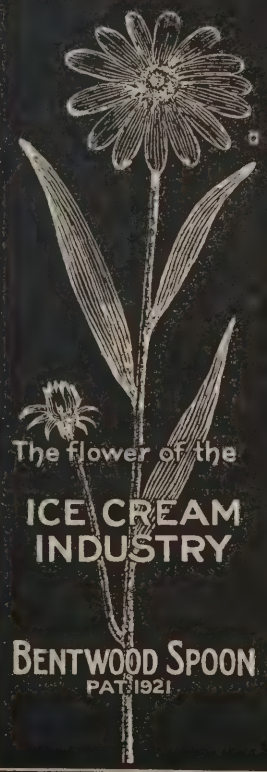
MILK ENGINEERS

Manufacturers of the Mojonnier Milk Tester and Overrun Tester and Vacuum Pan.

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ICE CREAM PLATES
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SIGNS
Sidewalk Signs, Ready for Service.

All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.

Electric Window Displays, for Standard Car Cards.

SINGLE SERVICE CAN and TUB
Soldered Tin Can Paraffined Fibre Tub.

syth and Chamberlain of the Nizer Corp. Jim Nelson was the first called upon, but he stated that he had not at that time gone into the business on a national scale. He replied to a question from Ed. Klinenberg by stating that his sales were to the ice cream manufacturers.

CONFUSION that exists regarding cabinets was pointed out by E. A. Fisher, who said that in every section there seems to be a different idea as to how these cabinets should be handled. If the ice cream manufacturer wishes to buy the cabinets himself, they can be sold to him at a no-service charge, he said. In one section, he said, manufacturers will "not have anything to do with you if you want to sell cabinets to the dealers," and in another section, the ice cream manufacturers want to buy the cabinets and distribute them among the dealers.

The ensuing discussion was participated in by Messrs. Roszell, Lide, Credicott, Haven, Klinenberg, Hawkinson, Schwindeler, Courtright, Doyle, Carlson and Valerius. The regfrigeration people discussed their side of the matter and in turn were cross-examined by the manufacturers.

Regarding a question propounded by John Cunningham of Chicago, Chairman Roszell asked the former his investment in old-style cabinets, to which Mr. Cunningham replied, "About $100,000.

"You tell me it will take, in round numbers, $500,000 to equip you to handle this proposition," said Mr. Roszell. "The interest and taxes on that money is 7 per cent. Anybody will admit that. That's $35,000. We're not agreed on depreciation, but we'll assume it's 20 per cent. That's another $100,000. That's $135,000. Now, we are going to spread that over a period of a year, not going to charge off all those old cabinets we have—we'll carry the load for five years. We've got to charge off $20,000 of it the first year." This process showed it would cost the member 15½ cents a gallon, a total of $155,000, to install iceless cabinets. Figuring the saving, this was reduced to 8½ cents a gallon. Mr. Courtright thought the saving would be greater, to which Mr. Roszell agreed that it might be possible, if the member could put in the cabinets overnight, without encountering the drawbacks to the dual service pending entire installation.

MR. BREEBY brought up the matter of insurance covering the cabinets. Mr. Carlson of Colorado replied that his broker told him one can handle the matter either through a blanket insurance policy to cover all these cabinets in customers' place of business or through the method of stipulating the location of the cabinets and insuring them under a group policy. The latter method gives the advantage of building construction, he said. He said the blanket rate is a little higher.

The discussion of cabinets took up the whole morning, causing the postponing of the regular morning program. This program was taken up at the afternoon conference. The first address was on "Motor Truck Delivery" by W. L. Hart of the Litchfield Creamery Co., Litchfield, Ill. Being located in a small town, this company's truck problems are mostly of the long-haul type. In dwelling on what is probably the greatest problem in modern business, transportation, the speaker brought out a point showing where the manufacturer in the large city and the one in the small town have exactly the same problems and the same things against which to guard. He warned against covering too great a distance in the laying out plans, and said this should be done so time would be saved. He has found a light truck best suited for trips of 20, 30 and 40 miles over country roads in all sorts of weather.

He spoke of the harm that comes of letting prospective buyers see ice cream delivered in a dirty, rusty and splattered truck, for—

"**with all the fine things we can truthfully say about ice cream, * * * a great many times they are prompted to buy ice cream by suggestion coming through the eyes in the way of attractive advertisements and catchy slogans. "That being true, he felt that with trucks beautifully lettered," the manufacturer is appealing to the public to eat more ice cream.

Continuing this discussion, the president introduced H. S. Allen of the Allen Candy Co., Pontiac. Mr. Allen stated that because of the poor year just passed, it is a little difficult to figure whether the amount of 20 cents a gallon over the shipping rate is sufficient or not. In figuring the delivery costs and expenses, the cabinet investment and interest on money invested in trucks, depreciation, etc., did not leave any margin. There was no profit in this method of delivering at 20 cents a gallon over shipping price, he said.

But he felt pleased with the proposition of delivering in trucks for the reason that in his locality he had few good railroad connections and a great many transfers after the first ten or twenty miles out. He pointed that as the years go we shall have more hard roads. He would not recommend getting off the hard roads very much "with any trucking system at any cost."

METHODS of saving money in repairing trucks were outlined in a paper by C. H. Snow of Bloomington, read in Mr. Snow's absence by George R. Courtright. Taking up practices in operation, this paper pointed out it had been found that a good way to reduce tire cost is through consideration to proper co-ordination of

Are You Profiting by Our Experience?

We are specialists in TESTING GLASSWARE and have spent many years in studying the subject from the standpoint of the user as well as the manufacturer.

Our policy is to make, not necessarily the cheapest but the BEST TESTING GLASSWARE, knowing that in the long run the best is the most economical for the user.

Buy through your dealers. If they do not stock NAFIS GLASSWARE, do not accept substitutes but write for our catalog and the names of our distributors in your territory.



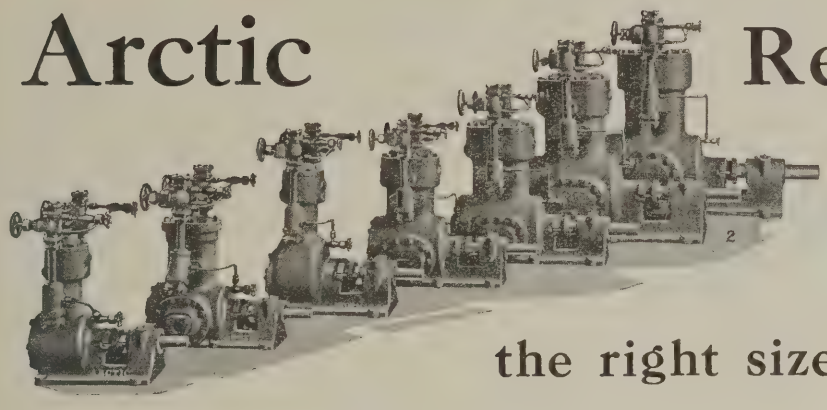
LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glassware for Testing Milk and Its Products

17-23 North Desplaines St. Chicago, Ill.

ASK THE MEN WHO USE IT

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention. *Better*

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio

Miller Miller

THE H·H·MILLER INDUSTRIES CO. CANTON, OHIO.

MANUFACTURERS OF.....

THE MILLER BRINE
ICE CREAM FREEZERS
MILLER PASTEURIZERS
MILLER HEATERS AND HOLDERS
MILLER CENTRIFUGAL PUMPS
INTERNATIONAL SANITARY PIPE, FITTINGS, ETC.

ALSO MANUFACTURERS OF.....

CHILLY KING COOLERS
SKIDD MILK HEATERS
SKIDD ROTARY BOTTLE FILLERS AND CAPPERS

CATALOGUE ON APPLICATION.

"Standard of Quality"

STOLLWERCK

CHOCOLATE
Coatings and Liquors

Order any of these well known brands:

Exquisite Vanilla
Vanilla AA
Black Eagle
Melba
Imperator
Superior Vanilla
Matchless
or Columbia Liquor

These brands are recognized by the leading Confectioners from Coast to Coast

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY
Factory, Stamford, Connecticut
NEW YORK CHICAGO LOS ANGELES

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



Vacuum Pan.

Write for Prices.

We can furnish these small size equipments in vacuum pan sizes ranging from 8″ diameter to 36″ diameter, with suitable fore-warmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U. S. A.

loads and tire sizes. This company had found that a 2,500-pound load and a 5-inch tire virtually cut in two the tire costs as compared with a 3,000-pound load limit and a 4½-inch tire. As a general policy, it is Mr. Snow's belief, a load limit 25 per cent higher than the truck's rated capacity and the first oversize in tires, especially on rear wheels, will be found most economical. He said keeping trucks equipped with mileage recorders will enable the manufacturer to make monthly gasoline mileage computation, which will, "show you many things." By means of this check, it was stated, this company has located such faults as dragging brakes, improperly adjusted carburetors, retarded ignition, and similiar minor troubles "that might have gone on for some time if not indicated by some more definite means than a driver's occasional remark about "lack of pep." As a result of this check the company removed all dash carburetors from Ford trucks. It was found that invariably drivers would open up the needle valve to facilitate starting and then forget to restore the leaner mixture. The change increased gas mileage one to two miles a gallon.

IN SPEAKING of the future of the ice cream industry, H. J. Credicott of Freeport pointed out conditions in the butter market that would largely influence the ice cream situation, in its bearing on cost of material. He said that regardless of the price of low grades, the top grades will be help up at a relatively high figure. He advised those manufacturers who laid in sweet butter last summer in anticipation of hot weather to study the situation and "get out from under as quick as you can." He said the export demand may help the situation. Lower prices may increase consumption and thereby help to build back the strength of the market. But on the whole he did not think it was a rosy situation for the butter people.

The product ice cream men make has been recognized by the government as food, and the manufacturer must not fail to keep that product up to the standard as set by the government, the convention was told by J. W. Merrigan, Jacksonville, Ill., speaking on "Our Responsibility."

Dr. H. E. Van Norman, president of the National Dairy Association, congratulated the association upon having passed its twenty-fifth milestone. C. J. Stewart of Decatur spoke on "Competition or Co-operation." F. J. Bridges of Chicago, speaking on "Bulk Ice Cream versus Packaged," said the Hydrox Corp. had made a very aggressive effort to popularize brick ice cream for several years, but at this time brick sales in proportion to bulk are not as large as it was four or five years ago. Many different combinations in flavors this year has made the percentage of brick to bulk run eighteen per cent higher than usual. The fountain is where the ice cream dealer does his best ice cream business, the speaker said. He thought ice cream manufacturers should make every effort to help popularize the fountain.

Along the same line, the convention received a speech from John H. Mulholland of Philadelphia, who extended the greeting of the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey, and then went on to tell how Philadelphia, with its wonderful annual gallonage of 18,000,000, makes about 5 per cent brick ice cream. They have never educated the public to buy brick ice cream, Mr. Mulholland said; the old method of carrying the dish passed some years ago, but it has been managed, "by some means or another," to deliver bulk ice cream to the consumer anyway. He said the Crane Ice Cream Co. of Philadelphia, developed a dish to hold a quart of ice cream. It is lined with parchment

MILK CONDENSING
and MILK DRYING (*Spray Process*)
MACHINERY

A SIZE TO FILL YOUR REQUIREMENTS

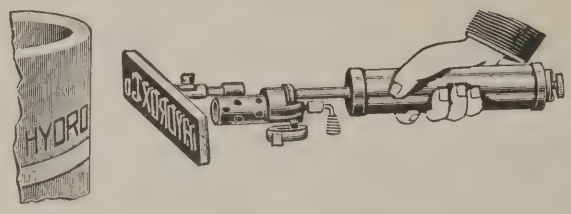
C. E. ROGERS 8731 WITT STREET
DETROIT, MICHIGAN

Black Walnut
ICE CREAM
made with
Velvet Black Walnut Flavor

It's Delicious!



The
International Company
Lombard and Commerce Streets
BALTIMORE, MARYLAND



Positive Identification

avoids:
—Loss by theft
—Personal appropriation of your property
—Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands help advertise your business.

Priced as low as $14.00

EVERHOT
America's Brand Makers
MANUFACTURING CO.
MAYWOOD, ILLINOIS

STOUT

Schroeder—Perfection Cabinets

for 1925 are now ready. Check over your stock and send us your requirements early.



"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.
"A Dozen Cabinets or a Dozen Carloads"
WALNUT ST. MILWAUKEE, WIS.

and contains their advertisement. The cream is taken from a can with a spoon made for the purpose. It is called "ribbon" ice cream. He said there are more servings in a quart of ribbon ice cream than in a quart of ice cream "pounded into the pail." Mr. Knobbe of Chicago did not believe such a plan would work in that city.

In discussing possibilities through national advertising, M. D. Munn, president of the National Dairy Council, told the convention that during the past twelve months there were consumed about 80 dishes of ice cream per capita, which showed, he said, that there were 285 days during the year when ice cream was not eaten at all. He was speaking on averages, of course. He cited the cement industry as a striking example of benefits from co-operative advertising, showing how they had nearly doubled business in cement after one year of such a campaign. They built a marget for cement by telling the public what it is, how it is used, etc. The speaker was sure that not one woman in ten thousand really knows that she is serving a wholesome food to her child when she responds to its pleadings by buying the child ice cream. He reminded the ice cream men that they have hidden their lights under a bushel as it were by failing to let the public even hear of some of the different kinds of ice cream.

W. A. Schwindeler of St. Louis, past president of the Illinois association, and chairman of the advertising committee of the national association, outlined the work of a committee. This speech was fairly well covered, however, in his report at the national convention, and is taken up elsewhere.

"The Relation of Gelatine to the Bacteria Content of Ice Cream" was the subject of P. H. Tracy, first assistant in dairy manufacturing at the University of Illinois.

An exceedingly interesting address was delivered by Dr. H. A. Ruehe, chief in dairy manufacture and head of the department of dairy husbandry at the University of Illinois. His subject was "Results From Recent Studies in the Manufacture of Ice Cream."

THERE was a general discussion as to group meetings for the year. Secretary Loewenstein read a telegram in which the officers of the Southern Association of Ice Cream Manufacturers extended congratulations and best wishes for "a real silver jubilee." The president announced that 40 manufacturers from outside the state attended the convention. The convention gave a rising vote of thanks to the Chicago manufacturers "for the splendid manner in which they deal with us every year," this on motion of J. W. Merrigan.

The same gentleman was kind enough to ask for a rising vote of thanks to The Ice Cream Review for the Silver Jubilee number issued in connection with the convention. The rising vote was tendered. The nomination of officers resulted in the association rewarding the old officers and entire directorate with another term. The Chicago manufacturers, through Mr. Thompson, invited the association to meet in that city in 1925, and the invitation was accepted. Ed. Klinenberg pointed out that the time of convention is very short, and he asked that next year's convention be for a duration of three days.

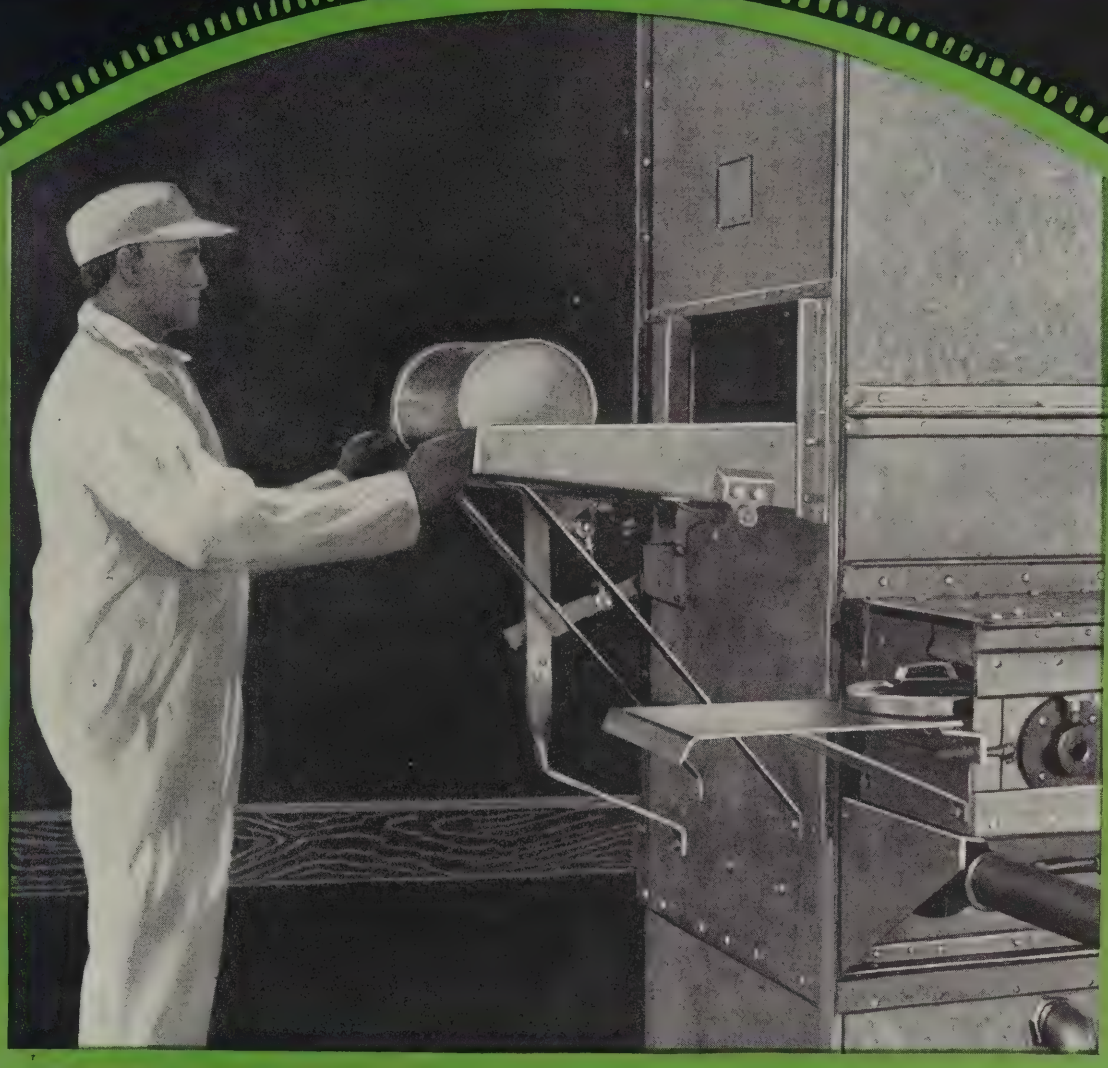
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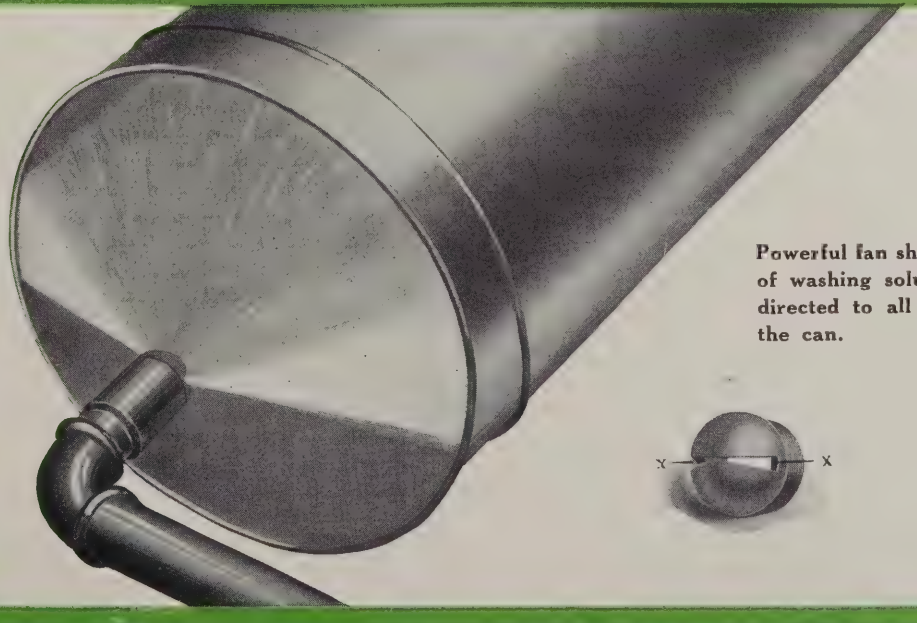
Convention Notes.

Among the Indiana manufacturers attending the convention were: V. J. Kelley and M. B. Morgan of the LaFayette Ice Cream Co., LaFayette; A. A. Burris, Tip Top Creamery, Vincennes, and Roy S. Atkinson, Evansville Pure Milk Co., Evansville.

(Continued on page 105)

R&A ICE CREAM CAN WASHER





Powerful fan shaped jets of washing solution are directed to all parts of the can.



Fig. 850

Fig. 850. Machine is hot galvanized throughout, resulting in tight joints and making it rust proof.

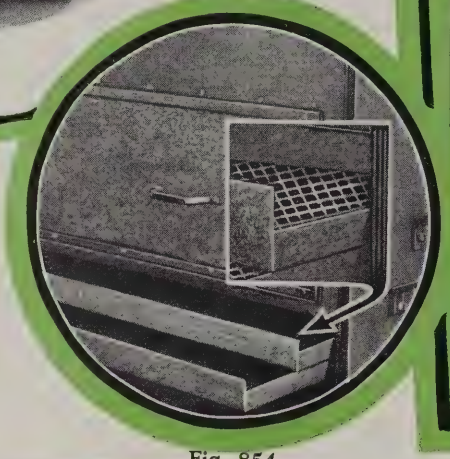


Fig. 854

Fig. 854. All waters fall thru two sections of heavy galvanized wire mesh, preventing refuse matter from clogging pumps and jets. Screens may be pulled out like a drawer for quick cleaning. A suction strainer gives a third screening.

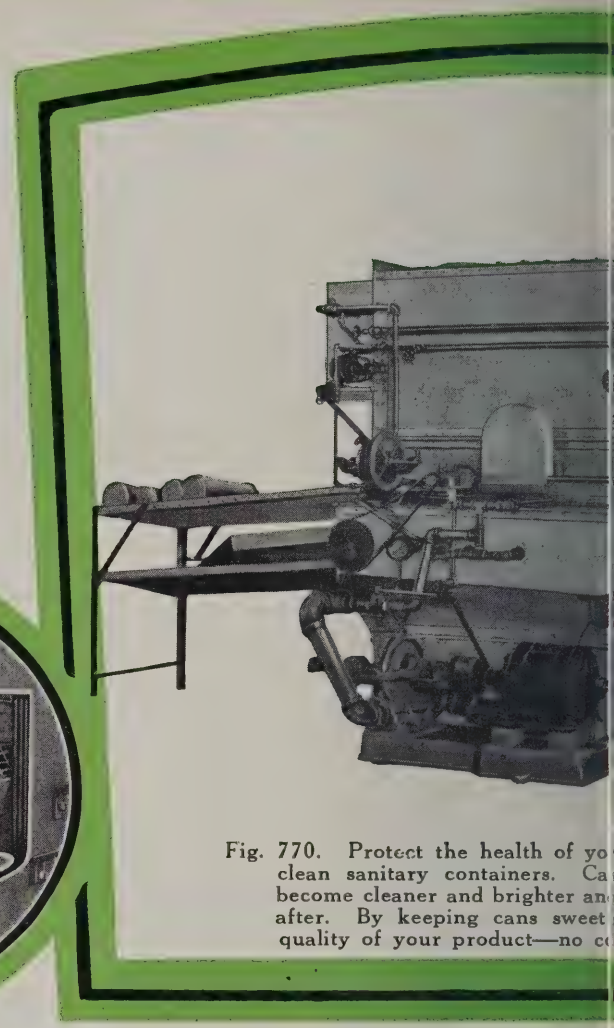


Fig. 770. Protect the health of yo clean sanitary containers. Ca become cleaner and brighter an after. By keeping cans sweet quality of your product—no c

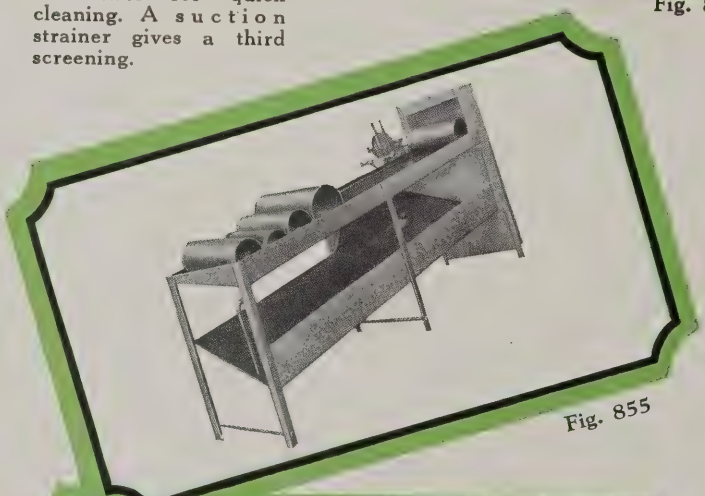


Fig. 855

Fig. 855. Long draining table enables cans to drain freely as they come from the machine, facilitating handling.

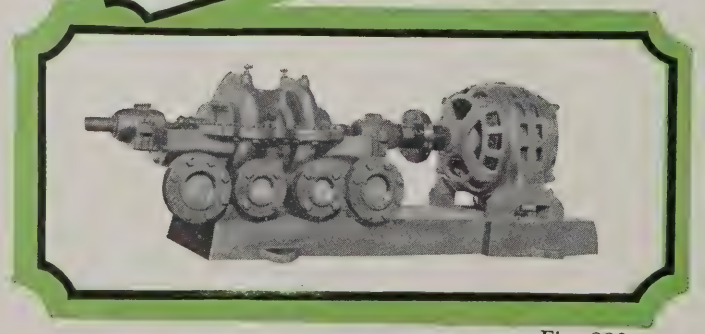


Fig. 882

Fig. 882. Double Volute Pump, built especially for Power Washing Machinery. The impeller of this pump is designed to suit the jets of the machine so that proper water velocity, volume and pressure are obtained.

1200 Clean, Sterile Ice

THE R&A Ice Cream Can Washer has almost unlimited capacity. On low speed it will handle 300 five-gallon cans per hour, while on high speed it will handle 600.

Small size cans are washed nested in the large ones, thus doubling the capacity.

During ordinary days it can be run at low speed, but on rush days it can be speeded up to handle 1,200 assorted large and small size cans per hour—nearly 10,000 cans per eight-hour day.

At the Hoefler Ice Cream Company last summer on rush days, two men with an R&A Machine washed in one day the same number of cans that would ordinarily require four men three days, using their old three brush washer.

Covers, molds and slabs are handled on an endless chain separate from the cans. Both cans and covers may be washed at the same time.

Largest Ice Cream Plants Changing Over to "R&A" Machine

In Buffalo it is being used by Hoefler Ice Cream Company and Wheat's Ice Cream Company. Plants in Cleveland, Ottawa, Philadel-

Rice & Adam

Main Office and Factory, Buffalo, N. Y., Branch Of

R&A Ice Cream

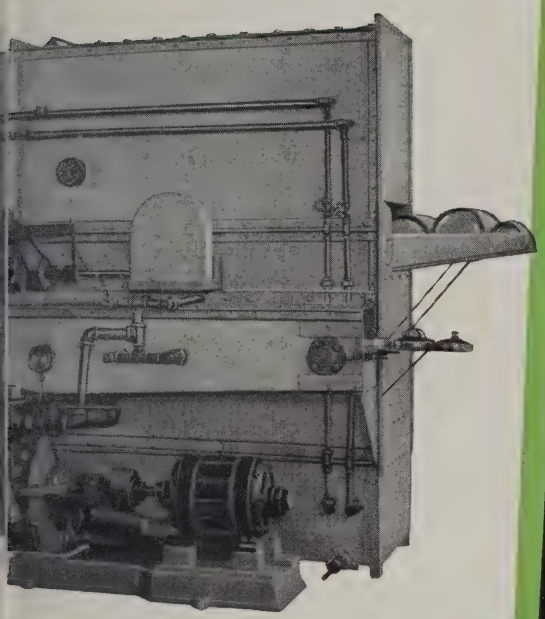


Fig. 853. Individual motor drive for each pump may be supplied.

Fig. 852. Washes all size cans. A special attachment can be furnished for covers and brick molds.

Fig. 857. Fresh boiling water rinse flushes out each can, thoroughly sterilizing it. This rinse is controlled by float valve and temperature regulator and furnished by small pump.

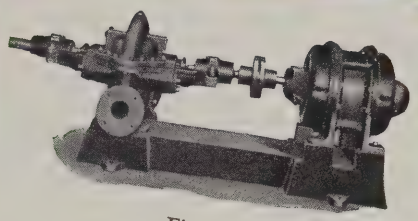


Fig. 853

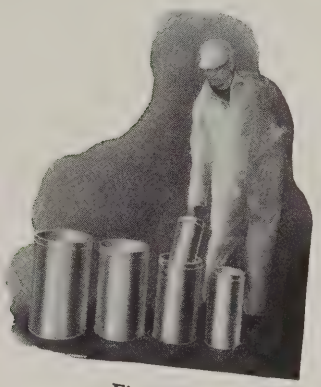


Fig. 852

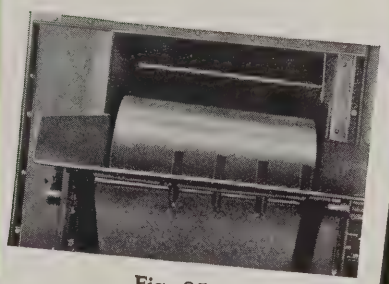


Fig. 856

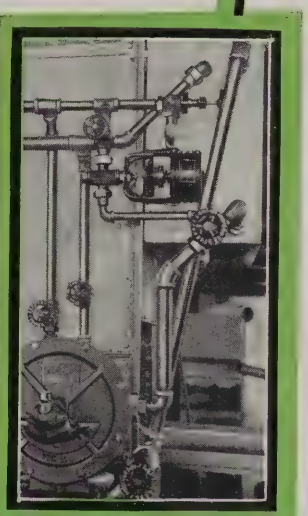


Fig. 857

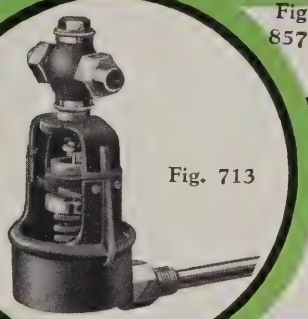


Fig. 713

Fig. 856. An automatic feed may be furnished when required.

Fig. 713. Temperature regulator keeps fresh boiling water rinse at sterilizing temperature.

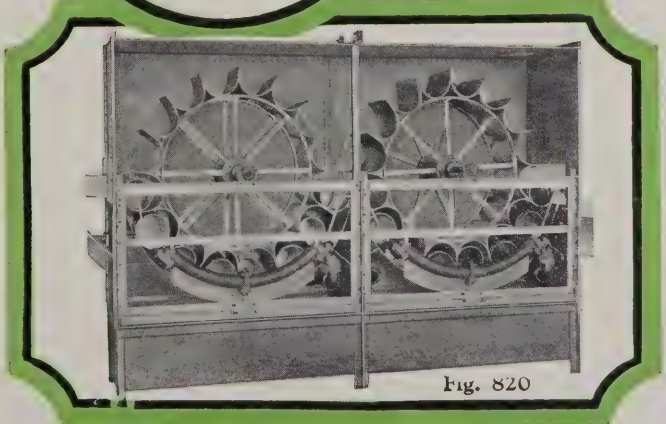


Fig. 820

Fig. 820. Cans are rolled thru the machine by paddle wheels. Powerful fan shaped jets of washing solution are directed to all parts of the cans — inside and outside. Entire front of machine is removable, making it accessible.

...tomers by delivering your product in ...shed day after day in this machine ...inually remain bright and shiny there- ...clean this machine will improve the ...nation or taste from unsanitary cans.

...eam Cans per Hour

... and Pittsburgh have already made installa- ... and many others are now under way.

Thoroughly Cleans Dirtiest Cans

...o matter how much hardened cream there ... the can, the high pressure jets peel it off ... razor-like effectiveness.

...ater, at varying temperatures under pump ...sure of from thirty to forty pounds, is forced ... fan shaped jets to every part of the can, ...e and out. The pressure, volume and heat ...ens and melts all hardened cream.

...ith the "R&A" method, the temperatures ...maintained much higher than is possible ... hand washing, which is slow and in- ...tive.

...he "R&A" machine removes every particle ...rease and filth without the use of brushes, ...h become worn and germ laden and merely ...ar the grease all over the can.

...here is a notable absence of water slop ...vapor while machine is operating.

...ore economical and efficient production ...ods pay big dividends.

... you are interested in saving labor and ...ng costs send for prices on this machine.

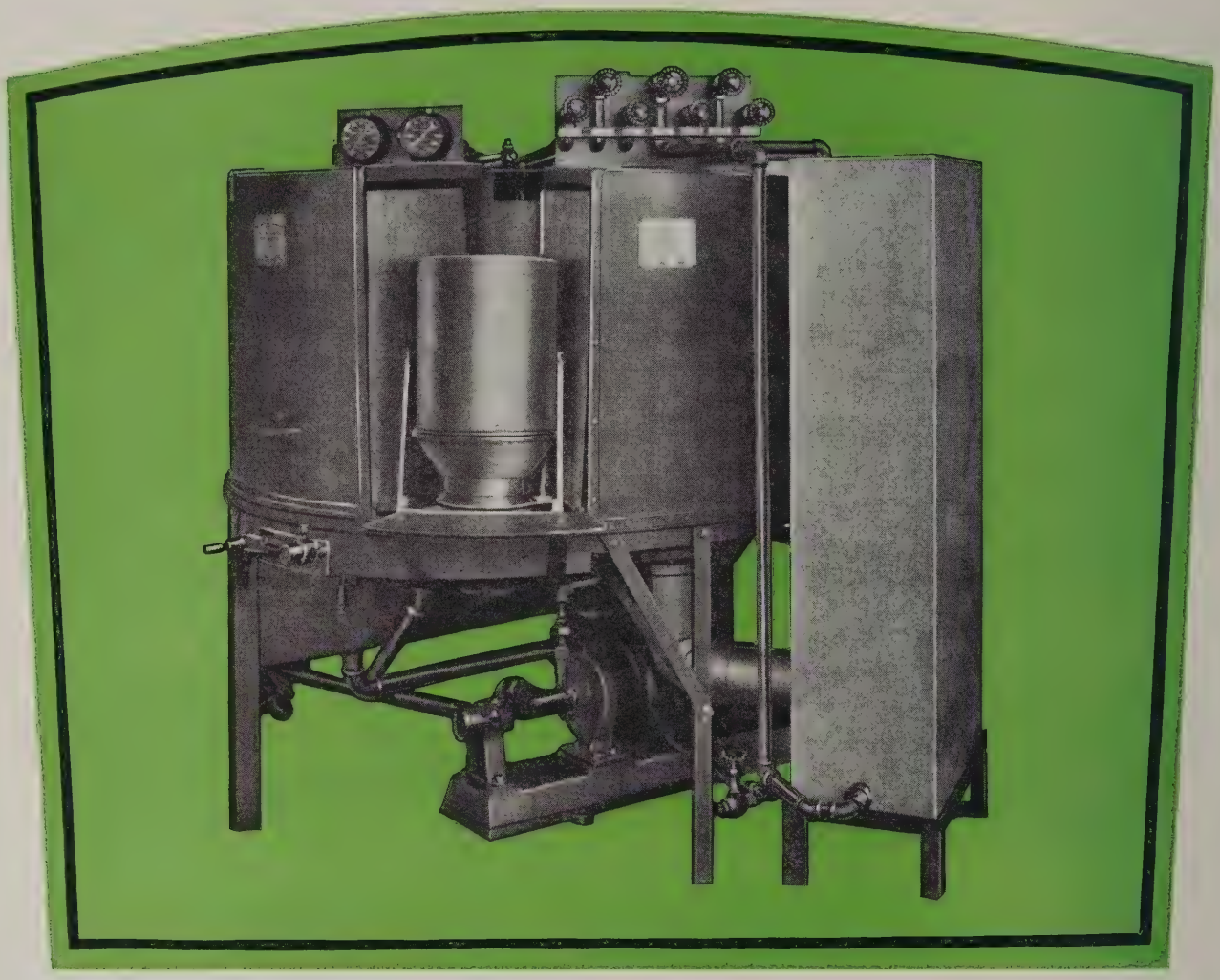
...Corporation

...nd Warehouses, New York, Boston, Chicago.

...Can Washer

R&A Medium Duty Can Washer---Rotary Type

Washes, Sterilizes and Dries Milk Cans



MANY improvements that add to its utility and convenience have been added to the R&A Medium Duty Can Washer—the machine that most of the largest plants have standardized upon.

Among the many new features are:

1. New crank type handle that moves the cans one position and locks them—must be tripped to release it. Prevents "spinning" machine and insures thorough washing of cans.
2. Control valves mounted on convenient panel and each plainly marked.
3. New locking device that securely holds can carriers in place.
4. Special attachment for washing small cans.
5. New twin pump unit with fan attached. May be driven by motor, turbine or belt.
6. New fresh boiling water rinse supplied by small pump thoroughly sterilizing each can.

This machine washes, rinses, sterilizes and dries from four to five cans per minute. One operator does the whole job—dumps and weighs the milk, feeds the cans into the machine and removes them.

RICE & ADAMS CORPORATION

Rice & Adams Corporation, Main Office and Factory, Buffalo, N. Y.—Branch Offices and Warehouses, New York, Boston, Chicago.

And so the prodigal came home again. That was "Bill" Schwindeler. The former president of the Illinois association was given a heart-warming reception.

* * *

Among the Michigan manufacturers were: Bob White, White Ice Cream Co., Flint; Fred Fleming, Fleming Ice Cream Co., Bay City; N. E. Ulassis and Earle Williams, A. E. Williams Ice Cream Co., Saginaw, and LeRoy Wilson, president of the Michigan association, Port Huron.

* * *

Missouri was well represented at the convention. Among the gentlemen from the "Show Me" state were: Charles Newman, J. E. Patrick, G. Paristel, John A. Beclser, B. M. Lide, Jr., and George Gilliam.

* * *

Badgers turned out in good force. Among the Wisconsin men were A. H. Kramer, Madison; N. G. Sonnann, Kenosha; Adolph O. Vetter, Milwaukee; R. Burdesser, Milwaukee; Chas. Touton, Janesville; Ernest A. John, Madison; Arthur Graeszel, Milwaukee; Edward Hunchliffe, Burlington, and Charles E. Wright, Beloit; J. D. Hughes, Milwaukee; H. A. Haas, Madison; E. C. Johnson, Burlington; F. E. Caughy, Madison; A. W. Johnson, La Crosse, and Ernest Bareman, Kenosha.

* * *

Arthur E. Dixon, secretary of the North Carolina Ice Cream Manufacturers' Association was on hand to extend the congratulations of his association. Manufacturers from other states included H. W. Gentleman, Omaha, Neb.; W. E. Telling, Cleveland; Edward W. Neuman, York, Pa., and Edward Carlson, Denver, Colo.

⚜

WISCONSIN'S LEADING ICE CREAM COUNTIES TABULATED.

J. Q. Emery, Wisconsin state dairy and food commissioner, has compiled a tabulation showing ice cream production in each Wisconsin county during 1923. Milwaukee county, of course, leads, producing, in 1923, 2,305,537 gallons of the total 6,000,000 gallons of ice cream made in the state.

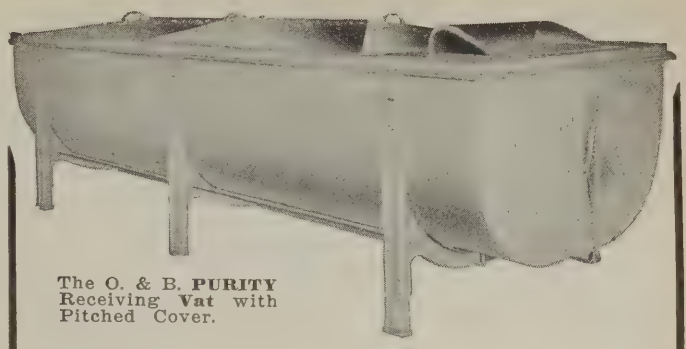
Tabulation of leading ice cream counties in the state follows:

County	Gallons	Value
Brown	359,229	383,530
Chippewa	85,627	91,851
Dane	423,221	478,223
Eau Claire	50,218	51,129
Fond du Lac	226,244	226,802
Jefferson	131,333	124,263
Kenosha	135,251	151,630
LaCrosse	232,818	263,544
Marathon	77,556	76,282
Milwaukee	2,305,537	2,527,209
Outagamie	129,236	147,466
Rock	295,858	317,135
Sauk	135,945	134,541
Winnebago	212,262	217,679

⚜

NO ANNUAL CONVENTION FOR MARYLAND.

The Association of Ice Cream Manufacturers of Maryland have decided to discontinue annual conventions, according to Secretary John Z. Davidson of Baltimore. The secretary states that hereafter all meetings will be conducted in conservative form at short notice. L. Manuel Hendler is president of the association, Asa B. Gardner, Jr., vice-president, and H. L. Scott, treasurer.



The O. & B. PURITY Receiving Vat with Pitched Cover.

The Purity Line of Receiving Vats

ARE giving daily satisfaction in hundreds of up-to-date creameries and ice cream plants all over the country.

Like all *PURITY* equipment they are of high grade materials and workmanship. Of 5x tinplate or heavy tinned copper with heavy steel frames, they will stand *years of service.*

You need one of these sanitary receiving and storage vats. Let us tell you more about them.

Made By

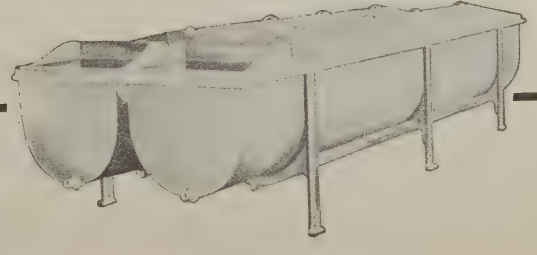
Oakes & Burger, Inc.

ESTABLISHED 1873

Department D

CATTARAUGUS **NEW YORK**

O. & B. Purity Twin Receiving Vat.



NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

Officers Re-Elected By Penn.-Jersey Association

Convention Features Natural Standards, Cost Accounting, Weight Standards, and Iceless Cabinets

TOPICS related to national standards, selling by weight, comparative costs of operation tabulation, minimum weights standard, refrigerated iceless cabinets and national advertising were among features at the annual convention of the Association of the Ice Cream Manufacturers of Pennsylvania and New Jersey, held at Newark, N. J., October 14, 15 and 16.

It was a convention such as the association is famous for, largely attended. Officers and directors were re-elected. Choice of a convention city was left to the board of directors, which was expected to choose a Pennsylvania meeting place, under the alternating custom. Approximately 400 delegates attended the convention. This was the largest assembly of ice cream men since the formation of the body, according to Secretary J. W. Neuman.

Ice cream should contain products of the same standard as certified milk, the convention was told by Health Officer Craster, who urged careful supervision of elements used and of conditions under which ice cream is manufactured. He recommended physical examination of employees, careful inspection of cows, and observance of strict rules of sanitation.

N. M. Thomas, president of the salesman's club of the Association of Ice Cream Supplymen, delivered a speech that was one of the features of the closing session of the convention. It was illustrated by graphic charts on freezing ice cream. Motion pictures showing growing, gathering and curing of Mexican vanilla beans were shown by David Michael of Philadelphia.

"The Place of Ice Cream in the Diet," was the subject of Dr. Charles H. Kimberly of the Dairy Laboratories, New York City. Time and temperature features in freezing ice cream was discussed by Thomas Hall, an ice cream manufacturer of Harrisburg, Pa.

Usual convention preliminaries featured the opening of the convention on October 14—address of welcome, president's address, secretary-treasurer's report, and convention announcements. Mayor Breindenbach of Newark was on time to welcome the delegates.

Ladies of the convention were entertained. The last morning of the convention was preceded by an informal banquet and dance at the Robert Treat Hotel, this being the finishing touch to what officials regard as one of the best conventions in the history of their association.

The officers and directors re-elected are as follows: President, E. E. Rieck, Pittsburgh; vice-president, W. E. Hoffman, Tyrone; secretary, J. W. Neuman, York; treasurer, E. Walker, Warren. Don Wiseman, Erie; Thomas Hall, Harrisburg; Wilbur Scott and George M. Brink, Philadelphia; Joseph T. Castle, Irvington, and W. H. List, Newark, constitute the directorate.

TRIAL ORDERS

We will be glad to submit samples of any of our grades, sufficient for practical or laboratory tests, without charge. Trial orders are shipped subject to customer's approval with privilege of return if for any reason found unsatisfactory.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN • MEMBER

CRYSTAL GELATINE CO.

121 Beverly St. BOSTON, MASS.

BRANCH STORES

New York	Philadelphia	Chicago
14 Ferry Street	418 Arch Street	3630 Iron Street

St. Louis	San Francisco
408 Elm Street	Fairfax Ave. and Rankin Street

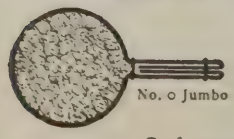
TO ERECT CREAMERY AND ICE CREAM FACTORY.

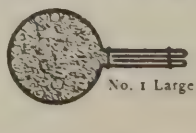
The Kaufman Creamery Co., operating plants at Pratt and Liberal, Kan., has completed plans for the erection of a modern tile structure at Dahlhart, Tex., for the manufacture of butter and ice cream. The Kansas company recently purchased the Dahlhart Creamery from Wm. Piehl, and will occupy this building until the new one is completed.

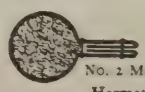
Roy C. Kaufman reports that the building will cost approximately $5,000 and will be 35 feet by 60 feet. It will be constructed of tile. The plant will be fully equipped.

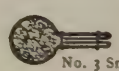
The pant is expected to be completed early in the spring. It will have a capacity of 200 gallons of ice cream daily and will be equipped to manufacture 1,000 pounds of butter daily. W. E. Packer will have active charge of the business and has moved to Dahlhart for that purpose.

CUT DOWN YOUR ICE BILLS ~ $TOP COLD AIR LEAK$ with WIRFS AIRTITE CUSHION DOOR-GASKET





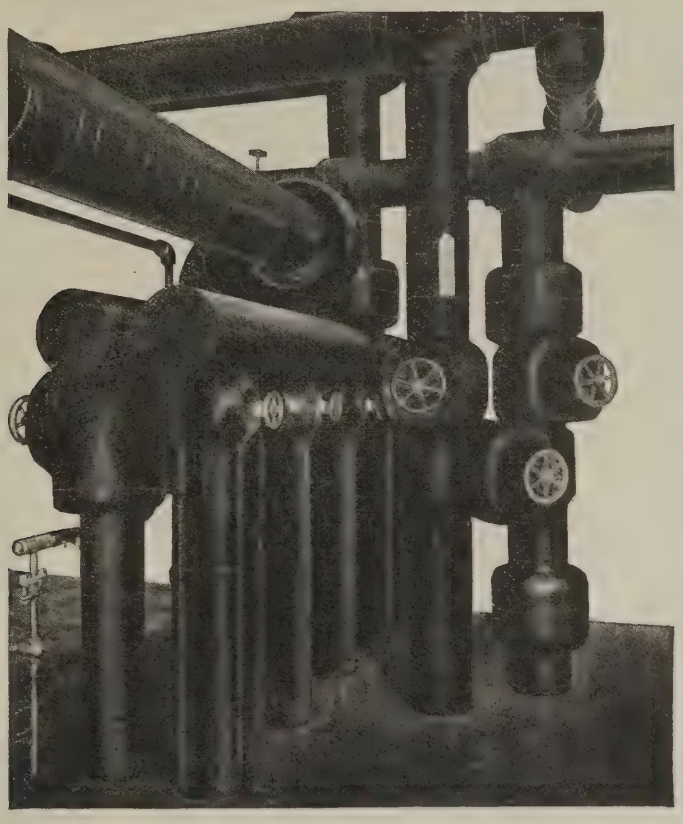






Hermetically seals Refrigerator and Cold Storage Doors, Joints of sectional cooling rooms and is extensively employed for all other purposes requiring an Airtite, Dustproof, Waterproof or Noiseless means of closure-contacts.

Get free samples and prices of all sizes. It's the little thing that stops Big Leaks. E. J. WIRFS, *Sole Manufacturer and Patentee*, 105 So. 17th St., St. Louis, Mo.



Ammonia suction and brine supply and return headers all insulated with Nonpareil Cork Covering. Suction header has welded connections. Sausage factory of Peschke & Killian, Detroit. Mich.

Good Work Here

QUITE a little problem here in pipe insulation, but you can easily see that Nonpareil Cork Covering is fully equal to it. With accurately made covering for all pipe sizes and *for every fitting,* insulation like this is not so difficult.

Of course, it takes good workmanship, but that is true even with a straight run of pipe. It is true of *all* low temperature insulation.

It is because workmanship *is* so important a factor that this Company maintains at all its branches a force of experienced cork covering erectors ready to take over your insulation under a guarantee that includes not only the material, but the workmanship as well.

Ask our representative to figure your Nonpareil Cork Covering *applied.* The price will be reasonable and the responsibility will be ours, not yours.

ARMSTRONG CORK & INSULATION COMPANY
164 Twenty-fourth Street Pittsburgh, Pa.

Also manufacturers of Nonpareil Corkboard for cold storage rooms.

Nonpareil Corkboard Insulation

For Cold Lines, Coolers and Tanks

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

With the California and Southwestern States Ice Cream Manufacturers' Association



JAY H. KUGLER,
Secretary,
San Francisco, Cal.



E. W. CHISM,
Director,
Reno, Nev.



C. J. ALFRED,
Director,
Los Angeles, Cal.



WAYNE A. HOOD,
Director,
San Diego, Cal.



K. L. CARVER,
Director,
Los Angeles, Cal.



GEO. H. BALL,
Director,
Fresno, Cal.

OAKLAND IS CALLING PACIFIC ICE CREAM MEN.

(Continued from page 13)

through a special hospitality committee, plan to extend certain graceful courtesies to the Pacific Slope Dairy Show visitors.

OAKLAND, directly across the bay from San Francisco, is a popular tourist center. Independence Square is the site of the beginning of this city, and the old Spanish bull ring, where, before the conquest and for some years thereafter, the Californians and the earliest American settlers gathered for sport. Idora Park, at Fifty-sixth and Telegraph Ave., claims to be the largest amusement park in the West.

Lake Merritt, along Fallon St., between Twelfth and Grand Ave., is a salt water lake covering 160 acres. Along the shores of this lake are beautiful private homes and parks, the latter furnishing various attractions. The city hall, with its massive tower, is a striking landmark and the tallest building in California. A fine view of the surrounding cities and country may be seen from the dome of this building.

The Oakland Mole, considered a marvelous engineering feat, is constructed for two miles out into the bay, at the terminus of which is a large building thoroughly equipped with all conveniences and requirements necessary for handling all passenger trains from the North, South and East. All passenger trains are made up at this depot and all passengers to or from San Francisco are transferred by ferry boats.



Where Packaged Sundaes are Sold — It dominates

Selected by the leaders in the ice cream industry as the better package. Millions used annually. Dominates the field because it possesses real merchandising value — actually sells its contents — builds bigger sales volume. It is the better made — more attractive than any other Sundae package. Represents the highest attainment in paper packages. That's the reason it is selected and used by those who are winning additional profits by making and marketing packaged sundaes. Mono-made packages are so superior in workmanship, so superior in appearance, so practical for use that you cannot help but increase your sales volume and profits by their use. We'll gladly send you samples and "Packaged Sundae" information. Simply ask for "Sundae Kup" samples.

KLEEN KUP

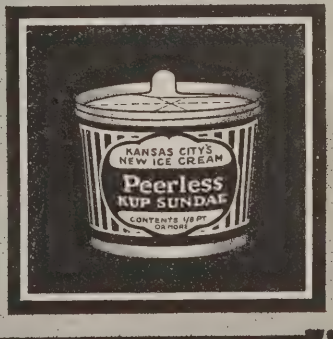
the package that sells its contents

Mono Service Co.
NEWARK NEW JERSEY











Up-to-date Jobbers recommend RING Cones

Up-to-date Dealers demand R I N G Cones

Plain design cones are out of style. They are fast being discarded for the newer design having the Breakage Protection Nesting Ring. THIS VALUABLE FEATURE IS PATENTED BY McLAREN

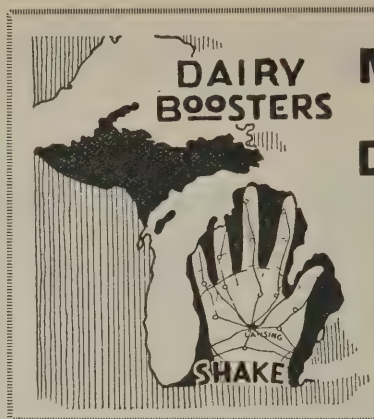
McLaren's "Real Cake" (Double Ring) Cones are a big improvement over other brands, not only in practical design, but in taste and flavor as well. They're packed in a strikingly attractive three-color carton.

BE UP-TO-DATE — HANDLE "McLAREN'S"

MEMBER — THE ASSOCIATION OF ICE CREAM SUPPLY MEN

The McLaren Products Co.

PEORIA ILL. DAYTON OHIO KANSAS CITY MO.



MICHIGAN ALLIED DAIRY ASS'N

Dairy Booster Officers:

Pres., C. J. YUNCKER, 1112 Radcliffe Drive Toledo, Ohio

Secy., C. J. W. SMITH 502 Lenox Ave., Detroit

MICHIGAN DAIRY BOOSTERS' NEWS.

Arrangements are being made rapidly by all committees and officials for Michigan Allied Dairy Association convention at Lansing, February 2-3-4-5-6, 1925. The exhibits will be better than ever and everyone will be well pleased with the convention.

The Michigan Dairy Boosters will put on their dance as usual and will regularly entertain you all so do not miss it.

* * *

The floor plans are out and mailed to you for February 2 to 6 convention at Lansing, Mich. There are 56 booths to sell and so far 39 firms have spoken for booths, so get busy and buy your space. Do not wait until too late to get space. We are going to have a better show of exhibits than ever, so be with us.

Yours truly,
C. J. YUNCKER, Pres.,
Michigan Dairy Boosters.

* * *

Michigan's hundred million dollar dairy industry invites the acquaintance of those who have honest and substantial wares, to meet in the Armory, at the College Campus, East Lansing, during the week of February 2, 1925, that it may better know the last word in economic production and manufacture.

* * *

A Double Header.

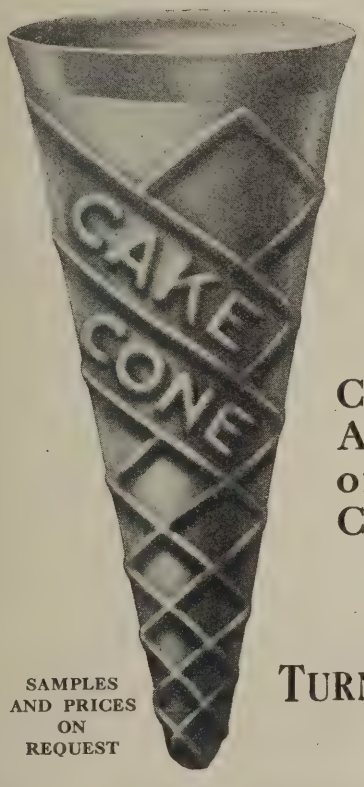
The forty-first annual session of the Michigan dairy manufacturers and producers and Michigan farmers' week will be held at Lansing, Mich., during the week of February 2, 1925. The Michigan Dairy Boosters will put on a grand exhibit of machinery and supplies. The Boosters for Exhibition Hall for Lansing convention are selling off rapidly the 56 spaces, 39 of which are already spoken for. So look out for a great exhibit. Always remember, the Michigan convention is a success.

* * *

Michigan Dairy Boosters have arrangements made for their annual dance, and it promises to be larger than ever, and last year's was a great one.

The committees in charge for Michigan Allied Dairy convention are: Floor—C. J. W. Smith, Eiso. Breuggema. Transportation—P. Van Allsburg, K. L. McKinnon, H. C. Snyder. Booths and Signs—C. J. Yuncker, D. W. Shill. Budget—K. L. McKinnon, L. S. Wilson, D. W. Shill. Program—Roy Frary, Wm. H. Bechtel, O. T. Goodwin. Advertising—D. W. Shill, J. C. Nier, M. Seidel. Butter Contest—M. Seidel, H. S. Averill, Chas. Hack. Banquet—D. W. Shill and O. E. Reed. The pres-

The Success of your Ice Cream Depends Much on the Way in Which it is Served

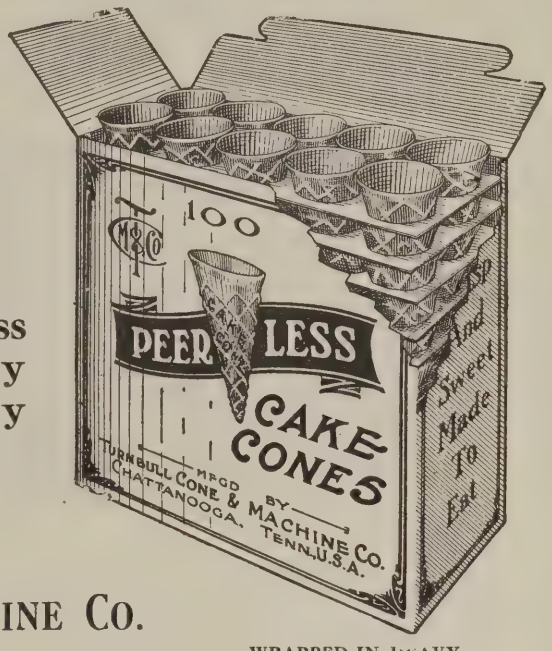


SAMPLES AND PRICES ON REQUEST

PEERLESS
CAKE CONES

Crispness and Sweetness Accentuates the Quality of the Product they Contain.

WE SELL TO JOBBERS ONLY



WRAPPED IN HEAVY PARAFFIN PAPER

TURNBULL CONE & MACHINE CO.
CHATTANOOGA, TENN.

As the approaching Holiday Season reminds us of the passing of another year, we welcome the opportunity of extending to you our best wishes for a

Merry, Merry Christmas

And we also wish to express to you our sincere appreciation of the good will which you and others with you have entrusted to us.

This mark of confidence we cherish as our most prized business asset and assure you it will be our constant endeavor to render through the

Wyandotte Products



a service that will merit a continuance of this trust.

May the New Year for you promise much and prove to be bigger, better and busier.

THE J. B. FORD COMPANY WYANDOTTE, MICHIGAN

Nutting

Ice Cream Can Truck



You can handle large numbers of cans with this truck—with less labor and less time! It is speeding up the work of handling empties in hundreds of plants.

Investigate this method and our better, stronger trucks, made by truck manufacturers. Ask your jobber or write us.

NUTTING TRUCK CO.

1211 Division Street Faribault, Minn.

Floor Truck Specialists for the Dairy Industry

What You Want--
When You Want It

With a complete stock of SUPPLIES and an abundance of MACHINERY carried in stock at five advantageous points from the Great Lakes to the Gulf of Mexico, we are in position to serve you in a way that no others can.

If your needs be a Freezer, Crusher, Packing Tubs, Packing Cans, Ice Cream Cabinets, Carry-Out Cans, Can Washer, Ice Cream Moulds, Ice Cream Pails or Dishes, Parchment Paper—in fact, anything from a Wood Plug to a Steam Boiler, we can furnish it at the right price.

Our business has been built up largely through the confidence of our customers. To secure and hold their confidence is the ambition of our organization; we take an active interest in their progress, because our progress is linked inseparably with theirs.

If you are not already a customer of ours give us a trial. Our service will please and our merchandise is dependable.

BESSIRE AND COMPANY

Incorporated

INDIANAPOLIS LOUISVILLE
MEMPHIS COLUMBUS ATLANTA

ident and secretary of the association are ex-officio members of all committees.

* * *

Michigan Dairy Boosters have you your floor space for Michigan Dairy convention in week of February 2. 1925? If not, get busy if you expect to exhibit there.

* * *

All Michigan Dairy Boosters get busy from now on and talk your coming convention at Lansing the week of February 2, 1925. Do not stop boosting it to your trade. Keep it up!

* * *

January's issue of The Ice Cream Review will have the list of all firms who will exhibit at Michigan convention in February, at Lansing, Mich. You will find some of the most reliable firms there, whom we are proud of.

* * *

Notice to those who are going to the Michigan dairy show at Lansing, February 2, 3, 4, 5, 6, 1925. You will find the following hotels at which you can make reservations. So better look after it at once:

144 rooms at Downey Hotel. Rates, $2, $2.50, $3.

300 rooms at Kerns Hotel. Rates, $2, $2.50, with shower; $3, with tub.

100 rooms at Detroit Hotel. Rates, $1.50, $2, with shower; $2.50, with tub.

200 rooms at Roosevelt Hotel. Rates, $1.50 and up.

Fleming Hotel. Rates, $1.50 and up.

* * *

Michigan Dairy Boosters, do not miss your annual banquet and election of officers, at Kerns Hotel, Lansing, Mich., Tuesday evening, 6:30 p. m., Feb. 3, 1925.

* * *

Michigan Dairy Boosters, your headquarters for convention week at Lansing, Mich., Feb. 2 to 6, 1925, will be Kerns Hotel, so kindly make your reservations at once. Quite a number of them have done so.

* * *

The local committee at Lansing, Mich., was appointed by the president of the Dairy Boosters. So far it is do-the good work for the coming convention:

H. C. Snyder of Freeman Ice Cream Co., chairman; Claude S. Winans of Winans & Sons, H. Chris. Hansen of Lansing Dairy Co., F. J. Free of West Side Dairy Co., H. A. Melins of Capital City Creamery Co., Fred J. Steinle of Lansing Creamery Co., Bernard Biergans of Biergans Brothers, C. J. Schneider of Artic & Connor Ice Cream Co., W. H. Hunter of Hunter Dairy.

* * *

Michigan Dairy Boosters, remember your election of officers will be held in connection with your annual boosters' banquet at Lansing on Tuesday night, February 3, 6:30 sharp, at Hotel Kerns. Do not fail to attend. On account of so many having missed it last year we will hold it this time on Tuesday instead of Monday so all can be there. We will have plenty of music and a good time. Remember the dairy boosters' dance at Lansing during convention week; It will be held at Hotel Kerns. No doubt, it will be bigger than ever, for the local committee is doing its best to make it such.

* * *

C. J. Yuncker, president of the dairy boosters, says he has made final arrangements for the boosters' banquet and that it will be a good substantial meal, one to please all. He asks all boosters to attend it and help elect their officers for the coming year.

* * *

C. J. W. Smith, secretary and treasurer of the dairy

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezing to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening room.

The truck can also be used in taking cans from the hardening room.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

Made in two sizes. Style A, capacity six 5-gallon cans. Over-all dimensions, diameter 28½ inches; height, loaded with 5-gallon cans, 26 inches.

Style B, capacity four 5-gallon cans. Over-all dimensions, diameter 23 inches, height loaded 26 inches.

PRICE, STYLE A $50.00 **PRICE, STYLE B $45.00**

F. O. B. FARIBAULT, MINNESOTA

Order direct or through your jobber.

UTILITY MFG. CO.

FARIBAULT, MINN.

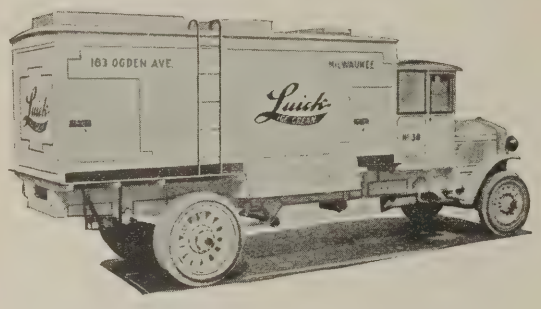
-:- HIGH GRADE -:-
ICE CREAM FRUITS

Crown Fruit & Extract Company, Inc.

418-420 West Broadway - - New York, N. Y.

MILLER
Refrigerator Bodies

"We SELL you one — you BUY more"



Let us figure with you now on your needs for the coming season

Send for Our New Catalog
Showing Both Truck and Wagon Bodies

THE JOSEPH MILLER COMPANY

Manufacturers of Refrigerator Bodies and Ice Cream Storage Cabinets
Using Miller Patented Tanks for Refrigerating

919 Third Avenue North MINNEAPOLIS, MINN.



RE-TINNING
ICE CREAM & MILK CANS

By Our Special Sanitary Process Makes

OLD, WORN OUT CANS LIKE NEW

Tinning of All Kinds Including Cast Iron

SANITARY TINNING & MFG. CO.

3753-63 E. 93rd Street CLEVELAND, O.

boosters, is doing all he can to help make the coming convention a success at Lansing, Mich. Keep up the good work, Charles.

* * *

D. W. Shields, vice-president of the boosters, is a very busy man looking after affairs toward making the Michigan convention a big success.

* * *

Harry C. Snyder, formerly manager of Arctic Ice Cream Co. at Lansing, has made a change and become manager of Freeman Ice Cream Co. plant at Lansing, Michigan.

* * *

C. J. Schneider is the new manager of the Arctic Ice Cream Co. plant at Lansing.

* * *

Ann Arbor Dairy Co. at Ann Arbor, Mich., makes a fine 5-color brick ice cream which is very popular.

* * *

WARNING TO MEMBERS OF MICHIGAN DAIRY BOOSTERS.

Last Call!

Secretary Frary of the Michigan Allied Dairy Association has sent to all of our members the contract for space and floor diagram.

Our space this year is very limited and if you do not secure your space it will be only because you have neglected to reply to Secretary Frary's letter. You have been given first chance on space.

Don't blame Secretary Frary or the Boosters if you find no space left for you.

There will be only a total of 56 spaces in exhibit hall at East Lansing, Mich., Michigan Agricultural College. This is about 20 per cent less than we have had heretofore.

This is the forty-first annual session of the Michigan Dairy Manufacturers and Producers and is held in conjunction with Michigan Farmers' Week.

This will be larger in matter of popular attendance by the dairy industry than any heretofore. Don't forget the dates, February 3, 4, 5, 6, 1925.

If you do not intend to exhibit please advise the secretary.

If you do intend to exhibit rush your contract and check before it is too late to R. F. Frary, secretary, Michigan Allied Dairy Association, Lapeer, Mich.

There will be the usual program, unit sessions, and general sessions.

The members of the Michigan Dairy Boosters are urged to attend the annual meeting and banquet Tuesday evening, February 3, at Hotel Kerns, Lansing.

The annual banquet of the Michigan Allied Dairy Association will be Wednesday evening, February 4, at Hotel Kerns.

On Thursday evening, February 5, the "Boosters" will give their annual dance. This is entirely free to members and the local Lansing committee promises to have plenty of local ladies connected with the Lansing industry as partners for all gentlemen members who will attend and dance.

Prof. O. E. Reed and his staff of the Michigan Agricultural College and T. H. Broughton and his staff of the Dairy Division, Michigan State Board of Agriculture, are working with us to make this meeting a "humdinger."

C. J. W. SMITH, Secretary.

* * *

If you want to hear a tale of woe from a man who seems to have had some real trouble in connection with

"TRUE,—
Wisdom is in knowing what is best to know
and Doing what is best to do."

THOMAS W. DUNN CO.

546 Greenwich Street
New York, N. Y.

Do you know that Thomas W. Dunn Co. were the first to introduce ICE CREAM GELATINE to the ice cream manufacturer and have been selling the finest product ever since?

THEREFORE,—do what is best to do and display true wisdom by using—

Dunn's Gelatine

Another Triumph for Frick Equipment

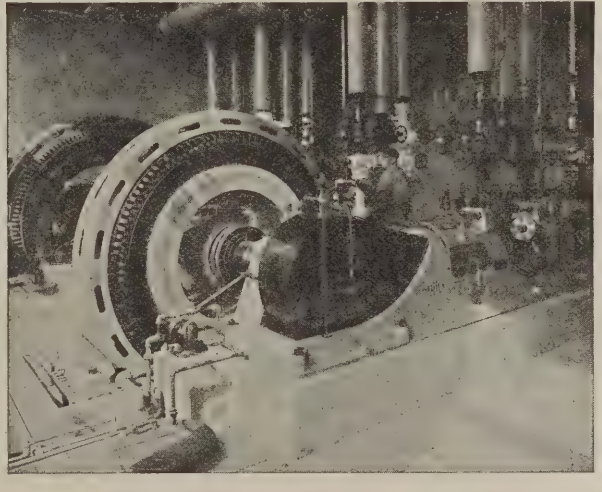
—the New Plant of Seattle Ice Cream Company

The refrigerating equipment installed in the Seattle Ice Cream Company's new plant is modern to the last bolt.

The main ammonia compressors are very heavily built and work on the long stroke principle. They are equipped with central and forced-feed oiling systems, metallic packing, plate valves, and triple suction connections.

A 5″x5″ enclosed ammonia compressor is installed for standby service. The condensers, ice tanks, brine coolers, and room coils are built on most recent designs.

Frick machinery was chosen by the owners after extended inspection trips, covering all types of machines. The plant is a living testimony to the worth of Frick Equipment.



Frick Horizontal Compressors at Seattle Ice Cream Company, Seattle, Wash.

"Ice and Frost" Bulletins on Request

Frick Company
WAYNESBORO, PA., U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882

Distributors in all Principal Cities.

his return from the National Dairy Exposition, just read this letter:

A certain dairyman from the central part of Ohio drove his auto through to the National Dairy Show held in Milwaukee and on his way home he drove through Zion City, a small village between Milwaukee and Chicago. It was about 7 o'clock in the morning and he saw signs saying, "15 Miles Limit in Residence and 10 Miles Limit in Business Districts." So he kept right on at 15 miles per hour and was watching for the business section so as to slow down. But after passing a few shacks of buildings he was stopped by an officer and asked why he was going 15 miles per hour through the business district. He told the officer he had seen the signs and was looking for business places. He was told he was now in such section and he had just passed that little frame building which was the police station and was told to go to that station; they fined him $20.00 which he paid and took a receipt for same.

When he arrived home he wrote a firm by the name of Zion Institutes Industries Co., whom he had bought office supplies of, thinking he would let them know how good treatment he received while in their city. He received a letter from a Mr. Bishop, who seems to be manager of said company, who also said he was the chief of police of Zion City, and was well acquainted with such an arrest and fine and he would be glad to do whatever this dairyman suggested to make things right. Now would that not get your goat? This Ohio man says after making further inquiry he finds this is a one man's town and whatever Mr. Bishop says goes. He says there were no business places there, that he could see. So whoever goes through Zion City, be on your watch.

Yours truly,
(Signed) C. J. YUNCKER, President,
Michigan Dairy Boosters.

* * *

1924 MEMBERSHIP MICHIGAN DAIRY BOOSTERS.

Anheuser-Busch, Inc.
Arbuckle Bros.
Aschenbach & Miller, Inc.
Barber (A. H.)-Goodhue Co.
Berney-Bond Glass Co.
Bessire & Co.
Bischoff (F). Co.
Butler Paper Products Co.
Creamery Package Mfg. Co.
Crescent Mfg. Co.
Cream Products Co.
Citrus Products Co.
Colonial Salt Co.
Consolidated Wafer Co.
Cone Company of America.
De Laval Separator Co.
Detroit Dairy Supply Co.
Diamond Crystal Salt Co.
Dominion Chemical Co.
Dry Zero Insulation Co.
Dunn-(Thos. W.) Co.—Fred E. Hullweg.
Emery Thompson Machine & Supply Co.
Essex Gelatine Co.
Foote & Jenks.
J. B. Ford (The) Co.
Grand Rapids Cabinet Co.
Gumpert (S.) & Co.
Hazard, (Wm. A.) & Co.
Hansen's (Ch.) Laboratory.
Hughes Gelatine Co.
Kalamazoo Vegetable Parchment Co.
Ladd (John W.) Co.
Lansing Paint & Color Co.
Lowenfels (F.) & Son.
Massey & Massey.
Mathews (Frederick C.) Co.
Michael (David) & Co.
Menasha Printing & Carton Co.
Morton Salt Co.
Mulholland (John H.) & Co.
Nafis (Louis F.) Inc.
National Carton Co.
National Paint & Varnish Co.
Nelson (C.) Mfg. Co.
New York Despatch-Refrigerator Service.
Preservaline Mfg. Co.
Pfaudler Co.
Phoenix Sprinkler & Heating Co.
Rheinstrom (The) Bros. Co.
Ritchie (W. C.) & Co.
Rice & Adams Corporation.
Rogers (C. E.)
Ryan (G. R.) Mfg. Co.
Sanitary Tinning Co.
Sealright Co., Inc.
Sethness Co.
Solar-Sturges Co.
Stout Mfg. Co.
Sutherland Paper Co.
Swift & Co.
Thatcher Mfg. Co.
Union Steam Pump Co.
Universal Ice Machine Co.
United Chemical & Organic Products Co.
Urban, N.
Virginia Dare Extract Co.
Westerlin & Campbell Co.
X. L. Refrigerating Co.
Zipp Mfg. Co.

FORTUNE'S THINFLO

is Best for

Eskimo Pies

A *Chocolate* coating ready for use—Pure chocolate with a real chocolate flavor.

Manufactured by

FORTUNE PRODUCTS COMPANY

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ATTENTION!

Kansas Ice Cream Manufacturers

Mr Dave Steiner, Representing

WOLF ADVERTISING COMPANY
NEW YORK CITY

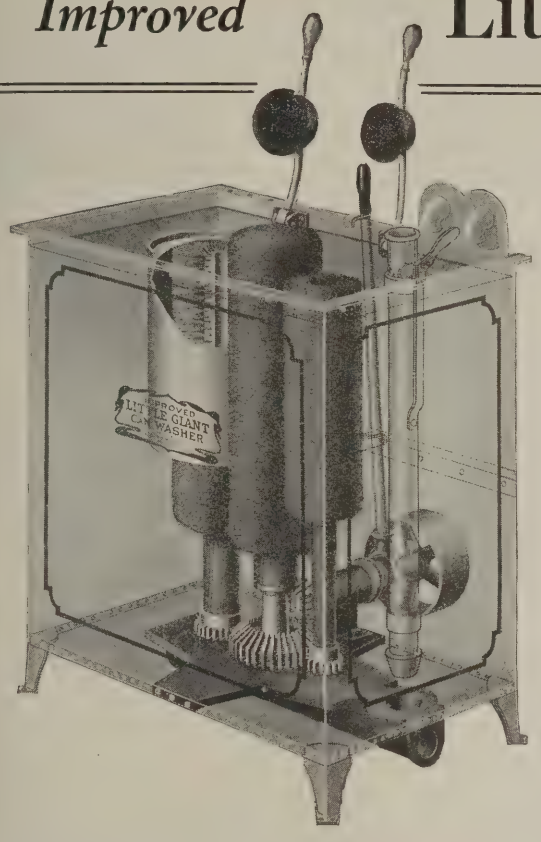
will be in attendance at the convention.

It will be to your interest to visit and consult with him on your next season's displays.

Room 931 Hotel Kansa

The Improved

Little Giant Can Washer



For Limited Space
Volume Production
Small Investment
Simple Operation
Satisfactory Work

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C. Doering & Sons, Inc.

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The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

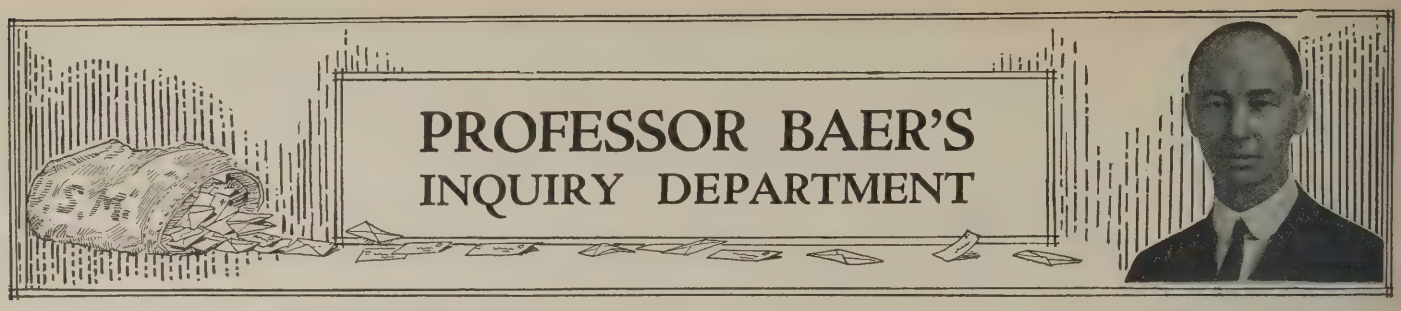
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Seasons Greetings

MEMBER

Harold A. Sinclair



Replies to Inquiries

Dear Sir:—I want to use a different brand of evaporated milk, which they claim contains 8.5 per cent butterfat and 28 per cent solids. With this I would like to use 4 per cent milk and 20 per cent sweet cream to make a 10 per cent butterfat ice cream.

Reply: I have your letter of recent date and request to assist you in formulating your ice cream mix. You will find my suggested formula for 100 pounds of mix given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.00 lbs. sugar	.....	.....	13.30
.50 lbs. gelatine	.....	.....	.47
20.00 lbs. evap. milk	1.70	3.90	5.60
36.00 lbs. 20% cream	7.20	.....	.....
29.50 lbs. 4% milk	1.18	5.18	13.56
100.00 lbs. mix	10.08	9.08	32.93

You will notice that this mix figures 10 per cent fat, 9 per cent serum solids, and 33 per cent total solids. Should you desire to increase the serum solids 1 per cent or to 10 per cent, I would suggest that you use 1 pound of skim milk powder replacing 1 pound of 4 per cent milk. I do not think it is advisable to use a larger quantity of the evaporated milk.

* * *

Dear Sir:—Will you please give us a proper proportion to use in making a 12 per cent ice cream? We are using cream 28 per cent butterfat, plain condensed skim milk and fresh milk 3¾ per cent butterfat. If we use sweetened condensed milk, how much less sugar do you recommend please?

Reply: I am indicating a formula in table one and table two using both the condensed skim milk and the sweetened condensed milk:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.00 lbs. sugar	.....	.....	13.30
.50 lbs. gelatine	.....	.....	.47
12.00 lbs. cond. skim	.....	3.24	3.24
38.00 lbs. 28% cream	10.64	.....	.....
35.50 lbs. 3¾% milk	1.32	5.47	17.43
100.00 lbs. mix	11.96	8.71	34.44

Table 2.

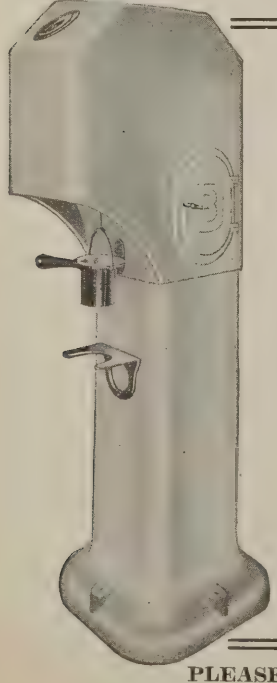
Ingredients	Fat	Serum Sol.	Total Sol.
9.20 lbs. sugar	.....	.....	8.74
.50 lbs. gelatine	.....	.....	.47
12.00 lbs. sweet cond.	.....	3.24	8.04
37.50 lbs. 28% cream	10.50	.....	.....
40.80 lbs. 3¾% milk	1.53	5.90	17.93
100.00 lbs. mix	12.03	9.14	35.18

Either of these mixes should give you a very good product. You will notice that when the sweetened condensed milk is used the amount of sugar is reduced from 14 pounds to 9.2 pounds, and also that the total solids will be a little higher when the sweetened condensed is used.

* * *

Dear Sir:—We are enclosing you our 2,400-pound mix formula. Please comment on it and make any suggestions whereby we can better our ice cream.

2,400-pound mix: 1,275 pounds sweet milk, 425 pounds sweet cream, 391 pounds sweetened condensed,



Sommers Ice Cream Over-run Tester

Simple in Construction—Quick Acting and Accurate

SMOOTH, SIMPLE CUP IS USED.

No loose weights or adjustment on Cup necessary.

Adjustments for variation in specific gravity of the mix are easily made on the Tester itself.

The Cup hanger is easily accessible.

The reading is always made at one place, right under your eye as you stand in front of the Tester and tilt your head slightly forward.

Write for Descriptive Literature and Price

MANUFACTURED BY

Damrow Brothers Company, Fond du Lac, Wis.

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

ACME

Custard Flavor *for* Ice Cream

It Costs 1½c to flavor 1 gallon Ice Cream.

To make

FRUIT CUSTARD

Use 2 oz. Custard Flavor and add a *small* quantity of desired fruit to a 40 qt. batch.

PERFECTO

The perfect Ice Cream Power.

It improves and stabilizes Ice Cream and Ices.

We do claim Perfecto will make Delmonico Ice Cream out of Hokey Pokey mix, but we can convince you it will improve any mix.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS

HANOVER, PA.



Uniformity and Quality

THROUGHOUT the series of advertisements we have told ice cream manufacturers many of the outstanding features in the production of Merrell-Soule Powdered Milk. Those who have followed the advertising closely will naturally be led to a conclusion that explains the greatest of all features of this wonderfully convenient product—its uniformity. This is our great claim to success: Merrell-Soule Powdered Milk is always the same—one standard product of high quality.

Whether you order a barrel today or a year from today, you receive exactly the same thing. It is a quality that ice cream manufacturers can *count on.*

Why? Because Powdered Milk is the Merrell-Soule Company's chief product. There are no "side lines" such as ice cream, or bottled milk, to detract from the importance, the care, or quality of the production of the one Powdered Milk that has proved such a boon to ice cream manufacturers.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN ★ MEMBER

ADVERTISEMENT No. 8

This is the last advertisement of the series describing the manufacture of our chief product, POWDERED MILK. Copies of this series in leaflet form will gladly be sent to ICE CREAM MANUFACTURERS upon request.

MERRELL-SOULE CO.
Syracuse, N.Y.

"A"
QUALITY
Since 1903

Mail inquires receive prompt attention

ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

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PORTLAND, ORE. 405 Hoyt Street

MEMBER

73 to 75%
Calcium Chloride
Free from Magnesium

YES—there is such a thing as efficiency in a refrigerant. Carbondale "3 C" Calcium Chloride proves it. Use it and profit.

Carbondale Calcium Co.
Carbondale, Pa.

Ask for Bulletins No. 5A and 36

TRADE MARK

New York
Chicago
Pittsburgh
Atlanta
Washington, D. C.
New Orleans
Philadelphia
Baltimore
Buffalo
Kansas City

122 pounds butter, 180 pounds sugar, 10 pounds gelatine, 24 ounces gum, 12 ounces vanilla, 6 ounces color and 24 ounces meloine.

Reply: You will find the calculations given below in table one and you will note that your mix analyses about 10 per cent fat and 10 per cent serum solids, according to advice which I gave you some time ago:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
1275.00 lbs. milk	51.00	108.94	159.94
425.00 lbs. 20% cream	85.00	30.26	115.26
391.00 lbs. sweet cond.	.....	105.57	261.97
122.00 lbs. butter	102.50	.....	102.50
180.00 lbs. sugar	.....	.....	171.00
10.00 lbs. gelatine	.....	.....	9.50
3.00 lbs. gum and meloine.	.....	.....	2.85
2406.00 lbs. mix	238.50	244.77	823.02
Per cent	9.93	10.20	34.30
Per cent sugar	14.00		

This should make an excellent product and should also stand up well at the fountain. It is possible that your competitor is making a mix lower in solids, possibly using only 13 per cent sugar and 8 per cent fat. This mix would, of course, remain hard in the fountain a little easier than ice cream made from your mix. The lower the solids the less refrigeration it takes to keep the cream hard and undoubtedly your difficulty in keeping your cream along with your competitor's at the same fountain is due to the solids content. You can be assured, however, that if that is the case you have a much better product than your competitor.

* * *

Dear Sir:—Will you please figure for us two formulas, one for 8 per cent and one for 10 per cent butterfat, with the desired solids for a 100 per cent overrun.

Material available: 20 per cent cream, 4 per cent fresh milk, Armour's evaporated, 7.7/8 per cent gelatine and improver.

Present equipment: 100-gallon pasteurizer and one freezer.

We mix, pasteurize, cool and hold the mix in the same vat from 12 to 18 hours.

In making up your formulas please figure same in pounds and its equal in gallons as it is more convenient for us in making up the batch with gallons.

With this equipment can we use skim milk powder to an advantage as we have viscolizer?

Reply: I am suggesting below in table one and table two an 8 per cent and a 10 per cent mix:

Table 1.—8% Butterfat.

Ingredients	Fat	Serum Sol.	Total Sol.
14.00 lbs. sugar	.....	.....	13.30
.50 lbs. gelatine	.....	.....	.47
3.00 lbs. skim milk powder	.....	2.85	2.85
2 gal—17.60 lbs. evap. milk	1.40	3.16	4.56
25.00 lbs. 20% cream	5.00	.....	.....
39.90 lbs. 4% milk	15.96	5.19	11.52
100.00 lbs. mix	79.96	10.25	33.00

Table 2.—10% Ice Cream.

Ingredients	Fat	Serum Sol.	Total Sol.
14.00 lbs. sugar	.....	.....	13.30
.50 lbs. gelatine	.....	.....	.47
2.00 lbs. skim powder	.....	1.90	1.90
2 gal—17.60 lbs. evap. milk	1.40	3.16	4.56
37.50 lbs. 20% cream	7.50	.....	.....
28.40 lbs. 4% milk	1.13	5.10	13.73
100.00 lbs. mix	10.03	10.16	33.96

(Continued on page 125)



More Healthful

Especially for Children

An *added* Selling Advantage for Ice Cream made with

Junket
REG. U.S. PAT. OFF.

Ice Cream Rennet
TRADE MARK

Thousands of mothers, dietitians, physicians and food specialists throughout the civilized world know the healthful qualities of Junket Milk Foods and Ice Cream.

The vital Junket principle universally recognized as favorable in the digestion of milk and cream is now offered to large producers in Junket Ice Cream Rennet. You can make it *known* that your product is Junket Ice Cream and emphasize its healthfulness on that account. Advertise your Ice Cream for infants and children.

Here is a distinct advantage that can be turned to profit in increasing the sale of your ice cream. Make it with Junket Ice Cream Rennet, and make it known for its *more healthful qualities.*

In addition, you will produce a *tastier product* without the use of too much butter fat, and at an improved cost of less than a tenth of high priced powders.

Have you tried it?

Order a gallon of your dealer. Or write us for full particulars and mention the name of your supply house. Free booklet — "Some Ice Cream Problems Solved," by W. W. Fisk—has a message of interest for *you.* Write for it *now.*

CHR. HANSEN'S LABORATORY, Inc.

LITTLE FALLS, N. Y.

Western Branch: MILWAUKEE, WIS.

Canadian Factory: TORONTO, CANADA

[*Just the Shade you want with Hansen's June Cream Color*]

Motor Truck and Railway Freighting

Comparisons As to Cost, Range and Service of Moving Less Than Carload Shipments Via Freight to Short Haul Points and the Movement of the Same Class of Freight Via Motor Trucks

*By W. J. L. BANHAM**

USERS of motor trucks should consider to what extent they can be operated in competition with short-haul freight movement. The principles involved are: First, service; second, cost. There seems to be no question at the present time that the carrying of less than carload shipments to short-haul points by the rail carriers is not only expensive to the shippers, but is also unprofitable to the carriers. Until recently it seemed to be almost necessary for the shippers to use the rail carriers for the movement of their less than carload shipments to nearby points, regardless of expense and delay, as there did not seem to be any organized effort made by the motor truck operators to take care of this class of freight.

It is extremely difficult for the carriers to figure cost of transportation of package freight hauled short distances and particularly to such points at which they do not have a through car movement. The expense of transferring the less than carload shipments one or more times when moving within fifty miles of the receiving station, and the additional expense caused by delay of equipment, has been recognized by the government, with the result that the United States railroad administration during the war ruled that freight destined within a certain radius would not be handled by the rail carriers. It was necessary, therefore, for the shippers to find other means of transporting this class of freight. Motor truck transportation, while still in its infancy at the present time, pointed a way to the shippers whereby their less than carload shipments could be handled not only more promptly, but at a considerable saving both to the shipper and to the receiver of freight alike.

WHILE it is true that it is almost impossible for the carriers to figure the exact cost of handling short-haul freight, it is equally as difficult for the shippers to ascertain the cost of transporting similar freight. The question of cost brings me to the first part of my subject, and in order to make it clear as to what I mean by costs and what these costs cover, I am going to refer to them as transportation costs. Transportation costs do not necessarily mean less than carload freight rates and motor truck rates, although both rates are a part of the transportation costs.

What I understand to be a true transportation cost is all expense involved in making a shipment, starting with the boxing or packing expense, together with handling expense in the shipping department, the loading of freight on teams for delivery to the freight house, teaming charges from the shipping department to the local freight house, and additional labor incidental thereto. To this must be added the less than carload freight rate and additional charge for cartage at the delivery point, with such other expenses that may be caused by requests for tracing, duplication of shipments lost or damaged in transit, entering of claims, checking of freight bills, delay to shipments in transit, and the expense of carrying additional stock to take care of freight in transit when moving via rail carriers.

All of these costs are properly transportation costs, and are part of the shipping expenses which are paid either by the shipper or receiver.

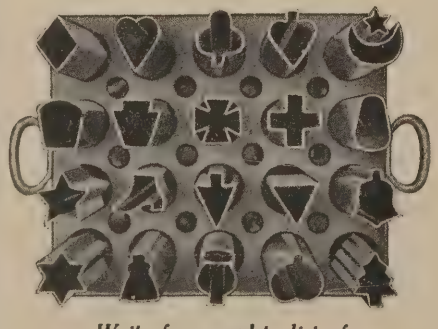
If you will make an analysis of the charges covering your shipments it will be of interest to you to know the amount it costs to make less than carload shipments, and if you will compare these costs against the same shipments moving via motor truck, you should be in position to eliminate a number of the cost items, by reason of the fact that it is not necessary to go to the same expense for packing or boxing freight shipments when moving via motor truck, inasmuch as there is usually no transfer in transit.

For the information of truck users I have compiled some figures showing the cost of freight movement, compared with the same movement via motor truck. These figures are worked out on an average basis.

In practically every instance, it is necessary to prepare material for freight shipment in an entirely different way than if it moved via motor truck direct from the shipper to the receiver. It is necessary to go to considerable additional expense for boxing or crating, or to protect by other means, in order to prevent loss or damage in transit. This additional packing expense is necessary on account of the number of handlings the

*General Traffic Manager, Otis Elevator Company.

(Continued on page 142)



Write for complete list of standard molds and prices

Telling's Idea for Brick Ice Cream

A different brick each week in the year. Choose some design and see the results. Something new is the life of business. If you have an idea, send it in and we will advise whether mold is practical. Sherbets and water ices used as a Center are always appreciated and save butter fat.

C. B. TELLING 10325 EMPIRE AVENUE **Cleveland, Ohio**



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Quality

Reflects itself in ever increasing sales. The 1924 production of Havacones has exceeded our greatest expectation.

Dealers, too, have naturally profited in proportion.

Are Your Dealers Serving Havacones

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Havacone

So good—folks go out of their way to buy them

Let 1925 be a better cone year for you—
Concentrate on Havacones

Let us quote on your requirements NOW

Cone Co. of America

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NEW YORK - - Long Island City

Havacones are made under the most sanitary conditions.

They are absolutely pure.

—CONTAIN—
No Animal Fat.
No Binder.
No Preservative.
No Coloring Matter.
Baked to their own color.



Master Metal Wrappers

The *official* wraps for Eskimo Pie

Why?

QUALITY

Master Metal has a rich, silver-like lustre, is strong enough to stand the hardest use, yet flexible, pliable, and easily handled. Beautiful color-printing.

SERVICE

No more delays and waiting for wrappers. Prompt shipments from our factories at Louisville and San Francisco of stock or imprint wrappers in sheets or continuous rolls.

SATISFACTION

The pleasure of knowing your bars are properly packaged to appeal to the most discriminating buyer.

Order your wrappers now from the Eskimo Pie Corporation, Chicago, or direct from the—

United States Foil Company

LOUISVILLE, KY.

Branch: SAN FRANCISCO

MASTER METAL WRAPS *for* ESKIMO PIE

REPLIES TO INQUIRIES.

(Continued from page 120)

You will notice that in both of these mixes I have included some skim milk powder in order to bring up the solids rather than using a very large amount of the evaporated milk. It would be to your advantage, of course, to have at least an emulsifying machine or a viscolizer in order to get real satisfactory results, using the skim milk powder as well as improving the smoothness of your ice cream. You can, however, use the skim milk powder without a viscolizer. I would suggest that you mix the skim milk powder thoroughly with the sugar and introduce it at the time you do the sugar.

* * *

Dear Sir:—We want you to help us make up the following mixture: 12 per cent fat, 13 pounds sugar. We have concentrated skim, 36 per cent solids, 3.7 per cent milk, skim milk, and butter 84 per cent butterfat. In our 14 per cent mixture we will use 14 pounds of sugar, and in our 16 per cent mixture we will use 15 pounds of sugar. All the other ingredients are the same.

Reply: I am glad to indicate below four formulas, which I trust will meet your requirements for a very satisfactory and high grade ice cream:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
13.00 lbs. sugar	.....	.....	12.40
.50 lbs. gelatine	.....	.....	.475
12.00 lbs. cond. skim 36%	.....	4.32	4.32
14.30 lbs. butter 84%	12.01	.....	12.01
60.20 lbs. skimmilk	.....	5.35	5.35
100.00 lbs. mix	12.01	9.67	34.555

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
13.00 lbs. sugar	.....	.....	12.40
.50 lbs. gelatine	.....	.....	.47
12.00 lbs. cond. skim 36%	.....	4.32	4.32
11.60 lbs. 84% butter	9.74	.....	9.74
62.90 lbs. 3.7% milk	2.32	5.39	7.71
100.00 lbs. mix	12.06	9.71	34.64

Table 3.

Ingredients	Fat	Serum sol.	Total Sol.
14.00 lbs. sugar	.....	.....	13.30
.40 lbs. gelatine	.....	.....	.38
10.00 lbs. conc. cond. 36%	.....	3.60	3.60
15.00 lbs. 84% butter	12.60	.....	12.60
38.00 lbs. 3.7% milk	1.40	3.25	4.65
22.60 lbs. skimmilk	.....	2.01	2.01
100.00 lbs. mix	14.00	8.86	36.54

Table 4.

Ingredients	Fat	Serum sol.	Total Sol.
15.00 lbs. sugar	.....	.....	14.25
.30 lbs. gelatine	.....	.....	.28
6.00 lbs. conc. cond. 36%	.....	2.16	2.16
16.00 lbs. 84% butter	13.44	.....	13.44
42.00 lbs. 3.7% milk	1.54	3.59	5.13
20.70 lbs. skimmilk	.....	1.84	1.84
100.00 lbs. mix	14.98	7.59	37.10

* * *

Reply: I have analyzed the mix that you gave me over the telephone and you will find it below in table

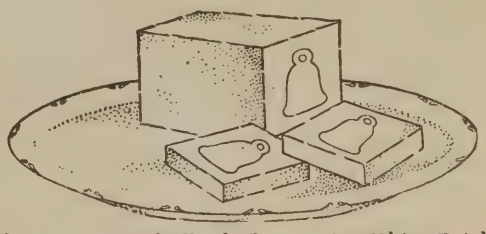
Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
547.00 lbs. 4% milk	21.88	46.72	68.60
50.00 lbs. 84% butter	42.00	.....	42.00
65.00 lbs. 42% cream	27.30	3.36	30.66
162.00 lbs. sweet cond.	.....	43.74	108.54
71.00 lbs. sugar	.....	.....	67.45
4.50 lbs. gelatine	.....	.....	4.27
1.00 lb. Meloine	.....	.....	.95
900.50 lbs. mix	91.18	93.82	322.47
Per cent	10.13	10.42	35.80
Per cent sugar	15.00		

You will notice that the per cent of fat is 10 per

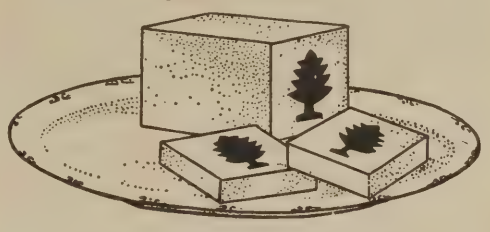
SPECIAL
CHRISTMAS DESIGNS IN
CASSELL CENTER MOLDS

CHRISTMAS BELL



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CHRISTMAS TREE



Use Dark Green Center in this

PRICE — Either — $1.35 each or $16.00 Per Dozen

ORDER NOW—Through your Jobber or Write

W. W. CASSELL, Vincennes, Ind.

Leffel Scotch Marine Boilers

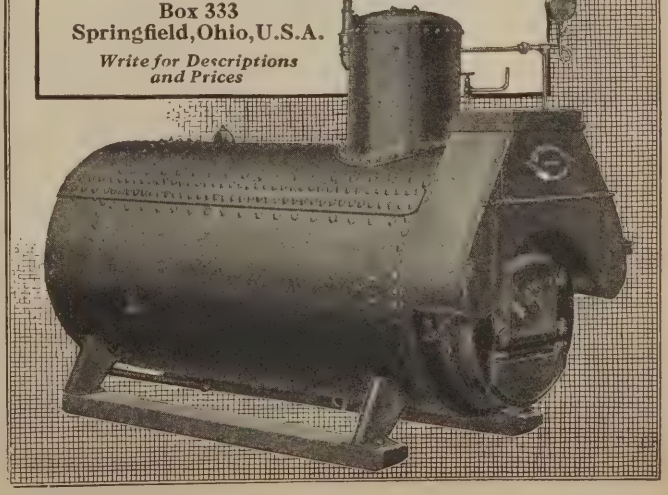
THESE Self-Contained, Internally Fired, Horizontal Return Tubular, Portable Boilers are quick, steady steamers designed especially to meet the demands for intermittent steam power in the Ice Cream, Creamery and Dairy industries.

They come complete with skids and all necessary fittings, occupy less space and are more powerful than other boilers of the same sizes. Minimum time and labor are required to operate them. Users report average fuel savings of 35 to 50 per cent. Made in 12 sizes 3 to 100 H. P. Meet requirements of all State boiler laws.

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Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES

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Guaranteed to Comply with all National and State Pure Food Laws

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Butyrometer (Test Tube) for Cream

ICE CREAM TEST

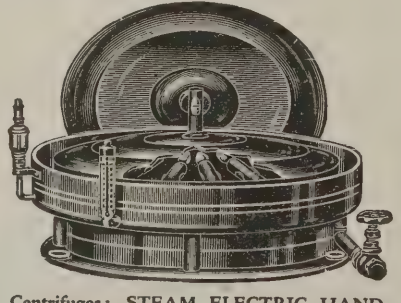
BY

"TROY-FUCOMA" METHOD

a new practical, ACCURATE and QUICK method to determine butterfat.

CREAM TESTING

with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND for 2 to 36 Tests

Skimmed--Condensed--Whole Milk

Quick and Accurate results will be obtained with our method.

Other Specialties:

Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.

154 Nassau St. *Specialists in Testing Apparatus* NEW YORK

Write for Illustrated Circulars

cent and your solids are also a little better than 10 per cent, but I find that the per cent of sugar you are using is 15 per cent. Your difficulty in keeping the ice cream hard at the fountain is undoubtedly due to conditions in your mix, one of them being the high sugar content which makes a lower temperature necessary for holding; the other being the large amount of sweet condensed milk which I found is very often the cause of cream not standing up well in the can because of the heavy solids going toward the bottom of the can if the cream is a little soft.

Of course, I am not sure whether that is exactly your trouble when your cream is in the hands of your dealers, but that appears to me to be the trouble. You are using sufficient gelatine and the meloine ought also assist you in getting a smoother cream and a satisfactory overrun. I am also wondering whether you mix is properly aged before freezing. Aging of the mix at a low temperature 24 hours or longer will improve the body of the cream and it will, of course, then stand up better at the fountain.

In table two below I have worked over your formula using 14 per cent sugar instead of 15 per cent, still continuing the 162 pounds of sweet condensed milk:

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
560.00 lbs. 4% milk.....	22.40	47.84	70.24
48.00 lbs. 84% butter.....	40.32	.....	40.32
67.00 lbs. 42% cream.....	28.14	3.47	31.61
162.00 lbs. sweet cond.....	.....	43.74	108.54
58.00 lbs. sugar	.....	.....	53.10
4.50 lbs. gelatine	.....	.....	4.27
1.00 lbs. meloine	.....	.....	.95
900.50 lbs. mix	90.88	95.05	309.03
Per cent	10.07	9.55	34.30
Per cent sugar.....	14.00		

In table three I am suggesting how you might cut down on the sweet condensed milk substituting skim milk powder for a part of the serum solids and also reducing the total solids 1 per cent over the total solids as shown in table two.

Table 3.

Ingredients	Fat	Serum Sol.	Total Sol.
575.00 lbs. 4% milk.....	23.00	49.13	72.13
40.00 lbs. 84% butter.....	33.60	.....	33.60
81.00 lbs. 42% cream.....	34.02	4.19	38.21
100.00 lbs. sweet cond.....	.....	27.00	67.00
14.00 lbs. skim powder.....	.....	13.30	13.30
85.00 lbs. sugar	.....	.....	80.75
4.50 lbs. gelatine	.....	.....	4.27
1.00 lbs. meloine	.....	.....	.95
900.50 lbs. mix	90.62	83.62	300.21
Per cent	10.07	9.30	33.30

I would suggest that you try the formula in table two first and if that does not overcome your difficulty I would use the formula in table no three.

⚜

A LITTLE HISTORY.

Just 50 years since the soda fountain was invented. There are 110,000 of them in America now. They all date back to the pioneer in Philadelphia. The soda fountain dispenses 5,000,000,000 drinks and dishes a year. A gigantic industry.

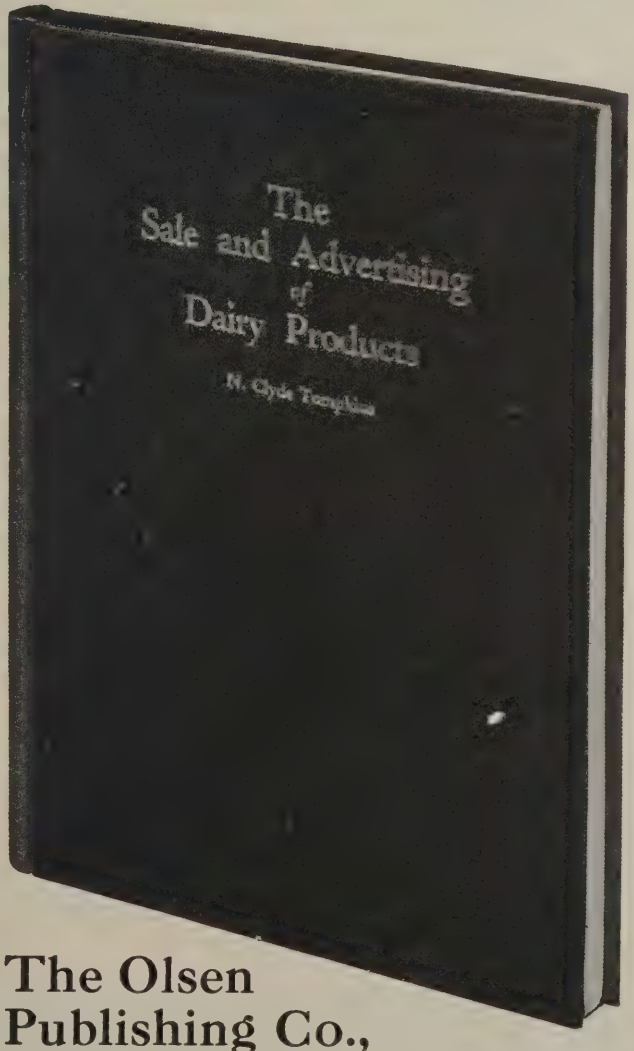
⚜

If you have anything to say, say it, and with as few words as possible. That is what Abraham Lincoln did, and the world still remembers and repeats what he said.

This Year Give a Different Kind of CHRISTMAS REMEMBRANCE

Give your associates and employes a copy of "Sales and Advertising of Dairy Products" as many concerns have already arranged to do. This book will not only greatly outlast the ordinary gift but it will provide the recipient with much information and many ideas that he can use constantly in his daily work.

The book is handsomely bound in blue cloth with gold letters and is abundantly illustrated with numerous examples of profitable advertising of dairy concerns.



It is written from the laboratory of facts and gives the actual experience of scores of concerns in the sale and advertising of dairy products. It tells and illustrates the advertisements and ideas which have proven successful—plans which anyone can use to increase the sales of ice cream and dairy products.

There are hundreds of sales creating ideas that are carefully explained—any one of which are worth several times the cost of the book. In addition it has scores of charts and illustrations which explain the subject matter with crystal clearness.

The book is the "best-seller" in the dairy industry and if you want to give something that is highly appreciated, here it is. Price each, postpaid $2.00. Please write for prices on quantity orders.

The Olsen Publishing Co.,
Fifth and Cherry Sts. Milwaukee, Wis.

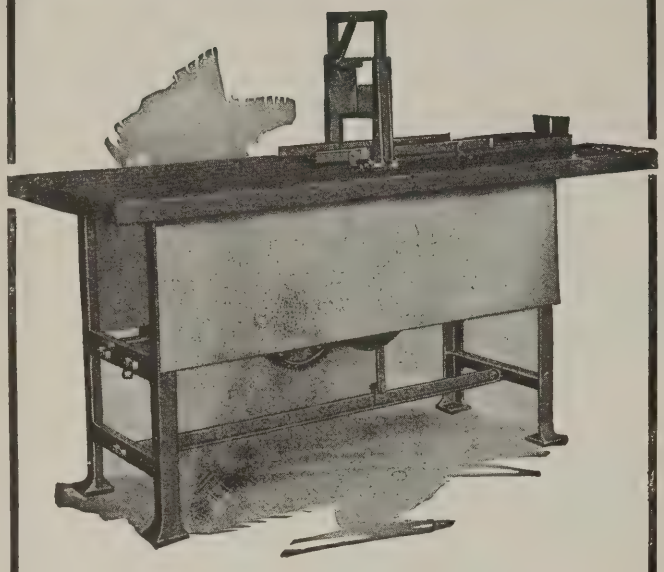
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Enclosed is $2.00. Please send copy of Sales and Advertising of Dairy Products, postpaid to

Name .....

St. and No.....

City and State.....



The New Era
Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten days' trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

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New York City
Syracuse, N. Y. ..... **Cherry-Bassett-Winner Co.**

Cedar Rapids, Ia.
St. Paul, Minn. ..... **J. G. Cherry Co.**

Chicago, Ill.
St. Paul, Minn. ..... **A. H. Barber-Goodhue Co.**

San Francisco, Cal. ..... **Geo. W. Prising Co.**
Salt Lake City, Utah. ..... **Cannon Supply Co.**
Louisville, Ky. ..... **Standard Milk Machinery Co.**
Boston, Mass. ..... **Wright-Ziegler Co.**

The New Era Co.
146 MERRITT STREET
Oshkosh, WIS.



POODLE DOG ASSOCIATION



President, C. W. HUTCHISON,
J. G. Cherry Co.,
Cedar Rapids, Ia.
Secretary, A. G. ROSE,
Rose Spec. Co., Des Moines, Ia.

LAST CALL FOR RECORD ATTENDANCE.

Des Moines, Ia., Nov. 13, 1924.

Dear Sir:

It is imperative that every member of the Poodle Dog Association make a special effort to attend the annual convention of the Association of Ice Cream Manufacturers of Iowa to be held at the Fort Des Moines Hotel, Des Moines, Ia., December 9, 10, and 11, as there are many vital questions confronting the ice cream manufacturers at the present time which indirectly affect us all.

The Poodle Dogs are making every effort to co-operate with the manufacturers' association toward the success of this occasion and nothing will be left undone to make it the best ice cream convention ever held in Iowa.

Make your plans now to be present—bring your wife or sweetheart. We need your co-operation and will be disappointed if you are not in attendance. May we count on your being among those present at the one big get-together event of the year? If possible, please advise the secretary who will, if desired, secure your hotel reservation.

Don't forget to bark for the convention—be there yourself and urge every ice cream manufacturer as well as supply man to be on hand when the bell rings.

Assuring you of a cordial welcome and a royal good time at "The City of Certainties," we are,

POODLE DOG ASSOCIATION,
C. W. Hutchison, President.
A. G. Rose, Secretary.

* * *

NON-MEMBERS OF THE POODLE DOGS ARE URGED TO ATTEND.

Des Moines, Ia., Nov. 13, 1924.

As a producer or distributor of any product which advances the manufacture and sale of ice cream you cannot fail to recognize the importance of being represented at the annual convention of the Association of Ice Cream Manufacturers of Iowa to be held at the Fort Des Moines Hotel, Des Moines, Ia., December 9, 10, 11. This one big event of the year offers you an opportunity to become better acquainted with every ice cream manufacturer in Iowa.

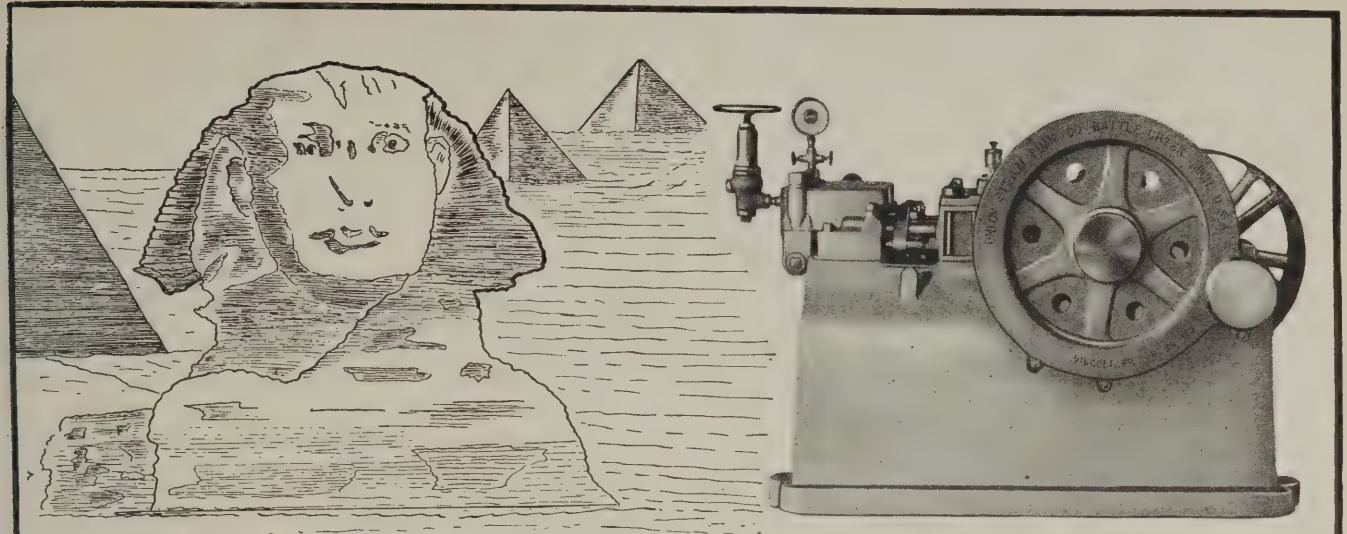
The ice cream manufacturers anticipate your being present, the Poodle Dogs expect you to co-operate in making the convention a success and you owe it to your house and yourself to be there.

The Poodle Dog Association, composed of men calling on the ice cream trade of Iowa, is held in high esteem by the manufacturers' association; and the personal contact afforded by this meeting is of inestimable value to all concerned.

Don't pass up the Iowa convention! The secretary will appreciate being advised by return mail, if you will be represented and by whom. He will make your hotel reservation, if desired.

Assuring you of a cordial welcome and a royal good time at "The City of Certainties," we are,

POODLE DOG ASSOCIATION,
C. W. Hutchison, President.
A. G. Rose, Secretary.



LONG WEAR

These Wonders

of Egypt are monuments to the engineering ability of the Egyptians. The Viscolizer is a monument to high pressure pump engineering ability. The secrets of the long wearing abilities of the Sphinx, the Pyramids, and the Viscolizer are in the materials and workmanship employed in their construction—

This eliminates upkeep expense—

This is ONE reason why

(COPY)

PURE FOOD ICE CREAM COMPANY
El Reno, Oklahoma.

October 24th, 1924.

John W. Ladd Company,
Detroit, Mich.

Dear Sirs:-

We have one of your Viscolizers, size #2, serial #121865, purchased by the El Reno Ice Cream Company from the N.A. Kennedy Supply Company in January,1920.

This Viscolizer is giving us the same satisfaction it did the first time used, with an expense of $10 for upkeep which covered an exchange in gauge.

Yours truly,

(signed) R.E. Walters
PURE FOOD ICE CREAM CO.

"There Are More Viscolizers in Use Than all Other Similar Machines Combined."

Built by Union Steam Pump Co.
Distributed by

JOHN W. LADD CO.
Detroit Columbus
Cleveland Cincinnati

CHERRY BASSETT-WINNER CO.
Philadelphia Baltimore Pittsburgh
Syracuse New York City

THE REFRIGERATION MEDIA.

(Continued from page 60)

ical results the temperature of the evaporating fluid must be a few degrees below the temperature of the space or substance that is to be cooled. The usual practice when ammonia is used as a circulating media is to have a "spread" of about 10 degrees. To illustrate: Suppose it is desired to maintain a temperature of zero in an ice cream hardening room, it will be necessary to regulate the pressure of the evaporating ammonia in the "expansion" coils so that the vapor will have a temperature of about 10 degrees below zero.

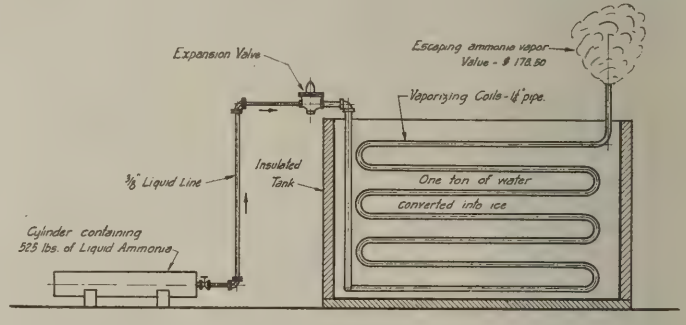
The boiling points of the various medias are different so their application is governed by the conditions under which they are to be used, hence one refrigerant might give good results under a certain set of conditions, while another might not prove as satisfactory. The liquefying temperature of the vapor should be consistent with the usual temperatures of the water used for condensing and at reasonable pressures, otherwise there is a loss in economy of power operation, due to high condensing pressures that the compressor has to work against. Also the pressure on the lower pressure side should receive some consideration, for should this be below atmospheric pressure a partial vacuum is formed on the suction side and the tendency will be for air and moisture to be drawn into the system through the stuffing boxes and other loose joints, and these will cause many operating difficulties.

The pressure range is the difference between the pressure of a refrigerant, being used under ordinary operating conditions, as it vaporizes in the evaporating coils and the pressure at which it condenses. The following table shows the boiling temperature of the various medias at atmospheric pressure, and the average pressure range under usual operating conditions:

Media	Boiling temperature	Pressure range
Ammonia	27 degrees F. below zero	160 lbs.
Carbon Dioxide ..	110 degrees F. below zero	550 lbs.
Sulphur Dioxide..	14 degrees F. above zero	30 lbs.
Methyl Chloride..	10 degrees F. below zero	50 lbs.
Ethyl Chloride ..	45 degrees F. below zero	12 lbs.

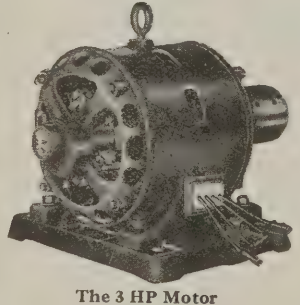
There are losses of the refrigerant used, due to various causes and when much replacement is required it is apparent that the cost of the circulating media used has an important bearing. If the cost of the refrigerant used was only nominal, it could be allowed to escape into the atmosphere after it had absorbed its latent heat of vaporization in its passage through the evaporating coils, but all of the practical medias used represent considerable investment, hence they are used over and over again, by repeating the cycle of operation.

THE illustration, using ammonia as a refrigerant, shows the excessive loss by wasting the working media. With a set of good conditions the vaporization of 525 pounds of ammonia will produce enough cooling effect to freeze one ton of ice. If the cost of ammnia is taken at 34 cents per pound, the escaping vapor would represent (0.34 x 525 =) $178.50. In well regulated ice manufacturing plants the operating cost of producing a ton of ice is about $1.78, hence it is quite evident that the recovery of the ammonia to be used in repeated cycles is an economic factor in the ratio of approximately as one to one hundred!



Chemical Properties. There are two factors to consider when dealing with the chemical properties of the refrigerating media. The first factor relates to the corrosive action, if any, upon the various metals which are used in the construction of the system. In their pure state the refrigerants used may not produce a corrosive action on the metals used, but the introduction of air, moisture, oil or other foreign matter usually produces a corroding condition. As will be noted later,

For Installations where Quiet Operation is Required, Specify—



The 3 HP Motor

Century

Repulsion Start Induction

SINGLE PHASE MOTORS

Their ability to run quietly has been proven, too, and they have been adopted by leading manufacturers as regular equipment on such apparatus as household refrigerating machines, oil burners, house pumps, organ blowers, ventilating fans and other apparatus whose success largely depends upon the quiet operation and reliability of the driving motor.

⅛ to 40 HP

The brushes touch the commutator only a few seconds during the starting period.

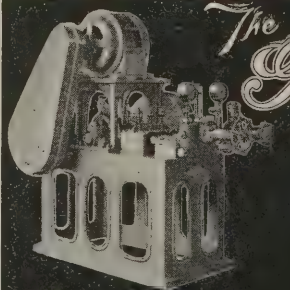
Temperature Rise Not More Than 40° Centigrade.

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General Office — 1827 Pine Street

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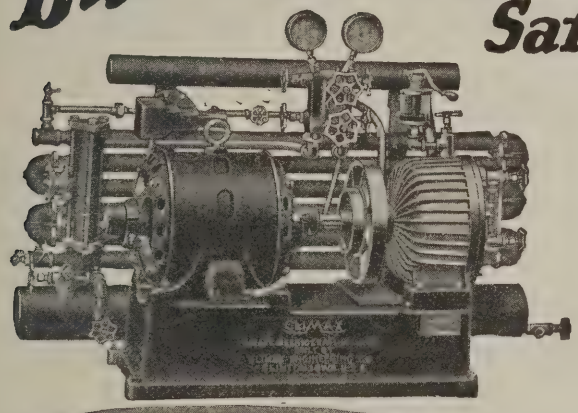
MANTON-GAULIN MFG. CO., BOSTON, MASS.

Between Freezing and Spoiling Only 7°

Foodstuffs Freeze Below 33°

Foodstuffs Spoil Above 40°

But No Trouble Now To Have Safe Temperatures Always



A Climax Refrigerating Unit will soon pay for itself in the saving it makes. You can now have *refrigeration* anywhere and at any time in your place of business. You can have it with even more certainty and less trouble than you now have *heat.* All you have to do is to turn an electric switch and open a water valve. It is so simple to install and operate—so dependable—so economical—so clean and dry in its operation, and so surprising in its savings, you can no longer afford to be without this marvelous new refrigerating machine.

Outstanding Features of Climax Model C

1—Rotary Compressor a marvel of simplicity—positive and efficient in operation.

2—Model C operated by 2 H.P. motor. No power wasted in belts or other transmission.

3—No valves—no small frail parts.

4—Only 3 moving parts—all heavy, rugged and permanent.

5—Most compact—Model "C" size only 52" long and 21" wide, and 36" high. Weighs only 750 pounds.

6—Compressor direct connected to electric motor.

7—Continuous flow of gas through the compressor.

8—All lubricating oil confined to the high pressure side of compressor.

9—No oil can come in contact with liquid refrigerant.

10—No violent fluctuation of hands on pressure gauges.

11—Simplest starting. Just open water valve to start, close water valve to stop.

12—No throwing of electric switches—tightening of belts—or clattering of valves.

13—Nothing to forget. Shuts off automatically in case of failure of cooling water supply.

14—Particularly adapted to automatic control.

15—All parts made interchangeable.

16—Each unit factory tested before shipment to produce refrigeration in excess of its rated capacity.

CLIMAX Model C ROTARY

Driven by Gas Engine or Electric Motor

offers you all of these advantages:

—It is absolutely dependable.
—It keeps temperatures constantly within the seven degree safety range, below 40° and above 33°.
—It keeps foodstuffs safe from spoilage—safe from freezing.
—It requires almost no attention.
—It is always under your own control.
—It is always sanitary.
—It enables you to store foodstuffs in quantities at low prices, and profit by market advances.
—It is surprisingly economical.
—It operates at the turn of a switch.
—It provides dry cold—no water soaking of foods.
—It provides odorless refrigeration—no tainted food.
—It is not interrupted by holidays.
—It is never wasteful.
—It protects you and builds trade.

If interested, just fill out and mail coupon today for full information. ***We also make Reciprocating Type Units for larger requirements.***

Climax Engineering Co. 1833 S. 4th St. Clinton, Ia.

CLIMAX ENGINEERING CO.,
1833 South 4th Street, Clinton, Iowa
Please give further information about Climax Rotary Refrigerating Units.

Name.....

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Kind of Business.....

Sales and Service Stations in the Following Cities:

Athens, Ga.
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Monroe, Wis.
Nashville, Tenn.
New Orleans, La.
New York, N. Y.
Peoria, Ill.
Phoenix, Ariz.
Pittsburgh, Pa.
St. Charles, Mo.
St. Louis, Mo.
Salem, Iowa
San Antonio, Texas
San Francisco, Calif.
Seattle, Wash.
Springfield, Ill.
Tucson, Ariz.

certain metals are better adopted to some refrigerants than others.

The second factor relates to the chemical bond. This means that the nature of the substance used must be such that no decomposition occurs to allow the refrigerant to disassociate into its original elements. The repeated evaporations, absorptions, compressions, condensations and liquefactions of the refrigerating cycle have a tendency to disintregrate the substance used, due to the change of condition and the relatively high degree of heat during compression.

THE commercial application of any refrigerating media is very largely determined by its physical properties. The pressure that is required to liquefy the vapors in the condenser largely determines the design of the system. The specific volume per pound of the vapor at a given pressure controls the volume of cylinder capacity, and the larger this value is, the greater the weight of moving parts that is necessary, which not only represents greater first cost in construction, but also larger power consumption to compensate for increased friction losses.

The latent heat of vaporization and the density per cubic foot have a direct effect on the quantity of the refrigerant necessary to circulate through the system to produce a given amount of refrigeration. With compressors of a given size, this is the time factor.

The temperature of the compressed vapor in the condenser is several degrees above the temperature of the condensing water used, hence it is evident that the critical temperature of refrigerating media is an important factor, as it must be considered in relation to the temperature of the available cooling water.

FOR SALE

New and Used Equipment for Immediate Shipment

4—40 qt. Emery Thompson horizontal brine freezers, with or without motor drives.

1—40 qt. Cherry Perfection freezer—new.

1—6x6 Frick, latest type refrigerating outfit.

2—7½x7½ York vertical enclosed type ice machines.

50 and 100 gallon Cherry upright batch mixers.

5—200 gal. Cherry Perfection pasteurizers and coolers, steel bodies, motor drive—new.

1—No. 125 white enameled two compartment cabinet.

2—Champion No. 11-H hopper type ice crushers.

1—54-Y Creasey ice breaker—new.

1—300 gal. per hour viscolizer.

1—No. 30 De Laval cream separator.

1—No. 15 Chilly King cooler (1,500 lbs. per hour).

25,000 lineal feet of 2" hardening room piping.

2 H.P., 5 H.P., 7½ H.P., 20 H.P., and 25 H.P. motors.

Send us your inquiries

ROBERT P. KEHOE

7 East 42nd Street New York, N. Y.

Telephones: Vanderbilt 9594-9595

CARBON dioxide gas was first liquefied in 1823 and at atmospheric pressure it has a specific gravity of 1.529. The lowest temperature at which it remains as a liquid is given at 109 degrees below zero and it is supposed to solidify at 110 below zero. It is manufactured from a number of materials such as limestone, coke, magnesite, marble dust, chalk, bi-carbonate of soda and certain classes of fermentations. If 150 pounds of bi-carbonate of soda and 100 pounds of hydrochloric acid were mixed in proper relation the result of the chemical decomposition would be approximately 600 cubic feet of carbon dioxide gas.

Carbon dioxide does not have a corrosive action on metals and it does not possess a great affinity for water, as it will dissolve only about an equal volume and is readily expelled by the application of heat. It is practically odorless and as much as 8 per cent of it in air can be inhaled with no serious effect, as it does not deteriorate the blood. As it is practically 50 per cent heavier than the atmosphere, it would settle in low places should any of it escape and 15 per cent of it in air would extinguish fire. Its value as a refrigerating media lies in the fact that it requires only a small volume of it to produce a given amount of cooling effect. Compared with the other refrigerants, with a given set of conditions, the cylinder capacity would stand as follows:

Carbon Dioxide	1.
Ammonia	5.77
Sulphur Dioxide	14.20
Methyl Chloride	11.50 (aprox.)
Ethyl Chloride	33.55

Impurities such as air and water in the system, if present in reasonable amounts, will have but very little influence and lubricating material is not absorbed, hence the system remains relatively clean. Carbon dioxide is economical for low temperature work and will produce a relatively high degree of efficiency for a temperature of 10 below zero. There is not much loss in economy when the system is operating with refrigeration of different temperatures, like having one room at freezing and the other at zero. The following comparison will demonstrate the point in question:

	Suction pressure for ammonia	Suction pressure for carbon dioxide
Zero temperature work	15 lbs.	279 lbs.
Freezing temperature work	47 lbs.	323 lbs.
Ratio of increase	1 as to 3.13	1 as to 1.16

The claim has been made that carbon dioxide will not decompose under any ordinary condition and its critical pressure is 1085 and the critical temperature is approximately 89 degrees F., hence it requires cooler condensing water than other refrigerants. Its use has been made more restricted to ocean-going vessels and in congested localities such as office buildings, hotels and other special cases. Due to the small cylinder capacity required the friction losses are small and the density of the vapor results in small piston slippage. The condensing pressure will average about 950 pounds which requires very heavy construction on the high side.

SULPHUR dioxide was first prepared as a pure gas in 1775 and has been used for many purposes in the arts and in manufacturing industries, such as refining sugar, preserving meat, fumigating cloth, bleaching wool, treating and preparing silk, feathers, sponges, etc., and in disinfecting the air of rooms and treating diseases. There are several methods used in preparing the gas, the principal one being the burning of sulphur in the presence of oxygen; the sulphur ignites at a tempera-

WHY WORK FOR SOMEONE ELSE!!

"MONEY CAN BE MADE WITH OUR CONTAINER"



It is:—

Waterproof.
Stainless—Spotless.
The Cleanest to Handle.
Constructed Purposely for the ICE CREAM Manufacturer at a Real Price for Profits.

EASTERN PAPER & BOX CO.

"THE PAPER AND BOX HOUSE FOR ICE CREAM MEN"

46 PORTLAND ST. BOSTON, MASS.

CHAS. R. PHILLIPS, President. F. J. MINGES, Vice Pres. L. W. CHAPIN, Sec.-Treas.

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STANDARD VANILLA AND BLENDS

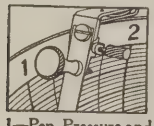
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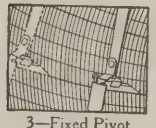
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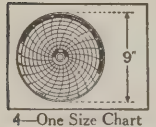
The FACTS *in the* CASE



1—Pen Pressure and Position Adjustments


2—Fountain Pen Point


3—Fixed Pivot



4—One Size Chart


5—One Turn Chart Holder


6—Improved Case

Inside the case you will find the reason for the extraordinary ruggedness and accuracy of TAG Recorders. By reason of a patented cam arrangement, the TAG is the ONLY Recorder with uniform chart graduations for ALL ranges. A special seasoning process prevents "setting" of the spiral spring. The development of a single-piece welded bulb and of a capillary tube of exceptionally fine bore are other TAG achievements. The following distinctive structural features also contribute to TAG superiority.

1—Pen pressure adjustment and pen position adjustment, the latter providing an exact and convenient means for correcting accidental bending of pen arm.

2—Fountain pen point writes a clean sharp record line and requires less frequent filling. The non-corrodible pen arm is inverted so that ink cannot run down into operating mechanism.

3—Accuracy of time indications is assured by mounting pen arm on a FIXED pivot so that pen point will always follow radial lines of chart (with clock stopped). Positive pen-arm stops, specially designed clock, convenient clock starter-lever are other features.

4—By standardizing on one best size of chart, manufacturing costs have been reduced making possible unusual refinement of construction at the usual price.

5—Improved chart holder, secured to case by light chain, is attached and removed with a single turn. Charts are printed in green ink on specially seasoned high quality ledger paper.

6—Improved case construction incorporating moisture-proof feature, if desired.



TAG DIAL-INDICATING Thermometers embody the same improved construction and operate according to the same reliable principles as TAG Recorders. The exceptionally easy reading dial is a feature.

Send for Catalog 0-520

C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN, N.Y.

Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769

TAGLIABUE MFG. CO. N.Y.

ture of 250 to 260 degrees F. and sulphur dioxide is obtained in equal volume to that of the oxygen consumed.

Sulphur dioxide is very soluble in water, the solution being accompanied by a slight rise in temperature. At 32 water will dissolve about 80 times its volume of sulphur dioxide gas, but an increase in temperature results in a rapid decrease of the chemical affinity so that at a temperature of 70 the water will dissolve only 39 volumes and at 100 it is reduced to 18 volumes.

Sulphur dioxide has been used as a refrigerant for many years in Europe and gained a prominent position in dairy manufacturing. At first its true nature was not thoroughly understood and the early practice was to use lead lined pipes as a protective measure against corrosion. Later it was found that if it was placed into the system in a pure state and kept free from moisture that it would not have any corrosive effect on iron or other common metals, thus permitting the use of copper, which has a high thermal conductivity.

THE question of lubrication with the sulphur dioxide system is an easy one, as the liquid is to some extent self-lubricating, and as the specific gravity of the liquid is 1,4438 it is practically 50 per cent heavier than any oil that is used, hence the oil is floating on top of the liquid and is in constant circulation. The specific gravity of the gas at atmospheric pressure is 2.26, hence any escaping gas would tend to settle in low places. As it has a strong and pronounced odor, a small leak is readily detected, and as the working pressure is relatively low, no serious accidents have ever been recorded.

The critical temperature of sulphur dioxide is 311 degrees F. and the critical pressure is 1,160 pounds and at a temperature of 120 degrees F. it is decomposed into sulpher and oxygen. It is said to assume a solid form at 168 degrees below zero. Its evaporating temperature at atmospheric pressure is 14 degrees F. and the pressures of the condensing vapors are quite low, being from 30 to 50 pounds. This refrigerant is used in several of the small units manufactured for household refrigeration and iceless ice cream cabinets, and for this class of work it probably has more installations than all other medias combined, and as it has been in use in the small units for over ten years, it has firmly established itself as one of the prominent circulating medias for the future.

Sulphur dioxide has a strong chemical bond and it will, therefore, withstand the repeated evaporations and condensation easily. The compressed gas is easily heated and requires a medium flow of water through the condenser to maintain a normal working pressure. It is classed as a non-combustible. The detection of escaping gas is easily accomplished by using "test" paper, which is prepared by steeping paper (preferably filter paper) in a solution of potassium iodate and starch, the reaction being of a blue tinted color. The nature of this refrigerant is such that its use employs one of the simplest if not the most simple refrigerating system used.

METHYL chloride is classed as a non-poisonous and non-corrosive refrigerant. It was discovered in 1885 and has been used in industrial manufacturing to a limited extent. It is a colorless liquid with a pleasant odor resembling chloroform. Technically speaking, it is inflammable, but can be burnt with difficulty. If a valve of a cylinder of methyl chloride is slightly opened the escaping gas can be lighted, but if the valve is opened wider the flame is instantly extinguished. It is claimed that the explosibility of mixtures of methyl



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In our modern building we have housed an array of equipment of the first order to turn out in volume, with precision and dispatch, an endless variety of advertising material.

Specializing in printing to the dairy products industries, we are in a position to lend advertisers the benefit of a long experience and association with this trade, its requirements and peculiarities.

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chloride and air are very narrow, for there must be not less than 10 per cent nor more than 15 per cent by volume present and then the explosion will not be caused by an ordinary flame.

The boiling point for methyl chloride is 11 degrees below zero and at this point it has a specific gravity of 1.00, at a temperature of 70 the specific gravity is 0.91 and at boiling temperature of water it is 0.73. It solidifies at 154 degrees below zero and has a strong chemical bond. It has been manufactured from natural gas, by the action of hydrochloric acid on methyl alcohol or by heating a substance obtained from beet sugar residues.

Methyl chloride appears to have been used as a refrigerant by the French army for upwards of twenty years and the British have used it in the Soudan so it seems adapted to warm climates. The condensing pressure under ordinary working conditions ranges from 75 pounds to 85 pounds but should the pressure range abnormally high the fluid has a tendency to decompose into its elements, carbon, hydrogen and chlorine and the latter will attack the metals of the system.

The critical temperature of methyl chloride is 287 degrees F. and the critical pressure is 1,088 pounds. There does not appear to be a visible test for detecting leaks, hence a small amount escaping would pass unnoticed while a larger amount would be discovered by its odor, and its action would be like a mild anasethetic. The use of methyl chloride in America seems to be confined to the smaller units for domestic purposes.

METHYL chloride was known as far back as 1500 and has been used for various purposes. It is a colorless mobile liquid, has an etheral odor and a sweetish taste. It is inflammable and burns with a green edged flame evolving hydrochloric acid. It is not readily dissolved in water but mixes easily with alcohol and ether. It dissolves phosphorus, sulphur, fats, oils and many resins, hence special lubrication must be provided when it is used as a refrigerant.

The specific gravity of ethyl chloride being quite low and with its solvent properties, glycerine is used for a lubricant. Some question has been raised as to the efficiency of this substance, but none better has been developed. The specific gravity of ethyl chloride is 0.900, the critical temperature 368 degrees F. and the critical pressure 785 pounds so warm condensing water can be used.

The suction pressure of ethyl chloride is usually below atmospheric pressure and the condensing pressure ranges from 8 to 14 pounds. Owing to these properties the compressor is usually of the rotary type, direct connected to an electric motor. The "herring bone" gear rotors are generally used and with a close-ground fitting, the slippage loss is not excessive as long as they are kept in good condition.

Due to the fact that the suction pressure is below atmosphere, extreme care should be observed to keep the joints of the system tight, otherwise air and moisture will get into the system and a little collection of moisture will freeze and stop the circulation of the media. This refrigerant is used only to a limited extent with small units, principally for domestic plants and a few other small applications.



INDIANA ICE CREAM MANUFACTURERS MET LAST MONTH AT INDIANAPOLIS.

(Continued from page 16)

complete refrigerated unit, meaning storage cabinet and soda fountain, was only a question of time and manufacturers should be conservative in making installations.

It was the consensus of opinion that the manufacturers of Indiana should be conservative in furnishing cabinets owing to the fact that many new developments were being made in this field.



Hotel manager: "Boy, I believe I left my umbrella upstairs in my room on the fifteenth floor in the corner by my desk. Run up and see if it is there, and hurry, for I've got to catch a train."

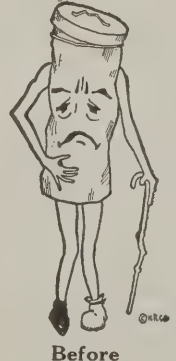
The boy (a few minutes later stepping from the elevator): "Yes, sir, it's right there, sir, just where you said it was."—Tulsa Times.

* * *

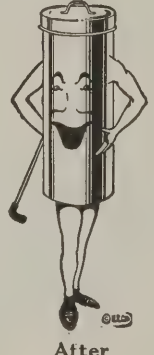
"Our birthstones are supposed to control our destinies. What is your birthstone?"

"Judging from my experiences," said the dairy editor, sadly, "I should say it was a brickbat."

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High Quality And Quick Service At The Right Price



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LOWER UPKEEP

YOU will find a better way to deliver ice cream products when you put your first GMC to work—a more economical way.

GMC Trucks are designed against the wear that saps truck vitality and wastes your money.

Every GMC part is designed overstrength and built of overstrength materials, even though something less expensive and less sturdy might never cause trouble.

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Through and through a GMC is built like this, thoughtfully and carefully, to serve steadily and faithfully without repair interruption and expense. You need GMCs on the job so your trucks will be on the job in the busy season when you need them most. Ask for a catalog.

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PONTIAC, MICHIGAN

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Program First Joint Convention

CALIFORNIA AND SOUTHWESTERN STATES ICE CREAM MANUFACTURERS' ASSOCIATION

and

PACIFIC ICE CREAM MANUFACTURERS' ASSOCIATION

WEDNESDAY, DECEMBER 10

10:00 A. M. to 12:00

at Hotel Oakland

Registration at Hotel Oakland

Inspection of the Pacific Slope Dairy Show at Oakland Auditorium

1:30 P. M.

First session of joint convention

California & Southwestern States Ice Cream Manufacturers' Association

and

Pacific Ice Cream Manufacturers' Association

For active and associate members and visitors, in convention rooms at Hotel Oakland.

F. H. Ames, President, California & Southwestern States Ice Cream Manufacturers' Association—presiding.

Address of Welcome ..... **Dr. C. L. Roadhouse,** President, Pacific Slope Dairy Show Assn.
Response for Pacific Ice Cream Manufacturers' Assn..... **J. E. Dunne,** Hazelwood Ice Cream Company, Portland
Response for California & Southwestern States Ice Cream Manufacturers' Association ..... **C. J. Alfred,** Alfred's Pure Ice Cream Co., Los Angeles
President's Address for California & Southwestern States Ice Cream Manufacturers' Association..... **F. H. Ames,** National Ice Cream Co., San Francisco, Calif.
For Pacific Ice Cream Manufacturers' Assn..... **W. V. S. Robb,** Hollywood, Inc., Seattle
Appointment of Committees
Announcements
What a Dairy Council Has Done for the Ice Cream Industry..... **Sam Greene,** Manager California Dairy Council
Legislation—Present and Future..... **Dr. J. J. Frey,** Chief, Bureau of Dairy Control, California State Department of Agriculture
National Association Affairs of Interest to Regional Associations.... **Fred N. Martin,** Hazelwood Co., Ltd., Spokane
Cost of Distribution ..... **George Duncan,** Foster & Kleiser, San Francisco
Constructive Merchandising ..... **K. L. Carver,** Crescent Creamery Co., Los Angeles

Evening, Entertainment by Supply Men of Pacific Ice Cream Industry.

THURSDAY, DECEMBER 11

Forenoon—Inspection of the Show

1:30 P. M.

Second joint session

For active and associate members.

W. V. S. Robb, President, Pacific Ice Cream Manufacturers' Association—presiding.

The Public's Interest—Getting and Keeping it..... **A. A. Comey,** Globe Ice Cream Co., Los Angeles
Relation of Buyer and Seller..... **J. C. Capron,** Menasha Printing & Carton Co., Los Angeles
Are We Selling Ice Cream or Service?..... **J. M. Bonner,** Miller Ice Cream Co., Oakland
Efficient Delivery Service ..... **F. L. Sargent,** National Ice Cream Co., San Francisco
What Does it Cost?..... **Ed Burt,** Crystal Ice & Storage Co., Portland
Factors Responsible for a Desired Texture in Ice Cream..... **Prof. M. Mortensen,** Iowa College of Agriculture, Ames, Ia.
Economical Application of Electrical Energy... **G. D. Turnbow,** Prof. of Dairy Industry, California State College of Agriculture, Davis

FRIDAY, DECEMBER 12

10:00 A. M.

Closed session for active members only

Competition in Business..... **Carl Plaut,** Miller Ice Cream Co., Oakland
Refrigeration for the Dealer..... (Speakers to be announced)
Round table discussion for active members

1:30 P. M.

Separate business sessions for

California & Southwestern States Ice Cream Manufacturers' Association

and

Pacific Ice Cream Manufacturers' Association

Reports of Secretaries
Reports of Committees
New Business
Nomination and Election of Officers
Selection of Meeting Place for next convention
Adjournment

7:00 P. M.

Banquet and Dancing
Hotel Oakland



W. V. S. ROBB,
President,
Seattle, Wash.



G. W. WEATHERLY,
1st Vice-president,
Portland, Ore.



D. M. DORMAN,
2nd Vice-president,
Los Angeles, Cal.



GUY L. HERRICK,
3rd Vice-president,
Missoula, Mont.

Officers and Some of the Directors of the Pacific Ice Cream Manufacturers' Association



BERT H. WALKER,
Secretary,
Tacoma, Wash.



F. N. MARTIN,
Director,
Spokane, Wash.



S. J. SIMONSON,
Director,
Yakima, Wash.



J. E. DUNNE,
Director,
Portland, Ore.

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NOW while you have ample time to consider the full value of various kinds of insulating material and their application and adaptability to your special requirements, why not go over your prospective or present insulation requirements with us.

Being—

SPECIALISTS IN INSULATION

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When ordering flavor for Maple-Nut Cream

Specify

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If you are not using this flavor, ask us for a FREE SAMPLE.

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UNECONOMIC DELIVERY METHODS SCORED.

When recently asked concerning the efficiency of present-day delivery methods in the ice cream business, H. S. Meese, chairman of the transportation engineering Committee, commercial section of the National Electric Light Association, replied as follows:

"My observation has been that delivery methods in the ice cream business are gradually improving; executives are beginning to see the light. Just this past week in Washington, D. C., an auction sale was held by the Chapin-Sacks Corporation, one of the largest distributors of ice cream along the Atlantic Seaboard, for the purpose of disposing of 43 head of horses and wagon equipment. In place of horse equipment this company is using electric trucks.

"This decision of the Chapin-Sacks officials is typical of the re-alignment that is taking place, once the real facts are had on the best type of equipment for frequent-stop ice cream deliveries. In other words, the growing tendency among executives to select the electric truck for this type of city work indicates that the continuance of other types of vehicles means an economic waste.

"As President Hovey of the National Association of Ice Cream Manufacturers has so characteristically pointed out, competition is very keen and those who survive will be the ones who abandon every policy that is uneconomic. With this mandate I feel that every ice cream executive should give very careful attention during the coming six months to the proper division of delivery equipment between frequent-stop deliveries and long hauls.

"Just recall that forty per cent of last year's business failures could have been turned into profitable successes if the executives in charge had not worked in the dark without facts. Facts cannot be ignored today in business, because business can rightfully be called a science in these days. I noticed in going over some mottoes the other day one that read: 'opinions are tolerated in science only when facts are lacking.'

"I am told that the cost of delivery in the ice cream business runs as high as one-fifth of the total gross income. Be that as it may; the very fact that delivery costs are major items in an ice cream company's business budget makes a paramount issue today.

"The Postmaster General's Office at Washington wanted information on mail deliveries sometime ago. They found that gasoline consumption is increased by frequent starting and stopping; tire wear and mechanical upkeep are greater with gasoline trucks on frequent-stop work. Electric trucks, on the other hand, start smoothly so that the wear is reduced to a minimum on frequent-stop work.

"This is a good prescription for delivery ills existing today in the average business concern. If more concerns in 1925 would follow it we would have a smaller number of failures."

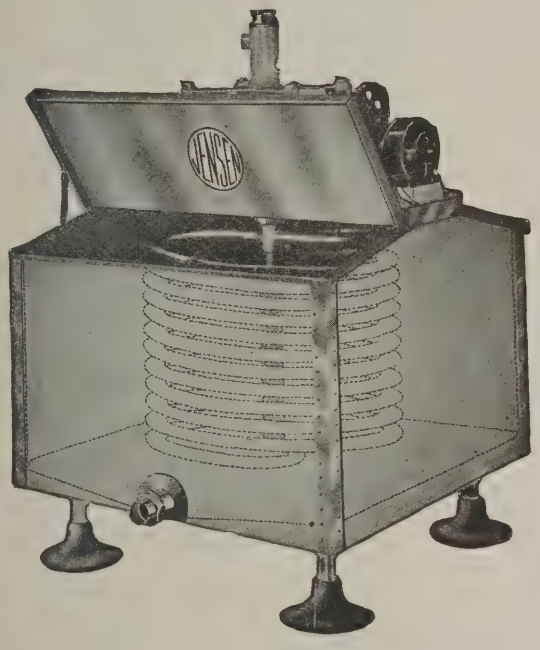
NEW PLANT BEING ERECTED.

The Vengold Commission Co., 614 West Front St., Oil City, Pa., established for some years in the dairy products business, is erecting a new plant at Sandy Lake, Pa., which is expected to be completed in the spring of 1925. The building is 50 by 100 feet, and will be equipped with modern equipment to insure the sanitary handling of all dairy products.

Officials advise that they expect to handle a complete line of dairy products in their new plant, including ice cream, pasteurized milk and cream, buttermilk, cheese, etc.

JENSEN

The Mark of Merit



"20 to 50% GREATER OVER-RUN"

"A Mix Free From Air as It Comes to the Freezer Will Give a 20 to 50% Greater Over-run"

This statement was made before a meeting during a recent Convention of Ice Cream Manufacturers of two eastern states. The man was fully qualified to make such a statement and had charts and experimental data as proof thereof.

JENSEN VERTICAL COIL BATCH MIXER is the only Ice Cream Batch Mixer that expels air and gases.

The Vertical (entirely suspended) Coil always revolving from the bottom up constantly pulls the air and gases out. This is accomplished before pasteurizing temperature has been reached, and this same action absolutely prevents air incorporation through eddies during the ageing period.

Complete Elimination of Stuffing Boxes

Square construction requires one-half floor space necessary for old style machine.

Operating power reduced one-half.

UNEQUALED CONSTRUCTION DETAILS AND BEST POSSIBLE MATERIALS MAKE

The Universal HOMOGENIZER Superior

FOR HEAVY WORK HIGH PRESSURE

THE UNIVERSAL is built to withstand this extraordinary wear and tear.

THE UNIVERSAL ELIMINATES REPAIR BILLS BECAUSE IT HAS **INDIVIDUAL CYLINDERS** machined from **ROLLED TOBIN BRONZE BARS** (not **CAST**).

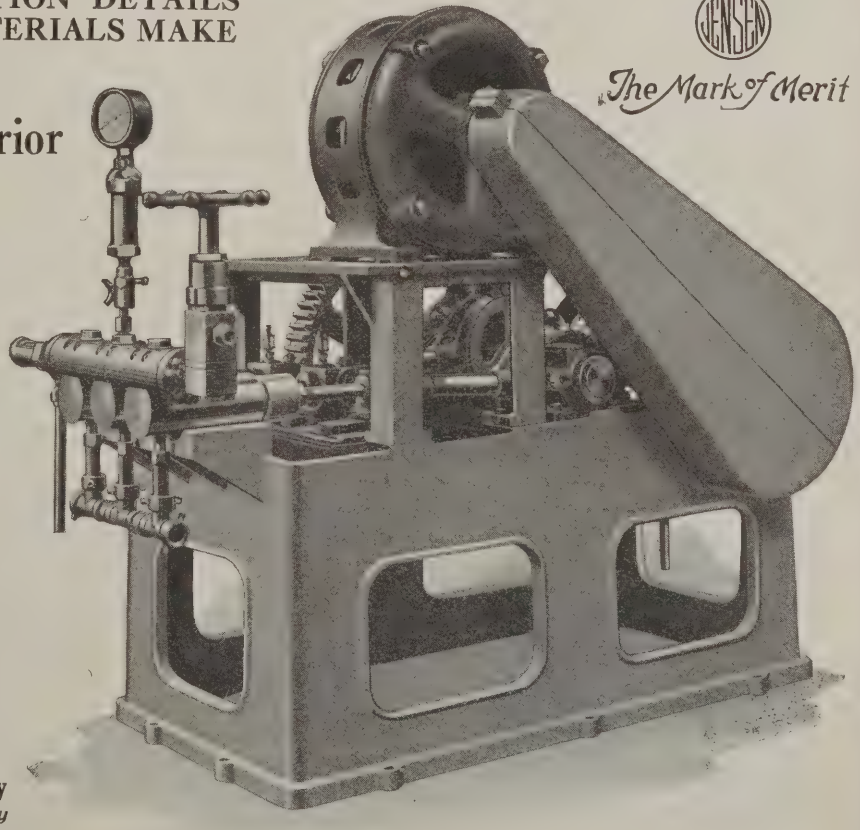
High pressure manifold machined from ROLLED TOBIN BRONZE having tensil strength of 55,000 pounds.

Chrome vanadium steel shafts. Monel metal pistons not affected by milk acids.

Internal spring type Homogenizing valve. Plug and seat made of an alloy of semi-precious metals so hard it cannot be machined.
Built in belt or motor drive — sizes 200-400-800 gallons.

JENSEN

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Jensen Creamery Machinery Company
Builders of Equipment of Practical Efficiency
Bloomfield, N. J. **Oakland, Calif.**

MOTOR TRUCK AND RAILWAY FREIGHTING.

(Continued from page 122)

less than carload shipments receive at the hands of the teamsters and carriers after the material leaves the shipping department.

We have included in the freight cost the first-class rate plus 30 cents per hundred pounds teaming charges at shipping and receiving point. To these costs must be added 17 per cent for the cost of carrying the increased weight caused by heavy boxing, and 24 cents per hundred pounds for the increased cost of boxing. The rate via motor truck covers delivery from the shipper's warehouse to the receiver's warehouse. I have averaged this rate, and believe it to be a fair one to use in comparison with the freight cost movement.

THE rates that I worked out are based on Newark. I understand that in the freight cost item are included the various items that I have referred to, such as additional crating, additional labor, and so on. I find on shipments moving from Newark to Yonkers that if we combined all the costs, that is, additional costs, to make a less than carload shipment, that the rate averages a dollar per hundred. If you take the same movement by motor truck with decreased boxing, decreased weight, and decreased labor, you will find that the rate averages $.20. Between Newark and Yonkers there is a difference of $.80 per hundred pounds, in favor of the motor truck.

The following table gives cost differences for varying distances:

	Road Miles	Freight cost Per 100 lbs.	Motor Truck Cost per 100 lbs.
New York City	12	$.88	$.15
Passaic, N. J.	6	.88	.15
Paterson, N. J.	10	.88	.18
Trenton, N. J.	51	.88	.55
Philadelphia, Pa.	88	.98	.75
Bridgeport, Conn.	70	1.12	.75
New Haven, Conn.	87	1.12	.85
Providence, R. I.	214	1.21	1.15
Port Jefferson, L. I., N. Y.	71	.98	.75
Asbury Park, N. J.	46	.94	.45

I have quite a number of other figures, but those explain themselves, and they average about the same all the way through.

WHILE some will save more and others less, depending upon product to be shipped and conditions, the great possibilities of saving warrant careful study of the problem. Have you taken into consideration the amount of material you have in transit which is not producing any revenue, either to the shipper or receiver, while it is in the hands of the carrier? Have you considered the amount of space you use in your shipping department in order to prepare your shipments to move via freight?

Have you considered how much less space you need in your shipping department if you can materially reduce the amount of boxing and packing used on your shipments?

Have you considered the amount of lumber it is necessary for you to carry for boxing, the space necessary to store it, and the amount of freight charges you pay on wet lumber, if it is stocked in the open as is usually the case? Boxing lumber will frequently carry from 10 per cent to 25 per cent of its weight in moisture, unless it is passed through a dry kiln before being used for boxing purposes.

Could you not use any space which can be saved by changing your shipping methods for manufacturing purposes?

Have you considered the amount of material and money your company has tied up, by reason of the fact that you are unable to state definitely how long it will take to deliver by freight between your factories and your customers?

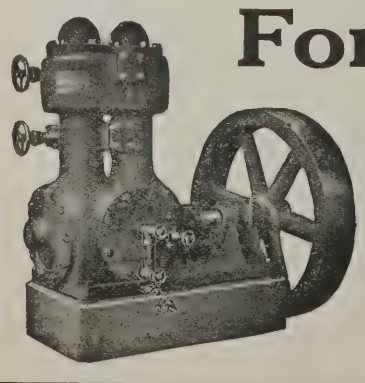
If a freight movement takes thirty days as against one day via motor truck would it not be to the advantage of your company to use the difference in time, twenty-nine days, for manufacturing?

Have you considered the amount of expense to manufacturers and others for storing and handling their products on account of uncertainty of freight delivery?

ANY comparison between rail carrier movement and motor truck movement is entirely in favor of the motor truck, as it is necessary for the motor truck operators to make delivery in the shortest possible time, in order to operate their equipment financially successfully.

What is needed at the present time is organization on the part of the motor truck operators, in order to secure heavier loading and eliminate as far as possible motor trucks returning without a full load.

In general, I am of the opinion that motor truck transportation can, and should compete successfully with the carriers to short-haul points. The delivery time is all in favor of the motor truck, and I am satisfied if the manufacturers will take into account all the various costs and charges which are part of a true freight transportation cost, that motor trucks can be operated successfully in competition with the carriers for distances of between 10 and 125 miles.



For Lasting Satisfaction

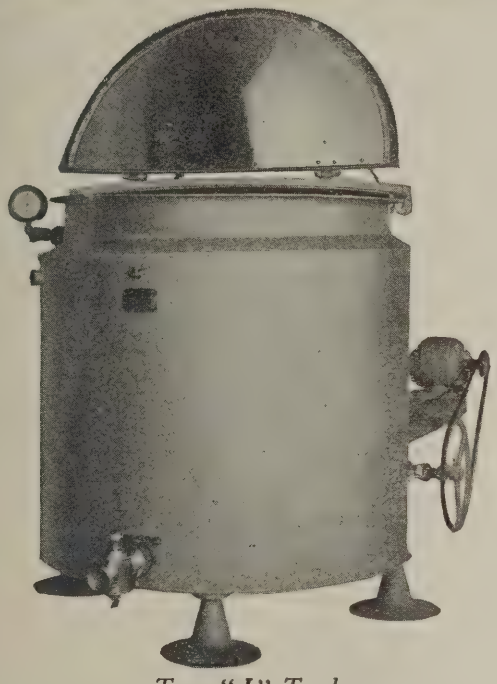
York
Refrigerating
Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, *Wisconsin Manager*
1016 Majestic Bldg. Milwaukee, Wisconsin

GLASCOTE



Type "J" Tank

You either visited the Milwaukee Dairy Show or have since been informed of the wonderful progress made in Dairy Equipment in the past year, more especially in the field of Glass Coated apparatus.

The Glascote Company has developed many new and economical features that have been previously considered impossible in this type of equipment but records made and customers satisfied beyond their expectations are the proofs of economical, sanitary operation with the resultant dairy product of quality to present to your consumer.

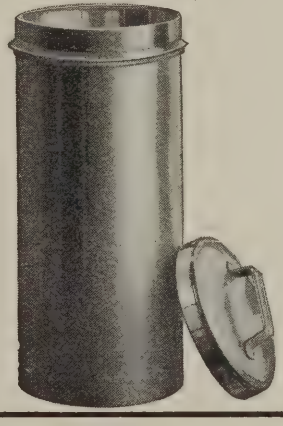
As the source of supply of Glass Lined apparatus is so limited you cannot afford to overlook The Glascote Company when in the market for your requirements of sanitary dairy equipment, as quality and simplicity of operation are points to be investigated.

THE GLASCOTE COMPANY

EUCLID, OHIO

[WRITE AT ONCE FOR PARTICULARS OF THIS LATEST IMPROVED GLASS LINED PASTEURIZER]

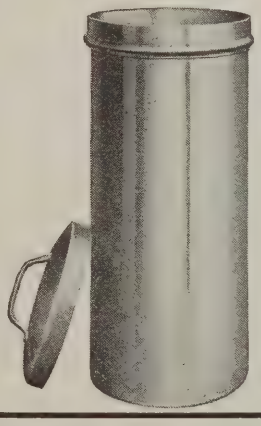
The Ultra SOLDERED



Here is the Ice Cream Can that has proven the most popular ever offered to the trade. Dependable and durable always. Built to "stand the gaff."

The Ultra WELDED

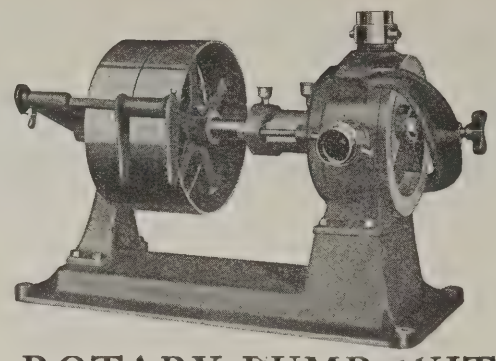
Exactly same as Standard Ultra except WELDED Throughout.



This new Ultra has Arc Welded side seam.
THE BOTTOM IS WELDED IN
—cannot possibly leak. Smooth and sanitary inside and out. Easily cleaned—easily retinned.

SOLAR-STURGES MFG. CO.

Factory & General Offices: MELROSE PARK, ILLINOIS



A ROTARY PUMP WITH HIGHER EFFICIENCY

Operating at a low R. P. M., and with a minimum power requirement, the Viking Rotary Pump delivers an unusually high efficiency, even under extremely difficult conditions.

Built ruggedly of best materials and involving an improved pumping principle, the Viking has become the universal choice for every pumping purpose.

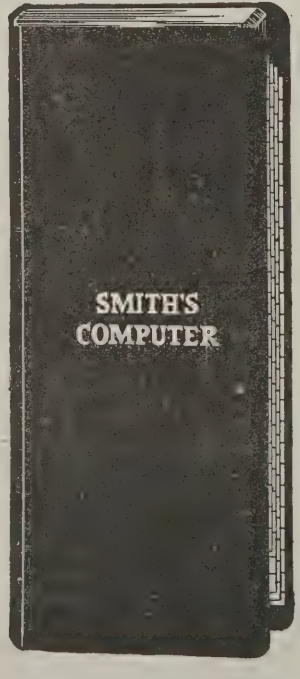
Could you ask for greater proof of what the Viking will do in your plant than that over 50,000 are now in successful use?

New, enlarged catalog, showing Vikings for every use, mailed upon request. Ask today.

VIKING PUMP COMPANY
CEDAR FALLS, IOWA
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Norton Paper Goods Co. - - - - - - 719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co. - - - - - - - 204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co. - - - - - - - - 519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co. - - - - - - - - - - - - Houston, Texas
Menge Pump & Mach. Co. - - - 862 Tchoupitoulas St., New Orleans, La.
De Laval Pacific Co. - - - - - - - - 61 Beale St., San Francisco, Calif.

Let This Book Do



Your Figuring

Full of handy tables for the computations of butterfat—standardizing milk or mix.

Does the work of one bookkeeper in many offices.

Thousands used all over the United States.

PRICE
$3.00

Sent anywhere postpaid on receipt of remittance.

The Olsen Publishing Co.
Fifth and Cherry Sts. Milwaukee, Wis.

MECHANICAL REFRIGERATION SAFETY HEARING.

The final public hearing on the mechanical refrigeration safety code, formulated under the direction of the American engineering standards committee and the sponsorship of The American Society of Refrigerating Engineers, will be held in room 1001 of the Engineering Societies Building, 29 West 39th Street, New York, N. Y., on the afternoon of December 1, 1924, at 2:00 o'clock.

Since the annual meetings of both The American Society of Mechanical Engineers and The American Society of Refrigerating Engineers will be in progress on that day, a goodly attendance is expected. It is particularly desired that the various branches of the refrigerating and allied industries be well represented, as this will probably be the last hearing on the code before its submission to the American engineering standards committee for approval.

Copies of the code in the form in which it will be represented at this hearing were available since November 15, 1924, and will be mailed upon request to anyone desiring to examine it.

F. E. MATTHEWS, Chairman,
Mech. Refrig. Safety Code Comm.

"THE CHARGE OF THE MAIL BRIGADE."

(With Apologies to a Famous Author.)

"Forward, the Mail Brigade!
Was there a man dismayed?
Not—tho' the workers knew
Some few had blundered.
Theirs not to reason why,
Theirs but to strain an eye,
Theirs but to work and sigh
With mail piled mountain high—
Minus street and number.

"Letters to the right of them;
Circs to the left of them,
Parcels in front of them
Tattered and sundered.
Stormed at with catalogs,
And post cards—unhappy dogs:—
Some folks just can't spell;
Some write just like 'L'
While postal clerks wondered.

"Give us a plain address,
Then there'll be no guess
Making the Devil's mess
And dead letters plundered.
Why not co-operate?
Why not be up-to-date?
Why let your mail be late?
Why be a darned old skate?
One in six hundred!"

W. J. O'CALLAGHAN,
Postmaster at Nashville, Tenn.

SOUTH DAKOTA MANUFACTURERS TO MEET IN SIOUX FALLS.

The next annual convention of the Ice Cream Manufacturers' Association of South Dakota will be held in Sioux Falls on February 3, 4 and 5, 1925, according to an announcement by C. C. Totman, secretary-treasurer. Headquarters will be at the Cataract Hotel and the meeting will be held in conjunction with the annual meeting of the South Dakota Dairy Association.

Proven facts

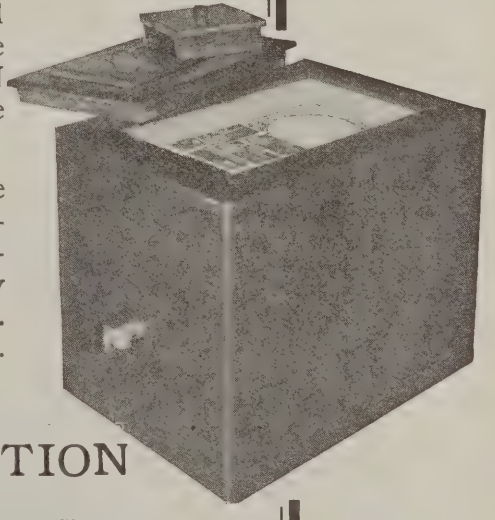
D-Z CABINETS ARE THE BEST

In actual operation Dry-Zero Universal Ice Cream Cabinets live up to the letter of every statement made in their behalf for PROVEN FACTS form the basis of each statement.

Numerous skeptical ice cream manufacturers, finding it difficult to believe that any one cabinet could possess so many important advantages without a loophole being present somewhere, have materially aided in proving the facts by testing the Dry-Zero cabinet in their own plants under conditions triply as severe as will ever be found in actual use. Hundreds of unsolicited letters tell the same story of exceptional operation.

Statements about Dry-Zero cabinets are never expressions of hopes or expectations. Dry-Zero statements do not depend upon ideal conditions for fulfillment. They are unadulterated and unbiased PROVEN FACTS—collected from every reliable source available.

Looking at Dry-Zero cabinets from the point of view of ice and salt saving qualities, length of holding period, durability, sanitary features, in fact from any point of view whatsoever, it has no equal. PROVEN FACTS cannot be denied.



No obligation on your part to prove the facts to your entire satisfaction.--Have a D-Z cabinet shipped on thirty-day approval, for a thorough test in your own plant.

DRY-ZERO INSULATION COMPANY

Main Office: 50 East 42nd Street, New York City.
Southern Representative: H. A. Benners, United Fruit Building, New Orleans, La.

Are Trade Magazines of Any Value to Your Business?

A Supply Concern, a Large Advertiser in this Publication, asks this Question and Several Leaders in the Industry Answer

IT IS a privilege to reproduce from Lactonews of the Cherry-Bassett-Winner Company, the answers that a few leaders of the industry have given to the question, "Are trade magazines of any value to your business?"

By A. E. Dixon, Carolina Ice Cream Company, Fayetteville, N. C.

"The question, 'Are trade publications of any value to your business?' is obviously one that apparently nothing could be said in the negative; especially so, as it applies to our individual business. Trade publications exercise such a vast influence over our business in general that chaotic conditions would exist were they removed; however, there is no denying the fact that a large percentage of literature sent to the trade is wasteful and superfluous.



A. E. DIXON.

"Competition has reached such a keen point that every business of any magnitude issues their own literature in some form, tons of which are invariably consigned to the waste basket. It is axiomatic that the judicial selection and reading of trade publications is essential for the welfare of any well regulated business whether large or small, and it is beyond imagination for anyone to attempt to do otherwise. It is useless to add that many publications sent broadcast could be eliminated with profit both to the publisher and subscriber."

By W. S. Obenshain, manager of Chapin-Sacks Corporation, Charlotte, N. C.

"It is not an easy matter to say off-hand just what value a trade magazine is to me and my business. I subscribe to all the magazines pertaining to the ice cream business, and that in itself should speak volumes. I keep the current copies on my desk, and after perusing them from 'kiver to kiver,' I pass them around among my employees, as every copy contains something valuable that one can ill-afford to miss.



W. S. OBENSHAIN.

"In my opinion it is a very poor business man who does not subscribe to trade magazines pertaining to his particular line of business. One gets a flock of new ideas from each issue, particularly, appealing advertising ideas. While some of them would not be applicable to our particular territory, a great many of them can be utilized to a very good advantage.

"One also is able to keep posted on all the new machinery and to get an idea as to what other manufacturers are doing. The man who keeps up with all the latest machinery, installs all the labor-saving devices practicable, and puts out a 100 per cent sanitary product, is the man who keeps his competitors busy, and the best way to keep up with all this up-to-date equipment is to read your trade magazine—not subscribe to it and let it lie on your desk.

"If figures could speak, I am sure that the little figures in black at the end of the year could tell a much more interesting story than I can by the employment of mere words."

By C. D. Landreth, manager of Forsyth Dairy Company, Winston-Salem, N. C.

"The average ice cream manufacturer or milk dealer has a multitude of problems confronting him to a greater extent, we believe, than in many other lines of business that are not dealing with such perishable merchandise and whose production and sales go forward with more precision and efficiency. Just when the ice cream or milk plant manager feels that everything is moving along smoothly, trouble springs up from an unexpected source and a new situation must be met and remedied. As a consequence of this constant condition confronting him, he is more or less 'up in the air' at all times and does not feel that he should be absent from his business long enough to look around and observe what the fellows on the outside are doing as is the privilege of others in less exacting lines. It is a well-known fact that the fellow who is tied down in the manner described has his vision narrowed until he gradually becomes 'sufficient unto himself' and drifts into a rut which has been aptly described as a long grave.

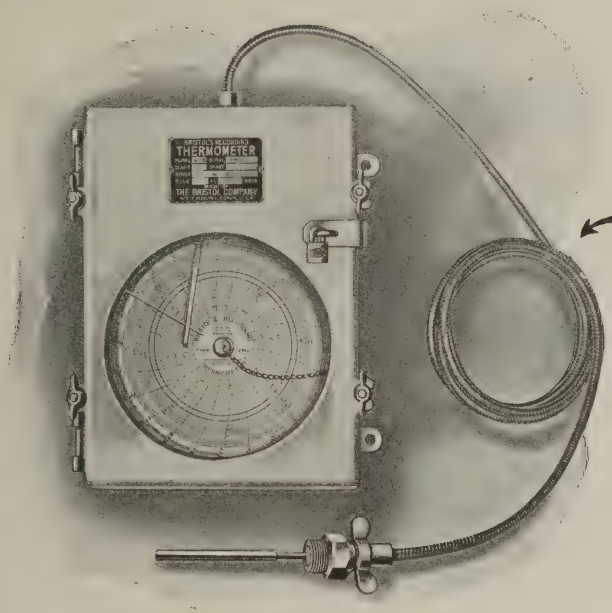


C. D. LANDRETH.

"To overcome this inertia we know nothing more effective than the various trade magazines, and the house organs issued by the supply houses. In this manner the stay-at-home chap is able to keep abreast of new ideas and what others are accomplishing and renew his interest in the magnitude and importance of the industry in which he is engaged. It broadens his vision and raises his work from the commonplace and projects it into a plane that makes him feel he is really doing something for humanity and to make the world a better place in which to live.

"The plant manager who reads the trade magazines is usually familiar with the newer types of machinery and plant practices and if he is fortunate enough to attend the annual convention or dairy show he knows what to look for and is able to ask questions in an intelligent manner. As a consequence he saves time for

WHY Outside Temperatures Have no Effect on Bristol Tubes



Because, the pen arm on Bristol Thermometers is actuated by vapor pressure generated in the bulb directly inserted in the liquid you wish to record.

The varying temperatures of the room or outside drafts do not influence the vapor column in the tube. That is why Bristol Recording Instruments can be placed at so long a distance from the tank or vat and yet show reliable records.

There are many other reasons. You will find them explained in Bristol Bulletins. Write for them.

Midwest Service Laboratory
The Bristol Co.
Monadnock Bldg.
Chicago, Ill.

THE BRISTOL COMPANY
WATERBURY, CONN.

Canadian Service Laboratory
The Bristol Co.
Toronto, Canada

WHY PAY HIGH PRICES *for* Vanilla Extract

Better Flavor and more lasting Flavor by using

"Vanoleum"

(TRADE MARK)

One pound of *"Vanoleum"* is equal in flavoring strength to two gallons of standard strength Vanilla.

Used for a quarter of a Century by the leading Ice Cream Manufacturers throughout the country.

Contract Prices submitted on request.

WE ALSO MANUFACTURE A COMPLETE LINE of VANILLA EXTRACTS

MEMBER

CORRIZO EXTRACT COMPANY 211-215 West 20th Street NEW YORK CITY

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

himself and those in charge of the exhibits. He returns home filled with real information, well repaid for the time and money expended and if he did not actually buy at the show, he is in a position to say yes or no in an intelligent manner when the salesman calls.

"We read them and pass them along to the foremen in the plant, calling their attention to special articles and discuss the subjects with them later. We know by the interest exhibited that they gain information and inspiration."

By E. W. Barker, manager of Horn Ice Cream Corp., Norfolk, Va.



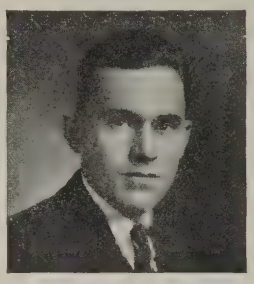
E. W. BARKER.

"I am afraid that I will be obliged to begin my answer to your question, 'Are trade publications of any value to your business?' with a little criticism. Your question should have been, "How valuable are trade publications to your business?' I am sure that we all know that there has not been anything more valuable to the ice cream trade than the information obtained from the various trade magazines. I realize that the profit is naturally derived from the advertising in them, but I do not think that any of us object to this fact.

"Although there are various text books about ice cream to read, we all realize that our game is broadening so fast that it is really impossible to keep up with it by publication of same. In other words, we get a chance to read of all the new things every month, instead of gaining our information every year. I think that the publication of all convention addresses is of very great value. We are also able to get information regarding the latest equipment on the market from magazines, instead of having to wait for some 'silver tongued' salesman to come around and tell us about it.

"I always make it a point to have all of my plant men read the magazines. Being confined to the plant all of the time, it is practically impossible for them to get out and see what the other fellow is doing, and this is about the only method they have of broadening themselves at all."

By Claude Parcell, manager of Farmers' Creamery Company, Fredericksburg, Va.



CLAUDE PARCELL.

"The value of trade magazines to my business is incalculable. It would be impossible for any business man to keep pace with the great progress of the dairy industry if it were not for the trade magazine. These magazines are edited by practical men of many years' experience and are awake to the necessity of publishing articles of value. Through the advertisements alone many new ideas are gained for efficiency in plant operations.

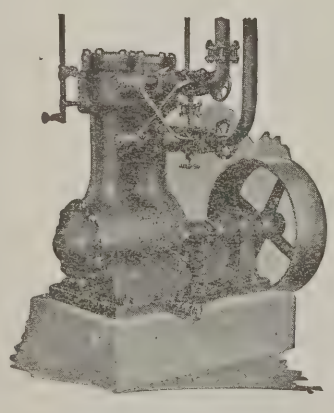
"It is through the other fellow's experience that we are able to keep abreast with the times and compete with our neighbor. The trade magazine is the only means that we have to gain this experience except through visiting other plants, which is too costly to be practical, even if one had the time.

"Through the trade magazines the manufacturers of machinery and equipment are able to bring to us new developments that modern plants can not afford to be without. Through the advertisements the manufacturers are able to put their ideas before thousands of business concerns simultaneously, which it would be impossible to do were it not for the magazines.

"Any employee of a plant who had the initiative to develop and fit himself to grow at the same pace that the dairy industry is growing cannot afford to miss reading the articles of the leading publications pertaining to Nature's Most Perfect Food."

Vilter

Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us Submit quotations on your requirements —no obligations to you.

The Vilter Manufacturing Company
ESTABLISHED 1867
830 Clinton Street Milwaukee, Wis.

PARK NAMED FOR SOUTHERN ICE CREAM LEADER.

W. J. Barritt, for many years one of the South's leading ice cream manufacturers, in 1923 elected president of the Southern association, is well thought of in his home town. This is well illustrated by a recent decision to name the new city park recently created at Tampa, Fla., for Mr. Barritt.

The naming of the park was made known in a resolution adopted by the city council as follows:

"Whereas, The city has purchased 40 acres of land on which to locate the Tampa waterworks, and

"Whereas, The Tampa Northern Railroad is desirous of having a name designated for their station located on said waterworks property, and

"Whereas, The city is in need of additional parks; therefore, be it

"Resolved, That as an appreciation of the city of Tampa, and in acknowledgement of the fine service rendered by the Honorable W. J. Barritt, city commissioner, in securing said waterworks plant for the city, the said park and station shall be known as Barritt Park, and all of said property not necessary for the purposes of the waterworks shall be set aside and developed as a public park, to be known always as Barritt Park."

Important Announcement to DAIRY INDUSTRY

Through an arrangement with the Division of Industrial Co-operation and Research at the Massachusetts Institute of Technology, a Research Associateship has been established for the investigation of some of the problems of the butter and ice cream industries in America.

Although this work is supported by us, we desire, that it shall benefit the industry as a whole, and shall be pleased to have any problems pertinent to these industries brought to the attention of those in charge of the work. Investigation work along dairy lines is now being conducted at the Massachusetts Institute of Technology under the direction and supervision of Professor S. C. Prescott, Head of the Department of Biology and Public Health. Milton E. Parker has been appointed Research Associate. We invite the butter and ice cream manufacturers of America to counsel with us freely regarding problems that come within the scope of this work.

HEATHIZED PRODUCTS COMPANY
WRIGLEY BUILDING CHICAGO, ILLINOIS

HEATHIZED BUTTER COMPANY
KEYSER BUILDING BALTIMORE, MD.

FOR GREATER PURITY
HEATHIZED
FOR BETTER HEALTH

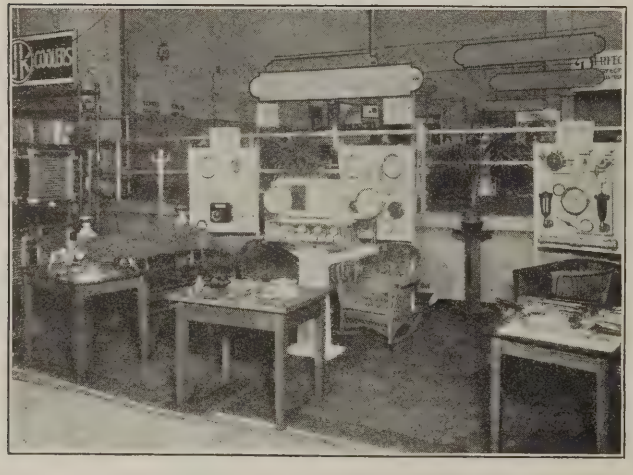
Attractive Exhibits at the National Dairy Exposition



NIZER CORPORATION,
Detroit, Mich.



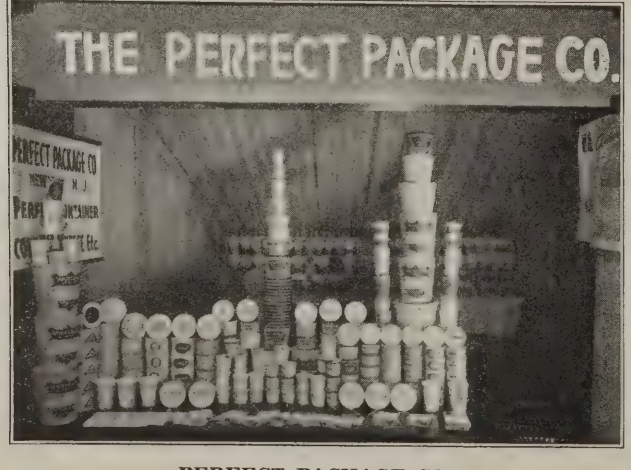
ANHEUSER-BUSCH,
St. Louis, Mo.



TAGLIABUE MFG. CO.,
Brooklyn, N. Y.



CRESCENT MFG. CO.,
Seattle, Wash.



PERFECT PACKAGE CO.,
Newark, N. J.



FRICK CO.,
Waynesboro, Pa.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Save Yourself a Lot of Trouble

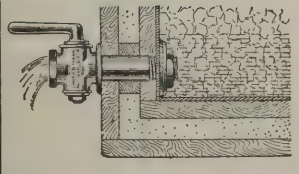
As your cabinets come in for the seasons close, check over the condition of the valves and note the "leakers," "poor fits" and "lost plugs." Add to this the number of extra valves you anticipate using on new units.

For these requirements order

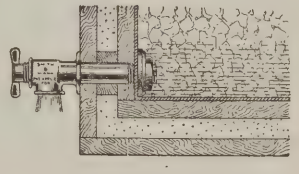
SMITH AND MANN
One Piece Cabinet Valves Do Not Leak

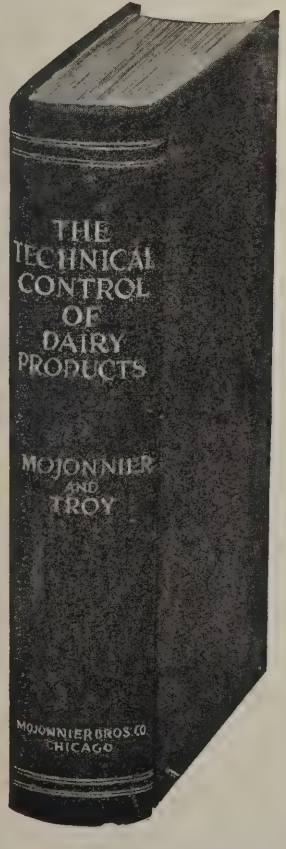
Smith & Mann One Piece Cabinet Valves Now. You will receive prompt shipment and have plenty of time to put them on,—and when your cabinets go out next season with Smith & Mann Valves you will have no trouble with leakers, poor fits and the like.

Get our prices on these one-piece valves



SMITH & MANN CO.
914 West York St. PHILADELPHIA, PA.





— An Encyclopedia on Dairy Products Manufacturing

Covers every known angle of Dairy Products Control in plain simple English so that any ordinary manufacturer of dairy products can understand it. No matter what products you make

You Need This Book

It would take four magazine pages to just outline the contents of the many chapters.

Everyone striving for success in the dairy products business needs these 900 pages of information. Much of the material in this book has never before been published.

GET YOUR COPY NOW

and benefit from the information gained during the next rush season. Sent postpaid anywhere on receipt of $10.25.

The Olsen Publishing Company
5th and Cherry Sts. Milwaukee, Wis.

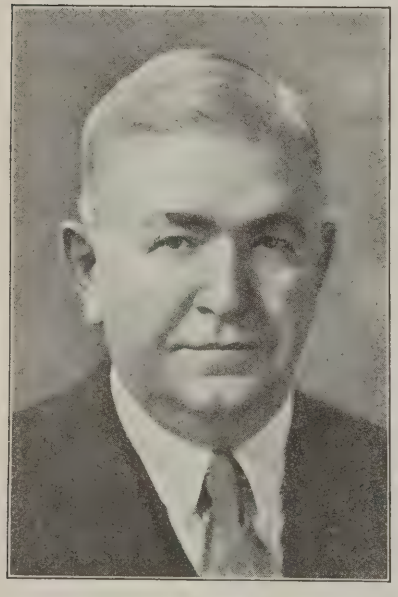
NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

RUSS MANUFACTURING CO. ACQUIRES WALKER SODA FOUNTAIN CORP.

Announcement of the acquisition of the Walker Soda Fountain Corporation of Detroit by The Russ Manufacturing Co. of Cleveland, brings another of the industry's leaders to the forefront in the field of mechanically refrigerated soda fountains. The Walker company, which was the first manufacturer to place on the market a soda fountain with a self-contained refrigerating unit, officials say, has for the past year been manufacturing and selling the Walker ice-making soda fountains.

As a result of this combination of interests, H. J. Walker, former president and general manager of the Detroit company, who for years has been known in the industry, takes office as vice-president of The Russ Manufacturing Co. and assumes the duties of general sales manager.



H. J. Walker.

For years Mr. Walker has been a close student of mechanical refrigeration of soda fountains and long ago realized that the development of fountains was far behind that of products in many other fields. Years ago he visioned a fountain containing a small, simple, automatically controlled refrigerating unit, combined with the system of brine circulation, that would completely eliminate the icing of any part of the fountain and at the same time maintain three distinct, correct temperatures for ice cream, fountain drinks and bottle storage.

Several years ago the Nizer ice cream cabinet was projected into the field and became the factor that crystalized Mr. Walker's ideas. Securing one of these units, he entered upon a period of experimental work, lasting well over a year. His early tests, he believes, proved that the unit had a surprising excess of cooling capacity beyond that required to keep ice cream at the proper temperature under most adverse conditions. His idea of 100 per cent mechanically refrigerated fountain, absolutely free from hand icing, was submitted to the Nizer Corporation engineers, and shortly thereafter he obtained a franchise granting the right to incorporate that company's refrigerating machine in soda fountain construction.

This fountain will be exhibited and demonstrated at the ice cream exposition in the Civic Auditorium, Oakland, Calif., December 10 to 16, The Russ Manufacturing Company exhibit being shown in booth 30.

* * *

THE NEW W-Z MILK PUMP.

An attractive circular has been issued by the Wright-Ziegler Company of Boston, illustrating and describing the new W-Z centrifugal milk pump. Mr. Ziegler announces that in designing this pump a three-fold purpose was kept in mind. First, to so design the impeller as to handle the milk so gently as not to impair the cream line. Second, to make it so easy to clean that it would be kept clean. Third, to make all wearing parts easily replaced and material non-corrosive.

The pump is very heavily constructed, and a monel metal shaft is used instead of the usual steel, we are told. It is equipped with a self-lubricating idler pulley, and a swinging door makes it very easy to clean, the creamery company claims. It is also supplied with individual electric motor or belt drive. It is now supplied in two sizes; 22,000 and 58,000 pounds per hour respectively.

The above company has also designed a combination milk and brine pump. This has been so developed and designed that both the brine and the milk pumps are mounted on the same sub-base and are operated by the same motor. The capacities of the milk and brine pumps at the same speed are in proper proportion. The brine pump, in other words, circulates sufficient brine to cool the milk that is being pumped by the milk pump. It can be furnished in either belt or motor drive. Send for the W-Z pump circular.

* * *

FRESH FIGS FOR ICE CREAM.

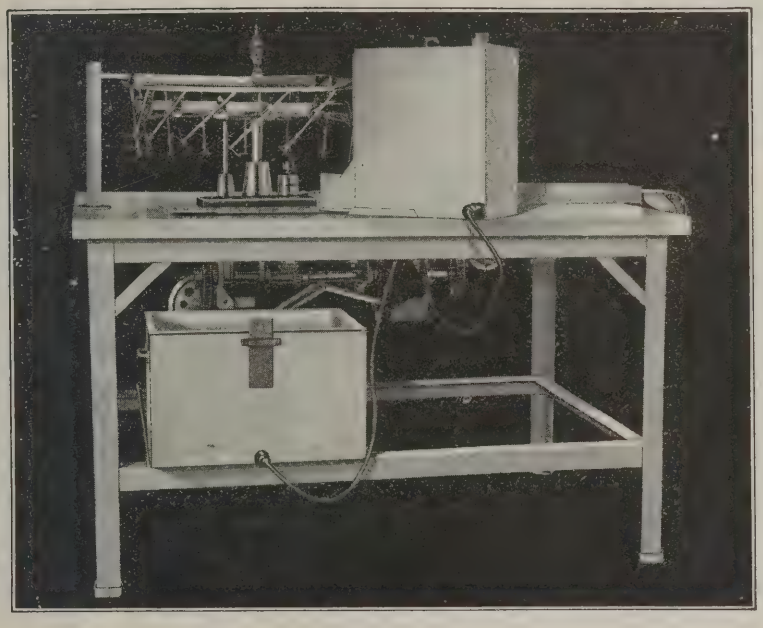
Fresh fig ice cream has been made in the "home" freezer for many years in the fig growing sections of the South. However, it remained for a Galveston county fig grower to introduce fresh fig ice cream in a wholesale way and it has made so good that it opened a new department in the rapidly growing fig industry of Galveston county, Texas.

The Magnolia fig is said to be the best preserving fig grown and is used exclusively in its preserved form by ice cream manufacturers, in hotels and on dining cars throughout the United States. The Magnolia fig is preserved in it's near-ripe stage and the matter of handling the real ripe figs became a problem involving serious losses to the growers.



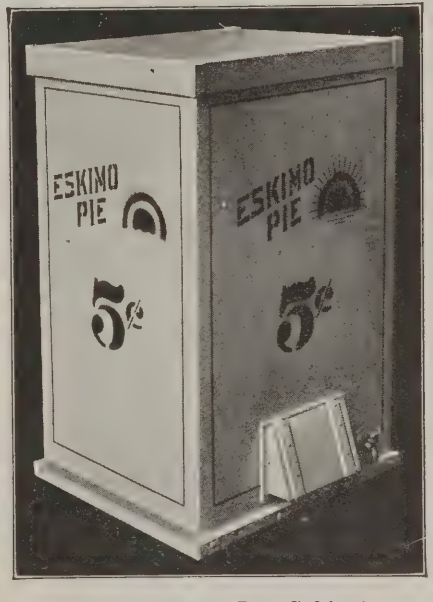
Creamery Package Mfg. Co.'s Exhibit at the 1924 National Dairy Exposition.

Big Production



Northwestern Cutting and Dipping Machine.

Ready Salability



Northwestern Bar Cabinet.

Two Factors That Make the 5c Eskimo Pie a Success

The Northwestern Cutting and Dipping Machine cuts and dips 120 dozen pies per hour. The investment is only $375.00 complete—and more than 300 users have proved them a profitable investment.

The Northwestern Bar Cabinet is a ready salesman that never keeps from telling the public that within easy reach is an appealing cold morsel they love to eat.

Write for Illustrated Folder and List of Users

NORTHWESTERN CORPORATION

MORRIS - ILLINOIS

Fresh fig ice cream proved to be the happy solution. The advertisement telling all readers and manufacturers of this latest, and profitable fresh fruit ice cream appears in another part of this issue.

Ice Cream manufacturers may increase their profits in fruit ice creams by pushing the fresh fig which won its way in Galveston to the name of a regular stock ice cream and would not allow itself to be put on irregularly as specials usually are. At a recent county fair fresh fig ice cream outsold the grand total of all other flavors on account of the unusual excellence of its flavor and texture. South Texas has come into her own and adopted it.

* * * * *

China Furnishes Egg Powder to American Ice Cream Industry

Egg Yolks Play Important Part in Making Good Ice Cream

FROM all corners of the world the ice cream industry draws its materials. If ice cream, as a commercial product, has in the last few years become a great national industry in this country, it has for several years been a great international industry in the geographical scope that it covers in getting its materials.

Egg yolk plays an important part in the high-grade commercialized ice cream manufactured in America today. This is a Chinese industry.



Breaking and separating room.

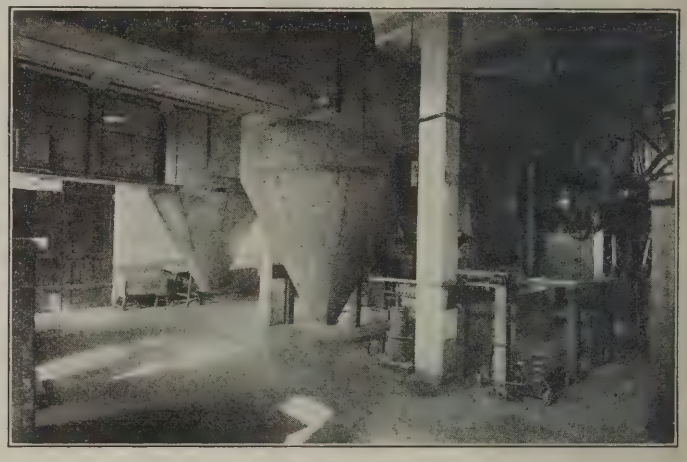
Eggs are brought into the factory by Chinese merchants and after being inspected and candled, are paid for on the basis of so many eggs for one Mexican dollar, according to fluctuations in the market. The Mexican dollar is the standard in these transactions.

The eggs, after being inspected, are broken by supervised coolie labor, and eggs found to be unsound on breaking are rejected. No practical use has yet been found for the shells —they are destroyed. After breaking, the contents of the eggs are passed through a sieve into large earthenware jars, either as whole egg or separate yolk and separate white.

THE jars of whole egg and yolk are taken to the drying room, where their contents are first stirred by a mechanical whipping machines and then, by means of regulated pumps, pushed at a certain pressure through pipes into the drying chambers. The drying chambers are heated up to a certain temperature by a pipe coming from the furnace. The spraying is done by steel discs called atomizers placed at the end of each of the pipes.

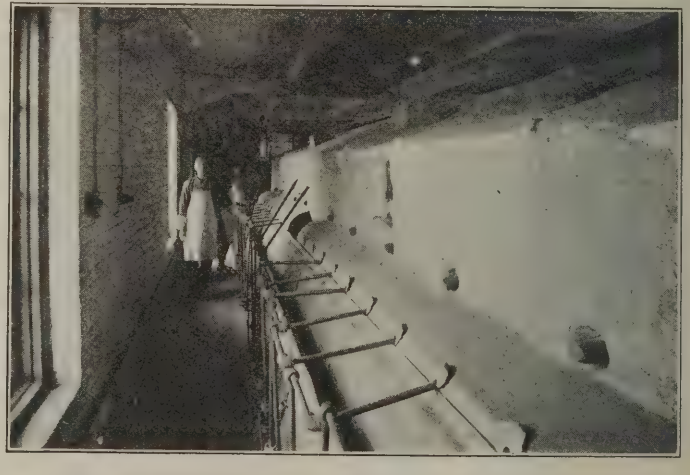
The liquid spurts out through these atomizers in a fine spray which dries immediately and falls to the bottom of the drying chamber or adheres to the walls. The drying chambers are left to cool over night and the powder is collected in the morning through an opening in the bottom. This is the "dick" process of dehydration.

The albumen drying plant consists of a large floor divided into small rooms fitted with wooden shelves. The liquid albumen is poured into shallow aluminum pans which are placed on these shelves to dry. This temperature is very carefully watched as it must not be allowed to get too high.



Ventilating shafts.

The drying period is irregular taking from 10 to 20 hours and even longer in some cases. Coolies, in very scanty attire, keep going from room to room and as soon as the contents of any pan are dried, this pan is removed from the drying chamber. The pans are emptied on large tables to cool and be broken into crystals for packing.



Back view of egg spraying chamber.

Previous to the drying operation, the liquid albumen is put into wooden casks open at the top standing upright in a room, the temperature of which must be regulated. A fermentation then takes place, lasting from three to six days. This fermentation causes the skinny matter enveloping the white of the egg to rise to the top and the clear liquid is then drawn through a tap at the bottom into other clean casks.

* * *

MALTED MILK ICE CREAM.

The Thompson's Malted Food Company of Waukesha, Wis., are offering to the ice cream manufacturers a new

SALT
for Ice Cream Packers and Ice Plants
We can supply salt for every purpose. Stocks in Southern Posts. Our prices are attractive. When in the market write us. We are now making contracts for delivery during 1925.
TAYLOR BROS. & CO., Inc.
Salt Merchants
NORFOLK, VA. WILMINGTON, N. C.

(Cut this out and keep it for reference in buying batteries)

Specifications For Electric Truck Batteries

To justify its place in your electric trucks a battery should—

—have the longest useful life.

—have the highest sustained mileage.

—be built of steel and able to stand road service.

—have an alkaline—not acid—solution.

—be free from acid fumes and corrosion.

—be free from sulphation, shedding of active material, growing and buckling of plates, and other capacity-reducing battery "diseases".

—give freedom from internal rebuilding and cleaning, renewal of plates, separators, broken containers, etc.

—have the lowest cost for maintenance.

—be lightest in weight and allow the greatest payload on a given chassis without overloading.

—require the least attention and be able to stand accidental abuse.

—haul most for the least money.

Only one battery can fill these requirements. That is the Edison Battery. Be sure to see the Edison representative before you buy batteries and don't let anyone sell you something "just as good," for there is no such thing.

Leading Electric Street Truck Manufacturers gladly furnish Edison Batteries.



Built like a watch,
—Rugged as a battleship.

TRADE MARK
Thomas A Edison
A PRODUCT OF THE EDISON LABORATORIES

Edison Batteries Haul More for Less Money

EDISON STORAGE BATTERY COMPANY
VALLEY ROAD, ORANGE, N. J.

Atlanta . . . . . 200 Means Street
Boston . . . . . 702 Beacon Street
Buffalo . . . 145 Minnesota Avenue
Chicago 3130 South Michigan Avenue
Cleveland . . 2090 East 19th Street
Detroit . . . 858 Fort Street, West
Huntington, W. Va. Fifth Avenue Hotel
Los Angeles . . 400 San Fernando Bldg.
New Orleans 40 Maison Blanche Annex
New York . . . 247 West 35th Street
New York Export . . 26 W. Broadway
Philadelphia . 2415 Chestnut Street
Pittsburgh . . 630 Fulton Building
San Francisco . . . 206 First Street
Seattle . . . . . Polson Building
St. Louis . 2088 Ry. Exchange Bldg.
Washington, D. C. 1419 G St., N. W.

flavor for ice cream. It is the chocolate malted milk brick. The public seems to be fully sold on malted milk flavors as evidenced by the popularity of malted milk drinks, frozen malted milk, malted milk candy, which are meeting with an ever-increasing demand.

The malted milk brick is no longer in the experimental stage. A number of prominent and successful ice cream manufacturers have already featured it with satisfactory results. Chocolate flavor seems to be the favorite.

Read the Thompson's Malted Food Company's ad on another page of this issue and send for their circular giving full information. The chocolate malted milk brick, they say, will keep up your sales curve during the winter months.

* * *

CAMP OPENS DISTRIBUTING OFFICE.

E. C. Camp, formerly connected with the Solar-Sturges Co., has established office, display rooms and warehouse at 319 North Crawford Ave., Chicago, Ill., according to recent annuoncement. He has organized the Blue Arrow Co. His telephone number is Van Buren 2922. Mr. Camp announces he is all ready for business. He said this location is one-half block from the Crawford Ave. station of the Lake St. elevated, and is adjacent to the yards of the Chicago Belt Railroad. He believes this gives him the opportunity to make one-day shipments on all railroads out of Chicago.

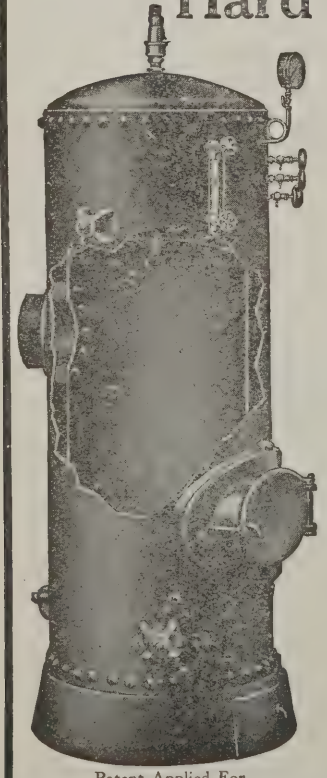
Mr. Camp will do business in dairy, creamery, ice cream and milk plant supplies, machinery and equipment. He has taken over distribution for Solar milk and ice cream cans for his territory. Mr. Camp for more than three years was general sales manager of the Solar-Sturges Manufacturing Co. Prior to that connection he was vice-president in charge of sales and advertising at the Solar Metal Products Co.

* * *

THE RYAN-RICHARDSON COMPANY.

Announcement is made that the Ryan-Richardson Company, manufacturing vanilla and vanilla blends exclusively, is located at 344 South San Pedro St., Los Angeles, Cal. F. S. Ryan, formerly chemist and manufacturer of G. R. Ryan Manufacturing Company, Inc., of Rochester, N. Y., is president of the company and will personally supervise their laboratories and manufacturing department.

The Best Boiler for Hard Water



The Gem Flueless Boiler

"I do not know very much about boilers, but I think this one does fine. I can start fire and in one-half hour have fifty pounds of steam. It does good enough to satisfy me."

Very truly yours,
J. L. ULRICH,
Manager.
Miami Valley Co-operative Milk Producers' Assn.

Made in sizes from 1½ to 30 H. P.

THE GEM CITY BOILER CO.
DAYTON, OHIO, U.S.A.
ESTABLISHED 1895

Patent Applied For

STAPLES JOINS GENERAL AMERICAN CAR CO.



J. W. STAPLES.

J. W. Staples has joined the General American Car Co., according to announcement last month. Mr. Staples, at one time with the Davis-Watkins company in Chicago, was associated with the Pfaudler Co. prior to making his new connection, which is with an organization engaged in the sale and manufacture of refrigerator cars equipped with glass-lined tanks. These cars are for transporting milk from the country to the city. This company reports the use of these glass-lined tank cars to be rapidly expanding. The offices of the company are in the Harris Trust Building, Chicago.

* * *

SUGAR PRODUCTS ADVERTISED.

Lamborn & Co., Inc., New York City, recently conducted in the Chicago Tribune a series of advertisements showing the importance of sugar in the diet and boosting food products containing sugar. Among other food products, these advertisements featured ice cream and condensed milk. The advertisements were intended to give the public a true appreciation of the value of sugar and sugar products as a food and the comparative cheapness of sugar and sugar products, according to G. V. Christian, representative of Lamborn & Co., Inc.

* * *

LEADING GELATINE COMPANY ADOPTS NEW POLICY.

"The mystery of gelatine and gelatine-making is a thing of the past," said Joseph H. Cohen, vice-president and general manager of the Atlantic Gelatine Company, Woburn, Mass., a few days ago in addressing a group of manufacturers, and this fact is equally as important to the manufacturers of ice cream.

"Years ago we would have considered it suicidal to take a customer through the factory and show him gelatine in the making. Today we know better. We know that commercial users of gelatine are still in many cases ignorant of how gelatine is made and also how clean, pure and wholesome this product is. That is why," stated Mr. Cohen further, "we welcome our customers to come and visit us sand go through our beautiful daylight plant at Woburn, Mass.

"Gelatine is a food and the Atlantic gelatine plant with its various processes afford an education indeed to the gelatine user who has never seen this product manufactured.

"Sanitary and clean as a housewife's kitchen, Atlantic gelatine comes out of the mammoth driers pure and sweet."

* * *

SNOW INSURANCE.

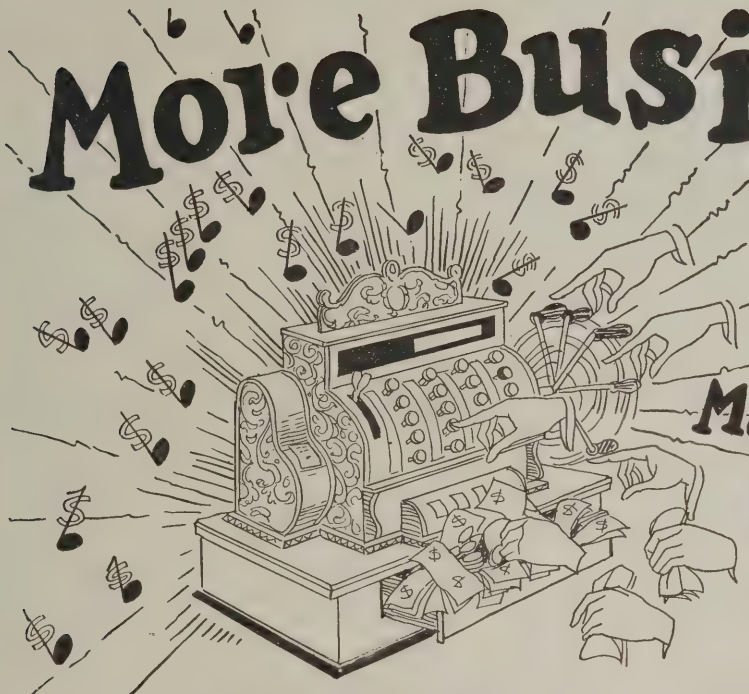
"Snow Insurance" is the title of a pamphlet being issued by the Barber-Greene Co., manufacturers of standardized material handling machines. On page 3 of this pamphlet appear figures showing the yearly average for cities in many parts of the country with regard to snow insurance. Mechanical snow loaders are the best possible insurance against the tying up of business by snow, according to this pamphlet. The Barber-Greene snow loader is claimed to be able to replace from 50 to 200 men in handling snow. The company believes the machine will soon pay for itself in labor-saving alone. The machine is so constructed that it can be converted into a self-feeding bucket loader for use during the summer, officials point out. They say it has already proved its capacity and endurance despite the fact that it is a comparatively recent invention.

* * *

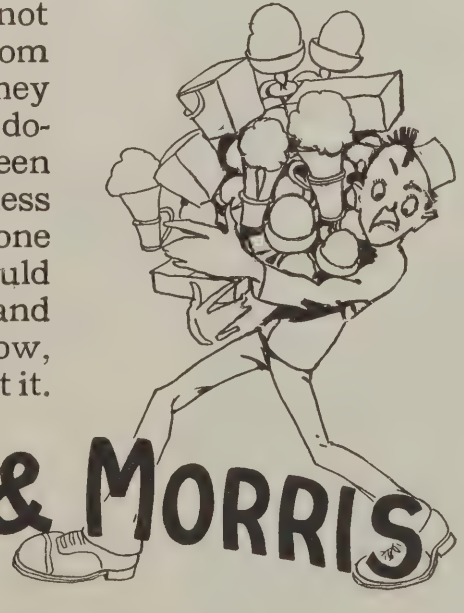
J. Lester Barr & Company, mechanical and architectural engineers of Baltimore, Md., announce their removal to larger quarters at 2700 North Charles St., Baltimore. Mr. Barr writes that they are now in position to serve their

More Business

Makes Music for both Manufacturer & Dealer



WE ADVERTISE ICE CREAM. Work with many of the biggest manufacturers. Study their particular conditions, keep in constant touch with them all through the year, plan their campaigns, supply window displays, posters, mailing literature, newspaper campaigns, etc., help them to sell Ice Cream and not infrequently save them from frittering away good money unwisely. We have been doing the job for almost fifteen years and if your business does not conflict with someone we are now serving we should like to discuss advertising and selling with you. Write now, while you are thinking about it.



BARKER DUFF & MORRIS

Union Trust Building, Pittsburgh, Pa.

Tuning In on a Tub

Why throw your old ice cream tubs on the discard? A tub that is leaking or has missing hoops can be re-conditioned and will give many months more of service.

The Gilmour Hoop Machine is in use by many leading manufacturers and is giving their tubs a new lease on life. It's a simple machine any boy can operate, and will last almost a lifetime. Keep your old tubs in good condition with a Gilmour. Buy fewer new tubs, and save money. The Gilmour will do it. Sent for 30 days free trial, upon request.



Gilmour Hoop Machine Company

Owensboro, Ky.

Third St. Masonic Bldg., Ground Floor

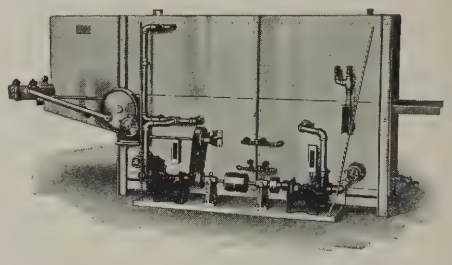
clients better than ever. In addition to rendering a mechanical and architectural engineering service they design ice cream and milk plants, creameries and special heating, ventilating, plumbing, refrigeration, filtering and power plant equipment.

* * *

Dave Steiner will attend the Kansas ice cream manufacturers' convention at Topeka in December, and will exhibit material for the Wolf Advertising Co. This announcement was made on November 5.

A COMBINED BOTTLE AND CAN WASHER.

The small and moderate sized creamery and milk plant have long felt the need of a washer which would enable them to wash both bottles and milk cans, with solution water under pressure, without the necessity of installing separate machines to accomplish these two purposes.



The Creamery Package Mfg. Company 61-67 W. Kinzie Street, Chicago, have recently perfected a machine known as W-116 combined bottle and can washer which fulfills this need.

This washer will wash, rinse and sterilize bottles inverted in the cases at the rate of 1,800 quarts or 3,000 pints, half pints or quarter pints per hour. With can racks supplied with outfit it will wash, rinse and sterilize cans up to ten gallon size at the rate of 135 per hour. No change of the machine is necessary when changing from bottle to can washing or vice versa. In fact, it is possible to wash cans and bottles at the same time.

The manufacturers will be glad to supply complete descriptive literature if you will address them as above.

* * *

ESTABLISH RESEARCH ASSOCIATESHIP.

We are advised by C. A. Barry, president of the Heathized Products Company, 400 North Michigan Avenue, Chicago, that the Heathized Products Company of Chicago and the Heathized Butter Company of Baltimore have established a Research Associateship at the Massachusetts Institute of Technology for the investigation of some of the problems of the butter and ice cream industries of America. Although this work will be supported by the above companies, nevertheless they desire that it shall benefit the industries as a whole. They invite the butter and ice cream manufacturers of America to consult with them frequently regarding the problems that come within the scope of this work.

* * *

PAMPHLET ISSUED ON NEW RECORDER.

The American Schaeffer & Budenberg Corp. has issued a pamphlet illustrating and describing a newly designed recorder of the strip, or continuous chart, type. It is intended for applications where it is desirable to obtain a record of temperatures or pressures over an extended period of time and where the cycles of operation are of relatively short duration requiring a wide, open record enabling detection and study of the slightest variations.

The Columbia Strip Chart Recorder is furnished for the recording of all pressures (steam, air, water, ammonia, hydraulic, etc.,) vacuum and temperatures up to 1,000 deg. F.

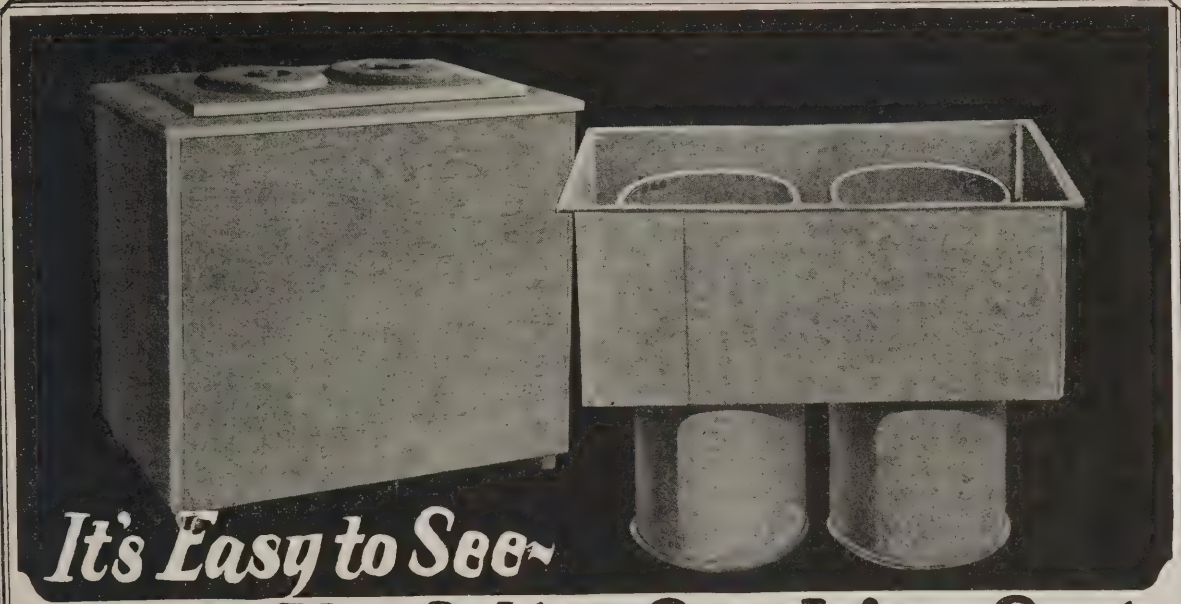
The chart of this recorder is 6 inches wide with effective recording area of 4½ inches and is 90 ft. long. The clock movement is of special construction and moves chart 6 inches per hour. An automatic re-wind device takes up the recording chart.

Officials say they will be glad to send a copy of the pamphlet to anyone addressing request to the main office at Berry and South Fifth Sts., Brooklyn, N. Y.

* * *

NEW BUFLOVAK BOOKLET.

The Buffalo Foundry & Machine Company of Buffalo, N. Y., have issued a very attractive booklet entitled "Buflovak Apparatus." This booklet describes the Buflovak processes for producing dry or evaporated milk products, powdered, evaporated and condensed milk and semi-solid and dry buttermilk. This booklet should be of considerable interest and value to those engaged in the manufacture of dry and evaporated milk products, or those who are contemplating adding condensing equipment.



It's Easy to See— Why this New Cabinet Cuts Icing Costs

HERE is revealed the inside construction of the new Jamison Ice Cream Cabinet. *Exactly Why* it is the most economical and practical cabinet on the market is also evident. In cabinets of the standard type, the ice and salt compartment extends the full depth of the cylinders. In the new Jamison Cabinet, it extends only half way down. Insulation replaces one-third to one-half the ice and salt used *in all other cabinets.*

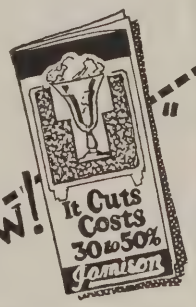
But unequaled economy of operation is not its only advantage. Like all other products built by Jamison, it is made of only the finest materials, put together by the most careful and capable hands. It is built to give cheaper service than any other cabinet — ***but longer service too.*** For example, insulation is of finest grade pure cork board (not granulated cork or shavings or other inferior materials) tightly sealed with asphalt. And, instead of 2″ to 4″ insulation as found in other cabinets, 4″ to 6″ surround the compartment and cylinders of the Jamison Cabinet.

Let it Prove Our Claims in Your Own Plant

The new Jamison Cabinet is now ready to prove our claims in your own plant. In the city of Washington over 700 of these cabinets have been in service for more than a year. In every instance big reductions—30% to 50%—in icing costs have resulted. A test in comparison with any cabinet you are now using cannot fail to prove that the Jamison Cabinet will be worth its cost many times over. The coupon will bring you descriptive literature, details of construction, sizes and prices. Mail it today.

JAMISON COLD STORAGE DOOR CO.
Hagerstown, Md.

Jamison Ice Cream Cabinets



Clip this Coupon NOW!

Jamison Cold Storage Door Co.,
Hagerstown, Md.

Gentlemen: Send me your folder entitled "It Cuts Costs 30 to 50%," together with list prices on the New Jamison Ice Cream Cabinet.

Name .....
Street .....
City and State.....

New Orleans is Host to Refrigerating Engineers

THE National Association of Practical Refrigerating Engineers held one of its most successful conventions in New Orleans, November 11, 12, 13 and 14, 1924. This was the fifteenth annual convention and exhibition of this association. In the matter of attendance, all previous records were broken, as a total of 908 were registered at this convention. Members were present from practically all states of the Union.

The educational program contained fifteen professional papers, which were of special interest, not only to operating engineers, but also plant managers and owners. Real Southern hospitality was shown in the entertainment features of the convention.

On Tuesday evening the members and guests were entertained by a boxing show at the Young Men's Gymnastic Club. On Wednesday afternoon, an excursion was taken on the river to various points of interest. This was followed by a smoker and motion picture entertainment in the evening. On Thursday evening the annual banquet was given at the Southern Yacht Club.

The reports of the secretary and treasurer showed that a large fund is being raised for carrying out the educational work of the association. The secretary's report showed that the membership at the time of the convention was 2,366. The convention voted to change the name "Subordinate" to "Chapter."

One of the interesting features of the convention was the exhibition of machinery, fittings, supplies, etc., in which approximately 70 manufacturing concerns took part. These firms were allotted exhibition space for their contribution to the educational funds of the association.

The following officers were elected for the N. A. P. R. E.:

President, Erle Ormsby, St. Louis, Mo.

First Vice-President, B. S. T. Dobres, New Orleans, La.

Second Vice-President, Fred I. McCandlish, Kansas City, Mo.

Secretary, Edw. H. Fox, Chicago, Ill.

Treasurer, Chas. W. Chapman, Detroit, Mich.

Sergeant-at-Arms, John Roth, Emporia, Kans.

Board of Directors.

F. B. Fulmer, chairman, Oakland, Calif.
T. V. Lawson, San Antonio, Tex.
James A. Ferguson, Pittsburgh, Pa.

Educational and Examining Board.

H. R. Halterman, Chicago, Ill.

Committee on Standards.

Van R. H. Greene, chairman, New York, N. Y.

Committee on Engine Room Records.

A. J. Authenreith, chairman, Chicago, Ill.

Publicity Committee.

Edw. H. Fox, chairman, Chicago, Ill.

Committee on Exhibits.

C. L. Whittemore, chairman, St. Louis, Mo.

Detroit was selected as the next convention city.

OUR FIRST ONE FOR 1925.

A very serviceable calendar from the Dearborn Chemical Company is the first to reach the editor's desk. It is one of those big ones that cover a big spot on the wall and the figures are so big that "all who run may read." The company calls attention to the fact that it has laboratories and factories in New York and Chicago, with sales branches in Milwaukee, St. Paul, Minneapolis, Peoria, Kansas City, Denver, Los Angeles, San Francisco, Detroit, Cleveland, Syracuse, Pittsburgh, Cincinnati, Indianapolis, Philadelphia, Boston, Honolulu, Manila, Habana, Barcelona, Santiago and Buenos Aires.

WHERE IS THIS?

Rastus: "Boy, it was so cold whar I cum fum we had to frow watah out de window an' slide daown de icicle to git out ob de house."

Mose: "Yo'll talk nuffins. Whar I lib it's so cold we gotta build fiahs unddah de cows to stop 'em fum givin' ice cream."—Jackson Gazette.

Sell more with these signs



Cost Less
Last Longer

"Hallowell" steel signs are practically indestructible. First cost is last cost. Special prices in quantities get details now. Write.

Standard Pressed Steel Co.
Box A JENKINTOWN, PA.

"SUPERIOR" TUB COVERS



Made for Service
of extra heavy canvas. Double sewed and plenty of lap to cover tub. Ample in size.

Write for Samples and Prices

Scott Mfg. Co.
1501-5 Howard St.
OMAHA, NEBR.



Gold!

And a Better Strike Than Ever Made by Many of the Best "49s"

In "Fresh Fig"

(San Leon)

Ice Cream

Order a Trial Package of This Deliciously Different Ice Cream Flavor. Incomparable for Goodness.

RICH is the taste of ice cream flavored with San Leon Fresh Figs, and incomparably delicious. The lingering taste and yearning for more is the element that puts gold into the ice cream manufacturer's pocket.

GUARANTEED FRESH, because we only prepare and sell to ice cream manufacturers the output from our own Fig Orchards on the Gulf Coast. Our Figs are allowed to attain the correct degree of ripeness to give them their incomparable flavor.

You don't know what a good flavor in ice cream is until you have tried San Leon Fresh Figs. And, if you want something to win customers, you'll find it in San Leon Fresh Figs.

SAN LEON FIG ORCHARD CO.

2308 Ave. K

GALVESTON TEXAS

L. M. KELSEY, President E. T. ELMENDORF, Sec.-Treas.

This Fall—

WHEN you are turning over in your mind the various improvements which this season's business has shown to be advisable, consider **this.** That the most important and beneficial change you can **possibly** make is an improvement in the quality of your **Vanilla Ice Cream.**

There is a particular **Vanilla** which fits **your** Ice Cream better than any other. **You** should buy **that** Vanilla. Sethness Company has, by means of a series of freezing tests, determined the particular type of Vanilla Flavoring best suited to each mixture of the various dairy products used in Ice Cream manufacture.

We believe there is room for improvement in the flavoring of every Ice Cream. We will be highly pleased to offer you the result of our labor along this line.

Get in touch with the Sethness salesman in your territory or write Sethness Specialty Department. Both are at your service for the increase of your Ice Cream Volume.

SETHNESS COMPANY

Manufacturers Since 1880

Extracts, Colors and Fruits

CHICAGO

Cosco TRADE MARK *For Forty-four Years the Mark of Quality in Ice Cream Products*

C. NELSON MFG. CO. EXONERATED OF UNFAIRNESS.

At the New Orleans convention the financial differences between the Frick Ice Cream Company, Corsicana, Tex., and the C. Nelson Mfg. Co., St. Louis, were submitted to an arbitration committee, in accordance with the admirable policy adopted by The Association of Ice Cream Supply Men.

After hearing both sides of the controversy the committee completely exonerated the C. Nelson Mfg. Co., and according to agreement, the secretary of The Association of Ice Cream Supply Men, Roberts Everett, issued the following statement for publication:

In a letter to The Association of Ice Cream Supply Men, copies of which were sent to several ice cream companies and to the secretaries of the Texas, Southern and National Associations of Ice Cream Manufacturers, the Frick Ice Cream Company of Corsicana, Tex., shortly before the New Orleans convention, made accusations of commercial unfairness in certain dealings on the part of the C. Nelson Mfg. Co. of St. Louis.

Informing the Frick Ice Cream Co. of its adherence wherever possible in matters involving its members to a policy of friendly intermediation, The Association of Ice Cream Supply Men offered the services of one of its officers in an intermediary capacity in the matter that apparently was at issue between the Frick Ice Cream Co. and the C. Nelson Mfg. Co.

No settlement of the issue occurring as a result of this, however, the two companies agreed to submit their differences to trade arbitration. An agreement was signed by each to abide by the decision of a board of arbitrators. Each company designated two arbitrators. The four so chosen designated a fifth.

The Frick Ice Cream Co. designated W. W. Campbell, vice-president of the National Association of Ice Cream Manufacturers, and B. C. Brown, a New Orleans ice cream manufacturer, and a member of the National and Southern Associations of Ice Cream Manufacturers. The C. Nelson Mfg. Co. designated John H. Mulholland, John H. Mulholland Co., Philadelphia, and L. B. Esmond, Essex Gelatine Co., Boston. The four arbitrators so chosen agreed upon Wyn B. Morris, Barker, Duff & Morris, Pittsburgh, as the fifth member, and chairman of the board.

A five-hour hearing was held in the St. Charles Hotel, New Orleans, late in the evening and early in the morning of November 14 and 15.

The charge presented against the C. Nelson Mfg. Co., the agreement signed by both parties, and the decision of the board of arbitrators have been issued for publication.

The decision of the arbitrators completely exonerated the C. Nelson Mfg. Co. of unfairness. The Frick Ice Cream Co. subsequently repudiated its agreement to abide by the arbitrators' decision.



OUTLINE OF EVENTS OF FIRST JOINT CONVENTION.

(Continued from page 14)

The party will leave Seattle on the S. S. Ruth Alexander of the Admiral Line, sailing at midnight December 6 and arriving in San Francisco December 9. A sort of get-together rally will be held on board and the party will have an opportunity to rehearse the songs and stunts planned for the convention.

Convention headquarters will be at the Hotel Oakland and arrangements have been made for the accommodation of 500 ice cream manufacturers and supplymen and their wifes. No matter how many of the Western ice cream conventions you have attended, your past experience will furnish only a slight indication of what's in store for you at Oakland next month. Either the convention program or the show, alone, would make your trip to Oakland in December well worth while. Taken together, they form an unbeatable combination.

No ice cream man can afford to miss it.



You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

ANDERSON ESKIMO PIE MACHINE



THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

20 finished Pies a minute
100 dozen per hour
on the

ANDERSON ESKIMO PIE MACHINE

Cuts—Dips—Wraps

It is a sanitary machine. Pies are made untouched by hand.

Every operation on the Anderson Eskimo Pie Machine is absolutely automatic.

The only machine made that cuts, dips and wraps in one continuous operation.

It lowers manufacturing costs.

It is endorsed by leading Ice Cream Manufacturers.

Manufactured by
Anderson Bros. Mfg. Co.
Rockford, Illinois

Sold by
Eskimo Pie Corporation
Exclusive Sales Agents
5 N. Wabash Ave., Chicago

Captain CHAS. B. COLBY, P. O. Box 1223, Sydney, Australia
Exclusive Representative and Sales Agent for Australasia

SCENES AT CLARKSBURG

where members of the Ice Cream Manufacturers' Association of West Virginia will meet in Convention, December 9 and 10.



Convention Headquarters

WALDO HOTEL
Clarksburg,
W. Va.



One of Clarksburg's Large Office Buildings.



Main Street, Clarksburg, West Virginia.



BUSINESS CENTER OF CLARKSBURG.

Convincing Evidence!

HERE are excerpts from a few of many letters received from ice manufacturers throughout the country who have put G-W Welded-Seam Ice Cans to every test and are completely satisfied with results.

Users are enthusiastic not alone because these cans speed up ice making, but because the remarkable strength and durability of the *riveted-less* welded seams keep maintenance down to rock bottom.

Write NOW to the nearest office for information concerning these dependable aids to economy in ice making.

GIFFORD-WOOD COMPANY
5 HILL STREET HUDSON, N. Y.

New York: 50 Church St. Chicago: 565 W. Washington St.
Boston: 222 State St. Pittsbugh: Peoples Bank Bldg.

Plants: HUDSON, N. Y. and OAKMONT, PA.

PRATT ICE AND COAL COMPANY
Agents for GOULD Batteries
PRATT, KANSAS
September 16th, 1924.

"The greatest improvement in Ice Can manufacture since the beginning of the industry."

H. C. Wenkel

THE INDEPENDENT ICE & FUEL COMPANY
Manufacturers of Ice, and Dealers in Coal
Plant and Yard: North 16th and F Streets
Phone 3465
Richmond, Indiana

"My expectations have been more than realized. We are entirely sold on the welded seam."

F. Carlyn Magner Jr.

H. V. LUTCKEN
Hightstown, N. Y.

"— using your cans two seasons and they have never leaked."

H. V. Lutcken

GOLDEN STAR DAIRY
Pure Tuberculin Tested Pasteurized
MILK AND CREAM
East Liverpool, Ohio
Sept. 18, 1924.

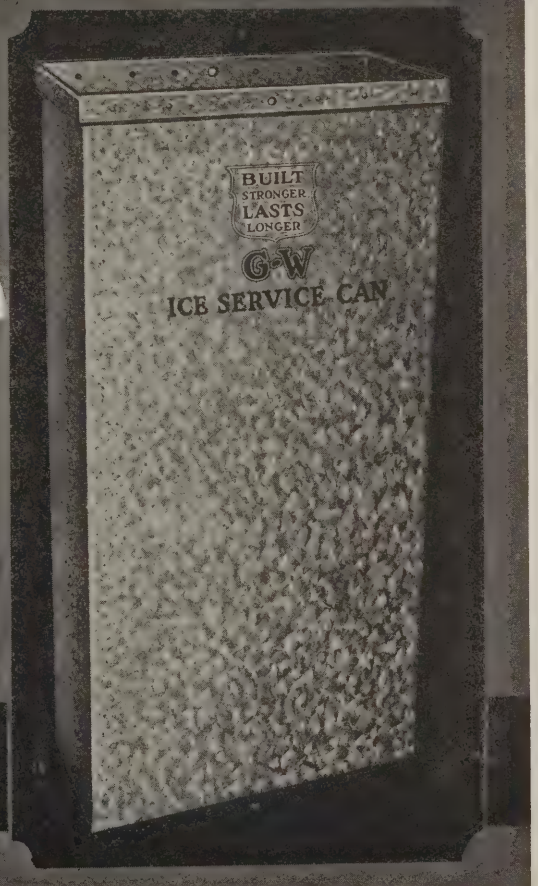
"We have never had a can give way — allowed cans to freeze up a second time."

Fred O. Klemm

OLEAN SERVICE COMPANY
ICE, COAL AND WOOD
East North and Main Street Yards
Phone 1243
OLEAN, N. Y. September 16th 1924

"Found them so satisfactory that we purchased nothing else to meet our requirements for this season."

Cyrus Cline



Gifford-Wood Co. BUILT STRONGER LASTS LONGER
WELDED-SEAM ICE SERVICE CANS

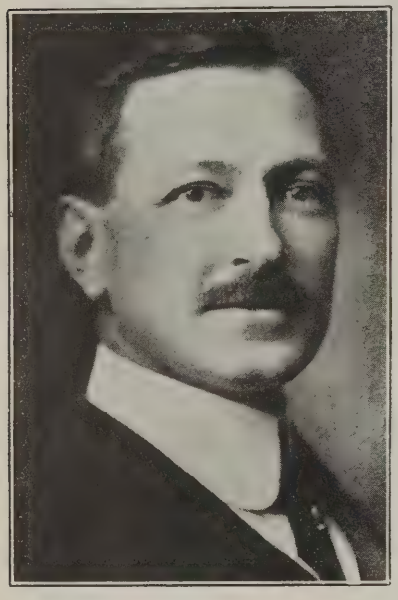
WASHINGTON—MAINE

News From Far and Near

CALIFORNIA—FLORIDA

Rochester, N. Y.—The thirty-fifth milestone of useful service in the ice cream industry has been passed by the Rochester Ice Cream Co., Rochester, N. Y., which began the manufacture of ice cream in 1889. The company entered the ice cream industry at the time when the product was distributed in tubs.

Someone with a passion for figures has estimated that if all the ice cream made by the company and eaten in Rochester were served in cones, there would be 32,500,000 cones of Rochester ice cream eaten during the year, or 130 cones per person. Again, if the ice cream sold by the company were divided into quart bricks, there would be 2,600,000 bricks sold, enough to put up a good sized office building.



S. T. NIVLING.

Officers of the company are S. T. Nivling, for many years prominent in national association activities, president and treasurer, and H. J. Coyle, secretary. These officers enumerate the following points in connection with the success of the company over a period of 35 years:

1—First to introduce the cold air blast.

2—First to introduce mechanical sterilization of utensils.

3—First to employ chemists and bacteriologists to make daily tests for purity.

4—First to install cabinets in stores.

5—First to introduce the modern carton for brick cream.

6—First to circulate brine around ice cream instead of ice and salt, thus freezing cream in a more sanitary manner.

Vancouver, Wash.—The new plant of the Maid O'Wauna Ice Cream Co., which was completed this summer, makes that company one of the leading concerns of the West. The company is operated by J. P. Breckel, who also manages the plant. Mr. Breckel purchased the ice cream business from the Columbia Dairy Products Co. in January, 1921. A quarter block on 20th and Main Sts. was purchased by Mr. Breckel and ground was broken on February 10, 1924, four months later having completed the new building without any burden in any way to the manufacture and delivery of ice cream. It has been said that the building more nearly resembles an up-to-date apartment house than a factory; the architecture being on the style of the Spanish mission type with an exterior of cream stucco finish, red Spanish tile roof, shrubbery and flowers planted between the sidewalk and the building. There is a flower box in every window. The principal decorative feature of the building is the Indian maiden's head in bas relief. Sound-proof walls prevent the hum of machinery from being heard on the street. The entire interior of the building is painted with gray and white vitrolite enamel of five coats, making it as sanitary and as easily cleaned as a surgeon's operating room. The company employs no salesmen.

Grove City, Pa.—The wholesale ice cream business of J. H. Curry has been purchased by Shillito and McCoy.

Los Gatos, Calif.—Announcement has been made of the appointment of J. Paulson as manager of the Los Gatos Ice Cream Co.

Little Rock, Ark.—The Clark Ice Cream Co. has filed articles of incorporation. It is capitalified at $12,500. The officers are W. H. Clark, president and treasurer; Mrs. Josette Clark, secretary; C. W. Smale, John D. Moore and H. H. McIntye, directors. The company will conduct a general ice and cold storage plant, and buy and sell dairy products and ice cream.

Stuttgart, Ark.—A. Palm and Fred O. Peterson have purchased the interest of G. A. Meyer in the Grand Prairie Ice Cream Company.

Mangum, Tex.—Announcement was made recently of the forming of the partnership of Cowan, Wicker & Jacobs, composed of Monroe Cowan, Chester Wicker and Earl Jacobs, who will establish a large ice cream and bottling plant and creamery at Mangum. An up-town location has been secured for the plant and a building will be erected early in 1925. It is estimated that the building will cost $40,000, including the machinery.

Wilmington, Del.—Arctic Products Company, manufacture ice cream, incorporated for $300,000. (Colonial Charter Company.

Leesburg, Fla.—The Lake County Ice Cream Co. has been sold by W. O. Johnson to J. G. Porter for consideration of approximately $18,000. The plant only recently was erected.

Hagerstown, Md.—D. Paul Shilling of Funkstown has resigned as plant manager for the Imperial Ice Cream Co. of Hagerstown.

Hamilton, O.—The Ohio Ice Cream and Cone Co. has been incorporated with a capital stock of $25,000 by Peter Janetos and Gus Pappas.

Irwin, Pa.—Announcement has been made that L. M. Hamilton, proprietor of Hamilton Ice Cream Co., will discontinue the manufacture of ice cream and in the future will buy Penn Cress Ice Cream. This is one of the oldest retail ice cream manufacturers in the state.

Jacksonville, Ill.—The College City Ice Cream Co. of Galesburg leased the plant formerly operated by the Jacksonville Ice Cream Co. and will operate the plant, according to recent announcement. The company consists of H. G. Hawkinson and his sons, N. H. and N. F. Hawkinson. This firm also owns a plant in Galesburg.

Nashville, Tenn.—Charles S. Rose, for 11 years sales manager of the Union Ice Cream Co., has resigned his position to become general manager of the Velvet Ice Cream Co. of Nashville. The Velvet Ice Cream Co. is a successor to the Sidebottom Ice Cream Co., recently sold in Nashville. The Velvet Ice Cream Co. will continue to operate at the old Sidebottom location, 143 Sixth Ave., North. New machinery and other equipment will be added as the Velvet Ice Cream Co. has need.



No. 991
Santa Claus
$2.00 each

ICE CREAM MOLDS

For Large and Individual

FANCY SHAPES

Suitable for Christmas and all other Occassions.

SEND FOR BOOKLET

EPPELSHEIMER & CO.
Manufacturers
34-44 Hubert St. NEW YORK CITY

THE DIVID-O-GRAPH

A suitable and practical measuring device, consisting of indestructible pencil and dividers.

Time saving, labor saving and accurate. The cost is saved every day it is used. Nickel plated dividers, two erasers, leads in metal container, and indestructible pencil.



$2.50
Sold only through jobbers.

Order from your jobber today, it means money in your pocket.



THE DIVID-O-GRAPH CO.
SIOUX CITY IOWA

OUR EXPERIENCE IN GELATINE HAS
BEEN ACCUMULATIVE
SINCE 1868

WHY NOT SEND FOR SAMPLES

MILLIGAN & HIGGINS GELATINE CO.
222-224 FRONT ST. NEW YORK, N. Y.

QUALITY SERVICE ECONOMY



A Service Unequalled

at Profitable Prices with Quality Workmanship

JOHN WOOD
ICE CREAM CANS

Electric Weld

Unquestionably the best can you can use for ice cream and the price is right.

There's double economy in John Wood Cans because we can retin then at a price below a soldered can.

Get our Prices.

Shipments from Chicago Stocks.

OVER 1,000,000 NOW IN USE

SPECIAL TRAINS TO CONVENTION.

A special train carried ice cream manufacturers of New England, New York, Ohio, Michigan, Illinois, Kentucky, Tennessee and other states to the national convention over the Illinois Central. Another special carried members from Maryland, Pennsylvania and New Jersey. A train of 15 Pullman coaches brought deledates from states west and north of Chicago, arriving the day before the convention.

SALESMEN'S CLUB RE-ELECTS THOMAS.

N. M. Thomas of Philadelphia was re-elected president of the Salesmen's Club of The Association of Ice Cream Supply Men. The salesmen's annual convention was held Tuesday of the convention at St. Charles Hotel. It was marked by spirited discussions. The following directors were elected:

N. M. Thomas, H. H. Miller Industries Co.; Howard Black, John H. Mulhollond Co.; Thomas J. Stewart, Milligan & Higgins Gelatine Co.; John J. Tracy, Essex Gelatine Co.; Robert Rosenbaum, David Michael & Co.; Lou Chamberlain, Nizer Co.; C. H. Achelpohl, Citrus Products Co.; J. W. Mulligan, Rex Extract Co.; A. E. Parks, Solar-Sturges Co.

These directors, in turn, elected N. M. Thomas as president, C. H. Achelpohl as treasurer, Lou Chamberlain as vice-president, and Chas. W. Caldwell, assistant secretary of The Association of Ice Cream Supply Men, as secretary.

President O. S. Jordan, president of The Association of Ice Cream Supply Men, heartily congratulated the club on its successful year.

You'll make better ice cream if you get "The Ice Cream Review."


Patented Jan. 21, 1923

Texas Barrel Company has installed one of the largest Barrel, keg and Ice Cream Tub plants in the South and will be ready to serve its tub customers at an early date. Texas Barrel Company had the misfortune to lose its Tub plant by fire in August but in its place has arisen a magnificent factory capable of serving a wider territory.

Service and good workmanship our motto.

TEXAS BARREL COMPANY

Box 665 HOUSTON, TEXAS

Jacksonville, Ill.—The College City Ice Cream Company of Galesburg has leased the plant formerly occupied by the Jacksonville Ice Cream Company here.

Litchfield, Minn.—The new plant of the Litchfield Ice Cream Company is nearing completion. It will be equipped with hardening rooms and cooler put in by the Insulation Sales Company, Minneapolis.

Minneapolis, Minn.—The new plant of the Woodlake Dairy Company, 63rd and Penn Ave. S., is about completed and ready for business. This plant is equipped with a modern built-in type cooler insulated with cork board installed by the Insulation Sales Company, Minneapolis.

Austin, Minn.—The Austin Dairy Products Company have recently added ice cream hardening rooms and large cooler to their equipment, these rooms being insulated with cork board insulation and equipped wth Jamison refrigerator doors, installed by the Insulation Sales Company, Minneapolis.

SOUTHERN EXPOSITION BREAKS PREVIOUS FOR DIXIE.

(Continued from page 82)

Article 5, Annual Meeting.

The time and place of annual meetings shall coincide with the time and place of the annual meeting of the Southern Association of Ice Cream Manufacturers.

The question of an exhibition or display at annual meeting shall be left to the board of directors who will canvass by mail all houses holding membership in the Dixie Flyers to get an expression as to whether or not an exhibition will be held, the majority of such replies to decide the question.

Section 1—The commission by any member, of an act which discredits or otherwise injures this body shall be cause for expulsion of such member by the board of directors.

Article 6.

Section 2—A member charged with the commission of an act or acts which is proved, would warrant his expulsion shall be duly notified in writing of the charge or charges against him, and he shall be given a fair opportunity to be heard at a meeting of the board of directors or to submit his defense in writing if he so elects.

Section 3—To expel a member a majority vote of the board of directors shall be necessary.

Article 7, Vacancies.

Vacancies in the board of directors occurring by reason of death or resignations, or other cause, the vacancy will be filled by the majority vote of the remaining members of the board of directors. The person elected to serve until the next annual meeting of the Dixie Flyers at which time a new director will be elected by the vote of the members of the Dixie Flyers.

Article 8, Amendments.

Amendments to the constitution or by-laws of this body may be made at any annual meeting and adopted by a two-thirds vote of the membership and such proposed amendments shall be published in the official journals thirty days prior to the annual meeting.

Election Procedure.

The candidates for officers shall be nominated from the floor and voted upon by secret ballot. The president to nominate three tellers to count the votes. The person receiving the highest number of votes to be declared elected. Voting on officers shall be in the following order: First, president; second, vice-president; third, secretary; fourth, treasurer, and then directors sufficient to fill any vacancies that may be in the board of directors.

BY-LAWS.

Article 1.

The report of officers, directors and of committees shall be written reports.

Article 2.

The board of directors will audit the books of the treasurer.

Article 3, Order of Business.

For all meetings shall be:
First—Roll Call.
Second—Reading of Minutes of previous meeting.
Third—Report of Officers.
Fourth—Report of Committees.
Fifth—Unfinished Business.
Sixth—New Business.
Election of officers shall come under NEW BUSINESS.

MULHOLLAND *on the job*

FIVE COLORS
PORCELAIN ENAMELED



NATIONAL EMBLEM
18-in CIRCLE

In pairs, Dish and Brick. Price, $6.00 per pair.

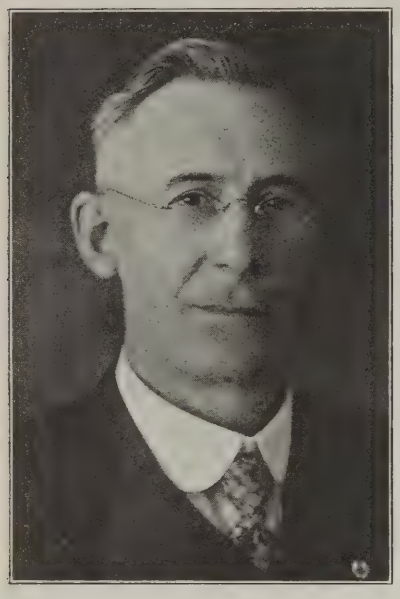
Salt cannot injure the colors.

READY TO PLACE ON DELIVERY TRUCKS
In conjunction with and not disturbing your present lettering.
Immediate shipments in any quantity.

JOHN H. MULHOLLAND COMPANY
1033 Chestnut Street Philadelphia, Pa.

ICE CREAM MAN HONORED BY REFRIGERATING ENGINEERS.

The ice cream industry was honored by the National Association of Practical Refrigerating Engineers, when that body elected F. B. Fulmer of Oakland, California, chairman of its board of directors, this action being taken at the association's annual convention. The convention preceded by just a few days the sessions of the National Association of Ice Cream Manufacturers. Mr. Fulmer was quite an active man at this period. In addition to making a number of highly interesting addresses before the engineers, he presented the ice cream manufacturers with a splendid paper on iceless cabinets. Then, to top off his active convention work, he had to hurry from the New Orleans convention to get ready for the great joint convention to be held on the Pacific Coast in connection with the Pacific Slope Dairy Show.



F. B. FULMER.

LOUISIANA CONVENTION DATES CHANGED.

The annual convention of the Louisiana Association of Ice Cream Manufacturers was scheduled for Nov. 21, in New Orleans, immediately following the "National." The meeting was postponed, and will be held on January 13, 14, 1925. Full particulars in next issue.

MISSISSIPPI MAKERS TO MEET IN JANUARY.

The next annual convention of the Mississippi Ice Cream Manufacturers' Association will be held on January 15, 1925. Announcement of place and program in uary 15, 1925 at Vicksburg. National Park Hotel will be convention headquarters. Details in our next issue.

LADIES FEATURE NEW ORLEANS CONVENTION.

The Southern and national conventions were featured by the large number of ladies attending. The ladies outdid themselves in adding color and charm to the occasion. The Ladies' Auxiliary to the Southern Association of Ice Cream Manufacturers held its best convention on record, the attendance being nearly double that of the previous convention. Entertainment was on foot for the fair visitors at all times, including auto tours of the city, theater parties, luncheons, receptions, etc.

Mrs. R. J. Massey of Chicago was elected president of the auxiliary. She succeeds Miss Sally Mahoney of Chicago. Mrs. W. J. Barritt of Tampa, wife of the convention president of the Southern association, was elected vice-president. Miss Ruth O'Neal Dawson of Chattanooga was named secretary, succeeding Mrs. E. B. Geisel of New Orleans.

Mrs. Geisel played her usual part as central figure in the entertainment features of the convention. She added to her exceedingly splendid reputation as a charming hostess.

The auxiliary kept open its registration booth for the national convention, having someone on hand to extend courtesies to visiting ladies from out of the South.

QUALITY PROGRAM FEATURES GREAT SOUTHERN CONVENTION.

(Continued from page 76)

A round-table discussion at which officers were elected and the next place of meeting selected brought the convention to a close.

NEW ORLEANS had scored another triumph. The birthplace of the Southern association had received the members from every Southern state and accorded them hospitality such as will long be remembered. The climax to the occasion came at the association's annual banquet at the Hotel Roosevelt on the evening of November 16. The majority of the delegates enjoyed the Sabbath by taking the boat trip provided for the occasion, this trip proving a most delightful feature of a most delightful convention. So it was that the national association found a large number of Southern manufacturers on hand for the opening of its 1924 convention.

EXTRACT MEN MEET.

Representatives of extract companies belonging to The Association of Ice Cream Supply Men met in the Rose Room of the St. Charles Hotel, on Tuesday of the convention.



STOUT

Schroeder Perfection Cabinets

They're Stoutly Built.
They're Well Insulated.
They're Handsome.

Tub and Metal Lined Bulk, Brick and Combination Cabinets in Mahogany Smooth Panel and Golden Oak Ceiling Finish.

Our Stout Cedar Tubs are right, and our prices, too.

Let Us Quote on Your Needs

STOUT MFG. CO., 610 Sycamore St., Milwaukee, Wis.

ICE CREAM MIX

New and Enlarged Edition

A book every ice cream man should have handy.

Contains formulas for making mix of all ingredients. Tells how to figure formulas, costs, etc.

PRICE $1.00

Sent anywhere postpaid on receipt of remittance

The Olsen Publishing Co.

Fifth and Cherry Sts. Milwaukee, Wis.

25% Off Gross Weight On Glacifiers

On Oct. 1st the new express rate was effective throughout the United States

When the tub costs.....	$0.77	$0.84	$0.89	$1.08	$1.26
The Glacifier costs.....	.46	.49	.52	.64	.74
Saving by use of Glacifier.	.31	.35	.37	.44	.52

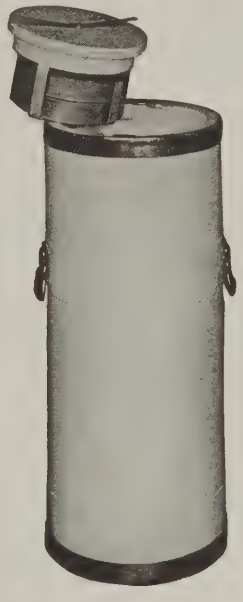
And the gross weight of Glacifier—five gallon size—packed ready for shipment, is 90 pounds.

The gross weight of Ice packed tubs — five gallon size, ready for shipment is 155 pounds.

With Glacifier packers you pay the rate on 67 pounds.

With Ice-packed tubs you pay the rate on 115 pounds.

With Glacifier you save the rate on 47 pounds in every five gallon shipment.



5 Gallons Bulk



20 Quart Brick

And you save the cost of 60 to 95 pounds of ice — *on every five gallon shipment.*

And you save twenty to thirty per cent on the cost of handling—*on every five gallon shipment.*

And you save the wear and tear (due to corrosion) on your packing and delivery equipment.

And—now—as a plus in all this:

You save 25 per cent on the gross weight!

Figure it out for yourself.

Write us your requirements and we will tell you just how much Glacifier will save you based on these requirements.

Glacifier Packers are made in 1 gal., 3 gal. and 5 gallons for bulk and brick cream.

Send for cost comparison and express rate comparison.

The Glacifier Co.

15 Miller St. SOMERVILLE, MASS.

NEW ORLEANS SERVES AS HOST TO "NATIONAL."

(Continued from page 74)

"The housewife, having tried a new and perhaps novel ice cream, would later want to serve the same ice cream at a week-end dinner, or at a party. The desire for this cream having been created by the advertising, additional sales would thus be created. The amount of this business would form no inconsiderable item in the course of a year."

And the very nature of the campaign, according to the presentation of the matter to the convention, "full of suggestions as it will be," would result—

"Not only in the sale of vast quantities of the weekly special ice cream advertised for a particular week or part thereof, but it would also make the people 'ice cream conscious,' with the result that ice cream would more often be consumed during the week, on the table, at the soda fountain and elsewhere."

Members of the national association, under one plan outlined, would be informed in advance of the program of different flavors for the different weeks. Newspaper advertisements, prepared in advance, would be sent to manufacturers in electro or matrix form so that manufacturers who would want to advertise these weekly specials in their local newspapers could do so with a minimum of effort and expense. This would call not only for linking up in local newspapers but also utilizing delivery wagons and trucks to call attention to the special for the coming week.

ONE of the really informing features of that part of the convention bearing upon national advertising was the presentation of a chart showing that if this industry had done one-third as well as the average of the industries whose activities have been studied and charted, this industry would have sold in over the period from 1919 to 1923 almost five hundred million gallons more ice cream than was actually sold, and the American public would not yet be consuming an additional dish per person per week.

Year	Gallons	Per Capita	Increased Gallons	Increase Per Capita	Additional Dishes
1918	231,053,000	72 dishes	231,053,000	72.00	
1919	248,381,975	76 dishes	264,600,000	80.64	5
1920	251,820,490	76 dishes	297,970,000	89.72	14
1921	216,569,212	64 dishes	338,595,000	100.49	36
1922	242,288,000	71 dishes	384,552,000	112.56	42
1923	270,877,984	78 dishes	434,514,000	126.07	48
	1,460,990,661		1,951,283,000 or 490,292,339 gal. more		

An additional dish of ice cream per person weekly would result in an increased consumption of 179,820,000 gallons per year.

Lack of time and space makes it necessary for The Ice Cream Review to defer until the January issue fuller details of the important matters threshed out at the convention concerning cost accounting, iceless cabinets, standardization and other important topics. These matters will be more fully treated in the following issue.

In the meantime The Ice Cream Review extends to the industry at large and to officials of the association heartiest congratulations upon the success of what doubtless will go down in annals as a new beginning for constructive work toward the industry's betterment.



Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad for you and insert it in the next issue of "The Ice Cream Review." You just stay at home and wait for results. You'll soon have your hands full.

Good Tools for a *Good* Harvest

Now is the time to prepare for the coming winter's ice harvesting. The Gifford-Wood Co., as usual, is prepared to supply any ice tools you need—and to supply them promptly. These finely-made tools are available in all types for every purpose. Tools needing repairs should be sent in to us NOW, so we can return them promptly—in time for winter ice havesting.

Full information in our complete Ice Tool Catalog. Write for your copy.

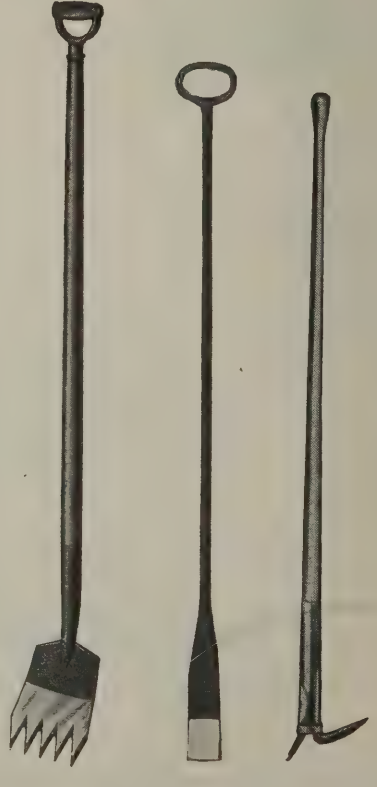
Gifford-Wood Co. BUILT STRONGER LAST LONGER

ICE HANDLING MACHINERY AND TOOLS

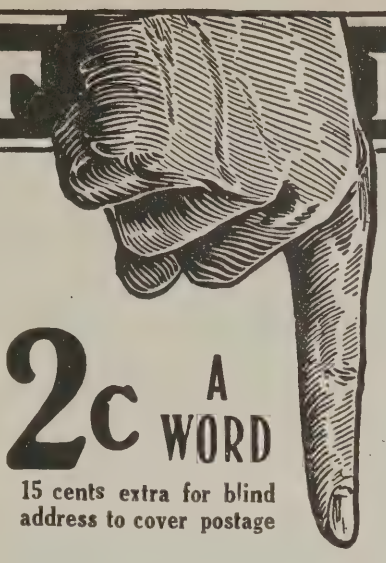
MAIN OFFICE: 5 HILL STREET, HUDSON, N. Y.

New York: 50 Church St. Chicago: 565 W. Washington St.
Boston: 222 State Street Pittsburgh: Peoples Bank Bldg.
Plants: Hudson, N. Y., and Oakmont, Pa.





WANT DEPARTMENT



2c A WORD

15 cents extra for blind address to cover postage

HELP WANTED

WANTED—Sales manager, hard worker, who can show a production record. Opportunity for interest in business if can make investment. New plant in midwest city of 500,000. Address: R-712, The Ice Cream Review. 12-24

WANTED—Experienced ice cream maker to take charge of production in plant producing 100,000 gallons ice cream per year. One who is not afraid of work. Address: R-697, The Ice Cream Review. 12-24

WANTED—An ice cream and buttermaker. One who thoroughly understands the business, also freezing, pasteurizing and testing. In answering give age, nationality, single or married. Address: R-695, The Ice Cream Review. 12-24

WANTED—Butter and ice cream maker for new plant to be opened in Texas. In replying, give reference, salary expected, experience and complete details in first letter. Address: R-700, The Ice Cream Review. 12-24

WANTED—Manager for small branch plant. Must understand freezing ice cream and have some business ability. Married man preferred. Address The Hutchinson Company, Cedar Rapids, Ia. 12-24

WANTED—Ice cream maker wanted in a plant that manufactures about 50,000 gallons per year. Address: R-615, The Ice Cream Review. 12-24

WANTED—Milk plant now handling three thousand gallons of milk daily and expects to start butter and ice cream January 1st will need a good plant foreman who has a dairy husbandry degree and who has had plant experience. Write us giving full particulars as to your education, experience, and salary expected, etc. Address: R-701, The Ice Cream Review. 12-24

POSITION WANTED

POSITION WANTED — As manager in good sized ice cream plant in town of 25,000 and up, preferably in Middle West. Ten years experience in ice cream manufacturing, theoretical knowledge as well as practical, good education, aggressive, forceful and yet command respect of employees. Address: R-555, The Ice Cream Review. 12-24

POSITION WANTED — By ice cream maker with 2 years experience and three months' dairy course. West of Mississippi preferred. References furnished. Am employed now, but can leave at any time. Address: R-654, The Ice Cream Review. 12-24

Are Your Profits Satisfactory and Your Business Sound?

GENERAL MANAGER for ice cream plant and creamery, will develop and manage one to your satisfaction. A schooled and trained manufacturer with years of experience, producing quality and quantity dairy products at a profit. References are leaders in the industry. As efficiency expert increased one firm's profits $21,000.00 a year, another $12,000.00. Turned a $3,000.00 monthly loss to a $1,000.00 month profit. Directed changes netting one firm $9,000.00 yearly. This year perfected process for producing 100% pure butter oil from cream or butter that will solve future problems of shortages and surpluses and its use will reduce cost of ice cream mix 3 to 8 cents a gallon. An expert on sanitation. Uses the popular cost accounting system. Very strong on sales and advertising. Successful in putting sick plants on their feet. Will consider any proposition carrying opportunity or accept connection on try out, or give special services, or will take interest nd connect permanently. Confidentially uss your situation. If interested will ou. Address: R-668, The Ice Cream 12-24

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

POSITION WANTED — As ice cream maker. Five years experience in charge of manufacture. Six months' course at Iowa State College. Understand standardizing, testing, pasteurizing, freezing and overrun control. Make fancy ice cream and sherbets. Excellent references. Will go anywhere. Also experienced in handling milk for retail trade. Address: R-622, The Ice Cream Review. 12-24

POSITION WANTED—By man with experience in creamery milk plant and ice cream factory work. South preferred. Address: R-706, The Ice Cream Review. 12-24

POSITION WANTED—By former president large ice cream plant, manager very large retail milk business and creameries with nationally known concern. 20 years experience, best of references as to ability and habits. Address: R-686, The Ice Cream Review. 12-24

NOTICE—Do you want a live salesmanager and plant manager? One who has built up two large enterprises in the ice cream field? 10 years experience claims record and good reference. Address: R-670, The Ice Cream Review. 12-24

POSITION WANTED—By May 1st as plant or production manager of ice cream plant. Understands manufacturing end thoroughly. References. Address: R-713, The Ice Cream Review. 1-25

POSITION WANTED—Before April 15 as head ice cream maker. Experienced in plain and fancy creams. Technical training. Address: R-714, The Ice Cream Review. 1-25

POSITION WANTED — By a man who knows the ice cream game in all its branches. Have been in ice cream business for 13 years. Know how to make the best and put same on the market. I desire a position as manager or superintendent. Let me help you build up your business. Unless you want a real man and a hard worker don't waste your time answering this ad. Address: R-638, The Ice Cream Review. 12-24

POSITION WANTED—As ice cream maker. Experience and reference furnished on request. Address: R-698, The Ice Cream Review. 12-24

FOR SALE BARGAINS

BUSINESS

FOR SALE—Dairy business in Illinois city. Wholesale and retail butter, ice cream, milk and sweet cream and buys sour cream. Located on two railroads. New building of 63 ft. frontage. Prosperous town. College and schools. Address: R-709, The Ice Cream Review. 12-24

FOR SALE—Produce, ice, creamery and ice cream plant. In a good Illinois town surrounded by the best producing territory in the state. Buildings and equipment constructed right and well maintained. The plant is offered by owner who has satisfactory reasons for selling and can show a profitable operating record. Address: R-718, The Ice Cream Review. 12-24

FOR SALE—Well established modern ice cream plant in fastest growing small city in Florida.—Doubled its population since 1920. Six-ton refrigerating plant, storage capacity 600 gallons. Pasteurizer and viscolizer. Machinery new. Long lease on building at reasonable rent. No other plant in city. Other business interests necessitate selling. Price $10,000.00—half cash—balance to suit. Address: R-645, The Ice Cream Review. 12-24

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 12-24tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 12-24tf

FOR SALE—Freezers at special reduced prices. Miller 40 and 80-qt., Ft. Atkinson 40 and 100-qt., Cherry, Thompson, new, used and re-built, belt and motor drive. Guaranteed. Free trial period. Homogenizers, viscolizers, vats, etc. Send for list and illustrations. Philadelphia Retinning Co., North Philadelphia, Pa. 12-24tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago. 12-24tf

FOR SALE—1 Miller, rebuilt, forty quart, motor driven, brine ice cream freezer.

1 Emery Thompson, horizontal, forty quart, motor driven, brine ice cream freezer.

1 8-ton, belt driven, Frick ammonia compressor, with 3-phase motor. Complete with condenser, ammonia receiver, and oil traps, etc.

5 Jamison sharp freezing cold storage doors.

3 Jamison ice cream passing vestibules, capacity each six 5-gallon cans.

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1 belt driven Creasey ice breaker, one 3 h. p., 3 phase motor.

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1 1¼-h.p. Foos engine, can be driven either with gas or gasoline.

All of above equipment has been used some but is in excellent working condition and will be shipped to reliable concerns on trial with return privileges if not as represented or if not satisfactory. Let us know what part of it you are interested in and we will quote you prices and terms. Write today if interested as we have no use for this equipment and will sell it cheap. Address Nelson Ice Cream Co., Portage, Pa. 11-24

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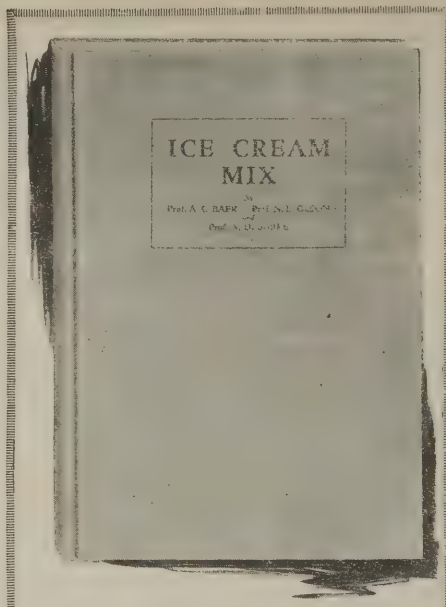
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FOR SALE—We have on hand a number of vertical and horizontal ice cream freezers, taken in trade on new equipment. These have been rebuilt during the summer, and are guaranteed to be in perfect mechanical condition. Write for twenty-four page booklet of bargains on supplies and equipment. Address Dairymen's Manufacturing & Supply Company, 403 N. Main St., St. Louis, Mo. 12-24

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FOR SALE—Motor, Wagner, 40 H. P. A. C. Type B. W. like new. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 12-24tf

Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want Department.

"You'll make better ice cream if you get the "Ice Cream Review."

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad. for you and insert it in the next issue of The Ice Cream Review. You just stay at home and wait for results. You'll soon have your hands full.

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FOR SALE—Anderson Eskimo pie machine. Will sell or exchange for Miller 80 or 100-qt. freezer. Address: R-683, The Ice Cream Review. 12-24

FOR SALE—One Cherry 300-gallon steel body ice cream batch mixer in excellent condition. Address: R-711, The Ice Cream Review. 2-25

WANTED TO BUY

WANTED—To purchase a good used machine for manufacturing chocolate ice cream bars, also cutting machine for cutting bars. We would expect to try out machine for 10 days before paying for same. When answering give best cash price. Address: R-685, The Ice Cream Review. 12-24

EMPLOYERS!—Men, men, men—the crying need of the day! If you need any men in your business today, read the following ads and see if you can use any of these. The fact that these men are advertising here stamps them as unusually progressive. Write them and give them a chance to sell their services to you. "Ice Cream Review," Milwaukee, Wis. tf

REID ICE CREAM CO. EXPANDING.

The Reid Ice Cream Co., a well established ice cream corporation in Brooklyn, N. Y., announces the erection of an addition to its present plant at 524 Waverly Ave. A four-story extension, 134 by 80 feet, is being added, and new modern equipment will be installed. The alterations will increase the plant's capacity to 50,000 gallons daily.

The company's main office and factory is located at 524 Waverly Ave., Brooklyn, but a "family order department" is maintained at 858 Fulton St. Branch factories are operated in the following cities: New York, N. Y.; Jersey City, N. J.; Asbury Park, N. J.; Mineola, L. I., N. Y.; and at Coney Island, N. Y.

The Reid Ice Cream Co. also has established creameries at Thompson Ridge, N. Y.; Cincinnatus, N. Y.; Vernon, N. J.; Prices Crossing, N. J., and Allamuchy, N. J. This firm also deals in bottled milk.

W. J. Weller, treasurer of the National Association of Ice Cream Manufacturers, is secretary of The Reid Ice Cream Co.

Jakie Snitzenbaum stepped into the grocery store around the corner.

"I vant some pepper," he said to the little lady clerk.

"What kind do you prefer—black or red?" she replied.

"I don't vant eder kind. I vant tissue pepper."

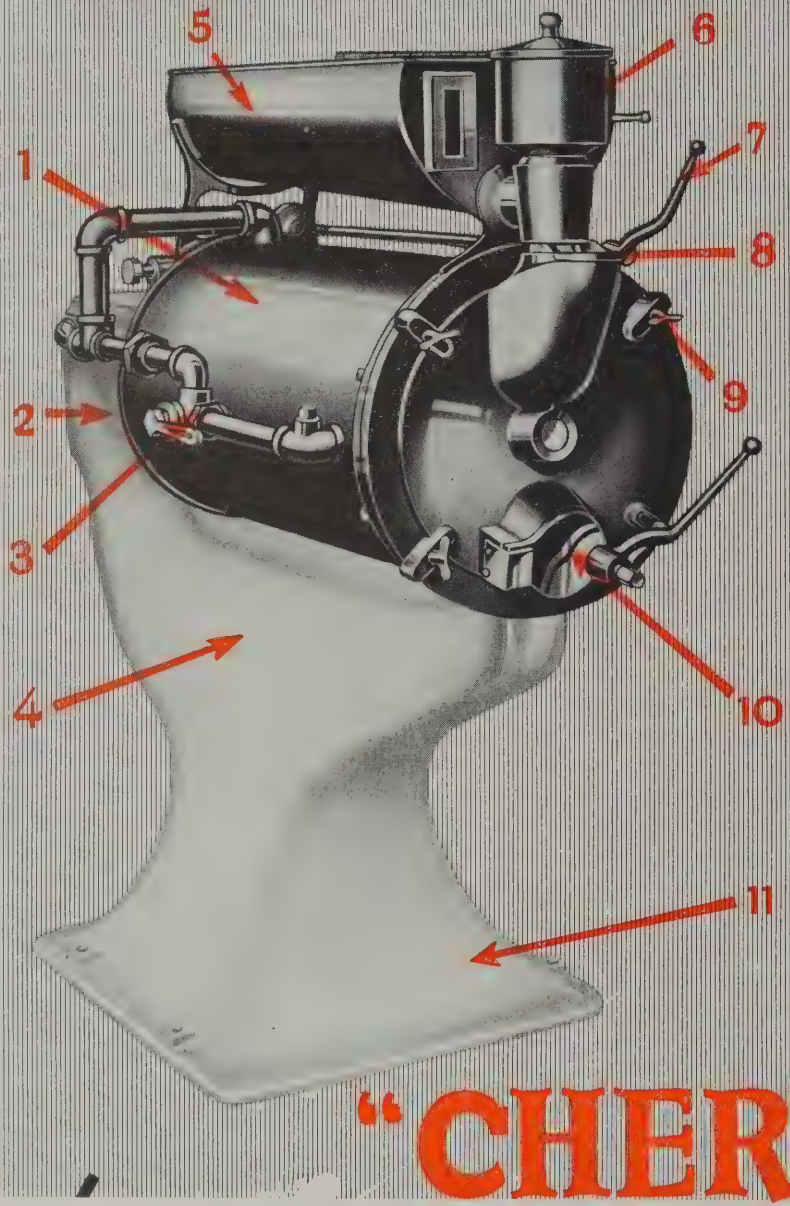
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The Alfred Pure Ice Cream Co. is one of C concerns of its kind. Here is a main plant


The ICE CREAM REVIEW
SERVE IT - EAT IT - AND YOU
January 1925

The Newest Member of the CHERRY Line



1. Patented removable inner freezing cylinder. Eliminates sending to factory for cleaning brine sediment.
2. Enclosed "Safety-First" gear case. Cut gears run in oil.
3. All brine connections are brass. Durable plug type of valve used.
4. Symmetrical lines of the solid cast, white enameled base add greatly to beauty of this freezer.
5. Heavy tinned copper batch tank complete with strainer has abundant over-capacity.
6. Fruit hopper is separate from batch tank. Feed fruit independently. Fitted with ground valve. No leaking.
7. Belt shifter handle within easy reach of operator. Belt shifter operates quickly and positively.
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9. Head is secured by four slotted clamps which are held in place with tinned brass wing nuts. Head easily removable.
10. Outlet gate designed to empty freezer straight downward into cans in minimum time.
11. Large square base assures rigidity and no vibration when freezer is running—means less wear and longer life.

"CHERRY"

40 Quart Freezer

"The World's Finest Low Priced Freezer"

Has every advantage of larger units — and its low selling price is the sensation of the trade.

[*Write for Bulletin 2060*]

J. G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul. Minn. Tama, Iowa. Peoria, Ill.

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IT is interesting to know that few, if any, of the essential ice cream equipment, supply and machinery groups, now surveying the 1925 certainties and prospects of the industry they sell to, can foresee anything but increased interests to be served among the ice cream manufacturers from coast to coast. It is their conviction that the ice cream industry will enter, and emerge from, 1925 not on a lessened, but a greater scale.

The Seal



THE ASSOCIATION OF ICE CREAM SUPPLY MEN
1328 Broadway New York City



of Safety

The ICE CREAM REVIEW

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Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
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Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Minnesota Gophers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

JANUARY 1925

THE Bells of 1925 have spoken. A New Year—and a New Opportunity! Both the same. People just look at the matter in different lights. Some people, bright and early quite recently, heard the bells chiming. Others just heard a noise. Some listened and felt that old electric thrill that makes for new efforts and new achievements. Others yawned and turned over for a few more naps before Big Ben would call them out.

The general business outlook at this time is most trustworthy. We have gone through the period of uncertainties incident to a presidential election. Business men seemed to want the man they got and men in business can have much to say about how business conditions will develop if they go at it right.

But no one can say much to encourage the man who wants to wait and see how things "open up." There is too much involved in running this world for any one man to be able to put his finger on a given scale of the commercial barometer and say, "Well, now in February, business will be at this point, and in March it will be at that notch, and in July, August and September it will be around such and such a point."

Things are not done that way. Money is not made that way. A big business is not built that way. We can only look back over the year that has just faded and check up on the troubles we had, the mistakes we made, the opportunities we overlooked, the new business we could have developed and didn't. Then we can look down into our own hearts and minds, make rigid scrutiny, and satisfy ourselves that we have the force, the confidence, the ability to step out and hustle for all the business in sight—and for just a lot of it that is not in sight.

Experts will tell you many reasons why business will grow stronger. Probably they know what they are talking about. But that doesn't mean the ice cream industry is going to get its share of the golden plums just by sitting down and waiting for prosperity. Prosperity doesn't "come along"; you go out and get it—grab it by the handle.

It's good business all the time when you put your trust in a good product and in a good determination to put it over to the public.

The bells have spoken. They signaled for the curtains to go up for a new beginning for the peoples of the world; for each man to take a new start and go ahead with a clean slate and a bright goal in sight.

It is to be hoped that you heard the Bells of 1925, my masters, for some people didn't—and never will. They heralded the coming of New Opportunity.



THE man who dreads competition needs something for his liver. Some folks may say he needs something for his backbone, but that is not necessarily true. Thoughtful reflection over a period of years in trade will impress any unbiased observer with how ridiculous it is for business men to fear the coming of a competitive concern into their community. There may be a way to keep out competition, but there is not one that can be recommended. Probably the best safeguard against it is to make a product that will defy competition.

But the records fail to disclose that any great harm ever has resulted in the coming into a given territory of a new concern, providing there was any reasonable kind of an opening for another firm and any reasonable kind of good spirit exhibited all the way around. Bad consequences have come of efforts to "kill-off" new competition. This has been found to be a double-edged knife that cuts both ways, and often enough the practice has hurt the man who strikes just as much as the object of attack.

You would be astonished to know how often it happens that new competition means better all-around business for all concerned. For one thing it makes everybody work harder. But probably the most important reason is it generally results in co-operation that uncovers new business for everybody.

Is anyone opening up in your territory some time soon? Well, don't let it trouble you. If your liver is

so badly out of order that you won't be able to welcome him with a smile, just stay away from him and let the situation take care of itself, a habit that situations have of doing, if you have noticed. Then when you have worried to the breaking point, just remember those lines over the New York doctor's door, previously mentioned in these columns: "I am an old man and have had many troubles, but most of them never happened."



WHAT of mechanical refrigeration? That's the big thing making ice cream manufacturers sit up nights these days. Various other important matters are before the industry, but mechanical refrigeration excites the arguments in which friendships totter and hang by shreds. Most of us agree it is here to stay. There is no doubt of it, and we are glad. Some manufacturers won't like that statement. But all of us realize that, whether we want it or not, we shall have to put up with it, and in time to come we shall look back and be reminded that the coming of mechanical refrigeration was a new era of progress for the industry.

Members of the trade will do well to avoid what has been termed the practice of using these cabinets as clubs. This sort of unfairness can work injury both ways. Men who have tried it have found this to be true. None of us can be sure about the situation now. Mechanical refrigeration is in its infancy. There will be changes. Leading ice cream men believed the refrigerated soda fountain is to be the big thing in iceless refrigeration in the near future. Maybe so. Watch your step. If you see a legitimate way to handle iceless cabinets and better your business, do so. If you think you are going to put over a smart-Aleck trick and use these cabinets as weapons against your neighbors, you stand a good chance to fall down under something. No business proposition is sound when you go into it solely on that basis.



IN a single day, recently, we received four letters from ice cream manufacturers in widely separated sections of the country asking permission to reproduce material published in The Ice Cream Review. Such requests are numerous, and we always gladly give permission.

While we are pleased to get this evidence of interest on the part of our readers, we want to assure others, in advance, that it is not even necessary to write us asking permission. You have it, regarding anything published in our columns. Courtesy suggests, of course, proper credit, that's all.

Now, friends, you have the reason why the material in the columns of The Ice Cream Review is not copyrighted. It never has been, and never will be while the paper is published by the present management. We feel that The Ice Cream Review belongs to the industry, and that its biggest mission is to serve. If anything appears in its columns that the reader can use in promoting his business he is promoting the industry by using it.

We have made special effort to help the ice cream manufacturer build up his business by giving him concrete suggestions as to how to go about it. We have cited the experience of other ice cream manufacturers and have outlined advertising campaigns. In doing so we have always hoped that many would follow these suggestions. We have never proposed these things and then labeled them "hands off" by copyrighting them.

With increased facilities and opportunities to serve the industry, which we now enjoy, we shall endeavor to make these columns still more helpful to the ice cream manufacturer. Please remember, friends, that you are welcome to make use of anything that appears in these columns. You may want to reproduce an article in full, or use extracts from it. Go ahead and use it and the wider use you make of it the better it will suit us. Remember, nothing in The Ice Cream Review is copyrighted. It's all for the industry.

THE effort made by the ice cream manufacturers of Wisconsin to emphasize the importance of their industry at the recent National Dairy Exposition is highly commendable. They went about the task in characteristic Badger style, and spent real money and effort in an attempt to get their brothers in other states to visit Wisconsin.

It is easy, of course, for these men to get enthusiastic over the possibilities offered by the dairy show to exploit their industry. They live in the greatest dairy state in the Union. They live and do business in a dairy atmosphere. They know what dairying has done and will do for general business conditions.

They realize, too, that the ice cream business is a branch of the dairy industry and an important branch, too. They wanted their brother manufacturers outside the state to get the same vision of this dairy business that they have.

They did more than invite their friends to come to the show. They worked with the officers of the various state associations in an effort to arrange for state delegations. They saw that these delegations were entertained after they reached the show. The manufacturers of Wisconsin were organized by counties and districts in this movement and nothing was left undone to give their visitors a good time while in the state. These enthusiastic men were entitled to the hearty response of ice cream manufacturers all over the country, and they got it.

IF YOU have not developed volume to the extent expected and are blaming competition for the business that has not come your way, you can not get much consolation from the future outlook. There are several hundred people studying, in American universities, the manufacture of ice cream, many of them ambitious young men now not connected with the industry in any way.

Today courses in making the frozen beverage are offered in 30 state universities. Since 1892, when the Pennsylvania State College led the way in teaching the manufacture of ice cream, the young men taking up the

subject have been increasing every year. There are hundreds of regular students enrolled now, in addition to the manufacturers who attend the short course every year.

There was a time when men entered the ice cream industry as a side line, operating other enterprises while employees of practical experience made their ice cream. An ice cream plant today requires the constant attention of a man who thoroughly knows his business. That is the kind coming to the industry every year.

Cussing competition will not solve the problem of greater gallonage for any manufacturer. Joining hands with a competitor and helping him increase the popularity of ice cream with the public is the one and only safe bet. You may boil over like a washpot every time you think of the business that you believe he has kept you from getting, but the sane and sensible thing is to get him on your side and make him help you develop more business for both of you.

To bring about greater volume you might **develop some more business for the fall and winter months, instead of catching it all in a lump during the summer and working away five years of your life trying to keep dealers supplied during twelve weeks.**

The ice cream business must be stretched more into the winter months. That will require real co-operation with your friend, the enemy.



SOME folks in business don't believe in advertising, but few of them are ice cream manufacturers. The good ice cream manufacturer knows that more ice cream is sold as a result of a suggestion than by any other motive which may prompt the buyer.

"Let's have a drink" in the olden days kept manufacturers of wet goods working overtime. "Let's have some ice cream" leads the shoppers and the sight-seers into the ice cream parlor. The printed suggestion "take home a brick of ice cream," prompts the busy business man to add The National Dish to the evening meal. Such suggestions are all advertising of one form or another. It sells ice cream.



NEWS of the resignation of R. F. Frary as secretary of the Michigan Allied Dairy Association, disappointing enough to the members of that association, is all the more disappointing when we reflect that, at least for the time being, he is lost to the industry. Affliction, never a respector of persons, some time ago settled itself upon this able and constructive man of Michigan. He will be sorely missed during the time he spends in an effort to regain his health. He will not be fighting alone, but through it all he will have the good wishes and hopes of his former fellow-tradesmen.



THE American Dairy Federation, in annual convention in Chicago early in December, went on record as favoring a minimum butterfat standard of 10 per cent for ice cream.

THE ice cream industry goes into the New Year with some ambitious ideas on foot. During the coming twelve months we may expect to see some interesting developments in connection with national advertising, cost accounting and iceless cabinets. These are matters vitally affecting the future of the industry. There are enthusiasts who believe the new cabinets, handled in the right spirit and not for vicious purposes, will do much toward getting the product to the consumer in better condition. A review of the work done on the advertising program indicates that this industry can achieve splendid results in this way. It is a matter that has very carefully been gone into by competent men. It has been presented to ice cream manufacturers in most of the states thus far, and virtually everywhere it has been hospitably received, many associations already having pledged financial support to the movement.

Thus it seems sure the ice cream industry in 1925 will take its place among those industries that have gone direct to the buyers with stories of their merchandise. Ice cream, under the co-operative advertising plan now being held out to the industry, will go into more homes this year—many thousands more—than ever before. For the most part it will go into the homes on printed paper, but in view of the splendid results achieved by other industries through co-operative advertising, there is every reason to expect greatly increased volume in all parts of the country.

BULLETIN OF EVENTS

Arkansas Ice Cream Manufacturers' Association—Annual Convention, Little Rock, January 6 and 7, 1925. Convention headquarters, Hotel Marion. Secretary, Charles Hooberry, Pine Bluff.

Association of Ice Cream Manufacturers of New York State—Annual convention, Buffalo, January 7 and 8. Convention headquarters, Hotel Statler. Secretary, A. M. LeMessurier, Box 676, Syracuse.

North Carolina Ice Cream Manufacturers' Association—Seventh Annual Convention, Charlotte, January 13-14, 1925. Secretary A. E. Dixon, Fayetteville.

Louisiana Association of Ice Cream Manufacturers—Annual convention, January 15, 1925, Alexandria. Convention headquarters, Hotel Bentley. Secretary, N. F. Manning, Monroe.

Nebraska Ice Cream Manufacturers' Credit Association—Annual convention and third annual ice cream makers' roundup, Lincoln, January 13 to 16. Convention headquarters, dairy building, College of Agriculture. Secretary, R. W. McGinnis, 204 North 11th St., Lincoln .

Mississippi Ice Cream Manufacturers' Association—Annual convention, January 15, 1925. Convention headquarters, National Park Hotel, Vicksburg, Miss. Secretary, N. D. Brookshire, Meridian.

Illinois State Dairymen's Association—Annual convention, Carbondale, Ill., January 20, 21, 22, 1925. Geo. Caven, 136 West Lake St., Chicago, Secretary.

New England Association of Ice Cream Manufacturers—Annual convention, January 21-22, Hartford, Conn. Convention headquarters, Hotel Bond. Secretary, W. P. B. Lockwood, 51 Cornhill, Room 401, Boston, Mass.

Ohio Association of Ice Cream Manufacturers—Annual convention, Cleveland, during last week of January, 1925. Convention headquarters, not announced yet. Secretary, W. A. Wentworth, 509 Outlook Building, Columbus, O.

Colorado Association of Ice Cream Manufacturers—Annual convention, Pueblo, January 27 and 28, 1925. Convention headquarters, Congress Hotel. Secretary, E. L. Carlson, C. G. Carlson Ice Cream Co., Denver.

Michigan Dairy Boosters—Exhibition in connection with convention of the Michigan Allied Dairy Association, Lansing, February 2, 3, 4, 5 and 6, 1925. Exhibition headquarters, Kerns Hotel. Secretary, C. J. W. Smith, 502 Lenox Ave., Detroit.

Michigan Allied Dairy Association—Annual convention, Lansing, February 2, 3, 4, 5 and 6, 1925. Convention headquarters, Michigan Agricultural College. Secretary, R. F. Frary, Lapeer.

Ice Cream Manufacturers' Association of South Dakota—Annual convention at Sioux Falls, February 3, 4, and 5, 1925, in conjunction with the State Dairy Association convention. Convention headquarters, Hotel Cataract. Secretary, C. C. Totman, Station A, Brookings.

Minnesota State Association of Ice Cream Manufacturers—Annual convention at Minneapolis, February 19 and 20, 1925. Convention headquarters, New Nicollet Hotel. Secretary, J. J. Farrell, 620 Hamm Bldg., St. Paul. President, W. W. Dunn, Jr., 506 Partridge St., St. Paul.

Inventory Time is Here

? *How many Electric Weld cans will you want for* ?

1925

Electric Weld No Solder. No Leaks.

John Wood Manufacturing Company

CONSHOHOCKEN, PA.

Jobber and Warehouse Stocks in all parts of the Country

The Electrical Ice Cream Cabinet

Costs Are Cut and in Some Cases Entirely Eliminated, Speaker Claims

By W. D. McELHINNY

THE electric iceless cabinet is here and it is here to stay. It fills a long felt need from the standpoint of the dealer and the public because of the superior service it offers, and from the standpoint of the manufacturer to whom it offers a great saving. Possibly no other appliance has created as much comment and discussion as has the electric ice cream cabinet. The cabinet idea has swept the country like wildfire, and almost every manufacturer of any size in the United States today is either using cabinets or asking himself the question whether he can use them and, if so, what shall be his policy in connection with the cabinet problem.

The substitution of the iceless cabinet for the old style method of salt and ice should be accomplished without coercion of the slightest kind. The cabinet manufacturer should meet the ice cream manufacturer on a common sense ground and handle the cabinet situation as the ice cream manufacturer desires it to be handled in his particular territory. In other words, the cabinet manufacturer should be willing to play ball with the ice cream manufacturer. Any other method of handling this situation will be detrimental to both. Without the ice cream manufacturer's good will the cabinet manufacturer is bound to suffer. Without the willingness of the cabinet manufacturer to meet the ice cream manufacturer on a common sense ground and treat the subject of cabinets in a businesslike and conservative manner, a great deal of confusion, and sometimes hard feeling, may result.

From the manufacturer's viewpoint the electric ice cream cabinet cuts costs and, in some cases, entirely eliminates some of them: first, by the elimination of salting and icing cream where cabinets are in use; second, the installation of electric ice cream cabinets greatly decreases the labor at each stop because no time is taken for mixing ice and salt, carrying it into the store, packing the cream, and cleaning up the muss, to say nothing of the general inconvenience and confusion caused by such a process in a retailer's store.

The installation of electric cabinets means a great deal in the reduction of cost in connection with delivery and delivery equipment. Where the entire route is iceless, the truck equipment can be cut down to light economical trucks with a low first cost and small depreciation cost. Fewer deliveries need be made with the trucking equipment on account of the greater and longer storage capacity of the cabinets.

Delivery time is reduced due to the speed of delivery and the elimination of labor so that more stops can be made in the same time.

There is less depreciation on trucks, less investment per truck, and fewer trucks. If present trucks are used more cream can be carried. Consequently, longer routes can be established, quicker and better service given to the dealers, and a general saving effected on each route.

Experiences of many manufacturers show that the installation of iceless cabinets on country and suburban routes brings the country stop to the city and makes it practically a city stop. Installation of the cabinets on stops of this character often the cream does not have to be packed. It is kept in perfect condition and a large amount of it can be stored. Delivery is often accomplished by light high speed trucks whose operating over a radius of a great many miles is exceedingly low.

In cities the parking problem is becoming greater every day. The delivery time, due to the fact that salting and icing is done away with entirely, has so cut down the time at each stop that the driver can leave the truck at almost any place, drop the cream, and be off on his way to the next stop in a very short space of time.

MANUFACTURERS find that upon the installation of a cabinet in a store the public quickly appreciates the better quality of the cream—the fact that it is kept in an absolute clean sanitary condition—that here is no danger of salt or ice, water, or other foreign substance getting into the cream—that is is always kept at the proper temperature, it is never too hard, nor too soft—and that the cabinet itself attracts much attention. Soon the entire neighborhood learns of the cabinet.

The cabinet improves or maintains the quality of the ice cream by keeping it at an even temperature; it is always at the proper consistency; the temperature of the machine can be regulated to suit your own needs or the needs of the particular dealer in whose establishment it is installed; the flavor is always maintained, and the customer is quick to recognize the superiority of the product and the service.

There is no re-icing, and the sometimes consequent attendant damage to the cream through crystallization; no returns of soft cream, a cost which someone always has to bear, and no petty annoyances such as delivery damages, etc., in the dealer's store.

The electric ice cream cabinet makes better customers for the manufacturer because the installation of a cabinet offers the dealer a convenience and fills a long felt need. It is something they have been wanting and hoping for for years. Ice cream dealers will be much pleased when they learn that they can be provided or can provide themselves with a cabinet that needs no ice or salt, makes no dirt, no muss, does away with sloppy floors and unsanitary conditions, eliminates the often unsanitary looking cabinet behind their counter.

Electric cabinets relieve the employees in the store of much work of a disagreeable nature, makes them more satisfied, and turns them into boosters for the cabinet and your ice cream.

These cabinets reduce shrinkage, allow the dealer to carry a greater variety and larger stock, and finally increases his sales and profits which is bound to be favorably reflected in your business.

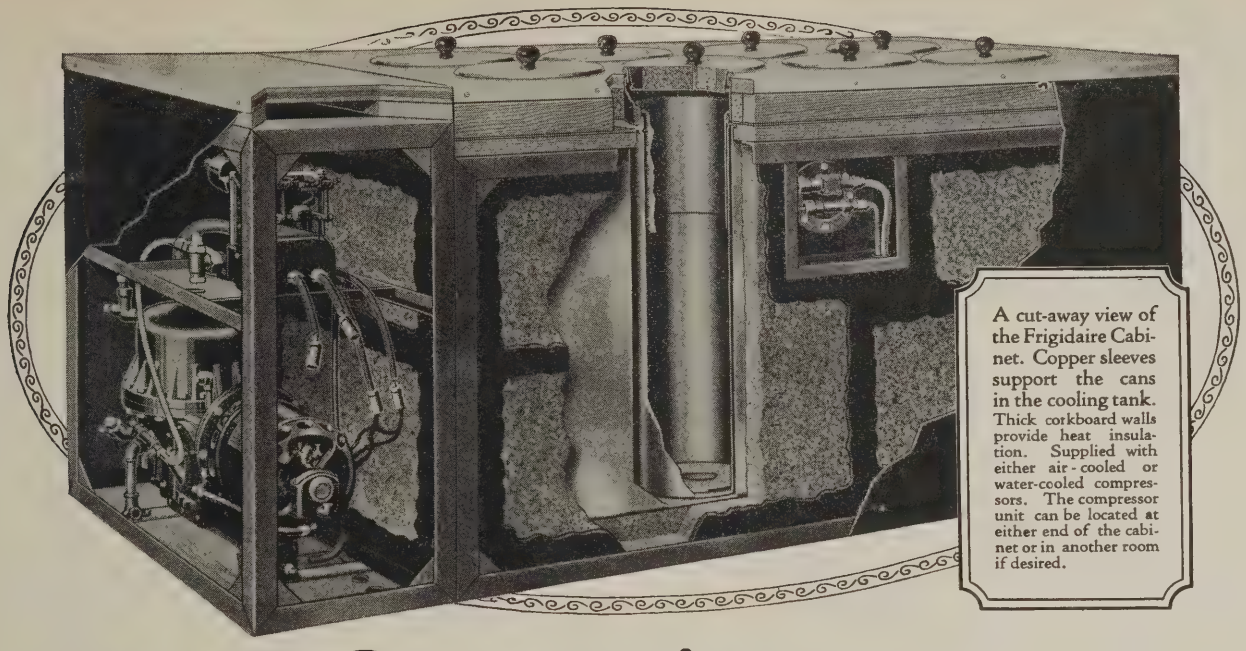
Electric cabinets are being installed on many bases, and I will give you a brief summary of the principal plans now in use:

1. Cabinets are sold by local representatives of cabinet manufacturers direct to the ice cream dealer. Installation, service and repair in this case is usually taken care of by the cabinet manufacturer's local representative, and the ice cream manufacturer has no investment in cabinets.
2. The ice cream manufacturer sells the cabinet to the ice cream dealer. The service and repair is taken care of by the local representative of the manufacturer of the cabinet, or in some cases by the ice cream manufacturer. In the latter case, the ice cream manufacturer will have the responsibility of service and repair.
3. The ice cream manufacturer buys the cabinets outright and loans them to his customers. In some instances cabinets are rented. Service and installation are furnished

(Continued on page 80)

* Delco Light Co., Dayton, O., manufacturers of Frigidaire electric cabinets. Submitted to national convention at New Orleans in November.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



A cut-away view of the Frigidaire Cabinet. Copper sleeves support the cans in the cooling tank. Thick corkboard walls provide heat insulation. Supplied with either air-cooled or water-cooled compressors. The compressor unit can be located at either end of the cabinet or in another room if desired.

Quiet Operation — A Distinguishing Feature of FRIGIDAIRE



FRIGIDAIRE electric ice cream cabinets are *quiet.* Quiet when they're new—and quiet after long service.

What does that mean to you?

It means a lot. It means that your customers will not be annoyed by a noisy piece of machinery in your store.

But it means more. Quiet operation is an unfailing mark of perfection in engineering. A quiet machine is an efficient machine. A quiet machine is a long-lived machine. A quiet machine is an economical machine.

Yes, the quiet operation of Frigidaire means more years of better service, lower operating cost and greater profit.

Frigidaire is a product of the General Motors Corporation. It is backed by a nation-wide organization of over 2500 sales and service representatives.

DELCO-LIGHT COMPANY
Subsidiary of the General Motors Corporation
Dayton, Ohio

Frigidaire
ELECTRIC ICE CREAM CABINETS

Mechanical Refrigeration is Becoming Important Factor in Ice Cream Industry

*By ERNEST DENK**

THE mechanically refrigerated ice cream cabinet, which only about 18 months ago was not very seriously considered by us, is rapidly becoming a factor of vital importance in the ice cream industry. Only about 10 months ago we were convinced of their merits and that they were coming to stay. As it is useless to impede progress, our next move was to devise some practical, as well as economical, method of financing and placing these cabinets.

With some of our customers we have adopted a plan whereby we retain the controlling interest in the cabinet without an expenditure greater than perhaps 100 per cent in wooden cabinets. At present we furnish an eight-hole cabinet for $575.00, 49 per cent of that amount is assumed by the dealer, either by cash or ten deferred monthly payments with 6 per cent interest or at the rate of ten cents per gallon until his equity is paid for.

Our business consists of 90 per cent shipping and for that reason we were never confronted with any icing service. That has proven to be an obstacle in other cases in getting the dealer to bear part of the cost of the cabinet and pay the current bill. We consider it an advantage when the dealer has an equity in the cabinet in that he will take better care of same in order to prolong its usefullness and keep up general appearances.

A large number of our dealers are located in towns that have no ice plants and have to pay as high as 80 cents per 100 pounds for ice. In that case a material saving has been affected over and above the cost for ice during the season, not mentioning the labor saved and elimination of the slush and damp floors behind the soda fountain. Only recently one of our dealers told me that this was the first time in ten years that his floor was dry behind the fountain, and that his ice cream stayed in a much better condition than when he used ice and salt. In fact, the nearer to the bottom the ice cream the harder it is which is opposite the condition found in the soda fountain or wooden cabinet.

ALL of our cabinets are placed with our dealers on 30 days' trial and have not had one to go back to ice and salt. Without exception, they are all well pleased. We have one dealer in a town where the municipal light plant shuts down at four a. m. Sunday and does not start until five p. m., and he reports that the ice cream is in satisfactory condition.

We are using iceless shipping containers and thereby effecting a saving to our customers of from 5 cents to 8 cents a gallon on express charges, which will more than pay the power bill. We, in turn, save about 90 pounds of ice and the salt per five gallon ice cream.

We have never found any of our dealers keeping brick ice cream in good shape until the advent of the mechanical cabinet. Since then brick ice cream has been kept in satisfactory condition and helped to increase the sales.

The dealer can also carry a greater number of flavors and is glad to buy them in five-gallon units where before he demanded three and four-gallon units in five-gallon cans. In view of this fact we are carrying some flavors in five-gallon cans only.

All of our dealers that have the cabinets state that the chances to run entirely out of ice cream are reduced to a minimum, which before was a regular occurrence, especially in towns where there was no train service on Sunday. We also consider the possibilities of covering a greater territory with a speed wagon that under the salt and ice system would require a tree-ton truck.

WE HOPE to see the time when mechanical cabinets will be within reach of the dealer selling less than 1,000 gallons per year. At present we feel that it is not profitable to offer the cabinets to dealers selling less than 1,200 gallons per year on our plan as outlined previously. However, we figure that if we have to place as many as 100 mechanical cabinets in time to come under our plan our actual investment for that number will not exceed $15,000 and have control of the cabinets.

In conclusion I wish to state that our experience with the cabinets has been most gratifying and consider them in the light of a progressive step in the distribution of the ice cream industry.

* With Seymour Ice Cream Co., Seymour, Ind. Submitted to national convention at New Orleans in November.

CHICAGO MANUFACTURERS DEFEAT REFRIGERATION ORDINANCE.

ICE CREAM manufacturers of many cities will be interested in the achievement of the Chicago District Association of Ice Cream Manufacturers in defeating a city ordinance that would have made it compulsory to have a refrigeration engineer in charge of every refrigerating machine in Chicago.

This was announced in the report of Secretary Howard O. Shedd at the annual convention of the Chicago association, held the afternoon of December 16.

It can easily be seen how this ordinance, which was fostered by labor officials, would have affected the situation with regard to mechanically refrigerated ice cream cabinets. Every retail ice cream store in the city would have been compelled to go to the expense of hiring a man to do nothing during 90 per cent of his time.

That this measure may be introduced in other cities is not at all improbable, officials of the association believe.

The convention found delegates still talking about the highly successful Illinois state convention. At that time the Chicago manufacturers were thanked for the splendid entertainment features provided visitors. So successful was this entertainment that, according to Secretary Shedd, several different firms have communicated with the secretary to make arrangements for the same type of entertainment at other affairs.

The year just past was a constructive period for the Chicago manufacturers, who hold monthly meetings to exchange ideas on bettering trade conditions.

WANTED TO KNOW.

At a coroner's inquest in Ireland a chauffeur was giving evidence. "On seeing the deceased," he said, "I threw out the clutch and put on the brakes and swerved to the right."

"Tell me now," said a member of the jury, "when ye threw that thing out of the car, did yez hit anywan wid it?"

—Boston Transcript.

NO HAND ICING



38°

With this 3 Temperature SODA FOUNTAIN



40°



10°

HERE is the fountain that will make money for you, and save it, too. COLD drinks and perfectly conditioned ice cream are assured with the BILT-RITE—Stops shrinkage loss of 1 to 4 quarts per 5 gallon can; eliminates spoilage; saves time of re-packing and cleaning. It pays for itself as you use it.

The well known Nizer Refrigerating Mechanism built in. Mechanically simple; extremely efficient; low operating expense.

Ice Cream kept in perfect condition—never salty, off-flavor, or soft. Storage capacity double that of old style fountain at same size.

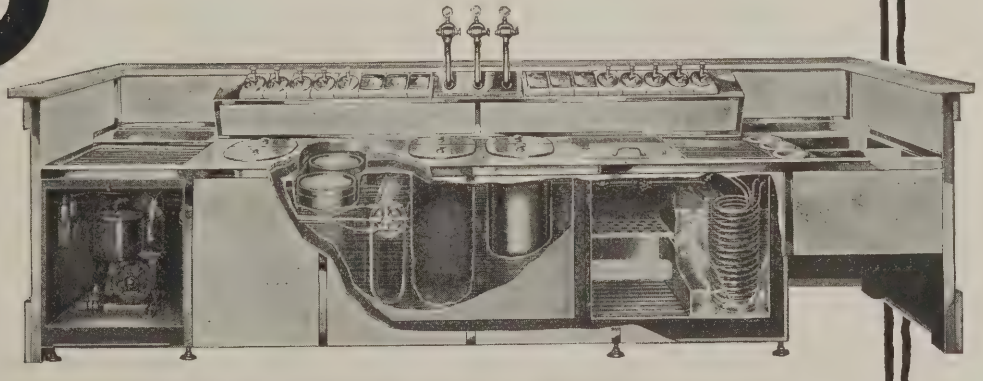
Perfectly refrigerated bottle storage compartment maintained at 36 degrees to 40 degrees with atmosphere so dry that labels stay on bottles.

Soda and drinking water served so cold as to please the most critical taste. Patented Walker Thermo-Siphon System of brine circulation automatically ices coils without freezing them.

Every fountain is set up and operated in plant before shipment, and tested for maintainance of three correct fountain temperatures.

WRITE FOR COMPLETE DETAILS

THE RUSS MANUFACTURING CO., Cleveland



WALKER-NIZER PATENTS

The Russ Bilt-Rite Fountain

3 temperatures without icing

ELECTRO-MECHANICALLY OPERATED

National Advertising Program Taking Shape

W. A. Schwindeler Goes Before Industry at State Convention to Outline National Association's Advertising Committee's Program

THE battle is on in connection with the national advertising program for the ice cream industry. When the National Association of Ice Cream Manufacturers adopted the advertising committee's report at New Orleans it took the initial step toward launching a half-million dollar program that promises to place the ice cream industry in high ranking among the great food industries of the country that have expanded along remarkable lines after co-operating to get their stories over to the public.

In the foreground of this movement, which is regarded by leaders in this industry as one of the greatest developments in ice cream history, is an earnest-hearted man who already has crowded much constructive work into his comparatively young life—that is, young in a business way. This man, Will A. Schwindeler, long has been regarded as one of the strong men of the industry before going out of the ice cream business in Illinois a year or so ago and resuming business in St. Louis just after he had been made head of the national association's advertising committee.

Mr. Schwindeler is pleading for his cause before state conventions this winter. When he faced the national convention at New Orleans in November it was to deliver a report that failed to bring out the hard fight he has been waging since the appointment of this committee. Few at the convention realized the work that faced him in the months to come.

WILL the ice cream industry carry out a worth-while program of co-operative advertising? The machinery is organized. The association has given the matter its stamp of approval. But the important thing is, can it be sold to the industry-at-large? In other words, can this industry to measure up to the situation? Are conditions different?

(Continued on page 94)

Resume of National Advertising Matter

ON WEDNESDAY, November 19, in convention at the Roosevelt Hotel, New Orleans, La., the National Association of Ice Cream Manufacturers, in 24th annual convention, passed a resolution approving national advertising.

The passing of this resolution for national advertising is the result of a year's work on the part of the advertising committee of the National Association of Ice Cream Manufacturers, of which W. A. Schwindeler of St. Louis, is chairman.

The committee, consisting of C. J. Alfred of Los Angeles, A. E. Dixon of Fayetteville, N. C., John T. Cunningham of Chicago, D. W. Kennison of Lawrence, Mass., and W. A. Schwindeler, have been working for a year on plans which would aid in the development of the ice cream industry.

The report of the committee was read by Mr. Schwindeler, and recommended for the approval of the National Association of Ice Cream Manufacturers.

The resolution recommended the adoption of a national advertising campaign, the endorsement of the Gardner Advertising Company of Chicago, New York and St. Louis, as the firm to handle the campaign; the appointment of F. W. Gentleman of the Gardner company to direct the campaign activities and the appropriation of a substantial sum of money to carry on the preliminary work of the advertising committee.

The resolution further recommended the joint participation in the advertising campaign by the National Association of Ice Cream Manufacturers, and the Association of Ice Cream Supply Men.

This type of campaign is unique, but thoroughly practical. Any increase in the consumption of ice cream is naturally beneficial to The Association of Supply Men, and as such, they deemed it a thoroughly sound and economic policy to assist the ice cream manufacturers in the campaign and in the development of the ice cream industry.

Mr. Schwindeler was followed on the program by F. W. Gentleman of the Gardner Advertising Co., and who for many years was actively connected with the dairy industry. Mr. Gentleman's subject was "Presentation of Plans in Development of Interest for National Advertising."

Mr. Gentleman presented a synopsis of the accomplishments of co-operative advertising and merchandising, and followed with a reading of the general plan proposed for adoption by the National Association of Ice Cream Manufacturers.

Mr. Gentleman was followed on the program by Charles Coolige Parlin, manager, division of commercial research, Curtis Publishing Company, Philadelphia, who took as his subject "Influencing Buying Habits of the Nation."

Mr. Parlin was followed by G. W. Kennison of the Jersey Ice Cream Co. of Lawrence, Mass., who addressed the association on the soundness of a national advertising policy, and the good that it would ultimately bring to each and every ice cream manufacturer throughout the country.

A discussion followed and the final action was taken, with the result that the resolutions and recommendations made by the advertising committee, were passed and approved.

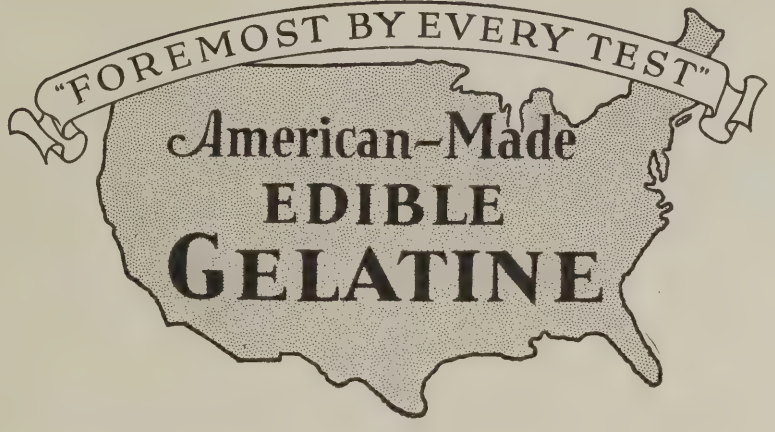
Funds for defraying the expenses of the national advertising campaign will be raised according to a recommendation presented by the advertising committee. It is their plan to ask for one-half cent a gallon on 40 per cent of the national gallonage of the ice cream manufacturers.

The supply men have already taken steps for the raising of their funds, and are operating on the basis of one-half of one per cent of 40 per cent of the gross sales on supplies to the ice cream industry.

National magazines, newspapers, billboards and direct by mail are under discussion for inclusion in the plans finally adopted by the advertising committee.

V. F. Hovey of Schenectady, N. Y., who was re-elected president of the National Association of Ice Cream Manufacturers, re-appointed W. A. Schwindeler as chairman of the advertising committee for the coming year. The balance of the committee is not yet complete.

The plan now being worked out does not confine itself to advertising alone, but has for its purpose the development of the ice cream industry as a whole.



Something to Remember

THE pure food laws of the United States are more exacting than those of any other country in the world.

American-made edible gelatine surpasses in cleanliness, purity and quality, the highest standards of the U. S. Government and the U. S. Pharmacoepia.

Now that the stabilizing and health values of our edible gelatine in ice cream and confectionery have been fully established by scientific authorities, the above facts should be remembered by all gelatine users who are proud of their product.

"Foremost by Every Test"

ATLANTIC GELATINE CO.
Boston, Mass.

CRYSTAL GELATINE CO.
Boston, Mass.

JAS. CHALMERS & SONS
Williamsville, N. Y.

ESSEX GELATINE CO.
Boston, Mass.

KIND & KNOX GELATINE CO.
Camden, N. J.

MILLIGAN & HIGGINS GELATINE CO.
N. Y., N. Y.

SWIFT & CO.
Chicago, Ill.

UNITED CHEMICAL & ORGANIC PROD. CO.
Chicago, Ill.

UNITED STATES GELATINE CO.
Milwaukee, Wis.

J. O. WHITTEN CO.
Winchester, Mass.

Edible Gelatine Manufacturers' Research Society of America, Inc.

Profits of Tomorrow in the Ice Cream Industry

Ice Cream Leaders Now Working for the Establishing of Cost Accounting for this Industry Believe that Tomorrow's Profits Will be Largely Realized from the Waste of Today

THE Ice cream industry's bill of waste has been presented. Industrial waste is given much attention in many lines of business today as it never was considered before. Members of the ice cream industry are being reminded that they must face this matter promptly and decisively. Cutting expenses in many enterprises is largely a matter of elimination—elimination of waste efforts, waste in materials, and general loose play about the plant. The first step is a survey to determine what should be eliminated.

The survey for the ice cream industry has been made. Members of the National Association of Ice Cream Manufacturers at the 1924 annual convention at New Orleans, in November, had the matter placed squarely up to them in the report submitted by S. T. Nivling, Rochester, N. Y., chairman of the cost accounting committee of the national association.

Among dairy groups the International Association of Milk Dealers has taken the lead in this matter. Through that association's general headquarters the preliminary steps have been worked out, and the cost accounting system now is operative.

This association is one of approximately 150 national associations of American industries that today are making uniform cost accounting among the major activities of their work.

THE ice cream industry will profit largely from the preliminary work that has been done by the International Association of Milk Dealers. The committee has decided upon plans, tentatively, whereby the National Association of Ice Cream Manufacturers and the International Association of Milk Dealers will act in harmony in the developing of their system to include ice cream accounts and preparing the uniform system of cost accounting for the ice cream industry. The tentative plan has received the approval of the executive committee of the ice cream association. The cost accounting committee has canvassed the industry in an effort to find the sentiment toward cost accounting. The response gave evidence of wide interest in this important work, according to Chairman Nivling, who in his report to the convention spoke as follows regarding the general plan:

"The cost accounting committee, before entering into this work, has given careful consideration to some of the natural questions which will arise, for instance: What is the final goal? What are the principal intermediate steps to reach this goal? How long a time will the work require? What form should the results of the work of the committee take? How shall we keep the membership of the association informed as the work progresses? What secretarial and clerical work will the committee need in addition to assistance given by the association office? To what extent will outside retained accountants be desirable? At what expense can this service be secured? What will be the entire cost of the committee's activity?

"The basic plan is really a budget. This budget has been prepared and has been submitted to your executive committee and approved.

"A definite working program has been prepared. It is the intention to take each problem as it arises, and thoroughly thrash it out in order that the work, when completed, shall be 'the one best plan' as developed by the most able men in our association."

WISHING to make this work represent the very best thought of the association, "the cost accounting committee has appointed an advisory committee consisting of fifty-six members. This committee consists of executives, plant executives, plant engineers, and financial and cost accountants." Referring to them as the "key" men of the industry, Mr. Nivling says the committee has tried to secure from a number of plants of the industry, "the best men in their respective lines." He says the advisory committee will be subdivided into working committees as follows:

"1. Committee on Financial Statements.
"2. Committee on Uniform Classification of Accounts.
"3. Committee on the Basis of Pro-ration.
"4. Committee on Uniform Rates of Depreciation.
"5. Committee on the Preparation of the Manual."

The advisory committee will receive for approval

(Continued on page 98)

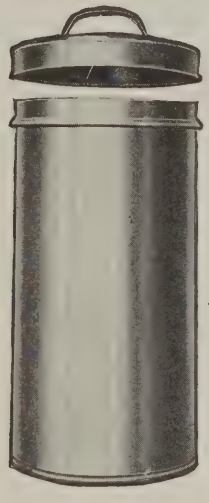
THE PROPOSED PLAN OF CO-OPERATION BETWEEN THE NATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS AND THE INTERNATIONAL ASSOCIATION OF MILK DEALERS.

In extending the uniform system of accounting of the milk association to include ice cream accounts, and in building a uniform system of accounting for the ice cream association.

1. **The milk association to extend its uniform system of accounting to include ice cream accounts through the board of directors of the controllers' council.**
2. **The ice cream association to build a uniform system of accounting for the ice cream industry through its cost accounting committee and other committees.**
3. **The two committees to sit in joint sessions in accomplishing both pieces of work.**
4. **The two systems to follow the same classification of accounts and correlate in all important essentials as far as possible.**
5. **Both pieces of work to be under the direct supervision of Mr. Bolitho.**
6. **The milk association to employ a high-class accountant with milk and ice cream experience to assist Mr. Bolitho in his work.**
7. **The ice cream association to pay the milk association for the salary and expense of the new man to be employed.**
8. **The ice cream association to pay for such other expenses as the travelling expenses of Mr. Bolitho, the salaries and expenses of junior accountants and stenographers, for working materials, office expenses, etc.**
9. **The cost accounting committee of the ice cream association to present the proposed plan of co-operation to its executive committee at the earliest possible date, and advise the milk association as to the result of their conference.**

This plan has the approval of the entire board of the International Association of Milk Dealers, as well as the National Association of Ice Cream Manufacturers.

K-W Type A ICE CREAM CANS



This new K-W Type A Can is as solderless as it is safe to make an Ice Cream Can; that is, it is soldered with a minimum amount of solder in just one essential place—the bottom.

This K-W Type A Can is tinned on all surfaces, in and outside—between hoop and cylinder—between bottom and cylinder.

This prevents rusting from the inside out.

Have the Cans you use these features?

We also make entirely solderless Cans if you wish them.

Keiner Williams Stamping Co.

8746-82 123rd Street — MEMBER — Richmond Hill, N. Y.

Standardization and the Ice Cream Angle

Other Industries Have Standardized As Guarantee of Quality Merchandise

THE matter of standards is in the air. Various movements now underway in the ice cream industry are shaping up, either in whole or in part, in the direction of standardization, particularly toward stabilizing quality. The quality program of the Southern Association of Ice Cream Manufacturers is an interesting study in this connection. After having this program enforced for a year, the association at its annual convention in New Orleans in November, formally endorsed the proposition and made the way open for it to go forward unhampered.

In connection with the ice cream men's angle of this matter, it is interesting to take note of what has been done in that of quality standards by other industries. More so than at any other time in the past, the buyer today finds himself in a position where it is absolutely impossible to inspect all his purchases. For this reason, business today is largely a matter of trust and distrust. The public is given largely to snap judgment. It may be due to the fact that the public has to buy so much merchandise without being much familiar with the back ground of that merchandise.

On the other hand, as most every business man knows, the public is overwilling to be distrustful of merchandise upon the slightest provocation, or even without provocation. It is for this reason that business men understand the wisdom of doing everything possible to gain the public's confidence, to assure the public that every safeguard possible is taken for its welfare in the production of merchandise.

THE guarantee of quality in merchandise is assurance of good will, probably the most valuable business asset any manufacturer can have. This same applies to any group of manufacturers. The quality standard program adopted by the southern association, provides for advertising the association's symbol of quality, design of which was printed in The Ice Cream Review some months ago. At the New Orleans convention, Secretary J. W. Clopton announced that the association has purchased 2,000 transfer signs and had distributed them to a number of the manufacturers during the past year. This was done to carry out the plans of the advertising committee of the association.

By purchasing these signs in quantity, there was a saving of from seven to eight cents each on them, which further shows the economy made possible by advertising through a quality guarantee program of this nature.

IN DISCUSSING this nation's opportunities for world trade, Secretary of Commerce, Herbert M. Hoover, has mentioned the establishing of standards of quality to insure foreign buyers getting just what is promised them in transaction, as an important vital factor. This movement toward national standardization serves to emphasize the importance of the same plan as applied within industries at home. The international slogan of quality proposed for this country is "Made in America—Quality Guaranteed."

It is interesting to study what has been done by other associations that have taken up this matter of standards:

American Association of Wool Blanket Manufacturers—Three standard grades of wool blankets established. Association has adopted quality seal and label, which is issued to members meeting quality standards.

American Bakers' Association—Association co-operating with department of agriculture promulgated definitions and standards for bread. Association registers baking materials and issues certification of quality.

American Gas Association—Association standardized nomenclature, material, specifications, abbreviations and performance specifications.

American Malleable Castings' Association — One of the most outstanding cases of quality standardization. Tensile strength of castings increased from 38,000 pounds to 50,000 pounds. Elongation raised from 5 to 10 per cent. Association maintains inspection and certification service.

American Petroleum Institute—Association has standards of testing methods, standardization of gravity and thermal expansion tables, standards of sampling and gauging methods, rules and regulations regarding shipping and storage containers.

Associated Cooperage Industries of America—Association has grade rules and inspection covering tight barrel and slack cooperage. Have other standards and rules for inspection and other trade practices as to shipments, etc.

Associated Metal Lath Manufacturers—Association has standards for weight, tolerance, quality and gauge.

Association of Electragists—Association has committee working on quality standardization and specifications for material and workmanship.

Concrete Products Association—Quality standards established and adopted. Association maintains test, inspection and certification service.

Cordage Institute—Association has standards for footage, nomenclature and tensile strength for ply and yarn goods.

Folding Box Manufacturers' Association—Association has quality standards for its basic material, box board.

(Continued on page 48)

TRIAL ORDERS

We will be glad to submit samples of any of our grades, sufficient for practical or laboratory tests, without charge. Trial orders are shipped subject to customer's approval with privilege of return if for any reason found unsatisfactory.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

CRYSTAL GELATINE CO.

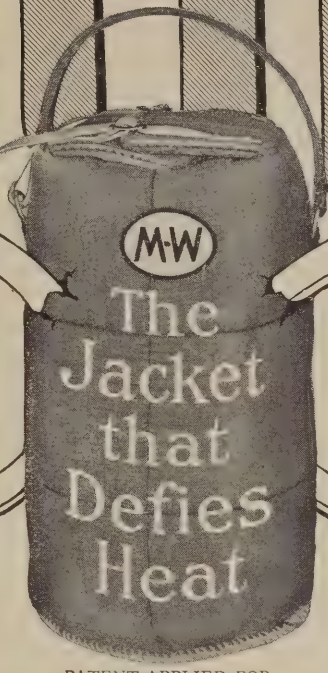
121 Beverly St. BOSTON, MASS.

BRANCH STORES

New York 14 Ferry Street
Philadelphia 418 Arch Street
Chicago 3630 Iron Street
St. Louis 408 Elm Street
San Francisco Fairfax Ave. and Rankin Street

Found

The Ice Cream Manufacturer



The Ice Cream Dealer

PATENT APPLIED FOR

The Missing Link

between the ice cream man and his trade is the THE "M-W" ICELESS DELIVERY JACKET, which cuts express costs, eliminates useless labor, speeds handling, and delivers cream in perfect shape *without an ounce of ice or salt.*

TODAY IS YOUR OPPORTUNITY TO JOIN THE KEEN, FAR-SIGHTED MANUFACTURERS WHO ARE SAVING MONEY AND GETTING MORE PROFIT THROUGH THE USE OF THIS NEW FOUND "MISSING LINK."

IT WILL DO THE SAME FOR YOU!

PUT OLD METHODS BEHIND YOU

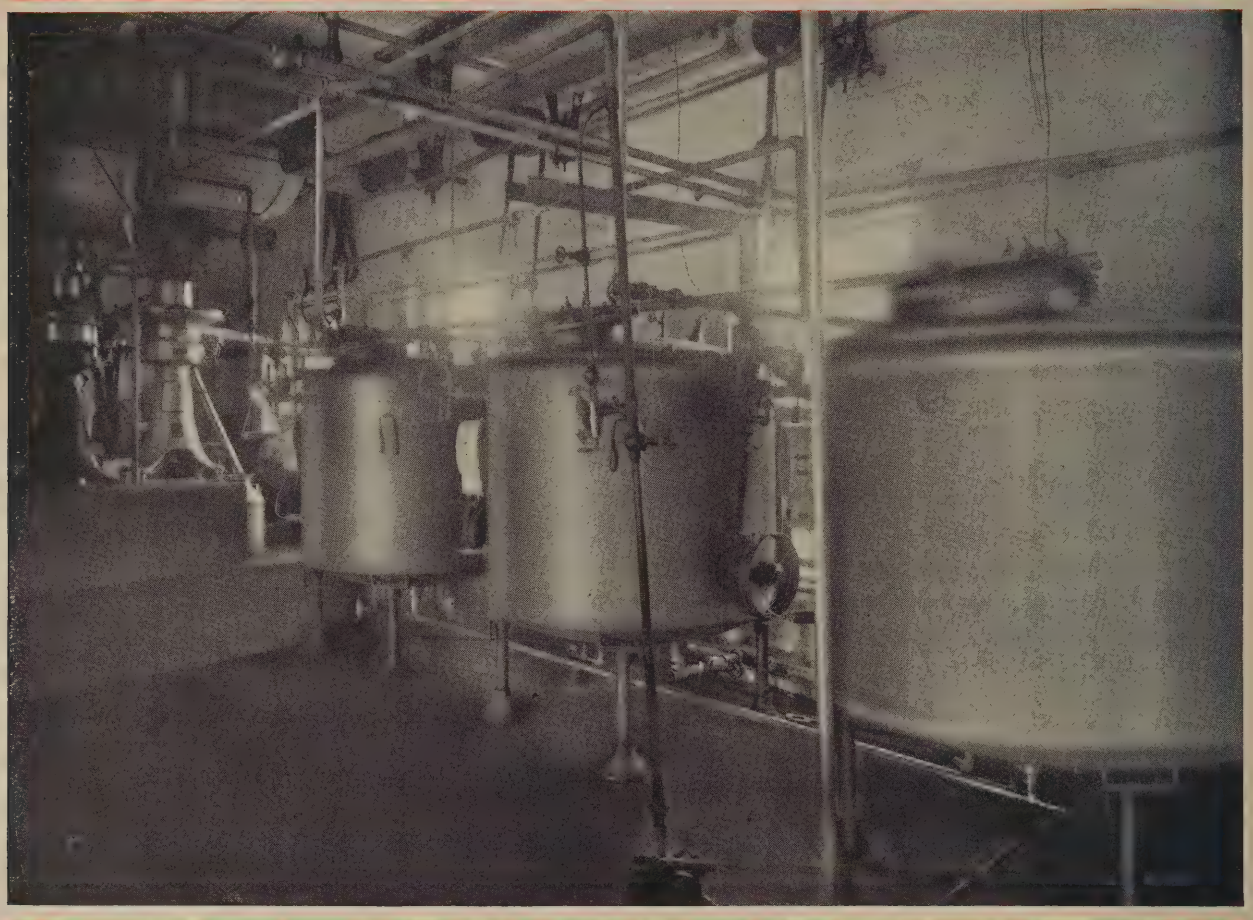
START the New Year with lower Delivery Expense. The "M-W" ICELESS SHIPPING SYSTEM cuts it to LESS THAN HALF --- amazing, but true. The coupon brings you full proof. Fill it out and mail now. You will be glad you did.

MONTGOMERY-WASHBURN COMPANY
SAUGERTIES, NEW YORK

Send me ..... *"M-W" Iceless Jackets* ..... *Quart size.*
Measurements are ..... *high* ..... *diameter.*
If test is not satisfactory, I can return Jackets and get credit for them.
Name .....
Street ..... *City* .....

Montgomery - Washburn Company

SAUGERTIES, NEW YORK



One of the many dairy and ice cream installations in the Chicago district.—Photo shows Pfaudler Pasteurizing Equipment installed at the Forest Glen Creamery Co., Round Lake, Ill.,—Since equipping this plant we have sold them 4 new Pfaudler Pasteurizers for their Chicago plant—also two 1000 gal. Storage Tanks, one 1500 gal. Truck Tank, and 2 Pfaudler Tank Cars.

THE pasteurization of the mix is the only process in the manufacture of ice cream which decreases rather than increases bacterial counts.* It is well, therefore, to use a Mixer-Pasteurizer which gives efficient bacterial reduction. Laboratory plate counts show a reduction of 98.9% for mix pasteurized in Pfaudler Equipment.

Let us tell you about its other advantages;—also its application in the pasteurization of market milk.

By The Way—
—our new house magazine "THE GLASS LINING" for January-February carries a story on the Wieland Dairy Co., Chicago, telling of the use of the Pfaudler Pasteurizer in this unusual plant.
Copies free on request

* Technical Bulletin No. 60, Agricultural Experiment Station, Mich. Agri. College.

***The* PFAUDLER CO., 217 Cutler Bldg., Rochester, N.Y.**
Originators and World's Largest Makers of Glass Lined Steel Equipment
Branches in Main Centers.
Factories at **Rochester, N.Y., Elyria, Ohio and Schwetzingen, Baden, Germany.**

The PFAUDLER PASTEURIZER
(Glass Lined)

WARNER-JENKINSON CO.
RED
TRADE MARK
SEAL
ST. LOUIS

Michigan Makes Ready for Great Convention

East Lansing to be Scene of 1925 Gathering, Which Will be Marked by Several Shows of Dairy Boosters

ICE cream manufacturers of Michigan have their eyes on East Lansing. The Michigan Agricultural College of that city will be the scene of the 1925 convention of the Michigan Association of Ice Cream Manufacturers, which will follow its usual custom in meeting with other branches of the Michigan Allied Dairy Association.

The ice cream sessions will be February 4 and 5. Secretary W. H. Bechtel of Caro, expects a large attendance.

Leroy S. Wilson, Port Huron, president of the ice cream men's association, returned to Michigan from the New Orleans convention full of pep and new hopes for a snappy Michigan convention this year. Arthur Francke of Saginaw, is vice-president of the association.

The Michigan Dairy Boosters, will, as usual, stage an exhibit in connection with the dairy classic.

* * *

Michigan's Capital City.

LANSING, the Capital City of the Wolverine State, is located only a fraction of a day's journey from three of the famous Great Lakes—Lake Michigan, Lake Huron and Lake Erie—and is the hub of an excellent road system leading to the many resorts which abound throughout Michigan and to the rich agricultural districts in which this state is a leader.

Your dealers sell more with

"Hallowell" Steel Signs

Cost Less
Last Longer



"Hallowell" steel signs are pratically indestructible. First cost is last cost. Special prices in quantities.

GET OUR PRICES NOW. WRITE

Standard PRESSED STEEL CO.

Box A JENKINTOWN, PENN.

An inland city itself, Lansing is happily free from the winter dullness of the resort city, having within its boundaries the industries and amusements that make for continuous activity, and in the summer is sufficiently near to any one of the Great Lakes and to the hundreds of smaller lakes scattered throughout central Michigan, enabling her people to take their choice for vacation and week end trips.

For the tourist, Lansing as the capital of Michigan and East Lansing with the Michigan Agricultural college have many distinctive attractions. Both are equally interesting as home cities.

The state capitol building stands in the middle of a beautiful four-block square located in the center of the city. The majestic structure was completed in 1878 at a cost of $1,510,130.59 and is now valued at $3,000,000. It houses the offices of the governor and other chief executives and in the rotunda of the building is the exceptionally interesting War Relic Museum.

The new state office and library building, Walnut and Washtenaw streets, valued at approximately $3,000,000, was completed and occupied in 1922. The library with entrance on Washtenaw street, in addition to the general building entrance, is considered one of the finest in the United States, due largely to the efforts and ability of the late Mrs. Mary C. Spencer, known nationally as the dean of librarians. The Michigan Pioneer and Historical Museum with Mrs. Marie B. Ferrey, curator, is one of the greatest attractions to tourists.

The Michigan Industrial School for Boys, located on North Pennsylvania avenue, taking care of 600 boys, is visited by thousands of tourists. The marvelous work the boys are doing, their excellent training in vocational lines and the industrial farm are particularly interesting.

Of unusual interest is the Michigan School for the Blind, Pine street and Franklin avenue, where hundreds of young people handicapped for life have been given vocational training which has enabled them to go into the commercial world on a fairly equal basis with others.

Lansing is noted for its wonderful shade trees, parks and drives, its general atmosphere of cleanliness and wholesomeness.

A city of prosperity, with a population of nearly 90,000, Lansing is proud of its lack of a slum district. True it has its poorer sections, but they are small and few. Every part of the city has its beautiful homes and parks.

Lansing has adopted the plan of locating a park in every neighborhood available to every child. Municipal playgrounds, swimming and wading pools and supervised recreation are included in that plan which is increasing in its scope each year.

To the outdoor enthusiast who enjoys golf and tennis the city offers many facilities. There is one of the finest country clubs in the mid-West, supporting an excellent golf course; two new courses, one at East Lansing, available to East Lansing and college folk and one under development to the north of the city for Lansing people generally. Every park has a tennis court.

(Continued on page 126)



THE BOWEY BUILDING

Our New Year Resolution

Resolved: *That it shall be the earnest endeavor of every member of this organization to serve the Ice Cream Trade of America better than ever before. May our just pride in 30 years of successful service spur us on to excel all previous records in 1925.*

HORINE & BOWEY CO.

BOWEY BRAND

Fruits, Flavors and Colors

Especially prepared for the

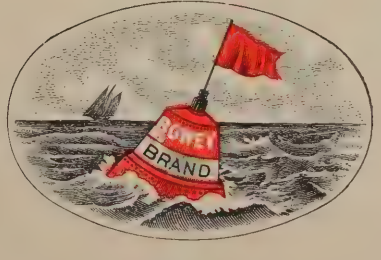
ICE CREAM MANUFACTURER

"401"—The 100% Pure Vanilla Extract

Van Cou—The 62½% Pure Vanilla Concentrate

Compound Caramel Flavor
Orange Creme Flavor
True Fruit Extracts
Ice Cream Maple Flavor
Lemon Creme Flavor
Pure Food Colors
Special Dark Dutch Process Cocoa
Jeline (Sherbet) Powder
Bulk Crushed Fruits

Write for your 1925 Ice Cream Price List



MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St. CHICAGO, ILL.

Established 1895



Millbrook Dairy Company, Middletown, Conn.

Baird Bodies Give

THE HOSLER ICE CREAM COMPANY of Albany, N. Y., bought a Baird Refrigerator Body in 1922. Each season since they have bought more. In July, 1924, Mr. F. M. Hosler wrote:—

> "The refrigerator body which we bought of you this year is doing fine work. It will not only keep cream hard, but will harden soft cream. I wish I had Baird Refrigerator Bodies on all my trucks."

From all parts of the country we have received many similar testimonials. To operate Baird Bodies is to know that no more economical nor more completely satisfactory refrigerator body can be had at any price. You can depend on Baird Refrigerator Bodies for trouble-free deliveries.

There could be no stronger proof of satisfaction than that ice cream manufacturers everywhere find it profitable to replace other bodies with Baird Refrigerator Bodies and to continue to use Baird Bodies.



Puritan Ice Cream Company, Boston, Mass.

Lasting Satisfaction

BY BAIRD scientific construction maximum strength is secured without clumsy bulk or weight. This gives increased capacities; your truck carries ICE CREAM rather than superfluous body weight.

For example, on a 1½ ton truck you can use a Baird Refrigerator Body holding a full 150 gallons of ice cream and 2250 pounds of crushed ice, together with ample salt. In the empty can compartment, insulated and refrigerated as described in our catalogue, 90 gallons more may be carried.

150 gallons carried every day and 240 gallons on peak days — on a 1½ ton truck — without overload. Baird Refrigerator Bodies do it.

Mail the coupon

William F. Baird Company

OFFICE: — 1118 Little Building, BOSTON, MASS.
FACTORY: — 1017 Main Street, WINCHESTER, MASS.

WILLIAM F. BAIRD COMPANY
1118 Little Building, Boston, Mass.

Gentlemen:—
Please send us your catalogue.
Yours truly,

Name
Street
City
State

Review

Popular!

Popular with consumer for quality in taste and ingredients.

Popular with the ice cream dealer because the demand is keen and the quality so dependable.

Havacones help to bolster ice cream sales through their quality.

Havacone

REG. U. S. PAT. OFFICE

The larger sales of Havacones mean increased gallonage for you.

Let us quote on your requirements NOW

Cone Co. of America

CHICAGO - 6001-33 So. Western Ave.
NEW YORK - - Long Island City

Havacones are made under the most sanitary conditions.

They are absolutely pure.

—CONTAIN—
No Animal Fat.
No Binder.
No Preservative.
No Coloring Matter.
Baked to their own color.

NEBRASKA ICE CREAM MAKERS MEET.

The third annual ice cream makers' round-up will be held at the dairy building, college of agriculture, Lincoln, Neb., January 13 to 16, 1925, inclusive.

In conjunction with the round-up the Nebraska Ice Cream Manufacturers' Credit Association will hold its annual meeting on Wednesday and Thursday, January 14 and 15. By holding these meetings at the same time it is hoped that a large attendance will be had and that many of the practical problems of the ice cream maker can be taken up.

PROGRAM OF THE ICE CREAM MAKERS' ROUND-UP.

Department of Dairy Husbandry,
University of Nebraska, January 13-16, Inclusive.

Tuesday, Jan. 13, 9:00 A. M.—Registration.

9:30 A. M. Welcome — Professor H. P. Davis, chairman, Dairy Husbandry Department, College of Agriculture.

9:45 A. M. What is in Ice Cream? Practical discussion on ice cream ingredients and formulas—Dr. P. A. Downs, Associate Professor, Dairy Husbandy Department, College of Agriculture.

10:15 A. M. Uniformity in the Mix: The why and how of standardization. Practical illustrations and practice—B. I. Masurovsky, Instructor, Dairy Husbandry Department, College of Agriculture.

1:30 P. M. Making the Ice Cream Mix. Demonstration and practice in making up mixes, showing effect of homogenization, aging, etc. — E. L. Reichart, Instructor, Dairy Husbandry Department, College of Agriculture.

3:30 P. M. How Does the Flow of Brine Affect the Freezing Process? Demonstration. — P. A. Downs, L. K. Crowe, Graduate Assistant, Dairy Husbandry Department, College of Agriculture.

Wednesday, January 14.

9-12 A. M. Meeting of the Nebraska Cream Makers' Ass'n.

1:30 P. M. What is Viscosity? Demonstrations of practical methods for determining viscosity, followed by discussion.—Prof. N. E. Olson, Associate Professor, Dairy Husbandry Department, Kansas State Agricultural College.

2:30 P. M. Uniformity in the Mix. The why and how of standardization. Practical illustrations and practice.—B. I. Masurovsky.

3:30 P. M. How does Freezing Affect the Overrun? Demonstration.—E. L. Reichart.

Thursday, January 15.

9-12 A. M. Meeting of the Nebraska Ice Cream Makers' Association.

1:30 P. M. Body, Texture and Flavor of Ice Cream. Followed by discussion and examination of ice cream samples.—N. E. Olson.

3:30 P. M. Efficient Operation of the Ice Cream Machine. Followed by discussion and inspection of refrigerating plant of creamery if time permits. —H. C. Venneman, Technical Expert of Baker Ice Machine Co., Omaha, Neb.

Friday, January 16.

9:00 A. M. Do You Take Care of Your Boiler?—C. C. Kershaw, representative of the James Leffel Co., Springfield, Ohio.

10:00 A. M. How to Test Your Ice Cream. Demonstration and practice in analyzing ice cream and ice cream ingredients.—P. A. Downs.

1:30 P. M. How to Increase Ice Cream Consumption.—E. O. Anderson, Instructor, Dairy Husbandry Department, College of Agriculture.

2:30 P. M. Examination of Experimental Mixes. Instructional Staff. Rount Table discussion.

"Everybody should learn to drive a car." This is especially true of those who now sit behind the steering wheels.—Martins Ferry Times.

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezers to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening rooms.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

Style	Diameter	Capacity	Freezer Opening	F.O.B. Price
A	28½ in.	6 cans	30 in.	$50.00
B	23 in.	4 cans	24 in.	45.00
C	34 in.	8 cans	36 in.	62.50
D	40 in.	10 cans	42 in.	75.00

Two or three can containers, placed so that two or three freezers can discharge at one time, can be mounted on one truck, increasing capacity, making less trips to the hardening room necessary. Prices for these special trucks made on application, specifications required.

One regular size truck will be shipped, acceptance on approval.

UTILITY MFG. CO. FARIBAULT, MINNESOTA

A. H. Barber-Goodhue Co., Chicago, Ill., St. Paul, Minn.
Howe Scale Co., St. Louis, Mo.

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES

Are Standard

Guaranteed to Comply with all National and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

1200 Tower Bldg.,
6 North Michigan Ave.,
CHICAGO, Ill.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Loewenstein Resigns as National Secretary

Fred Rasmussen of Harrisburg, Pa., Widely Known in Dairy Manufacturing Circles, to Succeed Popular Secretary

Good Luck, Nate!



N. Loewenstein.

PRESIDENT LAUDS RETIRING SECRETARY.

Mr. Loewenstein, who has served as secretary of this association for the past six and one-half years, has resigned, asking that his resignation be made effective February 28, 1925.

Mr. Loewenstein has served the association well, and the industry should feel indebted to him for all that he has done. The present standing and strength of the association is due largely to his efforts. He states that he is planning to give all of his time to his other interests, but will continue to be helpful to this association in every way possible.

I have appointed as secretary, effective March 1, 1925, Fred Rasmussen of Harrisburg, Pa., whose training and experience are set forth in the statement which I enclose. (This statement is included in the article below.)

Yours very truly,
NATIONAL ASSOCIATION OF ICE CREAM MFRS.,
V. F. Hovey, President.

Welcome, Fred!



Fred Rasmussen.

N. LOEWENSTEIN, for the past seven years secretary of the National Association of Ice Cream Manufacturers, has tendered his resignation, effective March 1. This announcement in December was followed by announcement by President Hovey that Frederick Rasmussen, president of the Pennsylvania-Maryland Joint Stock Land Bank of Harrisburg, Pa., has been appointed to succeed Mr. Loewenstein.

Location of the national association's offices had not been definitely decided upon when this issue of The Ice Cream Review went to press. It is thought likely, however, that the secretary's headquarters, effective March 1, will be Harrisburg, Pa., after which time, according to officials, "more central quarters may be suggested."

N. Loewenstein gives up his duties with the best wishes of hosts of friends. His term of office has been marked by constructive service for the national association and the industry as a whole. It was in 1917 that he succeeded L. O. Thayer as secretary. At that time the association's membership consisted of barely more than 100 members in good standing. The membership has grown to more than 500 in good standing. The association's financial assets have doubled many times.

Mr. Loewenstein has been actively identified with the ice cream industry since 1906. In the fore part of that year he worked in co-operation with officers of the then Three-I Association of Ice Cream Manufacturers. He appeared with officials of the national organization before a commission consisting of the department of agriculture, the department of commerce and the department of labor, at which time, rules and regulations were being considered for the ice cream industry. He later appeared before the committee on definitions and standards, which committee was considering the so-called Wiley standard.

After the Three-I association lost its identity by the formation of the national association, Mr. Loewenstein co-operated in organizing—or rather re-organizing—the Illinois state association, which had been the nucleus of the Three-I body. He was named the first secretary, and with the exception of the years 1909-10-11, has been secretary ever since. And he will continue to hold this post, by the way, after relinquishing his office in the national body.

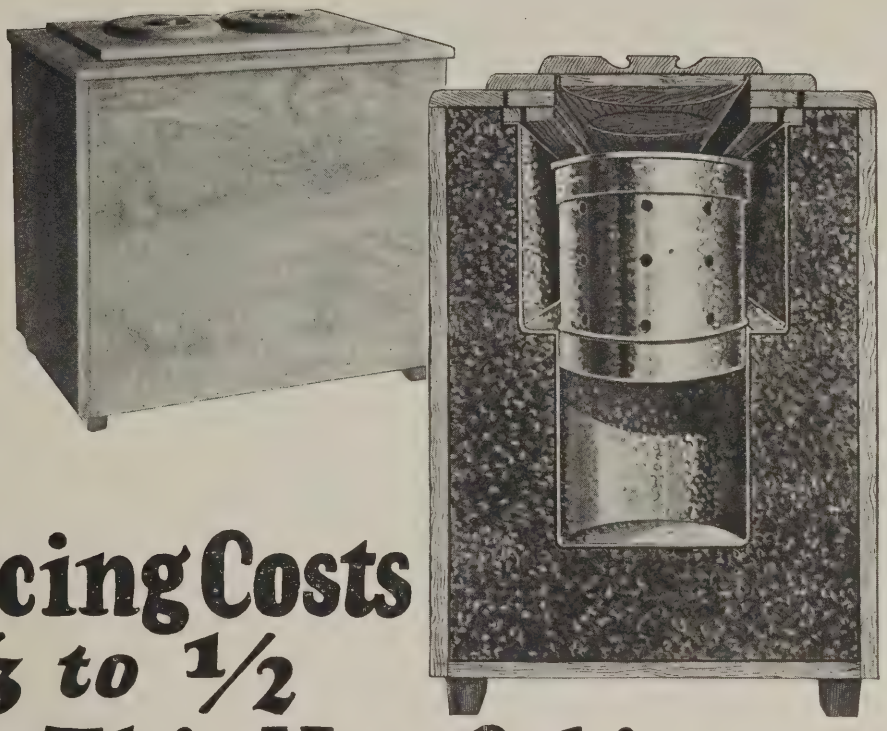
Mr. Loewenstein was in charge of sugar distribution for Illinois ice cream manufacturers during the war. Conventions of the national and Illinois state associations in the past several years have been marked by excellent programs prepared by the retiring secretary.

The new secretary is not unknown in ice cream and dairying circles. He has long been identified with various important activities connected with dairying.

BORN in 1876, on a dairy farm near Hals, Denmark, Mr. Rasmussen came to the United States in 1899. He first worked for the Chicago Northwestern Railroad as a bridge carpenter. After a year of railroad experiences, he worked for a year on a dairy farm in Iowa.

In the winter of 1902, Mr. Rasmussen entered the four-year course of Iowa State College, specializing in dairying. After graduation, he accepted a position at Purdue University, Ind., as buttermaker in charge of the Purdue University Creamery, giving instructions in buttermaking. In the fall of 1906 Mr. Rasmussen joined the teaching staff of the Iowa State College and was for one year assistant professor of dairying of that institution. In the fall of 1907, he accepted the position of professor of dairying at the New Hampshire State College. He worked for nine years at the New Hampshire State College, during which time, in addition to the teaching of dairy subjects, he made a study of the cost of producing milk which attracted wide attention in New England. In the fall of 1916, he accepted the

(Continued on page 109)



Cut Icing Costs 1/3 to 1/2 With This New Cabinet

BIG savings on ice and salt, on labor, on haulage costs, on truck expense and maintenance—will follow the adoption of the new Jamison Ice Cream Cabinet. THAT IS NO IDLE BOAST. Several hundred of these cabinets have already been in actual use for over two years. And in every instance, icing costs took a drop of ONE-THIRD OR MORE.

These enormous savings are the direct result of an entirely new principle of cabinet construction. Pure cork board insulation, SIX INCHES THICK, replaces one-half to one-third the ice and salt required by all other cabinets. The ice and salt chamber extends only one-half the depth of the ice cream can compartment—refrigeration for the lower portion of the ice cream can, being secured entirely from the brine which circulates through the holes in the upper half of the cylinder.

Moreover, where one icing lasts from twenty-four to thirty hours in standard cabinets, it lasts FROM THIRTY-SIX TO FORTY-EIGHT HOURS IN THE NEW JAMISON CABINET.

The Coupon Will Bring Complete Information

This remarkable cabinet is now ready for a test in your own plant. We invite a comparison of its COST AND EFFICIENCY of operation with any other cabinet on the market. Let it prove our claims by its performance on one of your routes.

Jamison Ice Cream Cabinets

JAMISON COLD STORAGE DOOR CO., Hagerstown, Md., U. S. A.

Mail for Prices and Details

Jamison Cold Storage Door Company, Hagerstown, Md.
You may send me literature completely describing the Jamison Ice Cream Cabinet, together with list of sizes and prices.

Name .....

Address .....

New York Manufacturers Meet This Month

Iceless Cabinets to Feature Annual Convention at Buffalo, January 7 and 8

NEW YORK ice cream manufacturers will gather at Buffalo on January 7 and 8 for their annual convention. This was announced recently by A. M. LeMessurier, secretary of the Association of Ice Cream Manufacturers of New York State, in a very facetious bulletin, in which Mr. LeMessurier styled himself the "Transmitter of Orders." Hotel Statler will be convention headquarters.

The subject of refrigerated cabinets and soda fountains will be the principal topic.

The official convention announcement issued last month follows:

HEAR YE! HEAR YE! HEAR YE!

You are hereby commanded to set apart the days of Wednesday, January 7, and Thursday, January 8, in the year of our Lord nineteen hundred twenty-five, and to appear at the Statler Hotel in Buffalo, N. Y., at 10 a. m., January 7, prepared to stay until the evening of January 8, to hear and speak to your fellow ice cream manufacturers of New York State on the important subjects which are disturbing your peace of mind and causing you to pay out sad dollars which are not bringing in good dollars plus their rightful gain.

And you are further commanded to prepare yourself on the subject of refrigerated cabinets and soda fountains, national advertising, electric trucks and dry pack containers so that you may speak and listen in the same language of your fellow beings.

And you are further commanded to prepare yourself so that you can resist the charms of Morpheus from 10 a. m. until at least midnight as our hosts—Lou, Ed, Alex, Paul and Bill, having decreed that there shall be no rest for you during those hours and that during at least five hours of the time ye shall labor at hard labor and the remaining time shall be spent in eating, drinking (soft stuff) and making merry.

Failing in attendance you will be handicapped by lack of knowledge and your power will be diminished.

Issued this 8th day of December by order of the High Moguls duly elected by your august body under the authority in them vested.

A. M. LeMessurier,
Transmitter of Orders

P. J. Smith,
Chief Orderer.

C. E. Kilburn is vice-president and Wilson C. Van Cleaf is treasurer.

Striking Program for Mississippi Convention

January 13 and 14 are Correct Dates of Annual Gathering at Vicksburg, to be Featured by Prominent Speakers

PREPARATIONS are going forward for one of the best conventions ever held by the Mississippi Ice Cream Manufacturers' Association. National advertising will be one of the program features. This subject will be handled by J. F. Finneran, representing the National Association of Ice Cream Manufacturers. Other high lights will be addresses by Ben C. Brown, silver-tongued orator of the Southern ice cream industry, and J. W. Clopton, secretary of the Southern association. Mr. Brown will discuss business ethics, a subject with which he is quite familiar. Mr. Clopton will talk on "Progressive Aims and Achievements."

Other program features consist of speeches by S. N. Sutton, president of the Southern association, and past president of the Mississippi body; W. W. Campbell, vice-president of the national association, and P. P. Garner, commissioner of the Mississippi State Department of Agriculture. Mr. Campbell will talk about "The Spirit of Our Industry," a subject which he has ably handled from many different approaches in the past.

WITH this impressive array of talent the success of the Mississippi program is assured. Officials are similarly optimistic over the outlook for a large attendance. The association was largely represented at the convention in New Orleans in November, and wherever Mississippians gathered in groups at that time they were discussing plans for their state convention.

There is something about the spirit of the Mississippi manufacturers that makes for congenial atmosphere, and for this reason alone one always is sure of an enjoyable convention in the Magnolia State.

W. D. Seale of Jackson, president of the association, is one of the industry's leading advocates of co-operative advertising. The project probably came in for more discussion at Mississippi conventions in the years before this plan was promoted than in any other circle of ice cream manufacturers.

THE association will meet this year at Vicksburg, the home city of its past-president, S. N. Sutton, recently elected president of the Southern association. Vicksburg has a population of about 30,000 and is one of the progressive cities of the state. The program shows that a banquet will be held on the first evening of the convention at the National Park Hotel January 13, which will be one of the attractions of the convention. Ladies will be entertained the same day at luncheon, to be followed by an auto trip in the afternoon through the National Military Park. On the afternoon of January 14 the ladies will have a theater party.

N. D. Brookshire of Meridian, secretary of the association, issued on December 13 a bulletin in which he stated that if delegates will arrive early at Vicksburg and be on hand when the convention opens January 13, they will help get started "the best convention, in the best

(Continued on page 149)

MISSISSIPPI CONVENTION DATES.

Under the Bulletin of Events, on page 6 of this issue, the Mississippi convention is scheduled for January 15. This is an error, being confused in telegraphic dispatches to The Ice Cream Review with the date of the Louisiana association. The correct Mississippi convention dates are JANUARY 13 AND 14. Headquarters, National Park Hotel, Vicksburg.

Carolina Manufacturers Face Lively Program

Officials Expect Large Attendance at Charlotte, January 13-14, 1925

ALL is in readiness for the annual convention of the North Carolina Ice Cream Manufacturers' Association, according to recent announcement. Charlotte will be the scene of the convention this year. Secretary A. E. Dixon announces that all signs point to a large attendance. Hotel Charlotte will be convention headquarters.

Charlotte is a centrally located city and is expected to draw manufacturers from all parts of the state.

North Carolina association in the last few years has taken its place among the leading ice cream organizations in the country. Its conventions always are of a constructive and interesting nature. Some of the best thoughts of every ice cream convention season come from the Tarheel association. This year's program will be well in keeping with the high standards of the past, it is indicated by an advance copy. The program has such interesting topics as "Iceless Cabinets," "National Advertising," "Group Insurance," and "Enforcement of State Food Laws Applying to Ice Cream." Among the well known men to address the convention are N. M. Thomas, F. W. Gentleman, Roberts Everett, T. C. Reed, W. M. Allen and G. L. Glendenin.

Mr. Everett is secretary-manager of The Association of Ice Cream Supplymen, and Mr. Thomas is president of the association's Salesmen's Club.

President W. S. Obershain, Charlotte, has promised the ice cream manufacturers a very delightful stay in his city.

TENTATIVE PROGRAM NORTH CAROLINA ICE CREAM MANUFACTURERS' ASSOCIATION

Address of Welcome.
Response—T. C. Reed.
Report of Secretary-Treasurer—A. E. Dixon.
President's Address—W. S. Obenshain.
"Survey and Resultant Conclusion of Six Continental Sales Tours"—W. P. Abel.
"Enforcement of State Food Law as it Applies to Ice Cream" W. M. Allen.
"New Things in the Ice Cream Business—N. M. Thomas.
"Iceless Cabinets"—T. C. Reed.
"National Advertising"—F. W. Gentleman.
"Engineering an Industry's Advance"—Roberts Everett.
"Group Insurance"—G. L. Glendenin.
"Do They Really Work for You?"—W. B. Savell.
"Do They Really Work for You?"—H. P. Olsen.
"Do They Really Work for You?"—R. C. Hibben.

CHARLOTTE, the city in which Carolina ice cream manufacturers will gather this year, is the home of W. S. Obenshain, president of the association. It is further distinguished by being the center of a great part of the industrial and agricultural activities that, in recent years, have made North Carolina not only one of the leading states of the South but also one of the leaders of the nation.

Charlotte has a population of approximately 50,000 people, an increase of about 20,000 in the last six years. It is one of the oldest cities of the South, being an historical center, but not until recent years has it succeeded in attracting the industries that promise to make it grow into one of the large cities of the South, although much furniture and cotton manufacturing has been going on for many years, North Carolina being one of the ranking states in output of furniture, particularly in dining room equipment, tables, tablecloths, etc.

A story illustrating North Carolina's industrial progress was told at the National Dairy Exposition in Milwaukee by a droll Tarheel delegate, as follows:

"If all the dining tables made in North Carolina were put end to end there would be enough room to stretch around the earth. If all the tablecloths made in North Carolina were pieced together the one piece would stretch to Europe and back. If all the cigarettes made in North Carolina were joined together this long cigarette would enable an imaginary man to stand with one foot on the North Pole, the other on the South Pole and light his cigarette out of the starry dipper."

Dining tables particularly appeal to the manufacturers and supplymen planning to attend the convention. And President Obenshain and his Charlotte friends promise that there will be plenty of entertainment for all.

The Yellow Dogs, as the Carolina association's affiliated organization is known, have not made known their plans in connection with the convention, but they are sure to help make things lively.



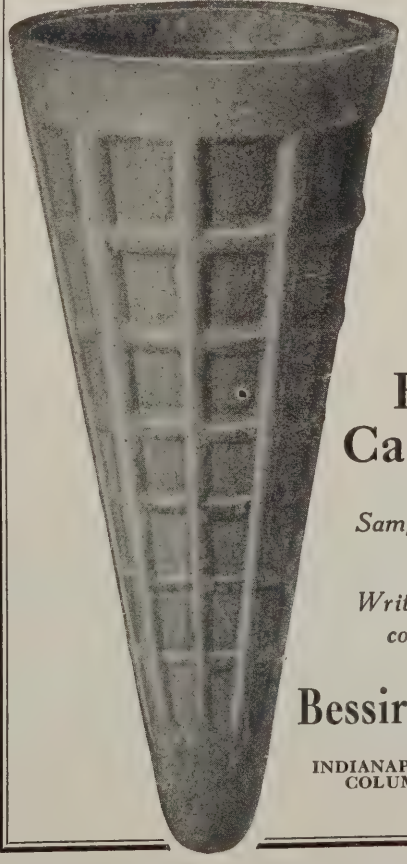
First Little Girl: "Do you believe there's a devil?"
Second Ditto: "No! It's like Santa Claus. It's your father."

* * *

No Expense.—"Why have Scotsmen a sense of humor?"

"Because it's a gift."—London Morning Mail.

ICE CREAM CONES



As a jobber you know that first orders are seldom profitable.

You must have repeat orders. Repeat orders are assured when you handle

BESCO Cake Cones

Samples and Prices on request.

Write us today about a contract for 1925.

Bessire & Company
Incorporated
INDIANAPOLIS LOUISVILLE
COLUMBUS MEMPHIS
ATLANTA

Popular Topics on Tap for Ohio Convention

Mechanical Refrigeration and National Advertising Head List of Subjects to Come up at 1925 Convention at Cleveland This Month

PREPARATIONS were rapidly drawing to a close for one of Ohio's greatest ice cream conventions when this issue of The Ice Cream Review was ready to go to press. The Ohio Association of Ice Cream Manufacturers, according to officials, will have a record attendance when it convenes at Cleveland, January 27 and 28.

Secretary W. A. Wentworth of Columbus has outlined as follows the principal points of discussion to come up at the convention, this in the absence of a complete program at press time:

"The principal points of discussion will deal with mechanically refrigerated cabinets, mechanically refrigerated soda fountains, national advertising and uniform cost accounting. These subjects will be handled by men who have had experience in their development in order that this industry in Ohio may be in a position to profit from such.

"On the evening of the 27th some form of entertainment will be provided, arranged by the supply men, and on the evening of the 28th a joint banquet will be held in connection with the Ohio Association of Creamery Owners and Managers and the Ohio Milk Distributors' Association."

The Winton Hotel will be convention headquarters for the Ohio convention. In addition to the Ohio Association of Ice Cream Manufacturers, there will be conferences of the Ohio Milk Distributors' Association and the Ohio Association of Creamery Owners and Managers. The ice cream men will assemble January 27 and 28. The milk distributors will be in convention January 28 and 29, while the creamerymen will meet January 29 and 30.

MORE than one-half the population of the United States lives within 500 miles of Cleveland and much more than half of all the manufacturing of the United States is done within less than 500 miles of Cleveland. Cleveland, therefore, is situated not only at a point where raw materials in many important lines can be collected easily and at low cost, but it is also within easy reach of wonderful markets which have a remarkably steady buying power.

Cleveland now leads all other communities in the manufacture of nuts, bolts, wire goods, gray iron castings, paints, varnishes, electric batteries, twist drills, steel forgings, plumbers' fixtures, vacuum sweepers, hardware, job printers' presses, astronomical appliances, and stands second in the nation in the manufacture of women's ready-to-wear clothing.

Expansion of automobile manufacturing in Cleveland has been one of the city's most recent developments. Pleasure cars manufactured include the Chandler, Cleveland, Grant, Kurtz Automatic, Jordan, Marsh, Merritt, Peerless, Stearns, Sterling-Knight, Templar and Winton. The Grant, Peerless, White and Young trucks are made in Cleveland. The development of this industry has had no mushroom features but it is the result of the recognition by motor car experts of Cleveland's logical advantages.

Out of every dollar invested in automobiles in the United States 30 cents goes to Cleveland.

Cleveland is the home of the largest paint and varnish factories in the country, and a tremendous business results.

(Continued on page 151)

Coloradoans Meet This Month

Colorado ice cream manufacturers will gather at Pueblo on January 27 to 28 for the annual convention of the Colorado Association of Ice Cream Manufacturers, Congress Hotel will be convention headquarters. Officials were not ready to announce their program as this issue of The Ice Cream Review was going to press, but assurance is given by Secretary E. L. Carlson that the 1925 convention will be of great interest to every manufacturer in the state, as well as to visitors.

This comparatively new association has made considerable progress, the membership having virtually doubled in the last year.

Program appears on page 158.



Convention Headquarters, Congress Hotel.



Pueblo Municipal Auditorium.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Plant Men Wanted at New England Convention

Preparations Made for Large Attendance at Fifteenth Annual Convention at Hartford this Month

ESPECIAL stress is being made by the officials of the New England Association of Ice Cream Manufacturers on the importance of ice cream manufacturers getting their salesmen and plant men to attend convention at Hartford, Conn., January 22 and 23. It is promised that the program will be of particular value to the salesmen and plant men.

This will be the association's fifteenth annual meeting. Hotel Bond will be convention headquarters. The



Convention Headquarters, Hotel Bond.

secretary, W. P. B. Lockwood of Boston, has asked members to make hotel reservations early, and not to forget to bring along their wives.

Announcement issued by the association in December stated that rapid progress is being made by the entertainment, program and banquet committees.

Preparations for the New England convention were discussed at the regular monthly meeting of the association at the American House, Boston, on Dec. 10. It was attended by 92 persons, with President Platt presiding. The president announced that there will be a minimum registration fee of $5 for the annual meeting, and that this would include the whole program.

The New England convention usually is one of the best of the year. It is composed of some of the leading manufacturers of the country, including manufacturers who, in many ways, have served toward the industry's general advancement.

ARKANSAS MANUFACTURERS EXPECT LIVELY CONVENTION AT LITTLE ROCK THIS MONTH.

"Big ideas worth dollars and cents" are promised for the 1925 annual convention of the Arkansas Ice Cream Manufacturers' Association. The convention will be held at Little Rock, January 6 and 7, with Hotel Marion as convention headquarters.

Secretary Charles Hooberry of Pine Bluff, promises "a real program." In addition, he says, there will be ample time for mingling. In part the secretary's bulletin follows:

"This is the age of progress, the age of advancement in all lines of endeavor, the age of action. The Arkansas Ice Cream Manufacturers must establish leadership for their industry, and they can do it only through co-operation and public education. Plan to come to the state convention—make the trip an investment—take home ideas which you can incorporate into your business the coming year with profit to yourself and credit to the Arkansas Ice Cream Manufacturers' Association."

Little Rock is a favored convention spot for the Arkansas manufacturers. The 1923 convention was held there in connection with the Southern convention. At that time a number of important legislative matters were brought up for attention during 1924. These, no doubt, will be reported upon at the convention this year. R. L. Hargrove of Texarkana is president of the association.

President R. L. Hargrove of Texarkana has made the following announcement:

"We have had some very excellent meetings in the past, but we have reason to believe that the coming convention will be a wonderful success in every way. The program will not be a long and tiresome one; the thought we had in mind in arranging our program was to give the supplymen ample time to talk with the ice cream manufacturers.

"In addition to the regular program, a nice entertainment has been provided and we want to especially extend an invitation to the wives of the supplymen to accompany their "better-halves" to Little Rock. We assure them a pleasant visit.

IOWA MANUFACTURERS HOLD STIRRING CONVENTION.

An interesting program and a large attendance featured the 1924 annual convention of the Association of Ice Cream Manufacturers of Iowa. The convention was held at Fort Des Moines Hotel, Des Moines. Refrigerated cabinets, national advertising and cost accounting were discussed, among other topics pertaining to the industry today.

Entertainment features of a highly satisfying nature were provided by the Iowa Poodle Dogs, the association's auxiliary body.

The ice cream manufacturers' officers for 1925 are: A. B. Sales, Fort Dodge, president; R. A. Hadley, Ackley, vice-president; Joe Furnas, Des Moines, treasurer, and P. W. Crowley, Des Moines, secretary. The 1925 directors are: A. J. Murray, Cedar Rapids; Lee Blue, Red Oak; B. K. Peter, Fort Madison; Roger I. Crowell, Waterloo, and C. S. Hutchinson, Des Moines.



Iowa Manufacturers in Convention at Des Moines in December.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

Ice Cream Voyageurs Back in Home Port

Great Southern Convention of National Association Topped Off by Flying Visit of 48 Delegates to Cuba and Panama

We drifted o'er the harbor bar
And I with sobs did pray,
"Oh, let me be awake, my God,
"Or let me sleep alway."
—From Ancient Mariner.

AND next comes Detroit. New Orleans is a pleasant memory. Cuba and Panama are sweet reveries of the past. The great national convention in the Southland has come and gone, leaving nothing but a delightfully lingering taste. Ice cream manufacturers of the country now are burrowing themselves in for the winter, so to speak, trying to put to the best purpose information picked up at the 1924 convention.

Thanksgiving found most of the national convention delegates back home. But not so for the 48 of their fellow-members who were on the deep blue of the Atlantic on the Carribean cruise of the National Association of Ice Cream Manufacturers, visiting the port of Havana, paying their respects at the palace of the Republic of Panama, dancing with maids who occasionally lifted shy Latin eyes from under rainbow shawls, and flashed trim ankles from under gaily hued petticoats. And—

BUT all that is a memory now. Christmas found our gay voyageurs back home again, back from the deep blue waters of romance to the stern business of running ice cream plants. Occasionally one of them—back home in December—paused over a list of special ice cream Christmas orders to let his mind wander back over the snatch of a Spanish phrase that he vowed he would never forget—though now he fears he already has.

They shook hands with "Black Jack" himself, these ice cream mariners. They found America's commander-in-chief, General Pershing, visiting the central republics.

They were extended the honors of the Panama republic's palace, sipped champagne of ancient vintage, ate their fill of tropical luxuries. They visited Culebra cut, went down under water in submarines and collected a lore of stories to tell back home. It was a real Southern trip. But they came back to the home port with a home song on every lip. For it is not a half bad place, you know—this place you call home—be it ever and ever so humble.

THERE were a lot of things that men this far from home would never voluntarily let come out, but press censors are impotent creatures when a determined reporter for The Ice Cream Review sets his mind to a task. So here is how it all happened—most of it, anyway:

They set sail—or turned the screw, whatever they do on these modern sea-going crafts—from New Orleans on Saturday, November 22. Then it was "Y' heave ho, m' lads, and let's ride this merry gale to Havana." The vessel was one of the Great White Fleet. The third day found the cruisers in port at Havana. The Sabbath had been spent at sea. The first day at Havana was taken up with suburban auto trips in which the travelers visited the Colon cemetery, the Casino, Marian beach, and —the race track. They saw the ponies run, and as one delegate sadly expressed it after getting back home to clear away the snow for Santa Claus—"Mine hasn't finished yet."

The next day all hands and the cook came up for air and to see the cruisers off on a launch trip across the bay to Morro Castle and Cabanas Fortress. The following day was the last on the island. The travelers were



Panama Cruise—Our Travelers Visited the Famous Balboa Swimming Team at Balboa, C. Z.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Dixie's Sweetheart, Mrs. E.B. Geisel



Britt, Jennings and Lady friend.



W. P. Abel



"Florence and Taylor."



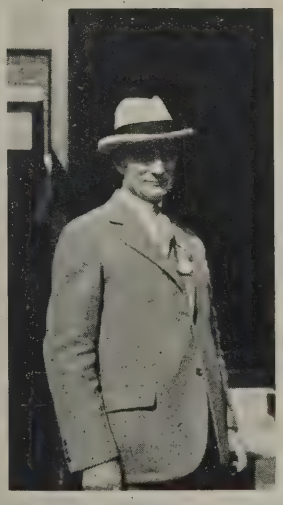
Charley Landreth looks 'em over.



"Florence and Harry"



Officers and some directors, Southern Assn., Cuscaden, director; Terry, director; Sutton, Pres; Kinnett, Vice Pres; Clopton, Sec'y; Yarborough, director.



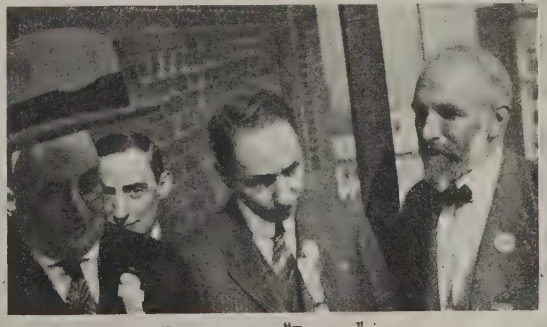
Ben C. Brown



The Rose of the Dairy Industry, "Miss Sally."



Morrison, Brown, Seymour, Sutton.



Modest Pres. bows to "Review" cameraman, Campbell, Loewenstein, Hovey, Morris.

New Orleans—When Dixie Was Host to Manufacturers of Nation.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

turned footloose and told to shift about as best they could, each man for himself. No reporter would dare go into activities on this day at any length. Just imagine for yourself how you would like to be that far from home and all the places open and find a man with pencil and notebook at your heels.

That afternoon the steamer hoisted anchor and streaked for other waters. Then for the sixth, seventh and eighth days the travelers were at sea. There were card parties, and after a few poker sessions, many felt quite sure they were at sea. It is not likely that any ice cream factories will change hands as a result of those games with the fateful pasteboards, but everybody couldn't win.

The ninth day found the vessel at Cristobal, Canal Zone, after having passed through Culebra cut. The ninth, tenth and eleventh days were spent in Panama City and Ancon, cities that are divided by a street. The ice cream men stopped at Hotel Tivoli in Ancon, where the American population resides. The population of Cristobal is 40,000, of which 5,000 are white people. The whites, therefore, are outnumbered seven to one by negroes and breeds of the negroid species.

THE visitors danced at the Panama City Union Club. They met General John Pershing. They immediately made friends with "Black Jack," who likes his ice cream. They inspected battleships at Ancon. The outstanding social feature, however, came when they met the president of the Panama Republic, Senor Somebody, whose name could never be written twice the same way by a man used to the American language. This dignitary very graciously escorted his guests through the palace. He treated them to—er—ah—ahem —to wine. Several of the Americans cast furtive eyes around for the cops as they gulped down their portions. Feeling very guilty they thought they were getting away with something when they bade their host adieu and started out down the sidewalk.

It is officially denied that anybody among the visitors attempted to sing, as they were leaving the Panama president's home, that stirring ballad, "F'reeso a jolly good fello-o-o."

"Some of us started to," one of the visitors explained later on, "but we were afraid that Senor El Presidente would think we were singing our national anthem and would want to stand up out of courtesy to us. Anyhow, it might have brought on international complications, and who the heck wants to argue with a man he can't understand? Anyhow, Senor El Presidente is all to the mustard, and any time he wants to run up into our country we expect to show him how ice cream has his champagne backed clean off the boards when it comes to a steady diet."

The Americans visited the famous Balboa swimming pool. They saw the great Balboa swimming team that recently toured the United States. They visited the government coal storage plant at Mt. Royal. They entered submarines. At Colon, where they stopped at the Washington Hotel, they visited the American flying field.

Our travelers did not let Thanksgiving go by unobserved. They rendered a little musical program of their own and spent the evening at card games. After the card games some were more thankful than others.

ON WEDNESDAY, December 3, the journey home was begun. The ladies provided a little entertainment of their own; they staged a shawl parade, letting the men of the party rest their eyes upon the lovely shawls they had bought in Latin shops, showing them how well they looked on American senoritas—er—beg pardon,—American sonoras and senoritas.

(Continued on page 114)



Panama Cruise—Snapped on the Visit at Canal Zone Storage Plant, Mt. Royal.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Gordon Moumblo & Escort, A.A.Anderson & Miss May Williams, Mr. & Mrs. F.E.Robinson.



Russell Smith, Gordon Moumblo



"Smiling Pat" Hawkins and friends.



Southern Pres. S.N.Sutton.





Dixie's Own Son, W.W. Campbell.



Some of the "Kist Boys"

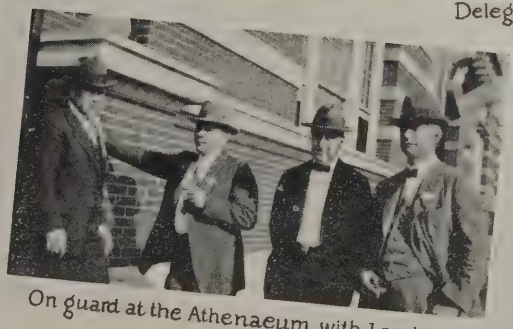
Nat'l Officers - Sec'y. Loewenstein, Vice Pres. Campbell, Pres. Hovey.



Delegates saw Tennessee-Tulane Tussle.



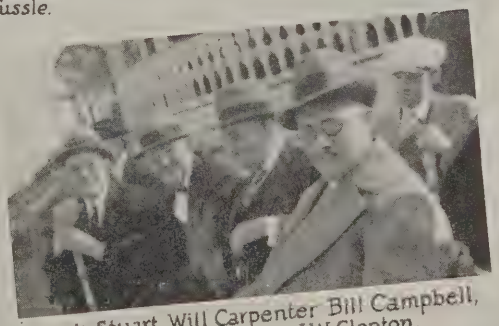
Silcox, Landreth, Rosenbaum, Thomas & Stewart.



On guard at the Athenaeum with Landau.



"Cummings"



Frank Stuart, Will Carpenter Bill Campbell, Will Schwindeler, J.W.Clopton.

New Orleans—Miles and Miles of Convention Smiles.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Southern Ice Cream Men Look Forward to 1925 Visit in Kentucky

Officials Already Planning for Exposition—Will be First Southern Convention for Kentucky

THE smoke had no sooner cleared away from the highly successful convention-exposition, held at New Orleans by the Southern Association of Ice Cream Manufacturers and the Dixie Flyers, when preparations immediately began taking shape in the direction of another highly successful convention-exposition at Lexington in 1925.

Officers of the Dixie Flyers are fast workers. They are no faster workers, however, than officers of the Southern Association of Ice Cream Manufacturers.

No sooner was the convention closed when President Harry A. Benners, none other than Colonel Harry himself, notified The Ice Cream Review that he had his mind working toward a very elaborate show at Lexington. Officers of the Southern association immediately expressed themselves as looking forward to rounding up a large attendance for the Dixie Flyers' show.

The Flyers showed unusual confidence in Colonel Benners by re-electing him president at the convention. This is probably the first time in the history of the association that a president has been elected for two successive terms. P. N. Miller, Jr., also came in for a share of the honors, when he was re-elected secretary, a post he has filled off and on ever since the organization was established.

LEXINGTON will take the Southern association into entirely new territory. This will be the first visit to Kentucky; in fact, it will be the first time the association has traveled so far north. Little Rock is the farthest point north of any Southern convention thus far. Another feature of the Lexington venture is that this will be the first time the convention has been held east of the Mississippi River in three years, since the very successful convention held in Atlanta in 1921, in connection with the regional exposition of the Association of Ice Cream Supply Men. Immediately after the Atlanta convention it was decided to go to New Orleans in 1922, thence to Little Rock in 1923, and then back to New Orlenas in 1924.

THE FLYERS' PRAYER.

Lord of all power and might, Who rulest in heaven and in earth, and canst turn the hearts of men after the counsel of Thine Own will; we humbly pray Thee to awaken in all the members of our organization a deep desire to maintain and set forward the work of The Dixie Flyers throughout the Southland. Bless, we pray Thee, our efforts this morning to strengthen and extend our work. To all who shall take part in our plans give wisdom and zeal. Bind us boys to a closer fellowship. Teach us to pray, labor and give more faithfully that which we have not only for the extension of our own worldly affairs but for the furtherance of Thy kingdom among men. Direct us, O Lord, in all our doings with Thy most gracious favor and further us with Thy continual help, that in all our doings begun, continued and ended in Thee, we may glorify Thy holy name and finally by Thy mercy gain everlasting life. Amen.

Prayer by Chaplain Gordon Moumble at opening of 1924 session of Dixie Flyers.

The Kentuckians have been putting up a fight for the convention for the last two or three years, starting their drive at the 1922 convention at New Orleans. Harry A. Cuscaden of Louisville and his Kentucky friends are much elated over getting the 1925 convention for a Kentucky city.

"We will surely show them a mighty nice time in the Blue Grass State," Mr. Cuscaden said. "We know how to have fun in our state as well as anywhere else, and I think we can show some pointers to some folks who we know," he continued.

NEITHER the National or the Southern association has definitely decided upon convention dates yet. The national convention will be held in Detroit this year. It will not be until after a decision as to dates, before Southern officials make up their minds as to how largely attended the national convention at Detroit will be from the South in 1925. At the Cleveland convention in 1923, the manufacturers south of the Ohio River made a very nice showing, virtually every state being represented.

There is no doubt that the New Orleans conventions served to bring the Southern trade into much closer

(Continued on page 151)



Richmond

Virginia White Cedar

TUBS

Resist the Moisture

They are made of the choicest White Cedar and fashioned into sturdy tubs that stand the wear.

If you are out for tub economy use "Richmond Tubs"

Richmond Cedar Works

Richmond, Virginia



Constant Duty

A GMC TRUCK the next time you buy a truck, and you have removed all doubts from your truck purchase. You have a truck that will spend its time on the job instead of in repair shops—one that won't quit you in your busy season when you need it most.

For GMCs are better trucks—sturdier—every part deliberately designed overstrength—extra pulling power from the extra low-low speed in its GMC Two Range Transmission—all wearing parts designed for speedy renewal when they finally show wear.

And this better truck is backed by better service. Parts and expert attention in quick reach anywhere in America.

There is a new GMC booklet on motor truck operation and care. The coupon for your copy.

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC, MICHIGAN

General Motors Trucks

GMC

Clip and Mail

General Motors Truck Company,
Dept. 33,
Pontiac, Michigan.

Send me the GMC booklet.

Name .....

Business .....

Address .....

Success Crowns Great Pacific Convention

Splendid Condition Shown for Pacific Ice Cream Industry at First Joint Convention of California and Pacific Associations, held at Pacific Slope Dairy Show in December

THE Pacific ice cream industry covered itself with glory at the Pacific Slope Dairy Show, held at Oakland December 10 to 16. The ice cream men's participation consisted of only three days, December 10, 11 and 12, when the first joint convention of the California and Southern States Ice Cream Manufacturers' Association and the Pacific Ice Cream Manufacturers' Association was held.

This memorable occasion will linger in the minds of every one of the 200-odd delegates and visitors. A healthy condition for the ice cream industry of the Pacific Coast was reflected in every convention session. The manufacturers showed themselves to have given thorough study to the various matters now before the industry, including mechanical refrigeration, national advertising, cost accounting, etc. Many manufacturers expressed the opinion that mechanical refrigeration may lead up to great development for their industry, if handled in the proper spirit.

OFFICERS AND DIRECTORS FOR 1925 OF THE PACIFIC ICE CREAM MANUFACTURERS' ASSOCIATION.

OFFICERS.

E. A. Burt, president, Portland, Ore.
G. W. Weatherley, 1st vice-president, Portland, Ore.
D. M. Dorman, 2nd vice-president, Los Angeles, Cal.
Guy L. Herrick, 3rd vice-president, Missoula, Mont.
Bert H. Walker, secretary-treasurer, Tacoma, Wash.
Jay H. Kugler, field secretary, San Francisco, Cal.

DIRECTORS.

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G. W. Weatherly, Portland, Ore.
F. N. Martin, Spokane, Wash.
E. A. Burt, Portland, Ore.
F. H. Maush, Seattle, Wash.
A. R. Hoy, Vancouver, B. C.
S. J. Simonson, Yakima, Wash.
D. M. Dorman, Los Angeles, Cal.
Guy L. Herrick, Missoula, Mont.
P. M. Gregory, Salem, Ore.
Bert H. Walker, Tacoma, Wash.
W. T. Craken, Anarutis, Wash.

CALIFORNIA, Washington and Oregon manufacturers seemed to be putting up a race as to which could send the largest representation. California, of course, took the lead, having the advantage of staging the show at home. The Golden State had 92 delegates and visitors to register, while Oregon and Washington divided second-place honors with 23 representatives for each.

Although the great coast joint convention did not draw as many people from the East as had been hoped for, there were representatives from 17 states, including, of course, the states of the coast, the Southwest and the Northwest—Arizona, California, Colorado, Nevada, Montana, Utah, Oregon and Washington.

Canada held up its end by sending down two delegates from British Columbia, though the convention was very far removed from the Canadians' stamping ground. Nine states of the Middle West were represented.

The ice cream men's convention was the largest of the numerous dairy conventions held in connection with the show.

OFFICERS AND DIRECTORS FOR CALIFORNIA AND SOUTHWESTERN STATES ICE CREAM MANUFACTURERS' ASSOCIATION.

OFFICERS.

Frank H. Ames, president, San Francisco.
Harry R. Peacock, vice-president, Bakersfield.
Jay H. Kugler, secretary-treasurer, San Francisco.
Harry F. Grosse, arbitrator, Los Angeles.

DIRECTORS.

C. J. Alfred, Los Angeles.
Harry R. Peacock, Bakersfield.
L. J. Christopher, Los Angeles.
F. H. Ames, San Francisco.
E. W. Chism, Reno.
K. L. Carver, Los Angeles.
W. A. Hosking, Sacramento.
Wayne Hood, San Diego.
Geo. H. Ball, Fresno.
Carl Plaut, Oakland.
Lawrence Hughes, Los Angeles.

An outstanding development was the association's stand in support of national advertising, which followed a speech by F. W. Gentleman of the Gardner Agency, engaged by the national association to handle the co-operative advertising project.

THE California association re-elected its officers. But members of the Pacific manufacturers could not persuade W. V. S. Robb to retain the leadership of that body for another year, and E. A. Burt of Portland, one

(Continued on page 160)



Some of the Delegates at the Joint California-Pacific Convention at Oakland in December.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



How to be *sure* when you invest in trucks

1 Buy trucks only from a maker who has demonstrated such financial strength as the Walker Vehicle Company has demonstrated from the beginning of the truck industry. *This will safeguard you from owning "orphan trucks."*

2 Select a truck builder whose factory is thoroughly experienced in building to the requirements of your line. *This will safeguard you from owning trucks not adapted to your service.*

3 Buy from a maker whose factory is always busy, always expanding, due to reorders from such leading business concerns as Anheuser-Busch, U. S. A.; Carroll Co., Chicago; Carry Ice Cream Co., Washington; Hoefler Ice Cream Co., Buffalo; National Ice Cream Co., San Francisco and H. P. Hood & Sons, Boston. *This will safeguard you from owning trucks that are short-lived or expensive to operate.*

Before you buy more trucks, consult us on how to organize your trucking service. List of Walker fleet users in your line sent free on request.

WALKER VEHICLE COMPANY, · Chicago

LEADING MANUFACTURER OF ELECTRIC STREET TRUCKS

New York Boston Philadelphia Buffalo St. Louis Birmingham

Distributors in Other Principal Cities

Load Capacities: ½—¾—1—2—3½—5 *tons*

WALKER ELECTRIC TRUCKS

LOWEST TRUCKING COST ON CITY ROUTES

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

Plant Location is First Step -:- -:- Toward Getting Public's Interest

Value of Institutional Advertising Stressed at Pacific Convention by A. A. Comey, General Manager of Globe Ice Cream Co., Los Angeles

THE location of an ice cream manufacturers' plant is an important point in the matter of public attention. And public attention, of course, is really the first step toward the good will of the public. More and more we are coming to realize in this industry that the ice cream plant is, in every sense of the word, a public utility. This is particularly so in the sense that the wide popular field of ice cream and a general interest in the ice cream manufacturers' activities bring the manufacturer constantly in the public eye.

We are reminded of these facts in the address before the Pacific coast joint convention in December by A. A. Comey, vice-president and general manager of the Globe Ice Cream Co., Los Angeles. Probably no one in the industry is more qualified to speak on this important topic. Mr. Comey has given the industry a number of new ideas on methods of making the public think about ice cream. It is not often that the importance of the ice cream plant, its location, etc., is stressed at an ice cream convention. Mr. Comey pointed out that the plant not only should be located where the public can see it and visit it easily, but it also should be practical from the standpoint of shipping. The latter point, of course, is one of utmost importance that the ice cream manufacturer must consider in weighing all such thoughts. It means a great deal to be able to have railroad spurs available for the delivery of raw material and handy for the delivery of the finished product to all points of the territory served.

Institutional advertising can be begun just as soon as the location is determined, the speaker pointed out, declaring that—

"Public interest can be aroused in the structure, the type of equipment, the modern facilities and every other factor concerning which the public has a natural curiosity. It must be remembered that the public is naturally and vitally interested in how its food is produced—especially in the dainty foods which women take pride in serving at their tables."

He recommended white or attractive light colors for the painting of the ice cream plant, adding that if possible, there should be a planting of lawn and flowers to add the charm and grace which the public, especially the women, enjoy. He pointed out that the women are the largest buyers of ice cream.

In connection with this appeal to the women, who are recognized by ice cream manufacturers to consist of the great bulk of the ice cream market, it is interesting to note that other industries are capitalized upon appealing to the ladies in this way. A large baking company in one American city, not only went to the trouble to erect a plant of artistic design, but also took careful pains in the seeding of the lawn, planting of shrubbery, and the growing of clinging vines to walls and to windows of the plant. Candy manufacturers have followed out the same idea.

THE question of help brought from the speaker the importance of a careful medical examination of employees. Although he spoke of the lines of least resistance in securing help as dictating cheap help, he pointed out the advertising value of men carefully medically examined. He said it is a part of wisdom to pay wages commensurate with the type of labor produced, as he believes this would prove least expensive in the end that it would contribute to the standing of the manufacturer.

"In the factory of which I am an official," Mr. Comey said, "we not only employ better class of working men and women, but we make it part of our regulations that a change of clothing daily is obligatory, especially for those who work in the cream room.

"Every employee comes at one time or another in contact with the public and this fact should be borne in mind. Clean uniform of a becoming color and with some attempt at style and fit gives a pleasing atmosphere and

(Continued on page 150)

Institutional Advertising

"The good will created through the right conduct of a business * * * can and shou'd be credited to institutional advertising. Every contact with the public through taste, speech or vision should be favorable. And every effort should be employed to keep the public so'd.

"In these days of dealer disp'ay, truck disp'ay, billboards, street cars, newspapers, radio and count'ess other logical forms of publicity, there is no lack of media through which the real message of your product can be broadcast. Nor should any opportunity be over'ooked where an executive can get his message before an assembly such as a food show, domestic science classes, schoo's and clubs. * * *

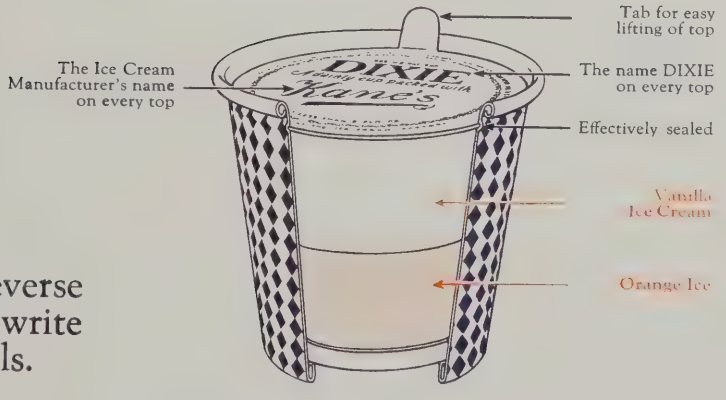
"And it should not be forgotten that ice cream has an almost universal appeal. It is so'd to the rich, the poor, the sick and the strong. It graces the finest homes and the poorest tab'es. It is the working man's treat to his girl just as it is the refreshment of the upper c'asses. It is the most aristocratic food on the market and yet it is the cheapest. It feeds princes, prize fighters and paupers. It is served in Florida, Texas, Maine, Missouri and even at Hollywood's quiet evening parties. It knows no 'imitations of age, sex or purse. It is worthy of the highest type of advertising, and frequently has the worst. It has more news stories to be told that are worth telling and worth hearing than any product on the market.

"It pays to advertise a product that is worth advertising. Wonderful is advertising and great its power. It can help even stars, planets, moons, nebulae and the Milky Way itself to attract attention. Sixteen hundred mil'ion peop'e on this earth haven't paid any attention to the planet Mars for years. Yet, only a few weeks ago several hundred million were looking around the sky for that planet simply because it had been advertised in the papers.

"It was only a few years ago that when you asked the man who served "sodys" at the corner drug store who made his ice cream you would hear him reply 'We make it ourselves.' Nowadays the same question brings an entirely different answer. He replies even more proud'y, 'We use only Blank ice cream made by the Plank Ice Cream Co.' And I am laying 100 to 1 right here that the Blank Company is the company in that town which has made the greatest effort and the greatest progress in gaining pub'ic interest—and in keeping it."

5¢ DIXIES

HERE'S one of the Special Reasons why DIXIES pay Ice Cream Manufacturers such solid big profits



Read the reverse page—then write us for details.

DIXIE
CONTAINER DEPT.

INDIVIDUAL DRINKING CUP COMPANY, EASTON, PA.
Incorporated

Original Makers of the Paper Cup

DIXIES

offer the advantage of a continuous, standard run

The suggestion we make on the preceding page is based upon what we learned from those ice cream manufacturers who had the vision and keen business judgment to take up the marketing of DIXIES for an *additional* profit.

Those manufacturers anticipated heavy popular demand. The *actual* demand proved more immediate, more spontaneous, and heavier than anyone (including ourselves) expected. It was sensational.

Still more important is this: that new demand comes, naturally, at a time when your normal gallonage is low! DIXIES stabilize your year's sales—largely eliminate the costly "peaks and valleys" in your production chart—*make the winter months profitable.*

And our suggestion for the most profitable filling of DIXIES is this: Vanilla Ice Cream and Orange Ice. For these reasons:

Each is the best seller of its kind. Both are universally the most popular flavors. The combination is ideal. Try it. Eating first the Vanilla Ice Cream (packed on top), the sweetish taste, the "sticky feel" of the cream is offset by the refreshing acid tang of the orange ice—the whole leaving you with a most delightful after-taste.

You get a Standard Run Product.
You need not worry as to what flavor you will use today or tomorrow—it's *Standard.*
You get a uniform demand from your dealers!
That demand for a *Standard* product comes without solicitation!

One manufacturer put out 7,000,000 DIXIES in one continuous run! : : You can do likewise.

Get in touch with us.

DIXIE
CONTAINER DEPT.

INDIVIDUAL DRINKING CUP COMPANY, EASTON, PA.
Incorporated

Original Makers of the Paper Cup

Ice Cream Profits the Year Round

Manufacturers Who Give Thought to Greater Development of Winter Business Express Themselves on the Sundae Package, Which Seems to be Meeting With Favor

BUILDING up winter consumption is the big problem before the ice cream industry today—year-round profits. That is generally agreed upon. We have made considerable progress in late years. You cannot imagine shutting down your plant in December to open up again in May, can you? That used to be done. As the industry has developed, with better ice cream and better merchandising methods coming in force, winter business has gradually increased. There never shall be a time when people will eat as much ice cream in winter as in summer, but manufacturers are gradually coaxing the public to eat more and more every winter than the one before.

Novelties galore have come on the market, and for the most part they have real merit, though occasionally one bobs up and falls through after a brief career.

In featuring in this issue the packaged sundae idea, we are putting before readers a matter that is not altogether new in the sense of being untried; yet it is fresh in the sense that it seems just on the verge of greater development. The sundae package, so it is reported, is being kindly looked upon by manufacturers in many parts of the country as a means of holding on more of the old trade and building up new trade in the winter months. One of the merits of the packaged sundae is it attracts, among others, new friends to the ice cream industry, so it would appear from reports.

We feel sure that a discussion of this matter, which we expect to go into at greater length in subsequent issues, will be of wide interest to our readers. We offer these discussions not with the wish to influence our readers toward any particular company's merchandise, but in line with our service policies of providing all information that may serve to keep ice cream men informed as this industry goes forward.

"OUR cost system doesn't tell us accurately just what portion of our profits last year must be credited to packaged sundaes, but here's one thing we can credit to them: they helped to increase our profits during the months of last winter."

This significant statement comes from a large manufacturer—the first to put out packaged sundaes on a big scale. He began in November, reached his peak in February, and during the year sold 7,000,000 of the little packages. This producer dished up 200,000 gallons of cream in these units, all at a gallonage profit, and most of it during the dead season, while Nature was performing all her well-known New England winter stunts.

Even manufacturers who have had a much briefer experience with the package are finding that it is a branch of business that holds up well during cooler months, and that "it is a wonderful thing for the ice cream business, it seems, for as J. F. Fadden of Scranton remarked, "It helps carry overhead."

(Continued on next page)

JOHN H. MULHOLLAND CO.
1033 CHESTNUT STREET
PHILADELPHIA, PA.



ICE CREAM PLATES
Glassine Lined and Printed
Plain, Square and Round

ICE CREAM SPOONS
Bentwood and Flatwood

SIGNS
Sidewalk Signs, Ready for Service.
All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.
Electric Window Displays, for Standard Car Cards.

SINGLE SERVICE CAN and TUB
Soldered Tin Can
Paraffined Fibre Tub.

YOU SHOULD SEE THE

Menasha Sundae Package

Any Individual Sundae Package will increase gallonage and increase profits.

Menasha Individuals do more — your own designs and colors can be printed on *Menasha Individuals*, identifying them with your other packages and advertising matter.

Menasha Individuals with their neat square corners and flat surfaces require less space and less ice. They are made in five and ten sizes.

WRITE US FOR SAMPLES

Menasha Printing & Carton Company

Menasha, Wisconsin

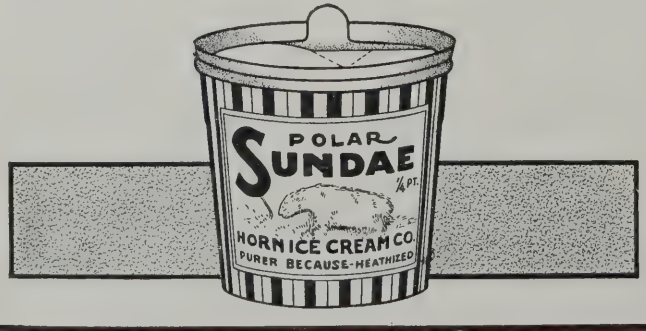
The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

PERFECT PACKAGE TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



AN OLD kink in the buyer's habit is pointed out by Ernest Daniel, president of the Carry Co. of Washington. He has noticed that there is a supplementary season—winter consumption—in the ice cream business, which sets in after furnace fires are got going. During the chilly season between summer and artificial heat, people are too cold to think of eating frozen foods. And, although they resume the ice cream diet later, they do not consume as much as they would had they never dropped the habit. The packaged sundae, strangely enough, seems to hold up steadily during the chilly season. In Scranton, where it has made its greatest hit so far, it has been sold **only** during that season. So we have apparently a right to expect this new product to help carry the buying public along on a higher per capita consumption of ice cream. If so, it is going to help smooth out the winter depression, not only by turning in a profit on its own sale, but also indirectly, by keeping the public in the habit of eating **all** kinds of frozen products as a staple diet throughout the year.

Mr. Daniel has noticed other indirectly profitable effects of the packaged sundae as a winter specialty. The dealer, apparently, is less of a winter problem, now, than he was before the introduction of the packaged sundae.

For this product seems to be a boon to the dealer. He makes more per gallon on them. He knows beforehand what his profits are.

The result of this is a happier feeling toward ice cream, and toward the drivers who come in to ice the cabinets and toward the company that sends him his bulk cream. In Washington this mood of greater satisfaction has relieved the Carry Company of the pressure of dealers to get it to go into the foolishly competitive game of "one-cent sales," which reduce the dealer's theoretical profits to something like 13c a gallon, and entail loss to the manufacturer.

Just why the packaged sundae should be less of a seasonal proposition than cream sold in bulk isn't immediately obvious. It largely begs the question to assume that it is all due to the fact that the dealer and the manufacturer have too much to do handling bulk during warm weather to push small package trade. For competition tends to boost every line to its fullest development during every season.

THERE is no reason, precisely, to neglect the small package even in the summer. But the fact is, nevertheless, that the little cup is less affected in a business sense by changes of temperature than bulk trade. Perhaps there is a simple reason—it sells mainly to children. They never get enough ice cream at any season. Their demand remains steady, as determined by the total number of nickels they can get—which is not a seasonal problem.

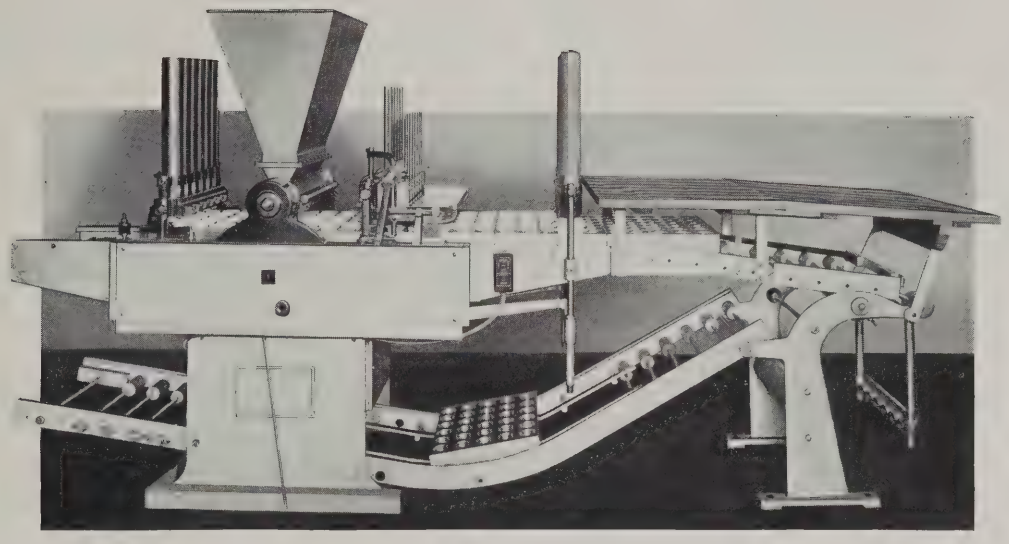
At any rate, the packaged sundae is proving a joy to manufacturers, it is reported, by reducing the losses due to the high unit cost of delivery in the winter time.

Therefore, by effecting a decided increase in can deliveries during those months, packaged sundaes have enabled manufacturers to reduce delivery costs. The amount may not be exactly stated until costs are watched for several years.

⚜

DO YOU NEED ANY HELP?

You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in "The Ice Cream Review."



BERGMANN ICE CREAM PACKAGING MACHINE

FOR Packaged Sundaes. Feeds cups from nest. Accurately deposits one or two flavors in same cup of any predetermined quantity. Inserts lid. Delivers filled cup in paper bags. Ice cream controlled by vacuum and gravity which maintains maximum run of freezer. Discharge of cream controlled automatically by presence or absence of cups. With its multiple operation handles tray of 24 cups filling and capping 6 cups at a time. Capacity 6000 cups per hour. The practical machine for packaged sundaes. Increases capacity, reduces labor costs to minimum. Ask for complete information.

BERGMANN PACKAGING MACHINE COMPANY

SALES OFFICES: 487 ORANGE STREET, WARD BUILDING, NEWARK, N. J.

if you are making a profit on a 5c packaged sundae—then you can make a greater profit on one that sells for 10c.

if you are seeking to establish your name more firmly upon the trade you'll use a package that carries your name prominently—one that has power to advertise ***your*** business—a package with your trade name.

if you desire to establish a permanent package sundae business—making a worth-while profit you'll select a package that will make ***your*** product (not other manufacturers) known at ***the point of sale***—the place where ***your*** ice cream is actually sold to the ultimate consumer.

if you will send us samples of your 5 and 10c size Packaged Sundae containers, illustrating the value of a trade name on package, we'll be pleased to give their use consideration.

FIRM NAME_____

ADDRESS_____

_____

NAME OF INDIVIDUAL_____

if you want to establish, during the slow ice cream selling months a Packaged Sundae business—

either 5 or 10c—

you can buy a package of individuality, one printed with *your* trade name, with a label specially designed for *your* exclusive use at no greater cost than charged for a common-place container—

then use the attached coupon.

Mono Service Co.
NEWARK NEW JERSEY

The
KLEEN KUP

Sells its contents—

it assures the customer it's your ice cream—

it individualizes your business—





STANDARDIZATION AND THE ICE CREAM ANGLE.

(Continued from page 16)

Gum Paper Manufacturers' Association—Quality standards established and trademark adopted which serves as certifications of quality.

Hollow Building Tile Association—Association has standards for weights, sectional dimensions and tolerances.

Interstate Cotton Seed Crushers' Association—Association has standards of nomenclature, grades, sampling, weighing, analyzing and tests.

Laundry Owners' National Association—Association has standards for operation, wash room practice and power plant practice.

Linseed Association, The—Standards of quality arbitrated in London, England, by Incorporated Oil Seed Association.

National Association of Glue Manufacturers—Association has standards for determining viscosity and jelly strength of glues, together with standard equipment for conducting these tests.

National Container Association—Association has standards of nomenclature, qualities, mill specifications, tests and shipping regulations.

National Concrete Stave Silo Association—Association has tentative standards for tests, strength absorption and loading. These standards probably will be formally adopted soon.

National Hardwood Lumber Association—Association has standard rules for inspection and measurement of all hardwood lumber.

National Jewelers' Board of Trade—Association has standards for gold, silver and platinum content of jewelry, the marking, stamping and nomenclature of same.

National Paving Brick Manufacturers' Association—Association has standard specifications for wear and tolerances and standard methods of testing.

National Petroleum Association—Have adopted standards for tests, standards of testing methods and equipment and standard specifications for petroleum products.

National Pickle Packers' Association—Association has standards for size, shape, quality, grades and quantity.

National Poultry, Butter and Egg Association—Association established standard grades for eggs, butter and various kinds of poultry. Association maintains inspection and certification service.

Oak Flooring Manufacturers' Association—Association has standards for grades, milling, kiln drying and bundling.

Portland Cement Association—Association has standards for quality and specifications for testing which have been adopted by the U. S. government, American Society for Testing Materials and others.

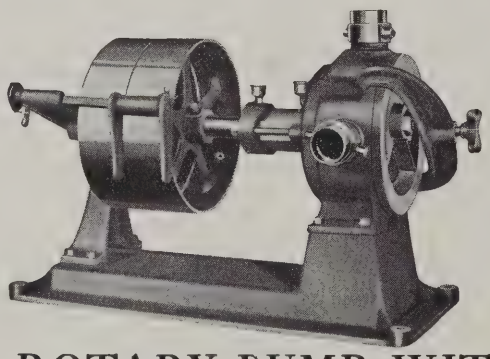
Prepared Roofing Association—Association has standard specifications for ingredients of composition shingles, the processing, storage and installation.

Rice Millers' Association—Association has standard grades and specifications for rice and maintains inspection and certification service.

Salt Producers' Association—Average quality of refined salt above 99 per cent pure. Efforts being continued to maintain quality.

Silk Association of America—Association has certain standard tests for raw silk and other tentative standard tests for raw silk as well as tentative classification of grades for raw silk.

Southern Sash, Door and Millwork Association—Association has standards of quality for sash, doors, blinds, moulding, lumber and millwork, and also for grades and inspection of lumber used in millwork.



A ROTARY PUMP WITH HIGHER EFFICIENCY

Operating at a low R. P. M., and with a minimum power requirement, the Viking Rotary Pump delivers an unusually high efficiency, even under extremely difficult conditions.

Built ruggedly of best materials and involving an improved pumping principle, the Viking has become the universal choice for every pumping purpose.

Could you ask for greater proof of what the Viking will do in your plant than that over 50,000 are now in successful use?

New, enlarged catalog, showing Vikings for every use, mailed upon request. Ask today.

VIKING PUMP COMPANY

CEDAR FALLS, IOWA

BRANCHES

B. F. Schirmer Co. - - - - - - - - - - 30 Madison Ave., New York City
Schirmer Co. - - - - - - - - - - - - - Finance Bldg., Cleveland, Ohio
Viking Pump Co. - - - - - - - - - - 549 W. Washington Blvd., Chicago, Ill.
Nuron Paper Goods Co. - - - - - - - 719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co. - - - - - - - 204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co. - - - - - - - - 519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co. - - - - - - - - - - - - - - Houston, Texas
Menge Pump & Mach. Co. - - - - 862 Tchoupitoulas St., New Orleans, La.
De Laval Pacific Co. - - - - - - - - 61 Beale St., San Francisco, Calif.

ICE CREAM FOR HICCOUGHS.

The Association of Ice Cream Supply Men, from one of its members, has received the following clipping from a New Bedford, Mass., newspaper of recent date, with the following statement: "The enclosed statement mentions ice cream as a sovereign remedy for hiccoughs. It seems to me that this unexpected therapeutic virtue of their product should be made known to ice cream manufacturers."

The clipping certainly opens a fertile imaginative field. Instead of the customary household remedy known to America for generations of nine sips of water to cure hiccoughs, it is evident that a new addition to medical science is at hand.

The number of children that have developed illnesses in order to obtain an administration of castor oil in the past is said to be practically unreckonable, minus symbols in arithmetic not having been carried far enough to express such negligibility in quantity. It is now conceivable, however, that the number of premeditated illnesses in order to obtain the new medicine, ice cream, may become incalculable at the other extreme.

The New Bedford clipping follows:

"The epidemic of hiccoughs, reported elsewhere in the country, has struck the city and the list of victims includes several physicians.

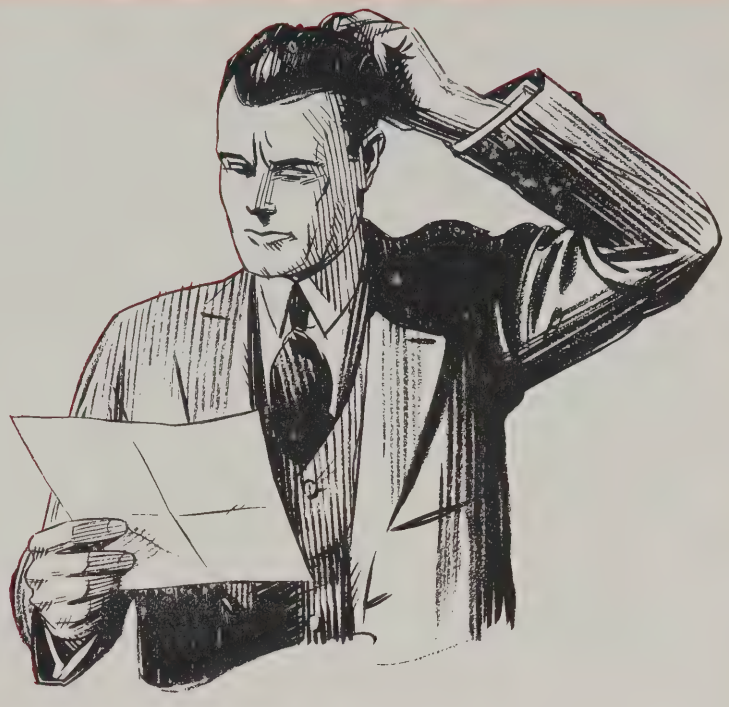
"The first case exploited was of a stage manager of a local theater and the old publicity ruse of the leading woman or chorus girl with the lost jewels never brought forth more comment than the case of the stage manager with the hiccoughs. There may be an idea in that for the professional publicity agent.

"From the day the announcement appeared in the newspapers the stage manager was swamped with more notes than the leading man. Lines of people awaited him at the stage door, notes were sent back stage, the manager was called on the telephone, men and women stopped at the box office.

"All these people and letters offered advice for curing hiccoughs. There was no limit to the number and variety of remedies. The stage manager, who regarded the matter as a joke at the beginning, became alarmed as the expressions of solicitude became impressive. On the ending of the second day he called up his physician. 'Eat a plate of ice cream,' said the physician. The afflicted man did so and the hiccoughs ceased.

"There was publicity for the cure. The demand for ice cream spread all around the town. Children commenced to be afflicted and anxious parents rushed their children to the places where ice cream was sold for relief. A convention of ice cream managers was to have been held at the local hotel early in the week. The attendance was small because ice cream makers could not get away, so busy were the plants."

Do Your Improvers Cost You too Much?



Some ice cream manufacturers have felt that, because Junket Ice Cream Rennet costs so little per 100 lbs. of mix, it could not be worth as much as improvers that cost more. These men have judged Junket Ice Cream Rennet on a *price basis.*

But laboratory tests by disinterested experts, and actual experience of numberless manufacturers have definitely proved that

Junket
REG U S PAT OFF
Ice Cream Rennet
TRADE MARK

gives *better results,* in spite of its *low cost.*

It gives a richer taste and greater smoothness — causes a more certain and more uniform overrun — and makes more *healthful Ice Cream.*

Prove it for yourself. Order a trial gallon from your supply house.

Send for helpful, authoritative, free booklet, "Some Ice Cream Problems Solved," by W. W. Fisk, expert in ice cream manufacture.

CHR. HANSEN'S LABORATORY, Inc.
LITTLE FALLS, N. Y.
Western Branch: MILWAUKEE, WIS.
Canadian Factory: TORONTO, CANADA

[More coloring power per dollar with Hansen's June Cream Color. Have YOU tried it?]



"Very Successful," writes Carver of his 2 ABC Bodies

"Keeps the ice cream in fine condition," Wisconsin manufacturer says in letter

The body of an ice cream delivery truck must do more than merely haul ice cream. It must keep the cream firm and hard. It must keep it that way without wasting ice and salt. It must provide protection against brine drip, for brine drip leads to rust.

The management of the Carver Ice Cream Company, of Oshkosh, Wis., knows these things. It was this knowledge that led to Carver's choice of two 200-gallon ABC Bodies some time back. But it was the performance of these two ABC Bodies in actual service which inspired this letter by Mr. H. L. Carver:

"We are having very good success with the two 200-gallon refrigerated ice cream bodies purchased from you recently. They are well constructed, and the ice cream compartment keeps the ice cream in fine condition."

ABC Bodies keep ice cream, milk and other perishable products at the exact temperature required—*on less ice and less salt than any other!*

All brine is retained in the tank and circulated again and again thru coils of heavy iron pipe. The waste of good, cold brine is eliminated by a one-piece seamless brine tank — an exclusive ABC feature. This also prevents brine drip — the cause of rust on truck chassis — hence prolongs the life of the chassis.

ABC Refrigerator Truck Bodies are adaptable to any type or size of truck chassis from 1-ton to 7-ton capacity.

Paul W. and Guy F. Minnick
Eastern Sales Representatives
280 Madison Ave., New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Building
Los Angeles, Cal.
458 Natoma Street
San Francisco, Cal.
617 Pioneer Building
Seattle, Wash.
216 U. S. Nat'l Bank Bldg.
Portland, Ore.

ABC Refrigerator Motor Truck Bodies and Wagons

ANHEUSER-BUSCH, *Builders,* ST. LOUIS, U. S. A.

CONNECTICUT SHORT COURSE OPENS IN JANUARY.

A two week course for practical men to be given just previous to the opening of the 1925 season, and dealing primarily with the problems arising in plant operation, will open on the afternoon of January 19, 1925. This course, as in previous years, will be conducted by Professor R. C. Fisher, who is in charge of dairy manufacturing.

Among the topics to be taken up through lectures, round table discussions and practice in the plant, are the following: Testing the raw materials, figuring the mix, homogenizing temperatures and pressures, factors influencing quality, fundamentals in freezing and the making of special creams. One day may be devoted to attending the convention of the New England Association of Ice Cream Manufacturers in Hartford.

A fee of ten dollars to cover room rent and laboratory expense is the only regular charge. Board costs about a dollar a day. A white suit for use in the laboratory is also necessary.

A detailed outline of the course will be sent on request. For further information or to enroll in the course, address director of short courses, Connecticut Agricultural College, Storrs, Conn.

PURDUE OFFERS EIGHT WEEKS' COURSE IN DAIRY MANUFACTURING.

Well trained men in buttermaking, ice cream making and market milk are always in demand. The Purdue eight weeks' course in dairy manufacturing prepares men for such positions. The course is well adapted for young men who wish to become qualified to fill a position in a butter, ice cream or market milk plant, or for men who are now engaged in a dairy plant and wish to know more about the best methods used in creameries and dairy plants.

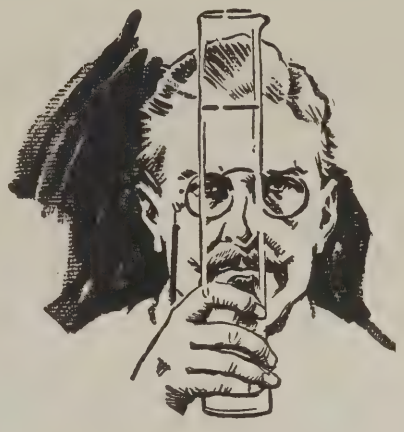
The course included the manufacture of butter, ice cream, and city milk plant operation; creamery machinery construction; operation and repair; refrigeration; factory management, and practical tests used in testing butter, cheese, ice cream, milk and cream. A few lectures will be given on farm dairying to show the relation of the producer's problems to the manufacture of dairy products.

This course begins January 19 and closes March 13. Anyone interested in this course may secure additional information by writing, H. W. Gregory, chief of dairy department, Purdue University, W. Lafayette, Ind.

A PILGRIM STOPS TO SAY "HELLO."

Dr. Wright, of Sealright, dropped in on us one day recently while in Milwaukee on business. Just to "check up" on us, as the genial doctor assured us. He was spending a few days in this vicinity calling on customers and renewing acquaintances. Dr. Wright was bubbling over with optimism and good cheer. The world looked brighter to all of us as a direct result of his call.

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.



What the public knows about Gelatine—

Nine out of ten, perhaps, of those who buy your product at retail, never heard of gelatine as applied to the manufacture of candy or ice cream. But ignorance is not always undiscerning—they know what they like—they know the difference between a product made with an inferior gelatine and a good one—Atlantic Super-Clarified Gelatine for instance.

It is in your power to improve your product and lower your costs by the use of better gelatine. Use Atlantic Super-Clarified Gelatine whose high viscosity, purity, super-clarity and absolute uniformity are the basis of the success of some of the country's best candy and ice cream makers.

Atlantic Super-Clarified Gelatine passes every pure food law. It is safe, dependable and absolutely uniform. Standardize on Atlantic Super-Clarified Gelatine.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 1019 Woolworth Bldg.

ATLANTIC

super-clarified

GELATINE

The Burning Question—

Refrigeration

"The truth, the whole truth and nothing but the truth, s'help me, Gawd." That's what ice cream manufacturers who have used iceless cabinets promised to tell at recent conventions. And they did!

TO INSTALL or not to install—'tis the question. Though it is not so much a question now as it was a year ago, the matter is causing more quarrels, quibbles and queries than anything else that has yet risen in the industry. Two years ago it was quite a big question, this strange dream of equipping dealers with cabinets that automatically kept ice cream hard and ready to serve. A year later found that some manufacturers, seemingly a rash bunch of men to those more conservative, had gone into this proposition. All were not satisfied, but the proposition had its champions; and then, after another year—

The industry is looking at the matter of mechanical refrigeration in a more amiable frame of mind now than at any time in the past. That has been brought out at least three conventions this year.

IN THIS issue we are passing along some of the thoughts dropped at recent conventions, particularly the national gathering at New Orleans, where the subject was the feature of the program. This was quite a most remarkable symposium, containing as it did addresses by men who have adopted mechanically refrigerated cabinets and have studied the matter as thoroughly as they have had the opportunity. On following pages appear a series of addresses and excerpts in which manufacturers actually relate their experiences.

It is generally understood that the introduction of mechanical refrigeration found considerable prejudice against this proposition. Undoubtedly this was due, for the most part, to the heavy investment for which this plan calls. Some still object to the cabinet on this ground.

A CHICAGO ice cream manufacturer figured it would be necessary for him to risk a half-million dollars to install iceless cabinets. On the other hand, a Milwaukee manufacturer has installed these cabinets, is much elated over their success and is sure he would not return to the old ice-and-salt method "under any circumstances."

"I have had one of my dealers who is not equipped with automatic refrigeration to visit another of my dealers who is, and buy a plate of ice cream because he wanted better goods," said this gentleman, an official of the Blommer Ice Cream Co. "The dealer even came to me later and asked if I were not making two grades of goods, declaring that the kind the other man sold, out of an iceless cabinet, was far superior to the product he sells for us. The answer, of course, is the iceless cabinet enables the other dealer to keep the ice cream in better condition, preventing it from deteriorating by melting down. There is no doubt we have found a way to get our ice cream to the public in better condition and are therefore better prepared to build up consumption through the iceless cabinet."

There is less objection to the idea of having the ice cream manufacturers own the cabinets outright. But the industry as a whole still stands firmly against the misuse of mechanical refrigeration by the manufacturer who would wield it as a club over competitors' heads. That policy has been roundly condemned at virtually every convention since the appearance of iceless cabinets

What is the outlook? A little statistical work at three large conventions this year showed up as follows:

Five convention speakers expressed themselves openly as believing in automatic refrigeration in an established institution for good.

Three speakers said they were sure the newcomer was here to stay, either for good or evil.

Sixteen speakers discussed the subject in a manner highly favorable to the new cabinets, but neglected to express themselves definitely as to the future.

Four speakers were sure they hoped the idea would "lose root" in the industry.

Of the latter, two were manufacturers who have built large plants for the manufacture of artificial ice, and of course feel that this original investment would count for little in the face of automatic refrigeration.

One of the others commented upon the matter as follows:

"My firm is capitalized at $25,000. (It is quite a much larger firm than this capitalization would indicate. Ed.) We figure it would cost us $150,000 at the very least to install cabinets. Can anyone show me how it is the part of wisdom for a manufacturer to assume an obligation six times greater than the capitalization of his firm?"

"What are you going to do about it?" he was asked.

"I don't want the dern things."

"What are you going to about them?"

(Continued on page 75)

ECONOMY

It's economy to supply your trade with

Nelson Cabinets



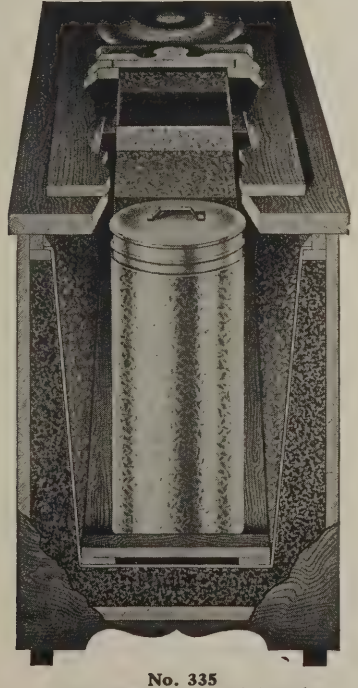
No. 25
Two-Hole Wood Compartment
Cabinet

The durable—dependable Ice Cream Cabinets — that keep Ice Cream in excellent condition at a minimum cost for salt, ice and labor.

Types for all conditions in

Bulk, Brick and Combination Styles

Constructed of CALIFORNIA REDWOOD
CORK INSULATED
PERFECT BRASS DRAINS

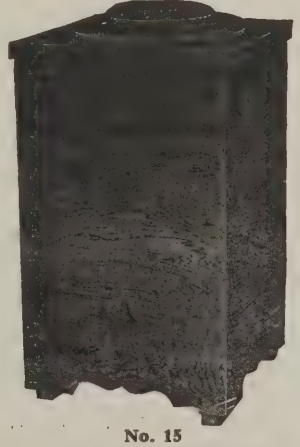


No. 335
Cross Section Metal Lined
Combination Cabinet

"Confessed the best when put to test"



Write for prices—today!



No. 15
Single 5-Gal. Bulk Cabinet

C. NELSON MFG. CO.

2306 Division St. **St. Louis, U. S. A.**

Mechanical Refrigeration As Applied :-: :-: -:- To The Preservation of Ice Cream

New Method Enables Manufacturer to Get Product to Consumer in Best Possible Condition

*By FRENCH E. DENNISON**

WHEN refrigeration was produced by ice and salt, some very excellent results were obtained by the delivery-man who mixed the ice and salt in such a way as to really produce quite a variation in temperatures as required to preserve the different flavors of cream.

However, it was thought that this situation was largely forced on the driver through complaints by the dealers from time to time, saying that the cream was not hard enough or that it was too hard, with the result that they kept changing their salt and ice proportions, until many of these men really became expert in packing.

If you want to prove this to your entire satisfaction, try switching the drivers on two important routes without indicating to them the purpose of the change and you will immediately note the complaints from the two routes relative to the condition of the cream —too hard or too soft—which will indicate clearly that these men become accustomed to the mix needed for the particular cabinets which they serve, or the particular equipment which they supply.

In other words, these tests will demonstrate that with ice and salt, the proper temperatures for carrying various flavors of cream can be maintained with some measure of success by a "cut and try" method and that changing men or routes means learning all over again.

Now, when mechanical refrigeration was first brought to the front this feature seems to have been largely overlooked, since it seemed to be the general idea that all that would be necessary was simply to submerge a refrigerating coil in a bath of brine, or other medium, in the cabinet or fountain in which the ice cream containers were located, with the resultant single temperature.

INASMUCH as various flavors of bulk cream require temperatures ranging from five to fifteen degrees and brick or package cream must be held at approximately zero, if it is to be in a suitable condition for sale or home consumption, it is evident that manufacturers of refrigerating equipment, referring to fountains or cabinets, failed to provide for the actual requirements in attempting to meet the situation by units involving but one temperature. Even going to the extreme in connection with some types of cabinets of merely cutting a square hole for the brick while providing round holes for the cans, and in some instances believing that the bricks could be kept in much better condition in these square holes than in the round ones, while, as a matter of fact, the temperature was the same, although, the square hole lent themselves to better advantage for packing the bricks, which was probably the original intent of the manufacturer. Brick cream maintained under these conditions is entirely unsatisfactory for home consumption.

I believe that if you will thoroughly investigate the operation of any mechanically refrigerated fountain or cabinet, from which bulk and brick cream is served, which is not entirely satisfactory in performance, unless defective from a mechanical standpoint, you will find that the difficulty is largely due to dispensing brick and bulk cream from the same temperature. I remember explaining this to one ice cream manufacturer and in thinking back over the complaints that they had had with the use of cabinets, he stated that he was really shocked that they had never thought of the two temperature arrangement before and turning to a group of his men added, "Boys, this is the dope, there is no other way." Any cabinet or fountain to be successful must maintain the different temperatures for the cream being served.

I AM personally familiar with a number of installations of multi-temperature fountains and cabinets where the brick cream business increased tremendously with the introduction of the two temperature fountain and in one instance where the dealer maintained brick at from zero to three or four below, he actually drew the trade from other local ice cream dispensers for no other reason that that the brick was in splendid condition by the time purchasers were ready to consume it in the home. Customers would actually pass by the other stores in order to get the colder brick. The very large increase in the brick business was naturally a decided benefit from the standpoint of the dollar, as well as the manufacturer, and in the final analysis, that is what you gentlemen are after.

My observation, supported by recent conversation with a number of manufacturers, indicates splendid possibilities for the increased sales of sherbets, brick and fancy package creams.

Looking ahead, we also have the possibility, and

The Important Questions

THE matter of mechanical refrigeration for the dispensing of cream was forcibly brought to the front about a year ago and at that time the usual questions were asked:

" 'What is the cost of operation vs. ice and salt?'

" 'What equipment can be eliminated and what will be the resultant savings?'

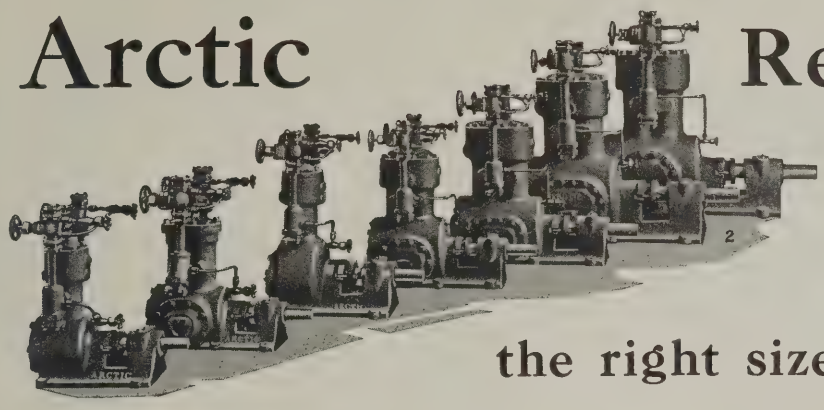
" 'How will the equipment be distributed to the dealer, etc.?'

"Now these points are very important and have been discussed in detail and I believe that the majority of you have decided that the mechanically refrigerated fountain or cabinet is superior to the ice and salt method, due principally to the fact that you are vitally interested in your product being delivered to the ultimate consumer in the best possible condition, whether it be bulk at the fountain or brick and package for the home."

—French E. Dennison.

* Chief engineer, Lipman Refrigeration Co., Beloit, Wis. Submitted to national convention at New Orleans in November.

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention. *Better*

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio

Miller Miller

THE
H·H·MILLER INDUSTRIES CO.
CANTON, OHIO.

MANUFACTURERS OF.....

THE MILLER BRINE
ICE CREAM FREEZERS
MILLER PASTEURIZERS
MILLER HEATERS AND HOLDERS
MILLER CENTRIFUGAL PUMPS
INTERNATIONAL SANITARY PIPE, FITTINGS, ETC.

ALSO MANUFACTURERS OF.....

CHILLY KING COOLERS
SKIDD MILK HEATERS
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CATALOGUE ON APPLICATION.

The CAN-PRO-CO Line

There is Nothing Better Under the Sun



Patent Pending

Shippers

NO ICE
NO SALT
NO PACKING

Weighs Only Nine Pounds

Just drop the can of cream into the bag—buckle the top and your shipment or delivery is ready to go. There is no ice to pack. no salt and the labor is cut more than half. Your customer saves half his express charges. Increases your truck capacity 400%. Wonderfully convenient and practical. Ice-Less shipping and delivery will earn you many dollars. We can prove it.

Send for complete information and list of prominent users.

TUB COVERS

Never Shrink Water Proof Mildew Proof

Stay-On Covers have always been noted for their uniformity and quality. Made from fresh, new goods right off the looms, they have all their wearing qualities intact, so that they give the maximum service.

Stay-On Covers are cut after they have shrunk. Ample size and weight. Well made up with best grades of thread, they represent the best offer obtainable today.

Covers are furnished complete with metal tipped string and two long staples to clinch inside the tub so that they truly stay on and come back with the tub.



New prices are ready for 1925. Buy Stay-Ons and end your cover Problems. They never shrink.



Water proof Aprons

As in our other specialties, these aprons maintain the standard of high quality set for our manufacturing department. Reinforced bib, and adjustable neck straps are the big features —combined with wearing quality and low cost make them ideal.

Sample on request.

Canvas Products Corporation
19-23 E. McWilliam St.
Fond du Lac Wisconsin

even the probability, that the methods involved in connection with handling cream may be changed to provide for more sanitary conditions which involve the distribution of package goods, even for consumption at the counter. Take milk for instance—in certain localities the law requires that it be sealed and furnished in bottles, while breakfast foods and many confections are now being dispensed in individual cartons or packages. How long will it be before cream may be handled this way?

Will say in conclusion that the original and later ice cream cabinet is a stepping stone in the right direction, but I personally believe that the development of the multi-temperature system which maintains the various temperatures for the preservation of ice cream and ices as well as the cooling of city and soda water and the cooling of bottle goods and syrups, is the logical solution to the problem.

⚜

IOWA TEN-DAY SHORT COURSE.

This course will be given from February 11 to 21, 1925, and is outlined primarily to meet the needs of experienced operators and managers of dairy plants.

The following lines of study will be taken up in laboratory practice and lectures during this course:

Buttermaking.—This work will include starters, pasteurization of sweet and sour cream, cream ripening, churning, sweet cream buttermaking, butter judging, Milk and cream testing, butter analysis, etc.

Ice Cream Making. — Standardization, homogenization, testing of milk, cream, extracts, etc., preparation of special ice cream, freezing brick ice cream and fancy molds will be taken up in this course.

Market Milk.—In this work, standardization of milk and cream, homogenization of cream, clarification, pasteurization, separation of fermented milk will be presented.

Bacteriology.—A ten-day laboratory course will be offered in the methods of determining the numbers of bacteria in milk, cream and ice cream and the numbers of yeasts and molds in butter.

Testing and Analysis of Dairy Products.—This work is given so as to permit those wishing to do so to spend as much time as desired on tests in which they may be particularly interested.

Factory operators of national reputation are secured by the dairy department to assist the faculty in making an adequate presentation of the work in the short time allotted.

For further information address Dairy Department, Iowa State College, Ames, Iowa.

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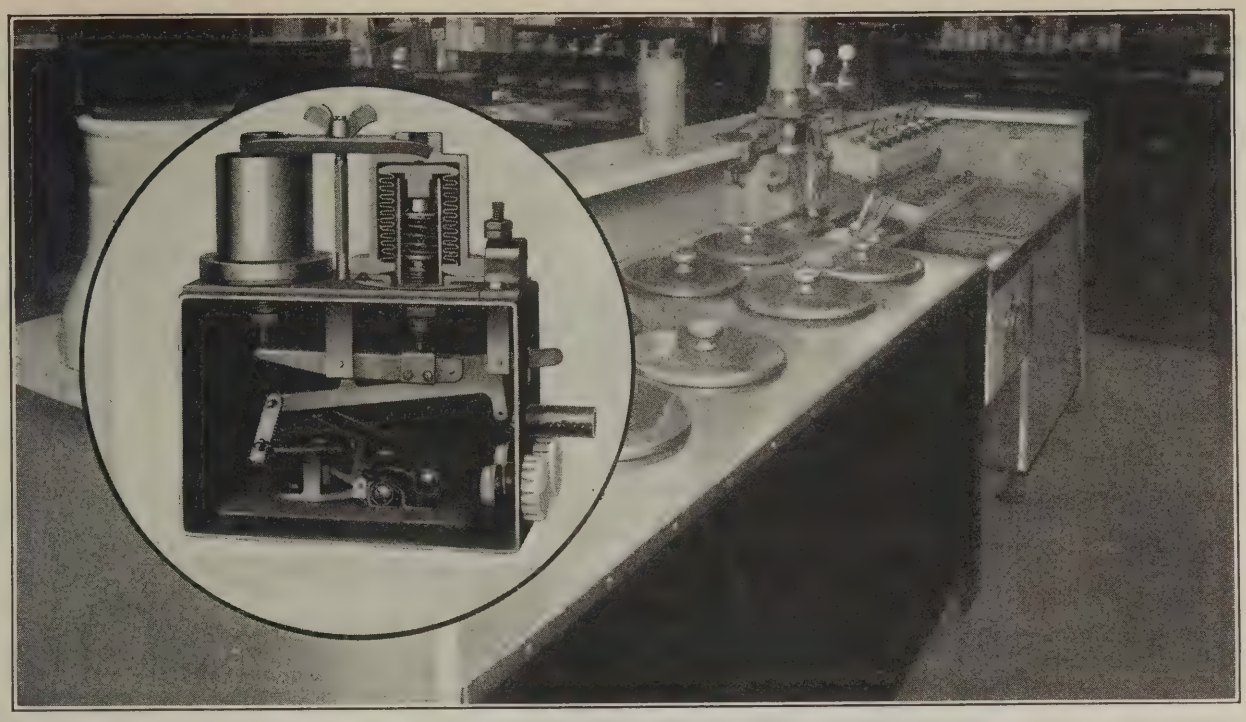
PUBLIC TO NAME CREAMERY.

Messrs. Leo Hebert and John A. McGillivray, who have formed a creamery company in Chippewa Falls, Wis., are going to let the public name their creamery. A prize of $25.00 has been offered for the name selected by a committee of judges.

Workmen are now renovating and remodeling rooms in the Agnew Block at 421 Bridge St., and according to the proprietors, the creamery will be modern and will cater to the manufacture of fancy butter and quality ice cream. Mr. Hebert has had many years of experience in the manufacture of these dairy products, and he is confident that by following the quality route, success is sure to follow.

⚜

You'll make better ice cream if you get "The Ice Cream Review."



Study The Problem of Iceless Cabinet Obsolescence

THE subject of refrigeration seems to be as stimulating to the average business man's imagination as an oil gusher or a gold strike. Within the past few months alone, hundreds of "inventors" from inside and outside of this industry have offered mysterious and wonderful new gases, "brand new principles and methods."

With what result? The machine which was fundamentally right four years ago is right today. The hysteria of novel ideas has reached its climax—and has brought nothing save confusion.

It will take a lot of plain talking and straight thinking to clear away the fog.

Consider, for instance, the question of temperature control. What need is there for complex electrical contraptions — separate thermal-bulb arrangements, etc., no matter how "clever"—when a simple, positive switch thrown by the pressure of the gas in the main system does the work more satisfactorily. The Nizer control is the simplest and most positive known.

It indicates the desire and the ability of Nizer engineers to stick to fundamentals for the sake of better operation, reliability and economy.

Think of other parts of the Nizer—a ***single*** cylinder compressor, a ***universal*** motor, ***permanent*** compressor lubrication, etc.

Fundamentally right, all of them.

It is little wonder then that in four years of wide-spread use the Nizer has been changed only in one or two minor details.

Obsolescence? It is a small question as far as the Nizer is concerned.

Nizer Corporation

Branches
Marbridge Building
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Main Offices and Plant
7424 MACKIE STREET
DETROIT

Branches
Sharples Building
Washington Blvd. at Jefferson
Chicago

3111 Washington Blvd.
St. Louis, Mo.

"Our Experience With Refrigerated Cabinets"

Citations of Experiences Unfolded at 1924 National Convention

Cabinets in City Territory Have Meant Saving in Time and Effort Under Certain Conditions

*By WALTER BENDFELT**

OUR company, I believe, was one of the first to install electric cabinets and it was only after we made thorough investigation that we ordered our first shipment of refrigerated cabinets. This was in August, 1923. We installed some of these cabinets at that time and were entirely satisfied with their performance and, in fact, they are still running as well as ever. We delayed considerably making installations of additional refrigerated cabinets due to the fact that we were at a loss to know just what program to pursue in connection with the distribution of these cabinets.

About that time there was considerable interest in this point and after listening to the arguments advanced by different ice cream manufacturers, we decided it would be a mistake for us to place these cabinets in the hands of dealers at our own expense, and for quite some months we stood pat on this decision. At that time, we offered to sell the boxes to dealers and as an incentive we agreed to make them an allowance of 7 cents a gallon provided they furnished their own refrigeration. This particular subject in connection with the installation of electric cabinets is a very important one and, we believe, deserves a great deal of thought. However, I will pass over the matter hurriedly, without going into detail, by simply saying that from actual experiences we have now decided the best proposition for us to pursue is to install these cabinets in our city territory at our own expense and continue to own them in the same manner as we have always owned the old style salt and ice cabinets.

THE plan of selling these boxes proved impractical for many reasons. **First,** it delayed the installation of many boxes, particularly in stores where installations would have saved us the most money. **Second,** we quickly saw that if all dealers owned their own electric cabinets, it would tend to invite undesirable competition. While it has always been our practice to give the dealer all that we can afford to give him for the money, oftentimes a dealer erroneously gets the idea that the manufacturer is making too much money and it is this type of dealer who might stir up trouble in the event that all of the dealers owned their own cabinets. **Third,** if the dealer profits materially by owning his own cabinet on the basis of an allowance which the ice cream manufacturer makes, then the ice cream manufacturer should profit in a like measure in addition to protecting his business against mushroom plants springing up.

They very rarely run out of ice cream. They invariably carry a complete assortment and, of course, a larger stock, all of which tends to increase their sales. One of the principal reasons for having to make many special deliveries is the fact that the dealer has always hesitated about carrying enough cream on hand because it is so perishable. With refrigerated cabinets installed, however, we find that our dealers do not require special deliveries and, as stated above, they are willing and glad to carry a larger supply on hand at all times.

Ice cream, regardless of whose make it is, is subject to very much the same conditions all over the country and certainly we consider that if our product is maintained at a uniform temperature in a Nizer box without the use of ice and salt and without the variation of temperature it goes to the consumer in better condition than it did with the old salt and ice method. This matter of quality is one that should not be overlooked because, after all, there is nothing that appeals to us so much as something to maintain the quality of our product until it reaches the ultimate consumer.

Profitable If Saving Justifies Investment

"We have over 50 refrigerated cabinets installed, and anticipate installing a great many more. Our plan is working out profitably to us and satisfactorily to our customers.



W. H. BENDFELT.

We consider it profitable to install a refrigerated cabinet for a customer where the actual saving justifies the investment for us, and in this case we install the box and merely lend it to the customer gratis and do not change his price in any way. We have a number of customers, such as schools, industrial plant cafeterias, etc., whom we have always served daily, and it had always been necessary for us either to take back what ice cream they had on hand on Friday afternoon and re-deliver on Monday morning, or else make a special effort to get into these places while they were closed on the week-end. In either event this special service was expensive. With the installation of mechanical cabinets, it is only necessary for our truck to deliver the ice cream to these customers three times a week, and, needless to say, in addition to the saving to us, our customers are entirely satisfied and much happier than before. And in places where cabinets have been installed we find, without exception, that the customer uses more ice cream."

—Walter H. Bendfelt.

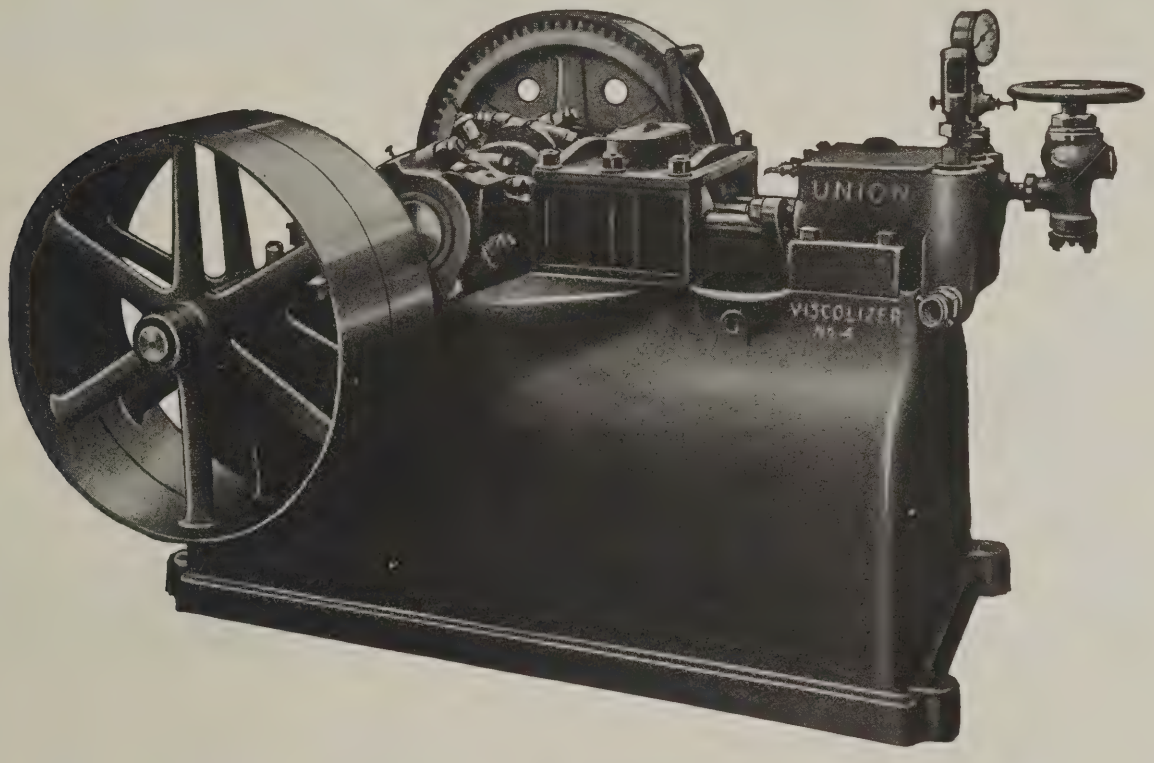
* With Bendfelt Ice Cream Co., Milwaukee. Submitted to national convention at New Orleans in November.



BARBER

Everything for the Dairy Industry





You Get a Smoother, Richer Feeling Cream with

The Viscolizer

The butter fat in the cream is finely divided by the action of the Viscolizer and united firmly with the filler, the sugar and the gelatine. These ingredients remain united in the freezer, resulting in smooth, rich-feeling cream.

A fine quality cream may be developed from sweet butter and skim-milk, or skim-milk powder. The Viscolizer unites the solid ingredients so that the butter fat will not separate while standing in the can or bottle.

The Viscolizer is furnished for either motor or belt drive – in five sizes, to meet the needs of any plant, large or small, capacities 100 gallons to 800 gallons per hour.

The Viscolizer is widely used also to improve table cream, for making ripened cream, for breaking up the fat in evaporated milk so it will not separate, for emulsifying oils, vegetable mixtures, salad dressings, fruit liquids, etc., and for various uses in the drug and food industries.

Write for complete information and prices



A.H.Barber-Goodhue Company

(Formerly A.H.Barber Creamery Supply Co.)

Home Office
300 W. Austin Ave.,
Chicago

Twin City Office
2490 University Ave.,
St. Paul



DURING the winter months, it is always a problem to keep from losing money, due to the expensive service which we are required to render. Where we have mechanical refrigeration, however, oftentimes it is only necessary for us to make one call a week, whereas with ice and salt it would be necessary to make seven.

There are a great many other things in connection with the installation of mechanical refrigeration which are helpful. For example, it enables the customer to keep a cleaner place, and it eliminates the loss of time required to pack ice and salt. In the case of permanent equipment, it eliminates the wear and tear on the dealers' equipment and certainly the manufacturer will welcome the time when it will not be necessary for him to call for and re-line and re-varnish cabinets by the hundreds every year.

We Install Cabinet for Dealers Who Sell 1,000 Gallons a Year

*By E. M. HERSHEY**

A YEAR ago a number of representatives of our company while attending the convention at Cleveland, decided to inspect a number of stores which sold ice cream from iceless cabinets. Unknown to the cabinet manufacturer and the ice cream manufacturer, we selected a number of addresses from a long list of installations which was on exhibition.

After visiting about a dozen of these and interrogating the dealers in detail as to the results obtained, mechanical trouble experienced, etc., (and, incidentally, we could not get definite information on operating cost) we decided to purchase one eight hole of three different makes and install them in our own plant under identical conditions to determine their operating cost and performance. Under a thirty day test, all three cabinets preserved the ice cream satisfactorily, but at a tremendous variation in cost of operation. Current consumption varied from 1¼ K. W. hours to 3 K. W. hours per day. Having satisfied ourselves that the iceless cabinet had a place in the ice cream business as we conducted it, we made our first installation early in April with one of our biggest out-of-town customers, to whom we shipped. We advanced the price to our "iced-up" price and made a three year contract, the dealer paying for current and water.

Since that time we have installed about 40 cabinets on the same terms and conditions. We have met no opposition to the plan from the dealer. Our competitors do likewise, or there would be a different story. We have not had a single instance whereby the cabinet had to be exchanged after the mechanic had adjusted temperature control after installation. The cabinet is usually adjusted the second or third day after it is installed.

THUS far only 4 or 10 per cent of the cabinets have required servicing after the installation has been completed. Two of these cases are interesting. In the first, the water continued to flow after the motor stopped running; investigation disclosed thread cuttings left in the line by a careless plumber had caused the trouble.

In the other instance, a customer reported the water was leaking all over his cellar from the floor above and he could not locate the cause. The discharge line from the cabinet was a rubber hose which passed through the floor—it happened to be a double floor — A rat imprisoned between the floors was famishing for lack of water and gnawed through the hose to get the water. I have been told that a rat will cut through a lead pipe under similar conditions. Neither of these two service calls could be blamed on the cabinet, but we had them nevertheless.

A questionnaire sent to our dealers using iceless cabinets shows current cost on an 8-hole cabinet to be from 8 to 15 cents per day.

Customer or Dealer Benefits.

1. Increased sales, ranging from 20 to 60 per cent increase over corresponding period last year. This increase may be explained by dispensing a more uniform ice cream; uniqueness of equipment acting as an advertisement in the community and greater interest and enthusiasm by the dealer himself in selling ice cream.

2. Less shrinkage suffered by the dealer because of uniform consistency.

3. Improvement in sanitary conditions around the store.

Pride and Profit

"IN OUR opinion the greatest curse of the ice cream industry today is the economic evil of continuing to serve the small dealer for the sake of gallonage or a puff to your pride by seeing a large number of signs. There are two things in business and both begin with the same letter—Pride and Profit. It is always better to sacrifice the former to obtain the latter. If after a trial in hot weather, the small dealer does not sell 15 to 20 gallons a week, we drop him. He not only is unprofitable from the dollars-and-cents standpoint but by usually serving the public with a product inferior to that which left the plant, he injures not only that particular manufacture but the industry as a whole. Serve that kind of stuff and you won't please all:

"Because of such conditions we have decided not to install an iceless cabinet unless the dealer has sold as much as 1,000 gallons a year, or in the case of a new dealer, we feel reasonably certain he will sell that much."—E. N. Hershey.

* With The Hershey Creamery Co., Harrisburg, Penn. Submitted to national convention at New Orleans in November.

Dependable Refrigeration at low cost

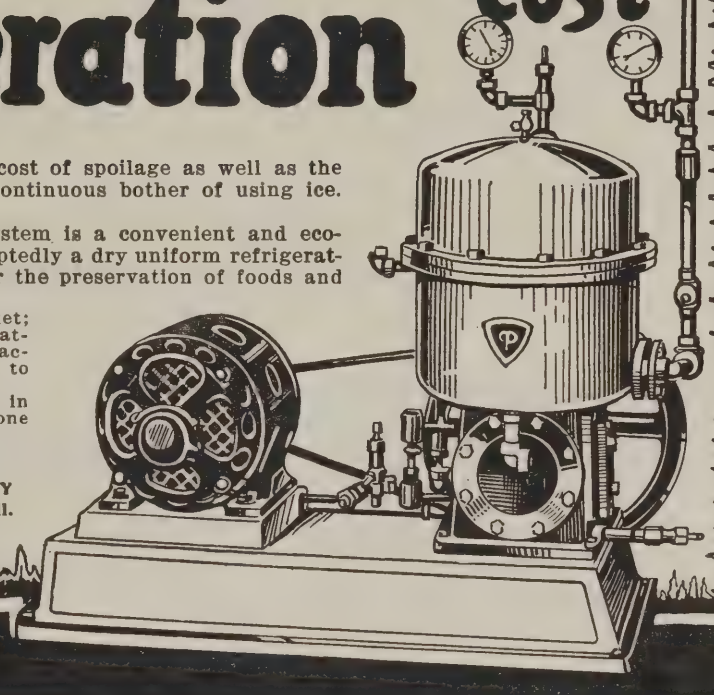
that pays for itself by eliminating the cost of spoilage as well as the ice-bills, to say nothing of the dirt and continuous bother of using ice. Has a capacity of one-quarter ton.

The *C P* Electrical Refrigerating System is a convenient and economical method of producing uninterruptedly a dry uniform refrigerating temperature, which is necessary for the preservation of foods and food flavors.

Connects with your electric light socket; regulates and controls temperature automatically; furnished complete with all the accessories and equipment, ready to connect to ice box or refrigerator.

We have 5,000 refrigeration systems in successful operation and guarantee this one in every respect.

Write for descriptive folder.



THE CREAMERY PACKAGE MFG. COMPANY
61-67 W. Kinzie St. Chicago, Ill.

GLASCOTE



Type "J" Tank

You either visited the Milwaukee Dairy Show or have since been informed of the wonderful progress made in Dairy Equipment in the past year, more especially in the field of Glass Coated apparatus.

The Glascote Company has developed many new and economical features that have been previously considered impossible in this type of equipment but records made and customers satisfied beyond their expectations are the proofs of economical, sanitary operation with the resultant dairy product of quality to present to your consumer.

As the source of supply of Glass Lined apparatus is so limited you cannot afford to overlook The Glascote Company when in the market for your requirements of sanitary dairy equipment, as quality and simplicity of operation are points to be investigated.

THE GLASCOTE COMPANY

EUCLID, OHIO

[WRITE AT ONCE FOR PARTICULARS OF THIS LATEST IMPROVED GLASS LINED PASTEURIZER]

One dealer told me personally that for the first time in four years he had a dry floor.

4. Saving in labor in looking after the cream, for it has been our experience that a successful dealer using ice and salt always spent considerable time in caring for his cream.

Because of these different advantages to the dealer, we are positive in our view that if the manufacturer makes the investment, the dealer should pay for the operation as his share towards the benefits obtained.

By means of the iceless cabinet we have been able to save over ten cents per gallon on our shipping trade. We use the iceless shipping container, no ice, no salt, and a saving from 8 to 10 cents per gallon in express rates; also the time saved in packing the ice cream.

THE iceless cabinet may reduce some of the small dealers' troubles, but it will not eliminate them. It is here to stay and it is up to the manufacturers themselves to make it a menace or blessing, depending on how and where it is installed.

Intelligent Co-operation with Competitors is Necessary to Placing Cabinets Advantageously

*By L. S. WILSON**

THE company that I represent belongs to the class of smaller manufacturers, our yearly gallonage approximating one hundred thousand gallons of ice cream. We are located in Port Huron, Mich., situated just 60 miles above Detroit. The "hot-bed of mechanically refrigerated cabinets." Our population is twenty-five to thirty thousand and our city limits stretch along the river and lake front a distance of about 13 miles. Our city is made up of exactly eight sections with little or nothing in the way of ice cream stops between these respective sectoins, so it is only perfectly natural that we should have, with such a layout, more than our share of delivery problems.

In December, 1923, when we decided that we might solve some of our delivery problems with the use of these cabinets, we had a meeting with our only local competitor and threshed out the situation pro and con. We then started making installations only to our own established stops and only where we could see a semblance of a saving to us.

We have not yet, nor do I believe we ever will, take a customer away from our competitors on the basis of furnishing that customer with a mechanical cabinet.

OUR installations started in January, 1924, and continued up to about June 15, at which time we had in operation 35 cabinets, having our local busiess about one-third equipped. In making our installations we have not gone to any expense whatever in tearing our or rebuilding soda fountains, back bars, etc., but have put it entirely up to the customer to provide a space for the cabinet. In each and every case our dealers pay the cost of electric current and furnish the water for the cabinet.

Our shipping or country trade with whom we have a few cabinets installed pay us an advanced price of around ten cents per gallon for ice cream besides paying the electric and water bills. Our policy being to charge them the same rate as we do our city trade and we pay the transportation charges, giving us as I stated above an average of about ten cents per gallon for the use of the cabinet. Whether or not this will cover our expense remains to be seen from further experience.

When I was figuring depreciation on the basis of 33⅓ per cent, my eyes rested upon the figures for repairs. By that I mean the parts that we had purchased to keep these cabinets running for the period up to November 1, and the amount of that account was was exactly $9.35. In view of that figure I could not see how I could stand before an intelligent audience such as this and try to charge off 33⅓, or even 25 per cent, depreciation and hope to appear anything but ridiculous. I might add here that for bookkeeping purposes I am very pessimistic and 33⅓ will suit me perfectly, but for a little more optimistic practical purposes I am

We have been called by the customer for service just five times and in none of these cases was it necessary to break into the gas line of any machine, nor was it necessary to remove any ice cream from a cabinet. We have not had a gallon of ice cream, either brick or bulk, come back to our plant during the past season from any stop having a mechanical cabinet.

WE HAVE made it a practice in most cases to inspect the cabinets about every four months, checking the oil and motor brushes. We also make it a practice to remove the motor brushes and put in new ones whenever it appears that there is a possibility of their not lasting until the next regular inspection trip. It

(Continued on page 76)

The Dealer's Attitude

"Some of you, I know, are wondering just what the dealer's attitude is on the subject (of the iceless cabinet) and whether he wants one when he has to pay the operating cost on it, and, in some cases, an increased rate for his ice cream. In order to get at this intelligently I put out a questionnaire to fifteen dealers, large and small, local and shipping and shopping, all of whom had cabinets during the past season. Fifteen replied that they preferred iceless cabinets. Fifteen answered that consumption of water is of no consequence. Fifteen reported having heard customers express a preference for ice cream coming from these cabinets. Fifteen said they get from 5 per cent to 25 per cent more servings from a given amount, due to the uniform conditions of the ice cream—most of them around 10 per cent more."—LeRoy S. Wilson.

* With Wilson Ice Cream Co., Port Huron, Mich. Submitted to national convention at New Orleans in November.



That is a fine slogan!

We firmly believe that, with some advertising "steam" behind it, a noticeable gain will be enjoyed by all worthy makers of ice cream. We shall do what we can to make it ever a reality by building freezers that produce a quality cream that will *"please all."*

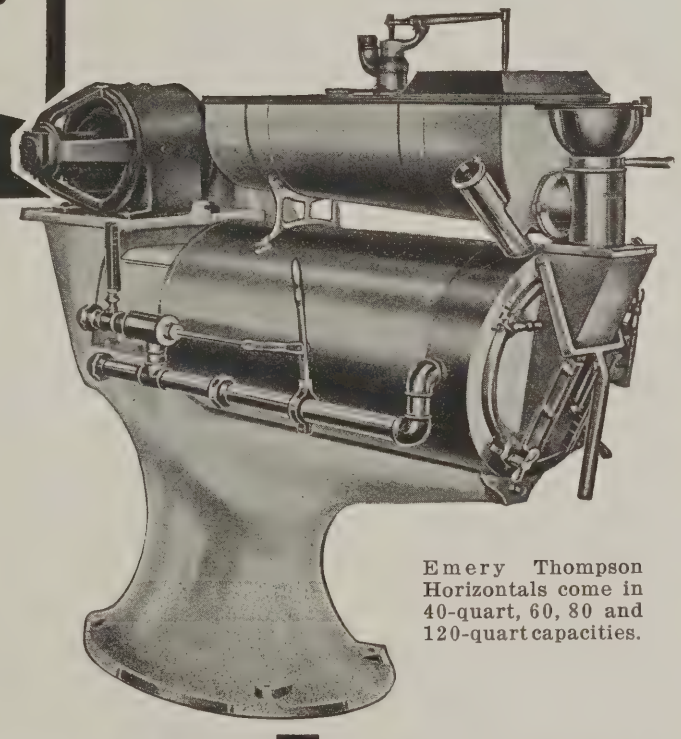
Tell that story to your customers!

Throw it on the screen!

Put it in the newspapers!

Post it in the stores where your product is retailed!

And watch business hum!



Emery Thompson Horizontals come in 40-quart, 60, 80 and 120-quart capacities.

EMERY THOMPSON FREEZERS

"Have you had your iron?" sells tons of raisins.

"Drink an orange!" distributes carloads of this golden fruit from the South and West. "Serve it—and you please all" will market millions of gallons of cream if ice cream manufacturers and their allied dealers get behind the slogan, see that their cream comes up to it in quality, and tell the world about it in advertising.

Have you faith in the growing future of your own industry? Aren't you confident enough about better business in 1925 to send for the Emery Thompson freezer catalog now?

EMERY THOMPSON MACHINE & SUPPLY CO.

271-75 Rider Ave. New York

Manufacturers Should Own Cabinets Outright

Equipment Maker Must Co-Operate with Manufacturers to Keep Control of This Equipment, Declares Milwaukee Manufacturer

*By CONRAD BLOMMER**

THIS spring we are again confronted with the problem of increasing our facilities for handling ice in each of our three plants which led up to the question as to the advisability of building ice plants, and also because of the expansion in our business, we were further faced with the necessity of purchasing more trucks. At this juncture, the mechanically refrigerated cabinet furnished the solution. We determined to purchase numerous small ice plants in the form of mechanically refrigerated cabinets and place these with our dealers. At the same time the truck problem was also solved, for we found that we could add to each route eight to twelve iceless cabinet stops over and above the customary number of regular ice cabinet stops without in any way handicapping our service.

These are the two reasons that led us to the immediate adoption of the iceless cabinet. There is, however, another. Most everybody will admit that the method of icing up a cabinet with crushed ice and salt is at its best a very crude and clumsy one. It is not in harmony with all the modern mechanical improvements in every other phase of the ice cream industry. It is way behind all modern methods and inventions made use of in the home, on the farm and every kind of manufacturing plant. The method of preserving ice cream for the dealer, which has until the present been most exclusively used, differs in its essential feature very little from the methods of keeping cool foods, used over 1,000 years ago when rulers had their slaves bring in ice and snow from the mountains and pack this around the foods they desired to preserve.

Aside from some improvements in insulation, it appears that very little progress has been made in this important phase of our industry. We have come to regard the mechanical unit a distinct advancement for the ice cream industry and a great marketing aid. The inherent nature of ice cream requires it to be kept in a condition of preservation different from any other food. It is essential that this important food be sold to the consuming public in a state of the greatest palatability. This has been the constant aim of the ice cream manufacturer. The achievements in the direction of flavor control, the improvements in manufacturing equipment, and the use of the best and proper ingredients have all been in that direction.

Every possible care is given the raw materials from the time they enter the factory through the various stages of manufacture to the finished product—ice cream, until it leaves the factory. But then, should our responsibility cease? The answer to that is that we must not in any way vitiate these efforts by improper and indifferent refrigeration at our dealers. We must see to it that the conditions under which the ice cream is kept at our dealers does not in any way detract from its palatability.

MECHANICALLY refrigerated cabinets offer a means of temperature control that assures the manufacturer that his product will reach the consumer in the same wholesome, delicious condition that it left his factory. Experience teaches that the more palatable a food, the greater will be its consumption. Our experience since last May has substantiated this. In spite of the exceptionally cold and unfavorable summer, at least 40% of our dealers having the mechanical unit have increased their sales, as compared to last year.

The fact that the iceless cabinet is more sanitary than the old wooden and cork box using ice and salt also helps to keep the ice cream in a more palatable state. Many of our dealers have remarked to us on the large number of favorable comments they have received from their customers on our ice cream since we equipped them with one of our units.

We started installing our cabinets about the middle of May, and had the majority set up by the end of June, but continued adding cabinets throughout the summer and are still adding more. Mechanical cabinets, of course, were furnished only to those dealers whose gallonage warranted the investment, who handled cream throughout the year and to city customers only. The minimum gallons per year which would entitle a dealer to one of these units, we placed at 700. We made some deviation, however, from these figures where we found that a delivery saving could be effected on a stop that was some distance out of the way and provision could be made to deliver but three times a week. The dealers at first were skeptical, but it was not long after we had the first few cabinets installed that we were taxed to our limits in trying to keep pace with the many demands for installation.

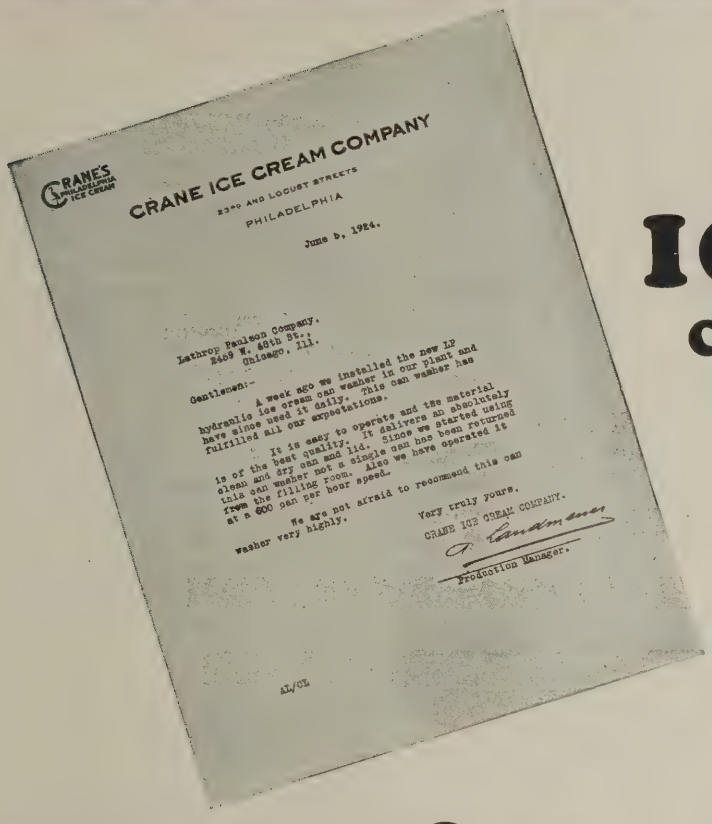
WE MAKE no rental charge to our dealers for the use of the mechanically refrigerated cabinet, yet where the dealer owns his cabinet, we at first made an allowance of seven cents per gallon, but subsequently in-

Iceless Cabinets Have Made Dealers Take More Interest

"In summing up our experience during the past summer months with the mechanically refrigerated cabinet, we have but this to say, that we think we have made a distinct step toward the elimination of ice and salt in the ice cream industry which eventually will lead to the practical elimination of Sunday work and place us on par with other industries. The elimination of complaints due to soft cream and the decrease of special deliveries have made and ice cream business a more pleasant and agreeable one than ever before, and even if the iceless cabinet has effected no saving, whatsoever, it has accomplished one thing which money cannot always do, it has made a friend out of each dealer to whom we have supplied one of our cabinets.

"The dealer feels that the interest we have taken in supplying him with the necessary equipment to make his sales more profitable by enabling him to supply his customers with a more uniform and palatable product and the increase in convenience by eliminating all dirt connected with the old method of icing up is worthy of consideration."

—Conrad Blommer.



CRANE'S PHILADELPHIA ICE CREAM

CRANE ICE CREAM COMPANY

22ND AND LOCUST STREETS

PHILADELPHIA

June 5, 1924.

Lathrop Paulson Company,
2459 W. 48th St.,
Chicago, Ill.

Gentlemen:-

A week ago we installed the new LP hydraulic ice cream can washer in our plant and have since used it daily. This can washer has fulfilled all our expectations.

It is easy to operate and the material is of the best quality. It delivers an absolutely clean and dry can and lid. Since we started using this can washer not a single can has been returned from the filling room. Also we have operated it at a 600 can per hour speed.

We are not afraid to recommend this can washer very highly.

Very truly yours,
CRANE ICE CREAM COMPANY.
Production Manager.

AL/CL

L.-P.

ICE CREAM

Can Washer and Drier

Fast, Efficient and Fool Proof.

Washes All Sizes of Cans and Covers from 20 qts. Down to 4 qts. Small Cans May Be Washed Together with Larger Ones Increasing Capacity to 1200 per Hour.

Cans Are Fed in and Delivered at the Same End of Machine.

This machine embodies many of the L. P. features of efficiency, simplicity and durability which characterize L.-P. equipment.

600 Cans and Covers or Brick Pans Per Hour

Absolutely Clean, Sterile and Dry

THIS machine has two speeds—600 and 300 per hour. At the 600 speed it will efficiently wash, sterilize and dry all ordinary city and shipping cans, and at the 300 speed it cleans, sterilizes and dries the dirtiest of cans. Handled at 600 per hour, cans, brick pans and covers come from the machine **absolutely clean, sterile and dry.** Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. The machine will also handle brick tanks up to 12-qt. size.

Each Can Receives 17 Distinct and Intensive Treatments

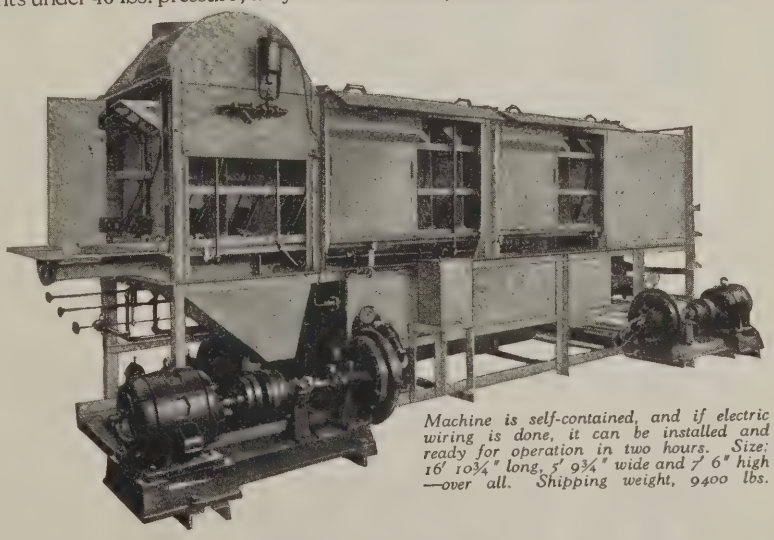
All cans are placed in machine upright. They are first thoroughly rinsed with preliminary tempered water, which thoroughly flushes out the cans, freeing them from refuse. This rinse water is caught in a separate tank and carried away. They are next washed inside and out with six separate intense soda solution treatments under 40 lbs. pressure; they are then entirely freed from soda and thoroughly drained before receiving six clear hot water washes, which are followed by scalding hot unused water rinse. Next comes the steam, inside and out, thoroughly sterilizing the cans, lids, pans and covers. They then pass over two hot air jets (the same as are used on all L.-P. Can Washers) and are delivered absolutely dry and ready for immediate service.

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed.

There are two powerful pumps operated by 10 h.p. and 7½ h.p. motors in separate units. No other power required.

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. patent Soda Regulator.

This machine has passed its experimental stage. It has stood the most rigid tests in actual operation, and is sold on a results-guaranteed basis. Write for full information and names of users.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size: 16′ 10¾″ long, 5′ 9¾″ wide and 7′ 6″ high —over all. Shipping weight, 9400 lbs.

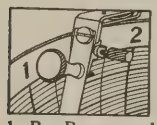
THE LATHROP-PAULSON COMPANY

2459 West 48th Street *There Is an L.-P. Representative Near You* **CHICAGO, U. S. A.**

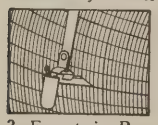


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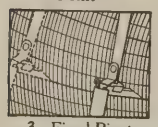
The FACTS *in the* CASE



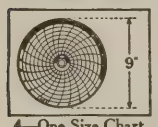
1—Pen Pressure and Position Adjustments



2—Fountain Pen Point



3—Fixed Pivot



4—One Size Chart



5—One Turn Chart Holder



6—Improved Case

Inside the case you will find the reason for the extraordinary ruggedness and accuracy of TAG Recorders. By reason of a patented cam arrangement, the TAG is the ONLY Recorder with uniform chart graduations for ALL ranges. A special seasoning process prevents "setting" of the spiral spring. The development of a single-piece welded bulb and of a capillary tube of exceptionally fine bore are other TAG achievements. The following distinctive structural features also contribute to TAG superiority.

1—Pen pressure adjustment and pen position adjustment, the latter providing an exact and convenient means for correcting accidental bending of pen arm.

2—Fountain pen point writes a clean sharp record line and requires less frequent filling. The non-corrodible pen arm is inverted so that ink cannot run down into operating mechanism.

3—Accuracy of time indications is assured by mounting pen arm on a FIXED pivot so that pen point will always follow radial lines of chart (with clock stopped). Positive pen-arm stops, specially designed clock, convenient clock starter-lever are other features.

4—By standardizing on one best size of chart, manufacturing costs have been reduced making possible unusual refinement of construction at the usual price.

5—Improved chart holder, secured to case by light chain, is attached and removed with a single turn. Charts are printed in green ink on specially seasoned high quality ledger paper.

6—Improved case construction incorporating moisture-proof feature, if desired.



TAG DIAL-INDICATING Thermometers embody the same improved construction and operate according to the same reliable principles as TAG Recorders. The exceptionally easy reading dial is a feature.

Send for Catalog 0-520

C. J. TAGLIABUE MFG. CO.
18-88 THIRTY-THIRD ST., BROOKLYN, N.Y.

Insist on Mercury Thermometers with the TAG-Hespe RED Reading Column

SINCE 1769

TAG TAGLIABUE MFG CO N.Y.

creased this to ten cents per gallon. The dealer in each case pays for current and water. The water consumption in a city like Milwaukee, where the water is very cheap, is of negligible consequence. The running time we have found to be about one hour per hole per day. The running time, according to this, will vary, therefore, from about four hours for a four-hole cabinet to about eight hours per day for an eight-hole cabinet. The current cost on this we have found to be about $1.50 to $3.50 per month per cabinet. Installation costs we found to vary from $25.00 to $50.00, including the cost of permanent electric and water connections. The three makes of cabinets which we are at present using we have found, without exception, to give dependable service and to keep the ice cream hard at all times.

Service calls, after adjustments have been made directly after installation, have been relatively few. In practically all cases service calls were for just minor adjustments. From most of our dealers we have had no service calls, whatsoever, and, aside from making periodical checkups, we have furnished no other service. We have one service man who devotes part of his time to this and who has charge of the repair of our trucks. We estimate the cost of servicing a mechanical unit to be about $30.00 per year which includes labor and parts, labor being approximately one-half.

The question of abuse to mechanical cabinets, especially when the ice cream manufacturer furnishes the unit, has come up from time to time. Abuse of this kind is from two sources: First, by our own drivers, and then by our dealers. The first, of course, can be easily corrected by properly instructing the driver. The abuse in this case usually consists of the drivers not properly cleaning the cans before placing them in the cabinet, which would cause an accummulation of salt in the bottom of the cabinet and cause corrosion of the metal. Whenever our service man, in making his checkup, detected this condition, the driver was reprimanded for it. Abuse by dealers will, of course, be hard to eliminate. Yet, we found in most cases that when the dealer was not properly using the cabinet or storing other foods in it, when we threatened to pull out the cabinet, he usually was willing to co-operate.

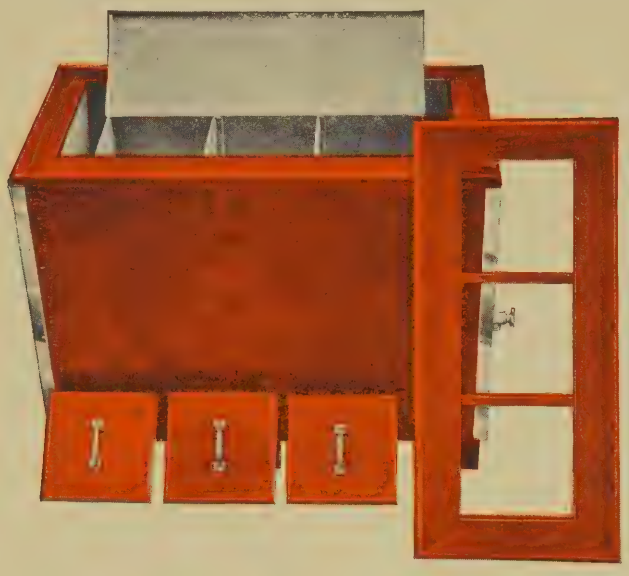
I have one example of this in mind, especially where the dealer used the cabinet for storing some meat. The meat froze to the sides and in order to get it out he used a sharp instrument and chopped a hole in the metal lining. We told him that he would have to stand the cost of repairs, to which he at first objected. When we threatened to take out the cabinet, he, however, was willing to assume this responsibility. This incident, at least proved to us that the dealer was well satisfied with the cabinet.

The all-important question with regard to mechanical cabinets is, of course, the question of cost. Will they show a delivery saving? Yet, before I enter this subject, Let me sound a word of warning to both manufacturers of this equipment as well as ice cream manufacturers.

The manufacturer of mechanical units must come to recognize that the ice cream manufacturer is the one most interested in mechanical cabinets and, therefore, must co-operate with him in everyway to keep control of this equipment, at least from the servicing end. We believe that a manufacturer is making a big mistake when he sells these cabinets direct to dealers without service and in this way invites outside service. The ice cream manufacturer being desirous to get his product to the consumer at the lowest possible cost, will be willing and is in a position to furnish this service at cost, whereas, if outside individuals or concerns take charge

Now!

Relief from Extravagant Ice and Salt Bills



No longer need you sacrifice a large share of your rightful profit to refrigerate your cream in dealers' stores. A new ice cream cabinet that gives perfect refrigeration on less ice and less salt than any other has been perfected. In actual service, 50 to 100 of these cabinets will save thousands of dollars' worth of ice and salt for the average ice cream manufacturer every year.

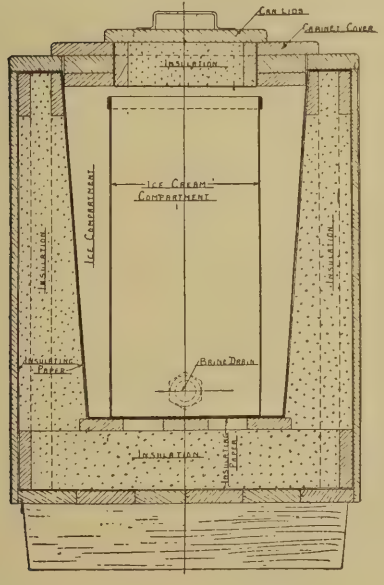
The A-B Ice Cream Cabinet! Designed and built so there is no chance for warm air to get in nor cold air out. An unusually efficient insulating material surrounds the ice and salt chamber on all four sides. Even the lid is fully insulated, and fits tight.

Cream compartments are square and perfectly dry. All sizes of bulk ice cream can be inserted with greatest ease—square pockets permit carrying all packaged cream in compact facility.

A-B Ice Cream Cabinets weigh 10% to 15% less than ordinary pack cabinets, hence you can carry an adequate supply for new dealers without placing any strain on your floors.

Full details and prices gladly furnished on request. Write

This diagram shows why the A-B Ice Cream Cabinet cuts your ice and salt bills to the lowest possible figure. Notice how cream compartments and ice and salt chamber are fully protected against warm outside air.



Anheuser-Busch, St. Louis

Also Manufacturers of ABC Refrigerator Motor Truck Bodies and Wagons

A-B Ice Cream Cabinets

of this end, it will greatly increase the maintenance cost of these cabinets, and if it does not make their use prohibitive, it will at least tend to greatly discourage the early adoption of this sort of equipment.

TO THE ice cream manufacturer it seems to us to be an appropriate time to at least broach the subject of whether it is advisable to furnish the cabinet to the dealers or to encourage the dealer to buy the cabinet. From our point of view, we cannot see any fundamental difference in furnishing the iceless units to dealers than to furnish them with the old type of wooden cabinets, pack these with ice and salt each day, and equip yourself with an ice plant running up in the hundreds of thousands of dollars to manufacture the ice used to keep cool the ice cream for the dealers. We believe that since the iceless cabinet is to be used for ice cream only, the manufacturer should own it and in the case of the mechanically refrigerated fountain should at least have control of the servicing. We do not believe that the ice cream manufacturer should render service on iceless equipment belonging to the dealer without compensation, but we do believe that he should furnish it as near to cost as possible, contracting for a period of a year or so with the dealer, with the provision that this service is rendered to him providing he handles that manufacturer's ice cream exclusively. An ice cream manufacturer servicing a large number of cabinets will be able to service the mechanical equipment for his dealers very reasonably in this way and by contracting with the dealer be assured that he is not servicing a mechanical unit which is being used to sell some of his competitor's goods.

It is this last point upon which I desire to focus your attention, the fact that a dealer owning his own equipment, independent entirely from any ice cream manufacturer through lack of some agreement, either for furnishing the cabinet or servicing the mechanical equipment is liable to cause chaos and confusion in the ice cream industry and which if not properly taken care of of now in its inceptive stage will require a painful operation in the near future. I am alluding to the practice that some ice cream manufacturers are resorting to in order to prevent or avoid the installation of iceless cabinets at their dealers, or in every way refusing to have anything to do with iceless equipment outside of praising and recommending it to their dealers as a great advancement for their business, and backing up their recommendation by allowing them a reduction on their ice cream providing they purchase this kind of equipment. And it is in this matter of allowing reductions for iceless cabinets owned by the dealer that the great mistake is being made.

Early in this paper I stated that the concern that I happen to be connected with allowed at first a seven cent reduction, per gallon, on ice cream to dealers owning the mechanical unit, and afterward increased this to ten cents. Our purpose in doing this was not to encourage our dealer to buy cabinets, for we have sold but two cabinets, and those in districts where it was impossible for us to furnish icing service, but was a temporary subterfuge, even if we must admit it ourselves, to place us on competitive basis with manufacturers who desired to stave off or discourage the adoption of mechanical equipment.

(Continued on page 70)

ZIPP'S

—take a tip, buy from Zipp!

HIGHEST QUALITY for 38 YEARS

ORANGE FREEZE

From the number of orders placed at the recent Dairy Show and the compliments we received there, we feel safe in making the statement "Zipp's Orange Freeze (a concentrate) is paramount to all others for Ices, Sherbets and Ice Cream."

Let us send you a trial gallon at $8.50, and if not satisfactory you may return same at our expense, we canceling the charge, and will make no charge for what portion you may have used in your experiment.

Manufacturers of a full line of Fruits, both bulk and in No. 10 Tins for the Ice Cream Trade.

The ZIPP MANUFACTURING CO. Cleveland, O.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Keep Sales on the Job

By Running

SCOTCH BOB

SCOTCH BOB sells strong where'er it's sold, its taste appeals to young and old. Old fashioned goodness of butter-scotch candy when sold as ice cream sure is dandy! SCOTCH BOB puts pep into your sales, sells fast despite cold wintry gales. If you would taste this dish, oh boy, make up a batch—you'll jump for joy! Send for the trial kit post-haste, not even one small second waste. Just sign your name, we'll send the * kit — there's nothing equals testing it!

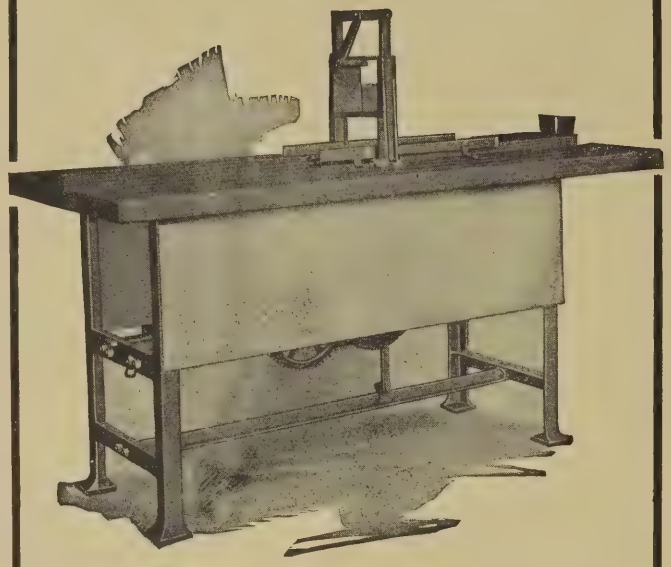
* Trial Kit $10

A GOOD HOUSE TO DEAL WITH

KAY-WHITE PRODUCTS INC

TRADE MARK

Eight West Broadway. New York City.



The New Era
Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten days' trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.
Columbus, Ohio
Cleveland, Ohio
Cincinnati, Ohio
.....John W. Ladd Co.

Philadelphia, Pa.
Baltimore, Md.
Pittsburgh, Pa.
New York City
Syracuse, N. Y.
.....Cherry-Bassett-Winner Co.

Cedar Rapids, Ia.
St. Paul, Minn.
.....J. G. Cherry Co.

Chicago, Ill.
St. Paul, Minn.
.....A. H. Barber-Goodhue Co.

San Francisco, Cal.....Geo. W. Prising Co.
Salt Lake City, Utah.....Cannon Supply Co.
Louisville, Ky.....Standard Milk Machinery Co.
Boston, Mass.....Wright-Ziegler Co.

The New Era Co.
146 MERRITT STREET
Oshkosh, WIS.

A DEALER who is completely refrigerated and owns the equipment is entitled to a reduction, and to a few dealers of this sort we have been giving a reduction for a period as long as five years,—a reduction which was equivalent to our cost of ice, salt, cabinet depreciation and packing labor which we figured to be seven cents. Yet, when you encourage a dealer to buy mechanical cabinets, say to supplement his fountain, you will come to the question of dual service. Just because a dealer has part of his cooling system mechanically refrigerated, you cannot offer him a flat reduction. Yet this is what some manufacturers appear to be doing, and if allowed to continue will cause almost unlimited havoc. This offering of reduction is but a makeshift proposition and should not be carried too far. If it is found within a few years when we hope ice and salt will be entirely eliminated that a great saving in delivery has been effected, then it should be our duty to give our dealers the benefit of this saving by a uniform reduction in the price of ice cream.

There are several bad features in having no agreement, whatsoever, with your dealers. What is to prevent a dealer owning his own mechanical refrigerated cabinet or fountain and paying for its maintenance from handling say the brick ice cream of one manufacturers, the vanilla of another and the fancy cream of a third? What assurance will a consumer have that the bulk ice cream he is buying is from the same manufacturer, whose signs are on the outside of the store? What are possibilities of inviting competitive companies forming and selling these independent dealers ice cream in paper containers, or, perhaps, inferior quality and at a much cheaper price than you, with a larger overhead, could afford to sell? I leave these questions for you to answer at your leisure while I pass on to a discussion of costs.

What the savings resulting from iceless cabinets actually are is perhaps a little early to determine, but we can point out in what direction the savings effected are. The greatest reduction in delivery cost will be when ice and salt are practically eliminated. Yet our experience has shown us that there is a saving even when only 8 or 12 dealers on each route have a mechanical unit. Another thing in figuring cost on a mechanically refrigerated cabinet, if you must make provision for writing off an expensive ice plant and add this as an item of cost on these units and further take into consideration the gradual decrease in efficiency of the ice plant while you are changing over to the iceless cabinets, and thus not operating this plant at its maximum efficiency, I might say that I am not very enthusiastic about the savings resulting in the first few years of mechanical cabinet installation. In this respect we are fortunate for we contracted for practically all our ice. Yet the fact that adopting the mechanical cabinet may necessitate the scraping of your ice plant, I believe is not an adequate argument against their adoption especially when viewed from the dealer's side of additional convenience and from that of the consuming public's of a better product.

There is, of course, a distinct saving in ice and salt. This, I think, I can best illustrate by giving a few examples. Take for instance one of our stops which I will call stop A. Last year this stop had one four-hole stock box and one triple cabinet; this year we supplied them with one six-hole mechanical cabinet which is taking care of their requirements, and they show an increase in their sales of 32.7 per cent for the months of June, July and August. Stop B last year had three triples; this year an eight-hole mechanical cabinet showed a slight increase of 5 per cent in sales. Stop



Competitors ... how are you fighting them?

THE expansion of your retail sales leads into the homes — where weekly "specials" become the preferred dessert. And there you meet competitors — Cakes, Pies, Puddings — accepted and satisfactory "home desserts" — tasty, nutritious, economical.

But so are your Ice Creams—and in addition they save the housewife all trouble of preparation and are a *greater* treat to all.

Are you telling that story—over and over again? Are you putting that greater sales power—*Advertising*—to work for you? It is the *one effective weapon* against these competitors.

"Kist" users buy Kist Flavors because they are better flavors. But though they are Kist Customers for the Flavors' sake, they value Kist Advertising because it fights these competitors for them. Kist Service gives you—*free*—advertising matter that it would cost you thousands of dollars annually to produce for yourself. It makes practicable for you a consistent campaign that promotes "home" consumption of your products.

Use that service—at least let us fully describe it to you. All you need to do is to fill in the coupon and mail it to Citrus Products Company. Do it today!

Citrus Products Company, Ice Cream Div.
54 E. Kinzie Street, Chicago.

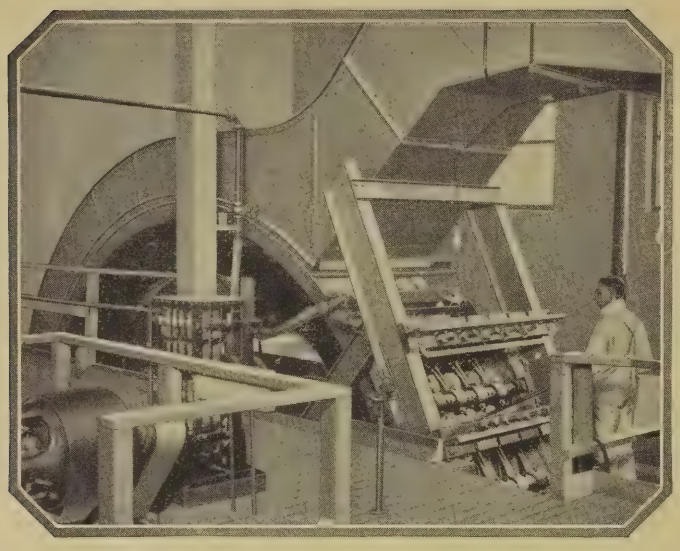
Please send me complete information on Kist Service and how to get it Free.

Name .....

Firm .....

Address .....

R-125



When filtered the liquid gelatine is hurried to these great wheels and after a single turn is dropped directly into barrels. Our patent process requires less than 5 minutes from filters to barrel. The old tunnel drying process requires 16 to 48 hours.

The Preference of the Industry

Because of the matchless quality, adaptability and uniformity, produced only by our highly scientific wheel-dried process, *Ucopco* Wheel-Dried Gelatine is now *outstanding!* Already the choice of a predominating number of manufacturers in the gelatine-using industries, it is constantly gaining ground as each new user becomes convinced of its merits. Investigate *Ucopco* at once.

UCOPCO WHEEL TRADE MARK DRIED GELATINE

Let this trade-mark which appears on every barrel be your guide in selecting gelatine.

United Chemical & Organic Products Co.
Home Office: 4200 S. Marshfield Avenue, Chicago

Branches:
New York City New Orleans San Francisco
Milwaukee Detroit

Ucopco Wheel Dried Gelatine

C, this year a six-hole iceless cabinet replaces a four-hole stock box and a double cabinet. Stop C shows an increase of 2.2 per cent in gallonage. Last year we made seven special deliveries to this stop against two this year. Stop D last year had a double cabinet and an old-type two-hole fountain which required about eight pails of ice to pack and then we had frequent complaints that the ice cream was soft. This summer we eliminated the ice compartments of the fountain and put in its place a four-hole unit which takes care of their requirements. This stop showed a decrease of 12 per cent in sales which with the extremely cool summer is better than the average stop. There was also a change in management. These examples are taken at random, and many more could be added, serve to illustrate some of the savings in ice and salt.

THE adding of more stops to a route, of course, decreases all delivery costs per gallon as cost of repairs, depreciation, insurance, gas, oil and driver's wages. Wear and tear on cans is also curtailed. To customers having an iceless cabinet, we have made practicaly no special deliveries. It appears that a customer having a mechanical unit feels himself more safe in taking a supply of ice cream which is a little more than he actually needs for his day's sales, because he knows that the ice cream will keep hard in his cabinet and that he will have no loss due to shrinkage. More customers have found that keeping the mechanical cabinet loaded with ice cream decreases the running time of their machine and, therefore, to effect a saving in current consumption have decreased our special delivery cost and also increased our sales. The sales have increased in this way—The customer being in a position to take in more ice cream is less liable to run short at a time when we cannot supply him with any more by special deliveries. In this way the dealer loses no sales and we also sell as much as possible. We also found that our iceless cabinet stops were willing to handle a greater variety of fancy creams which, of course, also helped to increase their sales. During the month of October, which was exceptionally warm, with approximately 75 more stops than last year and a substantial increase in every dealer's gallonage, we had two routes less than last year. We cannot exactly tell what the saving in this instance was, but there was a saving, our monthly statements indicate.



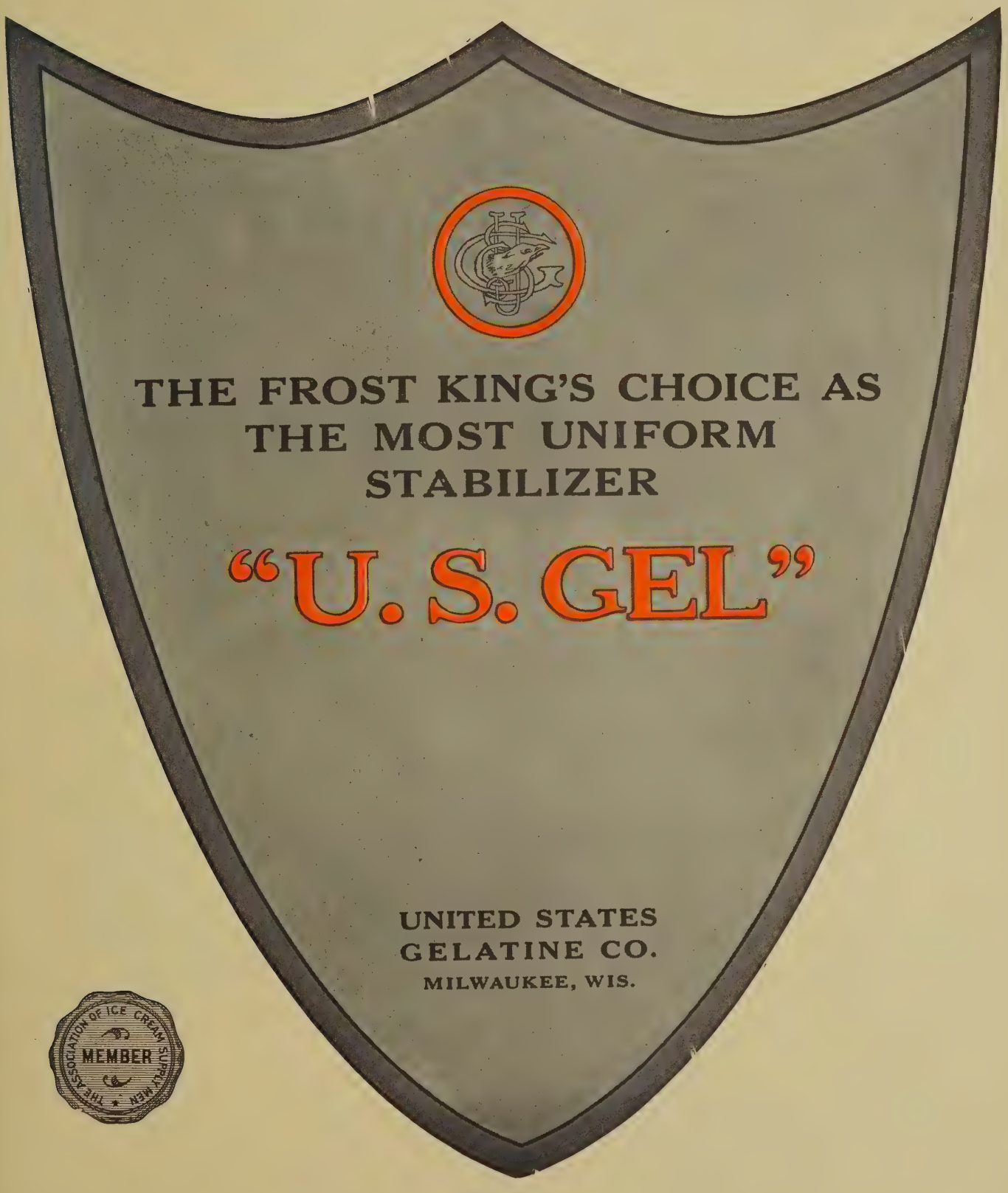
MINNESOTA CONVENTION IN FEBRUARY.

The Minnesota State Association of Ice Cream Manufacturers will hold its 1925 convention in Minneapolis, February 19 and 20. W. W. Dunn, Jr., president of the association advises that an interesting program is in the making. The president says assurance has been received from the Minnesota Gophers, the supplymen's organization, that they will "entertain the ice cream manufacturers royally."

The New Nicollet Hotel will be convention headquarters. Convention committees are at work in earnest in preparation of the convention, officials say. In addition to Mr. Dunn, other officials are C. E. Kester, Hutchinson, vice-president; Nels Baden, Wadena, treasurer, and J. J. Farrell, St. Paul, secretary. The directors are the officials and Riley Thompson, Albert Lea; Chas. E. Kiewel, Crookston; D. T. Carlson, Willman, and Ralph Nelson, Hibbing.



You can get somebody to sell you anything you want, if you use "The Ice Cream Review" Want Department.



THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER

"U. S. GEL"

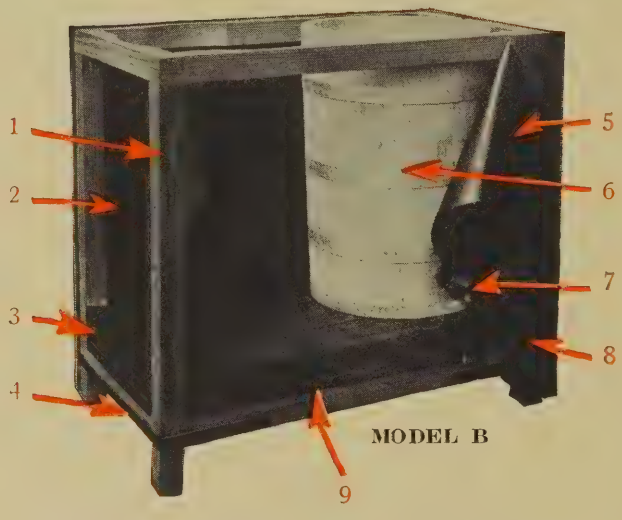
UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.

BROOKS CABINETS

Beneath the Surface--

YOU CAN SEE

The Superior Strength and Insulation



MODEL B

Strength that will endure, year in and year out, the roughest kind of usage. The vertical casing positively prevents warping and splitting.

BROOKS CABINETS will give you long and continuous service at the lowest possible cost per year.

BROOKS CABINETS are so thoroughly insulated, that they will maintain an even low temperature and reduce the consumption of ice and salt to a minimum.

1—A strong frame, with 2″x2″ Corner Posts.
2—CORKBOARD insulation, sealed with hot Asphaltum, in all sides.
3—Heavy CORKBOARD insulation in bottom.
4—Galvanized iron reinforcements.
5—Waterproof Insulating Felt, all sides.
6—White Cedar Tubs, Waterproofed.
7—Solid brass drains.
8—Outer casing made from number one Gulf Cypress; beautiful mahogany finish.
9—Waterproof Insulating Felt in bottom.

There is a BROOKS CABINET for every need. Metal Lined, Wood Lined (Tub), Brick and Combinations.

Write for New Catologue and 1925 Prices.



MODEL B

BROOKS CABINET CO., Inc.

1030 West 27th St., - - - NORFOLK, VA.

DISTRIBUTORS

New England—H. A. Johnson Co., Boston, Mass.
Eastern—James M. Decker Co., Baltimore, Md.
Western—Solar-Sturges Mfg. Co., San Francisco, Cal.
Southern—Miller-Lenfestey Supply Co., Tampa, Jacksonville, Miami, Fla.

THE BURNING QUESTION—REFRIGERATION.

(Continued from page 52)

"I think somebody ought to throw the cussed things into the river."

"But what are you going to do?"

After a moment's hesitation this manufacturer leaned over and, in a cautious whisper, replied, "We are going to have to take 'em an' make the best of it."

WHETHER or not all opponents of iceless cabinets view the matter in this way is open to debate, but it is felt sure that there is not so much prejudice now as formerly. Many manufacturers who are "holding off" are looking at the situation entirely in the light of what it offers to the advancement of their business. Some are frank to say they cannot see how iceless cabinets would be practicable for them. They are sincere about it; there is no doubt.

One manufacturer recently listened to a salesman go over the whole proposition, outlining and explaining the various angles. At the close of the conference the manufacturer still was at sea. And even after the salesman was gone to provide himself with further figures and records, the manufacturer said, "I don't, to save my life, see how the industry can stand it!"

Can the industry "stand it?" You will hear many different answers to this question at state conventions and at informal conferences this winter, but on the whole it is felt that you will find more manufacturers than you ever thought possible saying they firmly believe in the iceless cabinet and its possibilities. It has been pointed out that on certain routes the cabinet saves delivery costs, and that in other ways it reduces cost. Though, of course, it adds considerable cost of its own.

ONE thing is sure—the iceless cabinet certainly reminds members of the industry that the time is at hand when manufacturers should know more about the dollars and cents involved in their business. The cost-accounting proposition has come along in good season. It is apt to throw some very interesting sidelights upon our burning question—mechanical refrigeration.



VERMONT ICE CREAM MEN PLAN STATE ASSOCIATION.

The annual meeting of the Vermont Dairy Plant Operators' and Managers' Association was held at Burlington, Vt., in connection with the short course conference offered by the dairy department of the University of Vermont.

This is the first time that the ice cream manufacturers of the state have ever come together. Over 80 per cent of them were present and sent tubs of ice cream to the scoring which was participated in by a greatly interested group of ice cream men. After this regular meeting a number of the ice cream men got together and took steps toward forming a state association or securing an ice cream section of the Dairy Plant Operators' and Managers' Association.



Every Day in Every Way.—The Aunt: "Yes, Betty, with the new thought one can accomplish anything. For instance, I don't even have to rouge! I simply think a flow of color into my cheeks!"

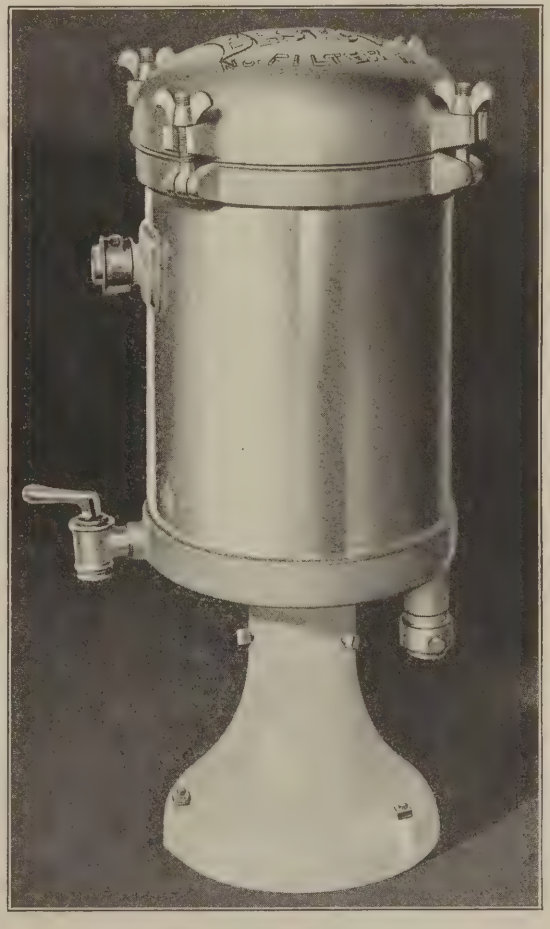
The Niece: "Gracious! I'm glad I don't have such thoughts as that!"—London Mail.

The List is Growing!

The list of ice cream manufacturers who have recognized the necessity and advantages of filtering their mix is growing steadily longer. When will you be among them?

Start the promising year of 1925 by selling a **filtered** ice cream; make your ice cream as clean as it is possible for any competitor to do.

The investment in a Bestov Filter is small: compared with the advantages derived by its use, it is insignificant. And the BESTOV has some very important features of design that you ought to know about. To be sure of buying right, send for a copy of the Bestov Filter bulletin.



Cherry-Bassett-Winner Company

2324 Market St., Philadelphia, Pa.

33 So. Charles St., Baltimore, Md. 1139 Penn Ave., Pittsburgh, Pa.
400 Canal St., Syracuse, N. Y. 10 E. 16th St., New York City

INTELLIGENT CO-OPERATION WITH COMPETITORS IS NECESSARY TO PLACING CABINETS ADVANTAGEOUSLY.

(Continued from page 62)

is just recently that we have found it necessary to replace some of our motor brushes and a little further analysis of our repair bill of $9.35 previously referred to shows that $8.70 of that amount was for motor brushes which have all been put in within the last 30 days.

As stated before I would like to give you all of my figures but in view of the fact that you are better qualified than I to figure your investment and depreciation, I am going to pass on to some of the actual figures on saving as shown in our records.

Our ice cream consumption figures for this year from June to October in comparison with last year are as follows:

Month	1923 lbs.	1924 lbs.	Saving in lbs.	Savings per gallon
June	33	26	7	.018
July	35	25	10	.026
August	36.8	25	11.8	.03
Sept.	44.6	33.5	11.1	.029
Oct.	54	33	21	.055

The amount of the savings per gallon is based on an ice rate of $5.25 per ton. This may appear high to some of you but we make our ice with a small ten-ton outfit and we sell every pound of ice that we do not use in our ice cream department at this figure, which I think is an ideal condition to sit in.

These savings are also spread over every gallon of ice cream sold from our plant whether for city delivery, where we maintain packing service, or for country service where we still ship in tubs. With about 50 per cent of our business as shipping business you can readily see how I could almost double that saving by making a little different analysis.

August figures in this case and the cases to follow are the most interesting to us due to the fact that our gallonage for that month was just about a hundred gallons more this season than it was in 1923.

The total payroll of our shipping delivery departments for the period of the five months above for 1923 was $3,827.64 and for same period 1924 was $2,627.70, a decrease this year of $1,199.94, almost $240.00 per month average. Here again August, which I stated was an ideal month for comparison due to almost identical gallonage, shows a saving of $290.99. An item which does not show in the figures and one which each of you can place your own value on is the cost of the operation of two 1-ton Ford trucks for the entire period as we have operated two trucks less than last year. These savings have not in the least reflected upon our service as we have had fewer complaints on service this season than any time previous during my six years in the ice cream business.

SOME of you, I know, are wondering just what the dealer's attitude is on the cabinet and whether he wants one when he has to pay the operating costs on them and in some cases an increased rate for his ice cream. In order to get at this intelligenty I put out a questionnaire to 15 dealers, large and small, local and shipping, all of which have had cabinets during the past season. To some of you and to me these questions may appear foolish, nevertheless they are the questions that have been put to me by different manufacturers and the replies from my questionnaires may answer some of them for you.

Questions and a brief tabulation of the replies were as follows:

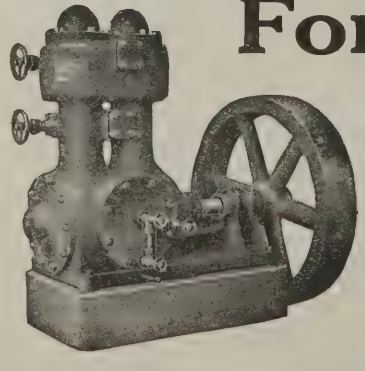
1. Do you prefer the mechanically refrigerated cabinet to old ice and salt cabinet?
   Fifteen answer, yes.

2. Has your cabinet given you dependable service and do you find your ice cream in good firm saleable condition at all times?
   Fifteen answer, yes.

3. What do you estimate the cost of electric current per month and what is your rate per K. W. H.?
   One reports under actual meter test 4 cent rate $1.05 average per month, 6-hole cabinet. Others report various rates from 5 cents to 12 cents with monthly costs from $2.00 to $4.00 per month.

(Continued on page 78)





For Lasting Satisfaction

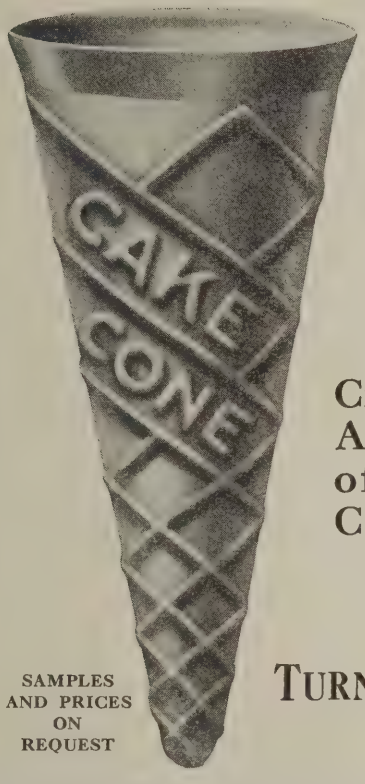
York Refrigerating Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, *Wisconsin Manager*
1016 Majestic Bldg. Milwaukee, Wisconsin

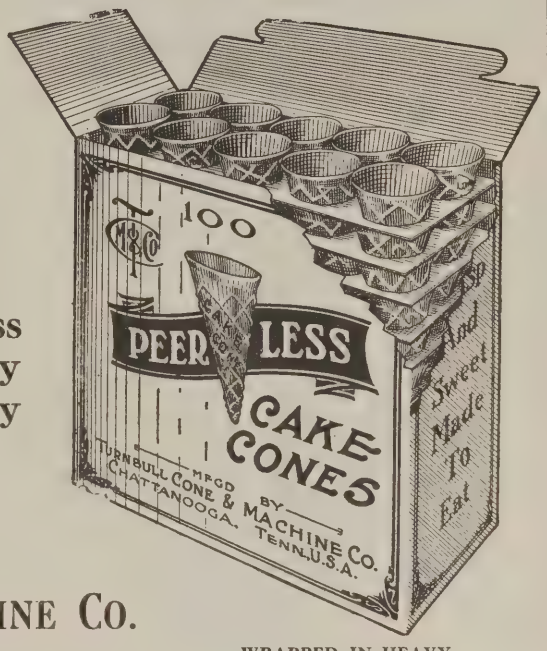
The Success of your Ice Cream Depends Much on the Way in Which it is Served



PEERLESS
CAKE CONES

Crispness and Sweetness Accentuates the Quality of the Product they Contain.

WE SELL TO JOBBERS ONLY



SAMPLES AND PRICES ON REQUEST

TURNBULL CONE & MACHINE CO.
CHATTANOOGA, TENN.

WRAPPED IN HEAVY PARAFFIN PAPER

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
C. E. RIDDLE
Emerson Tower, Baltimore, Md.
CHERRY-BASSETT-WINNER CO.
33 South Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.
1139 Penn Ave., Pittsburgh, Pa.
CHICAGO BRANCH
Frank Z. Woods, Manager.
180 N. Market St.
J. W. ALLEN & CO.
116 No. Peoria St., Chicago, Ill.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
O'BRIEN & BUSHNELL
304 Pioneer Building, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
949 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

The New Year

reminds us that — "Time waits for no man."

Progress
means continual striving for
Better Results

If you did not use
DELFT last year, Try It Now!
Make 1925 the best year you have ever had.

Protect Your Product

by using gelatine that is **Absolutely PURE**
Precisely UNIFORM
Guaranteed FREE FROM HARMFUL and LIQUEFYING BACTERIA

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

An analysis with every shipment.

Harold A. Sinclair



Plain design cones are out of style. They are fast being discarded for the newer design having the Breakage Protection Nesting Ring. THIS VALUABLE FEATURE IS PATENTED BY McLAREN

McLaren's "Real Cake" (Double Ring) Cones are a big improvement over other brands, not only in practical design, but in taste and flavor as well. They're packed in a strikingly attractive three-color carton.

BE UP-TO-DATE — HANDLE "McLAREN'S"

The McLaren Products Co.

PEORIA ILL. DAYTON OHIO KANSAS CITY MO.

4. Is the consumption of water of any consequence?
Fifteen answer, no.

5. Have you heard any of your customers express a preference for ice cream coming from these cabinets?
Fifteen answer, yes, some adding several and some stating a great number of customers.

6. Do you estimate you are able to get more servings from a given amount, due to the uniform condition of the ice cream? If so, how much?
Fifteen answer, yes. Estimates varied from 5 per cent to 25 per cent, most of them around 10 per cent.

7. Had weather conditions and general business conditions been normal and with your ability to carry flavors, etc., due to the cabinet, do you estimate you would have been able to increase your business?
Fifteen answer, yes. Nine did show an increase in spite of adverse conditions.

8. Are you in favor of the ice cream manufacturer owning the cabinet and loaning it to you, assuming the responsibility for its operation and replacement, the same as we have done during the past season, or would you prefer to purchase your own cabinet, assume your own responsibility and obtain an allowance in the price of your ice cream to cover your investment?
Fifteen said they prefer our present arrangement of manufacturer owning the cabinet.

9. State frankly your impressions and experiences, favorable or unfavorable, with the cabinet and whether or not you would care to go back to salt and ice method.
Fifteen answer in various ways expressing favorable experience throughout and each stating they would go out of the ice cream business rather than return to salt and ice method.

In closing let me say this: I am thoroughly sold on the idea of mechanical refrigeration; I firmly believe intelligent co-operation with competitors is necessary to the placing of cabinets advantageously to the manufacturer; I firmly believe, and I have good reasons for my belief, that the manufacturer should own the cabinet. If the saving is not sufficient to enable his so-doing, charge some of the expense to that old chestnut called advertising, where it legitimately belongs and if you doubt it belongs there, send a questionnaire to all your dealers having your electric signs, awnings, store fronts, etc., and see if you can get 15 out of 15 to say those items increased their business or held it normal during the past season as our dealers do about the cabinets. I have no argument to offer, if you do not like the idea of mechanical refrigeration, I am for that for you, but for me, I am not going to try to hang on to the wheel of progress, hollering, "Whoa," and looking at a dollar sign.

⚜

EMIL D. FRANCKE PASSES.

A period of 37 years in the ice cream industry was brought to a close on November 9 by the passing of Emil D. Francke, head of the ice cream company bearing his name, located at Saginaw, Mich. Mr. Francke was 65 years old.

Mr. Francke's sons were associated with him in the business, which was operated under the firm name of E. D. Francke & Sons. His business developed from a small beginning to large proportions and was prominent in Michigan ice cream circles.

Mr. Francke was born in Saginaw, May 13, 1859. He is survived by one daughter and three sons, Helene N., Arthur N., Leonard N., and Emil D. Francke, all of Saginaw. He also leaves three sisters.

⚜

From the Rural District.

The latest innocent is reported from Worcester. It is said that, having purchased an ice cream cone, he ate the contents and handed the cone back to the clerk saying, "Thank you for the vase."—Boston Transcript.

WHY PAY HIGH PRICES *for* Vanilla Extract

Better Flavor and more lasting Flavor by using

"Vanoleum"

(TRADE MARK)

One pound of *"Vanoleum"* is equal in flavoring strength to two gallons of standard strength Vanilla.

Used for a quarter of a Century by the leading Ice Cream Manufacturers throughout the country.

Contract Prices submitted on request.

WE ALSO MANUFACTURE A COMPLETE LINE of VANILLA EXTRACTS

MEMBER

CORRIZO EXTRACT COMPANY

211-215 West 20th Street
NEW YORK CITY

The Last Point Of Sanitary Contact

between your product and the consumer is an Allen, One-Piece Sanitary Can Liner.

It is the final touch that lends conviction of the sanitation prevailing at your plant.

It inspires confidence in the purity of your product and the effort you make to keep it so until final consumption.

Does the condition of your ice cream packages inspire confidence in YOUR sanitary efforts? Some samples of Allen Can Liners will prove their value. Send for them and try them.

ALLEN
One-Piece Sanitary
CAN LINERS



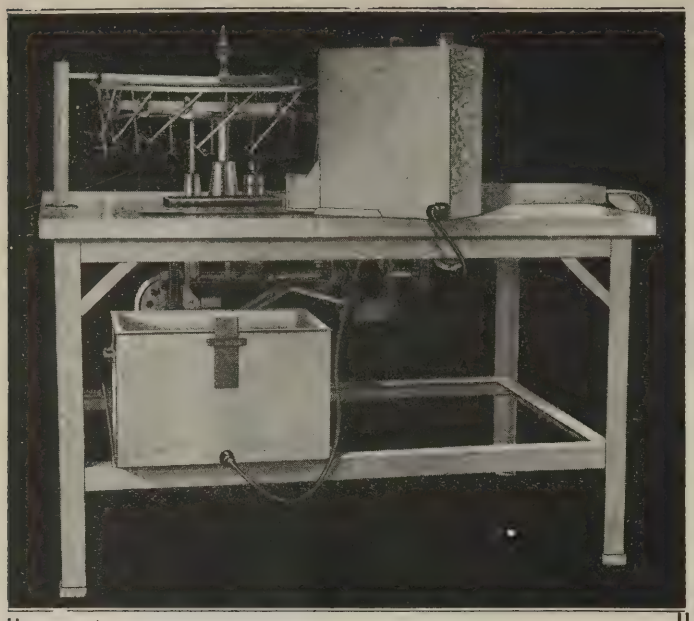
OUR JOBBER SELLS THEM

The Allen Candy Co.

MANUFACTURERS

PONTIAC - ILLINOIS

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.



Making a Profit on the 5c Pie

requires low cost production and distribution in correct sales channels.

The Northwestern Cutting and Dipping Machine cuts and dips 120 dozen pies per hour. Cost complete only $375.00.

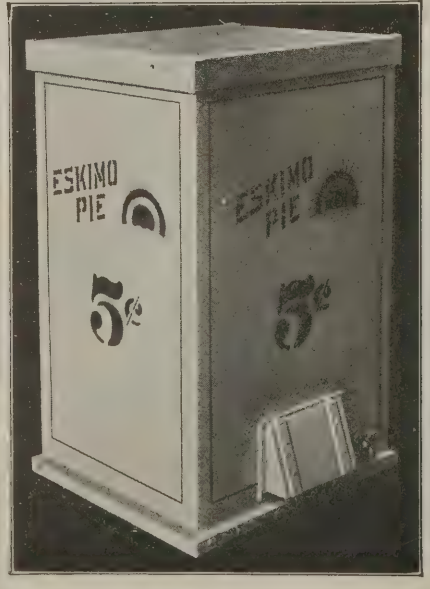
The Northwestern Bar Cabinet enables you to place pies in most advantageous sales places.

Over 300 users employ this combination with success. You can do likewise.

Investigate.

Northwestern Corporation

MORRIS - ILLINOIS



Write For Illustrated Folder and List of Users

THE ELECTRICAL ICE CREAM CABINET.

(Continued from page 8)

by the ice cream manufacturer through a special service and repair department which he maintains, or in many cases it is obtained through the cabinet manufacturer's local service representative.

In our opinion the cabinet manufacturer's policy should be such that it can meet the wishes of each ice cream manufacturer as to how the dealers in each particular ice cream manufacturer's territory should be supplied with cabinets.

If the ice cream manufacturer desires the dealer to own his own cabinet, then the cabinet manufacturer should be willing to assist in getting the cabinets placed by direct solicitations, or by giving his co-operative assistance to the ice cream manufacturer, should either be desired by the ice cream manufacturer.

IF THE ice cream manufacturer desires to purchase cabinets and either loan or rent them to the dealers, the cabinet manufacturer should make available for the option of the ice cream manufacturer, in addition to the regular cash terms, a time payment plan which would enable the ice cream manufacturer if he so desired to make partial monthly payments over a reasonable period against a large portion of the total purchase price of the cabinets. This plan would be of considerable help in assisting the ice cream manufacturer to easily and conveniently make the cabinet payments, based partially on the amount of savings of the electrical method over the old method.

Ice cream cabinets come in many models and sizes, both single and double tier, which enables them to be placed either behind the fountain or in any convenient location in the store which should make the dispensing of cream rapid and efficient.

Some cabinets are constructed so that they may be installed as a complete unit or the compressor and motor may be placed at either end of the cabinet or in the basement, or some other place away from the cabinet. This arrangement often is a great convenience when space in the store is at a premium.

There are two distinct types of compressors—one known as the water-cooled, and the other as the air-cooled compressor. They differ little in principle, except the mediums used for cooling purposes. Both types are highly efficient and give satisfactory results. The installation of any particular type should, of course, depend upon the circumstances.

There are several general considerations which should be used as a basis in considering the purchase or endorsement of cabinets:

1. The life of the cabinet.
2. The freedom from trouble and breakdown.
3. The economy of operation.
4. Quietness of operation.
5. The ability to service readily and quickly.
6. The service organization behind the cabinet.
7. The manufacturing and financing organizations which manufacture the product.

In conclusion I want to reiterate that we believe the most good from electrical cabinets will come by electric cabinet manufacturers fitting their sales policies to meet the ice cream manufacturers' according to local conditions. In other words, the cabinet manufacturer should "play ball" with the ice cream manufacturer, both from a sales and financing standpoint.

Correct.—Economics Professor: "Name some production in which the supply exceeds the demand."

Student: "Trouble."—Northwestern Purple Parrot.

"TRUE,—

Wisdom is in knowing what is best to know and Doing what is best to do."

THOMAS W. DUNN CO.

546 Greenwich Street New York, N. Y.

Do you know that Thomas W. Dunn Co. were the first to introduce ICE CREAM GELATINE to the ice cream manufacturer and have been selling the finest product ever since?

THEREFORE,—do what is best to do and display true wisdom by using—

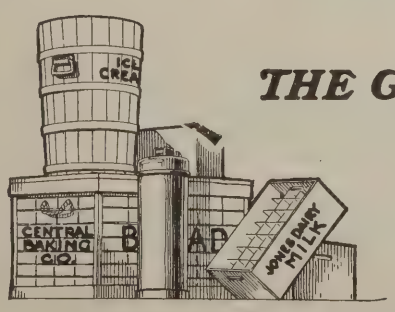
Dunn's Gelatine

First impressions are lasting—They always see the package before the can is opened

Your Ice Cream May Even Be Too High Class for the "Ritz"

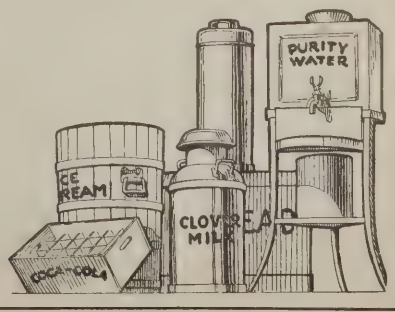
But if it doesn't come in a snappy attractive package you lose the advantage of your quality. First impressions are the lasting ones.

A high class package makes a big impression. It helps the taste. A cheap dirty package makes a poor impression and cuts the quality in the customers' mind. Hundreds of manufacturers have found that ENAMELAD is the most durable—lasting and the most beautiful. Sold to meet your approval.



THE GARLAND COMPANY
Cleveland Ohio U.S.A.

ENAMELAD
THE EVER READY ENAMEL
for Tubs-Cans-Cases



TEXAS LONGHORNS CONTRIBUTE TO SUCCESS OF TEXAS CONVENTION.

The Texas Longhorns did themselves proud at the 1924 Texas convention. This organization greatly contributed to the success of one of Texas' greatest ice cream conventions.

Hal. B. Cox was elected president, Sherwood L. Quinker, vice-president, and P. F. Williams, secretary-treasurer, for the coming year. Enclosed you will find our menu. Then Bob Pool of the M. B. Ise Kream Co., Dallas, gave a solo, while Mr. Smith of the same company was his accompanist.

a. m. to Sanger Bros. for luncheon as guests of the Dallas ladies. At 8 p. m. all visitors were guests of the Dallas ice cream manufacturers at a Majestic theater party; all attended the five-round boxing bout and battle royal in the junior ball room at the Jefferson Hotel, after which a buffet lunch was served.

Thursday, at 2 p. m., a matinee party for the ladies at the Circle Theater was provided by the Dallas ice cream manufacturers. Then at 8 p. m. the Longhorn entertainment took place on the roof garden of the Jefferson Hotel. Friday morning, December 5, all visiting ladies were again guests of the Dallas ladies, wives of local ice cream manufacturers and supplymen, at a



Texas Convention Delegates.

The entertainment supplied by the Longhorns as well as the entertainment supplied by the ice cream manufacturers was most enjoyable. "I think Houston will have to hustle if they do as well next year," according to Sherwood Quinker. "We had a bountiful supply of toys, balloons, caps, etc., that were furnished all, cigarettes and cigars were likewise supplied during the evening most freely."

From all accounts the ladies considered they were entertained most royally. Wednesday afternoon, Dec. 3, at 2 p. m., they were given an automobile ride over the city, they having previously been taken at 11:30 breakfast at Stoneleigh Court, during which each lady was presented with a beautiful silver compact and pencil.

At the banquet H. T. Pangburn was toast-master. George Boedecker was called upon and responded in behalf of Dallas. Mr. Ridgeway responded in behalf of the ice cream manufacturers, and Sherwood L. Quinker responded in behalf of the Texas Longhorns, expressing the pleasure of having the ice cream manufacturers as guests and trusting they would enjoy the banquet and dance as much as the Longhorns enjoyed, and would ever enjoy, the entertainments.

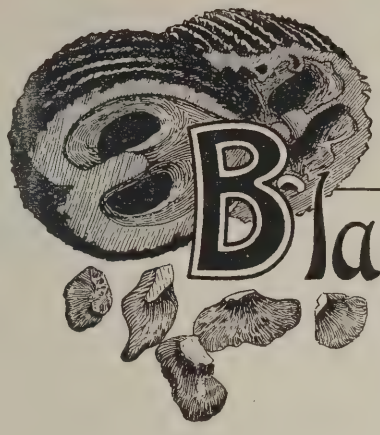
MAGNITUDE OF EVAPORATED MILK INDUSTRY.

Appreciation of the immensity of the evaporated milk industry in the United States will be clearer when it is seen that last year's production of 1,400,000,000 cans would make a solid mound of tins twelve times larger than Chicago's Wrigley building with its area of 11,000 square feet and 398 foot tower, or an edifice of similar shape more than three-fourths of a mile high.

The entire production of evaporated milk in cans, if laid end to end, would extend four times around the globe at the equator. It would fill a train of 25,000 freight cars.

"The amazing growth of the evaporated milk industry in the past ten years can be traced to the purity, convenience and flavor of the commodity," declared Herbert C. Hooks, secretary of the Evaporated Milk Association, in an address in Chicago.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Black Walnut Ice Cream

Made with Black Walnut Flavor and fresh full flavored nuts — for the winter's most popular frozen dessert.

VELVET Black Walnut Flavor
a Quality product in which the Quality never varies

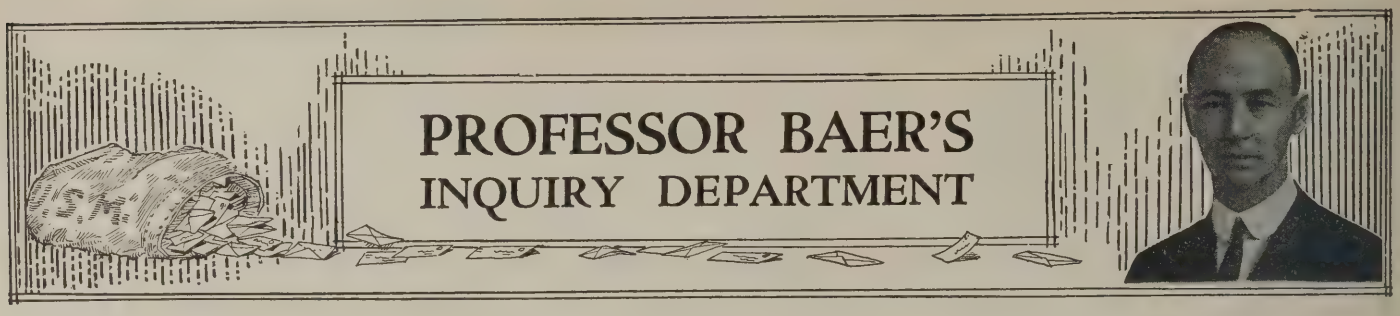
The International Company
VELVET EGG FRUITS & FLAVORS

LOMBARD & COMMERCE STS.
BALTIMORE MARYLAND

MILK CONDENSING *and* MILK DRYING (*Spray Process*) MACHINERY

A SIZE TO FILL YOUR REQUIREMENTS

C. E. ROGERS 8731 WITT STREET DETROIT, MICHIGAN



Replies to Inquiries

Reply to W. J. B.: I have your letter of recent date in which you have indicated your ice cream mix and also stated that your mix becomes sandy in eight or ten days. I have analyzed your ice cream mix and you will find it given below in table one.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
3 gal. or 25.8 lbs. 4% milk....	1.03	2.20	3.23
1 gal. or 9.2 lbs. cond.....	.....	2.48	2.48
1 gal. or 8.3 lbs. 20% cream...	1.66	.59	2.25
½ gal. or 4.3 lbs. gelatine mix..	.....	.....	.59
7.0 lbs. sugar	.....	.....	6.65
54.6 lbs. mix	2.69	5.17	15.20
Per cent	4.92	9.46	28.00
Gelatine	1.1		

You did not state whether the sub-heated condensed milk you used contained any butterfat and I have assumed in the calculations that it was skim condensed. If that is the case you will note that the butterfat content of your ice cream is only about 5 per cent while the serum solids is about 9.5 per cent. The sugar content is about 13.5 per cent and the total solids only 28 per cent. You will also notice that in making up the gelatine stock, one-half gallon of gelatine would give you 1.1 per cent gelatine which is also very high.

It is rather difficult to say why your cream should get sandy with a serum solids content of less than 10 per cent, except it is possible your sub-heated condensed is very high in solids and also perhaps old before you use it in your mix. I doubt whether after you see the analysis of your formula you would want to continue to use it.

If you will give me the information, stating just what per cent of butterfat you want in the ice cream and the ingredients to use, giving me also the composition of your sub-heated condensed or any other condensed which you might have available, I shall be glad to assist you in working out a satisfactory formula.

* * *

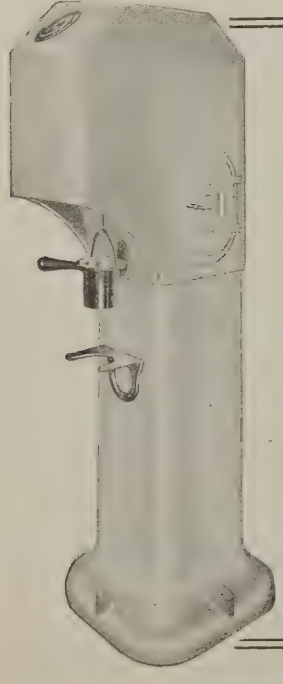
Reply to C. E.: I have your letter of recent date in which you have requested an analysis of your ice cream mix. I am very glad to suggest this analysis to you below in table one. You should have no difficulty in getting a very satisfactory ice cream with this mix.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
70.0 lbs. sugar	.....	.....	67.50
2.50 lbs. gelatine	.....	.....	2.37
10.00 lbs. skim powder	.....	9.50	9.50
180.00 lbs. 29% cream.....	52.20	11.37	63.57
238.00 lbs. 3.3% milk	7.85	20.50	28.35
500.50 lbs. mix	60.05	41.37	171.29
Per cent	12.00	8.27	34.26

* * *

Reply to A. J.: I have your letter in which you enclosed a statement of your ice cream mix for analysis. You will find the analysis of your mix given below in table one where you will notice that your ice cream will test 13.8 per cent butterfat, 10.3 per cent serum



Sommers Ice Cream Over-run Tester

Simple in Construction—Quick Acting and Accurate

SMOOTH, SIMPLE CUP IS USED.

No loose weights or adjustment on Cup necessary.

Adjustments for variation in specific gravity of the mix are easily made on the Tester itself.

The Cup hanger is easily accessible.

The reading is always made at one place, right under your eye as you stand in front of the Tester and tilt your head slightly forward.

Write for Descriptive Literature and Price

MANUFACTURED BY

Damrow Brothers Company, Fond du Lac, Wis.

Gowing-Dietrich



Part of our new general and private offices at Syracuse. Here your mail orders receive prompt and careful attention.



A photograph of our old offices. We have recently been obliged to enlarge our general office space as shown above, and add several private office rooms to accommodate our increasing volume of business.

Forty years successfully serving the milk industry—

That's G-D's record; and our hundreds of satisfied patrons testify to the dependable character of our service.

When they buy a new machine, for instance, our customers appreciate that years from now G-D will still be interested in its consistent, profitable performance.

There are many other advantages in dealing with an old, established house. It will pay you to use G-D service.

GOWING-DIETRICH CO., INC.
SYRACUSE, N.Y., U.S.A.

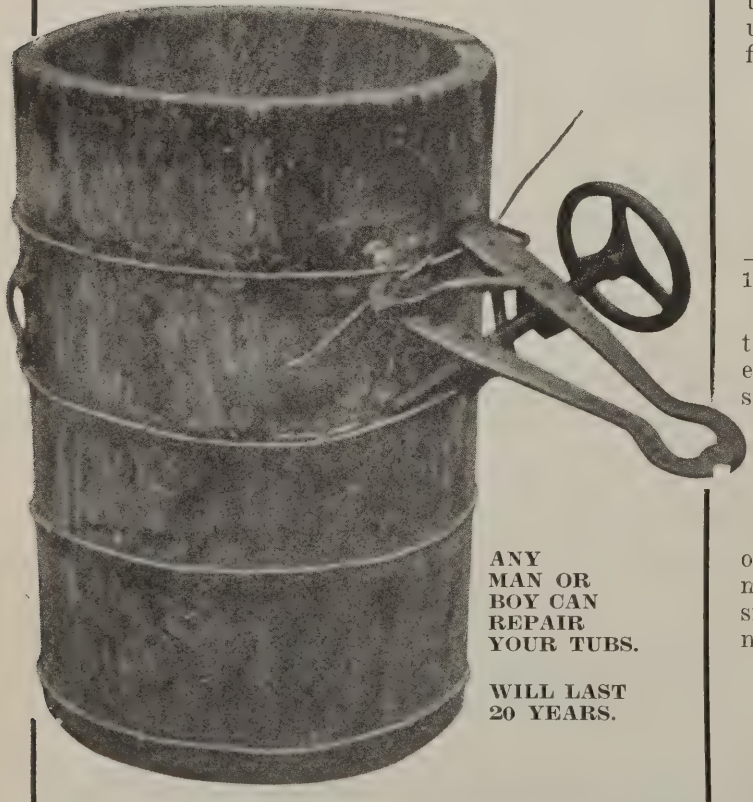
The HOUSE *with the* GOODS *and the* SERVICE

Trade Paper Advertisement—No. 6, 1925

Tuning In on a Tub

Why throw your old ice cream tubs on the discard? A tub that is leaking or has missing hoops can be re-conditioned and will give many months more of service.

The Gilmour Hoop Machine is in use by many leading manufacturers and is giving their tubs a new lease on life. It's a simple machine any boy can operate, and will last almost a lifetime. Keep your old tubs in good condition with a Gilmour. Buy fewer new tubs, and save money. The Gilmour will do it. Sent for 30 days free trial, upon request.



Gilmour Hoop Machine Company

Owensboro, Ky.

Third St. Masonic Bldg., Ground Floor

solids and 38.2 per cent total solids. This means a rather heavy mix, but should make a very satisfactory ice cream, especially if you require a rather firm product. You could possibly reduce the serum solids at least 2 per cent if you desire to maintain about 14 per cent butterfat without materially affecting the quality of your product.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
200.00 lbs. skim powder	.....	190.0	190.00
280.00 lbs. sweet butter 84%	253.2	.....	253.20
240.00 lbs. sugar	.....	.....	228.00
9.50 lbs. gelatine	.....	.....	9.02
16.00 lbs. egg yolk powder	.....	.....	12.80
6.00 lbs. vanilla	.....	.....	.90
1088.00 lbs. water	.....	.....	.....
1839.50 lbs. mix	253.2	190.0	693.92
Per cent	13.8	10.3	38.2

Undoubtedly you are able to secure a very high quality of unsalted butter and you probably have difficulty in securing a supply of fresh milk and cream or you would not use butter and powder entirely for your solids.

If I were to make an objection to your method of processing I would state it was not necessary to pasteurize your mix to 170 degrees. This would undoubtedly give somewhat of a heated flavor to your product. Pasteurize to 145 degrees, holding for 20 to 30 minutes, is a more satisfactory pasteurizing temperature.

* * *

Dear Sir:—We want to make an ice cream 13 per cent butterfat. In regard to the condensed milk, we use Borden's unsweetened evaporated milk. I think it is supposed to be 8 per cent butterfat.

Reply: I am glad to give you the following suggestions relative to a good formula for an ice cream mix using the evaporated milk, cream and milk. You will find my suggestions given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
13.00 lbs. sugar	.....	.....	12.35
.50 lbs. gelatine	.....	.....	.47
17.60 lbs. evap. milk	1.4	3.17	4.57
35.00 lbs. 30% cream	10.20	2.21	12.41
33.90 lbs. 4% milk	1.40	2.89	4.29
100.00 lbs. mix	13.00	8.27	34.09

This will make a mix according to your suggestions testing 13 per cent butterfat and containing sufficient evaporated milk to properly balance the mix for serum solids. If you were to reduce the per cent of butterfat it would be necessary to bring up the milk serum solids in order to balance it properly.

* * *

Dear Sir:—We are having considerable trouble with our mix. We cannot control the overrun, getting too much—as high as 115 per cent. Finished cream tastes smooth, but looks course and has neither a good body nor a real good flavor.

The following is our complete mix. 120 gallons.

84 pounds sugar.
3 pounds gelatine.
63 pounds butter (84 per cent).
42 pounds skim milk powder.
108 pounds Armour's evaporated milk.
300 pounds water.

We pasteurize the entire mix, with the exception of the flavor, to 145 degrees, hold 30 minutes before emulsifying, then age 24 hours before freezing. We have

a horizontal C. and B. brine freezer, speed 175 r. p. m., brine 15 degrees.

At about what temperature is it advisable to hold in the hardening room? And also the brine to freezer?

Any help you can give us on this matter will be greatly appreciated. —A. M. H.

Reply: I have made an analysis of the mix which you state one of your customers was using, showing the calculations of this mix in which condensed milk was used. You will notice that this mix tests 15 per cent butterfat and 9.15 per cent serum solids. If the condensed milk was replaced by milk powder and water the ingredients are given below in table two:

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
84.00 lbs. sugar	.....	.....	79.80
3.00 lbs. gelatine	.....	.....	2.85
63.00 lbs. butter	52.92	.....	52.92
108.00 lbs. evap. milk	8.64	19.44	28.08
300.00 lbs. water	.....	.....	.....
42.00 lbs. skim milk powder	.....	39.90	39.90
600.00 lbs. mix	61.56	59.34	203.55
Per cent sugar	14.00		
Per cent	10.26	9.89	33.90

The formula in table two will have exactly the same composition as the one your customer is now using.

* * *

Dear sir:—We are sending you the make-up of two different mixes and would like to have you tell us if they lack anything we are not using. The first one shows sandiness at a very early stage. We want to know why. The second does not show as soon as the first one. When you answer please give it in full as I have.

The first batch mix—this batch shows sandiness soon.

30 gallons of whole milk.
30 gallons of skimmed condensed.
85 pounds of sugar.
60 pounds of sweet butter.
3 pounds of gelatine.
3 ounces of Gomper's improver.

The second batch mix—this batch does not show as soon.

40 gallons of whole milk.
20 gallons of sweetened condensed.
85 pounds of sugar.
60 pounds of sweet butter.
3 pounds of gelatine.
3 ounces of Gomper's improver.

—K. A. B.

Reply: I have analyzed both of your mixes and you will find the calculatives given below in tables one and two.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
30 gal. or 255.00 lbs. 4% milk	10.20	21.78	31.98
30 gal. or 270.00 lbs. cond. skim	.....	72.90	72.90
85.00 lbs. sugar	.....	.....	80.70
60.00 lbs. 84% butter	50.40	.....	50.40
3.00 lbs. gelatine	.....	.....	2.85
673.00 lbs. mix	60.60	94.68	238.83
Per cent	9.00	14.06	35.50
Per cent sugar	12.40		

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
40 gal. or 340.00 lbs. 4% milk	13.60	29.05	42.65
20 gal. or 180.00 lbs. cond. skim	.....	48.60	48.60
85.00 lbs. sugar	.....	.....	80.70
60.00 lbs. 84% butter	50.40	.....	50.40
3.00 lbs. gelatine	.....	.....	2.85
668.00 lbs. mix	64.00	77.65	225.20
Per cent	9.50	11.60	33.70

You will notice from table one that your first mix has 14 per cent milk serum solids. This is brought

A Resolution that will pay

"RESOLVED, That during 1925 we are going to do away with leaky cabinet valves and save ourselves and our dealers a lot of trouble, because we will

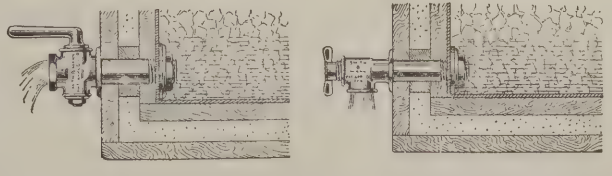
Install

SMITH AND MANN
Leak-Proof
One Piece
Cabinet Valves

And, further RESOLVED, That where we have had trouble with lost plugs we will supply only Smith & Mann one-piece valves with 'Security' Plugs."

Sending for a trial order will make this resolution a reality

SMITH & MANN CO.
914 West York St. PHILADELPHIA, PA.



about by the use of the very large quantity of condensed milk and is the cause of your sandy ice cream. The reason your second batch did not show sandiness either as soon as the first is because this mix does not contain so much serum solids. It is also possible that your condensed skim milk is perhaps a little old and you have kept it at a relatively low temperature. This might account for some sandiness in your second batch.

In order for you to eliminate this difficulty it will be necessary for you to use less condensed skim milk. I would suggest that in your second batch you do not use more than about 100 pounds of condensed milk and use a little skim milk powder to bring the serum solids up to about 10.5 per cent or 11 per cent. I believe if you get a product with 10 per cent butterfat and 10 per cent serum solids using part skim milk powder to replace some of the condensed milk you will have no more trouble with the sandy condition.

* * *

Dear Sir:—One of our very old customers has been reading with considerable interest The Ice Cream Review. In fact, copies are on his desk continually and he has asked me to do him a favor and ask Prof. Baer in the department which you are operating to make an analysis of his mix.

He gave me the following formula as being the one which he was using at that time:

350 lbs. 40 per cent cream.
350 lbs. 3 per cent milk.
160 lbs. condensed milk.
140 lbs. sugar.
6 lbs. gelatine.

Also advise to what extent he should add water and powdered milk to still maintain the very high butterfat content of his product, providing he uses milk powder in place of the condensed. He would also like the same analysis made of a mix in which the milk powder is used.

Reply: I have your letter discussing the considerable trouble you appear to have with your ice cream mix, especially in getting too high an overrun and getting a course product.

I have made an analysis of your mix and you will find the calculations given below in table one. The calculations on your mix show that there is nothing wrong with the balancing of the various ingredients.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
350.00 lbs. 40% cream	140.00	18.69	158.69
350.00 lbs. 3% milk	10.50	30.21	40.71
160.00 lbs. cond. milk	.....	43.20	43.20
140.00 lbs. sugar	.....	.....	133.00
6.00 lbs. gelatine	.....	.....	5.70
1006.00 lbs. mix	151.15	92.10	381.30
Per cent	15.06	9.15	37.80

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
350.00 lbs. 40% cream	140.00	18.69	158.69
350.00 lbs. 3% milk	10.50	30.21	40.71
140.00 lbs. sugar	.....	.....	133.00
6.00 lbs. gelatine	.....	.....	5.70
44.00 lbs. skim powder	.....	43.20	43.20
116.00 lbs. water	.....	.....	.....
1006.00 lbs. mix	151.50	92.10	381.30
Per cent	15.06	9.15	37.80

I believe that your trouble is rather in your method of freezing and handling. You stated that you were operating your freezer with a brine temperature of 15

AT NO COST TO YOU

A LIBERAL SAMPLE
OF
IMITATION —ATLAS VERTEX— VANILLA
FLAVOR

Enough to flavor 100 GALLONS of ice cream will be sent you absolutely FREE in order that you may have the opportunity to try out this wonderful flavor.

TEAR OUT THIS AD AND MAIL TODAY

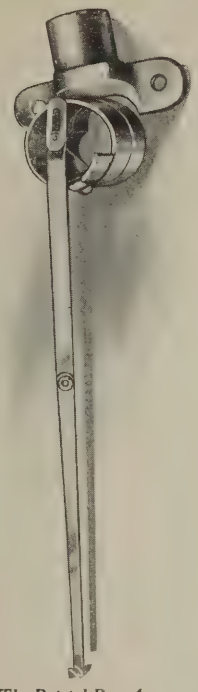
Name .....
City .....
State .....

NO STRINGS—NO CATCH—NO OBLIGATION

Just an honest effort to get you to try this perfect flavor
WITHOUT COST TO YOU

H. KOHNSTAMM & CO. INC.
ESTABLISHED 1851

NEW YORK: 83-93 Park Place CHICAGO: 11-13 E. Illinois Street

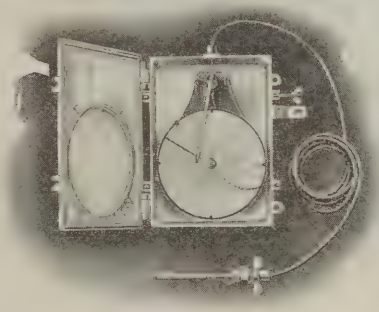


The Bristol Pen Arm

What is Meant by "Bristol" Simplicity?

There are no compensating links in the Bristol pen arm to take up for this or that variation due to outside causes. The connection is direct. Naturally there is nothing to get out of order. No adjustments to be attended to.

The heat or cold at the Bristol bulb transmits a **pressure** thru the vapor column in the tube and directly thru the expanding and contracting coil at the base of the pen arm. There is no lost motion and the fine variations in temperatures are plainly recorded.

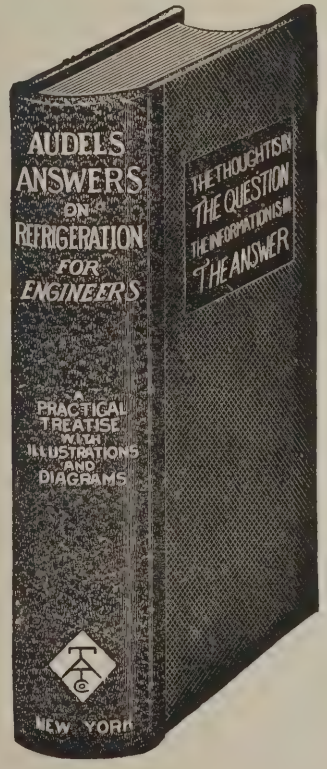


A moment of your time now to investigate this simplicity of Bristol Recorders may save you considerable time and expense later.

Midwest Service Laboratory
THE BRISTOL CO.
Monadnock Bldg., Chicago, Ill.

THE BRISTOL COMPANY
WATERBURY, CONN.

Canadian Service Laboratory
THE BRISTOL CO.
Toronto, Canada



When Something Goes Wrong with Your Refrigerating Equipment What do You do?

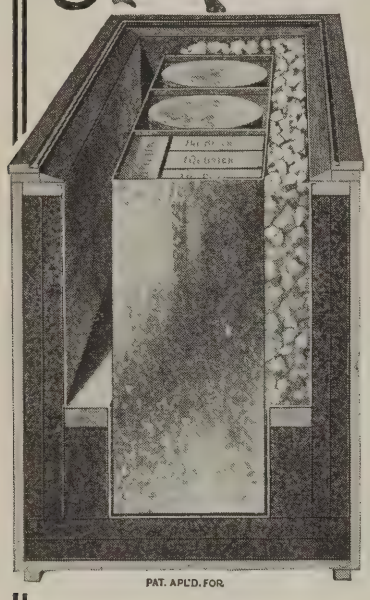
Get a copy of "Audels Answers on Refrigeration,"—have it handy—and when you run into trouble you will find the information as given in this book a handy "First Aid" trouble finder and fixer.

If you Operate Refrigerating Equipment You Need a Copy of this Book

Price $2.00 *Sent postpaid on receipt of remittance.*

The Olsen Publishing Co. 5th & Cherry Sts. Milwaukee, Wis.

Stout Brine Well Cabinet



1/3 Less Ice and Salt

2 to 5 Degrees Lower Temperature

Users Say:

"Saving on ice, one tub a day."
"Storekeeper very much pleased."
"Cream kept in much better condition."
"Route man very much pleased."

WRITE FOR DETAILS AND PRICES

Stout Mfg. Co., 610 Sycamore Street Milwaukee, Wis.

HOPWOOD RETINNING CO., INC.



High Quality And Quick Service At The Right Price



Before After

Ship Your Cans To Us For Retinning

Main Office
56 Commercial Street
Brooklyn N. Y.

Factories
52 to 64 Commercial Street
15 to 64 Clay Street

degrees. That is a rather high temperature of brine. I would suggest that you try to run your freezer with an 8 degree brine and freezing your mix a little faster. Ten or twelve minutes should be sufficient time to freeze a batch. I believe you can in that way reduce the apparently high overrun and also get a little smoother product. The temperature of the hardening room should be somewhere near zero. It will not be objectionable to have the temperature 10 or 15 degrees below zero at night and it should not go higher than 5 and at least not higher than 10 above zero.

If you are not able to get a satisfactory smooth product without the use of some improver I would suggest you try using a little improver along with your gelatine.

You stated you also had trouble in getting a real good flavor in your ice cream. The flavor of your ice cream depends upon the flavor of your raw material. It is possible that the difficulty in the flavor comes from the butter you are using or comes from the evaporated milk which has a heated flavor.

* * *

Dear Sir:—First, we think our mix is costing us too much money and then we do not get the overrun that we should.

We are giving you below what we make up our mix with and wish to say that we are using an emulsifier and not a viscolizer or homogenizer.

164 pounds 40 per cent cream.
180 pounds 4 to 1 skim. condensed.
93 pounds sugar.
3.5 pounds gelatine.
225 pounds water.

The cream has a good taste and nearly everyone likes it, but it is too grainy, and we just simply can't get the overrun. About 70 to 75 per cent overrun is all obtainable at our present arrangements.

Tell us what we can do with the material we are using to get the proper swell, as well as to eliminate the graininess.

Reply: You will find the analysis of your mix given below in table one.

Table 1.

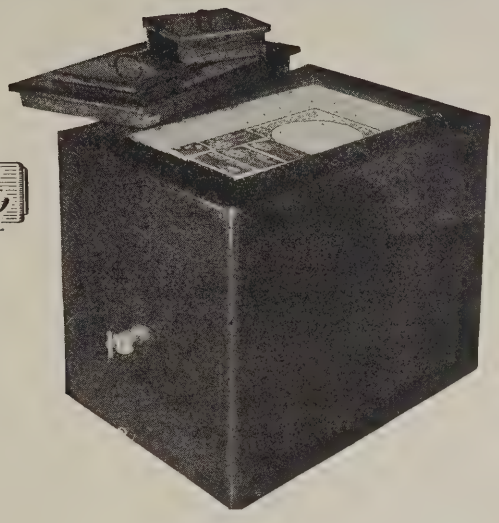
Ingredients	Fat	Serum Sol.	Total Sol.
164.00 lbs. 40% cream	65.6	8.76	74.36
180.00 lbs. cond.	.....	63.00	63.00
93.00 lbs. sugar	.....	.....	88.35
3.50 lbs. gelatine	.....	.....	3.32
225.00 lbs. water	.....	.....	.....
665.50 lbs. mix	65.5	71.76	229.03
Per cent	9.86	10.80	34.40

I would state that the ingredients of your mix are very well balanced for about a 10 per cent butterfat ice cream and if this mix is handled correctly you should have no difficulty in getting a satisfactory product.

You stated that you thought your mix was costing you too much, but unless you pay excessive prices for the ingredients as given or have bad competition with cheap, low grade ice cream, the cost of your mix does not appear to be excessive. You should, however, be able to get close to 100 per cent overrun.

You did not state the type of emulsor you are using, whether it is a steam emulsor and centrifugal emulsor. You also did not state the type of freezer you have. If you will give me additional information on the emulsor and freezer I can probably assist you further in overcoming some of your difficulties.

It is also possible that you could improve the smoothness of your product by using a little ice cream improver, as you are perhaps freezing your mix without aging it long enough and the improver would assist you in getting a smoother product and also in getting a little better overrun.



Proven facts

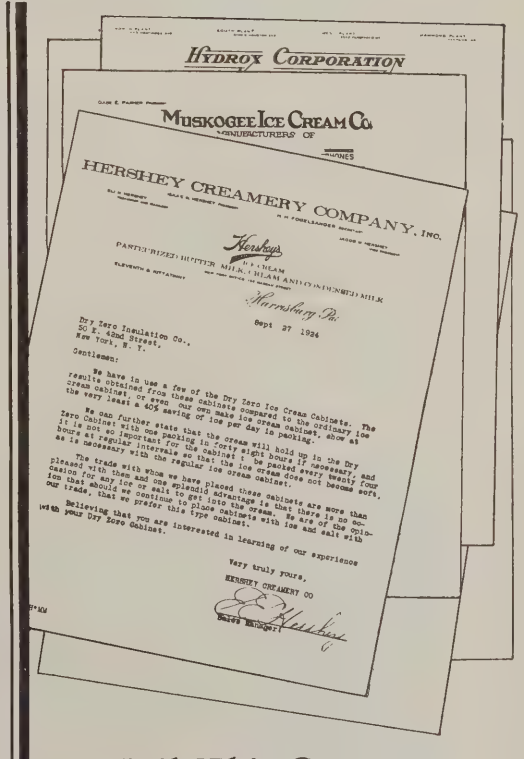
Icing costs *cut* 40 to 50% with D-Z cabinets

Read what reliable ice cream manufacturers say about saving 40 to 50% on icing. Better still, *personally ask any D-Z users* how much they have cut and still are cutting icing costs. Find out from them why installing D-Z cabinets in preference to all others is the best cabinet investment a manufacturer can make. Let them tell you how the money saved in the much smaller consumption of ice, salt and labor pays for the D-Z cabinet within a year from the date of its being put into service.

Get the facts from users of D-Z cabinets—the unbiased story of D-Z's superiority. They will give you PROVEN FACTS for what they will tell you has been shown to be true through the actual operations of D-Z cabinets under widely varying conditions.

Many D-Z users were skeptics of the first degree before putting their original cabinet through rigid tests. Now—just talk to any of them about D-Z cabinets and you'll find that they are enthusiastic over the results obtained.

Order your D-Z cabinet before the spring rush gets under way, that is—right now. Test it thoroughly under *any* conditions you wish to impose. You'll find it will save *at least* 40 to 50% on icing (without being favored in any way) as against the cabinets you are now using.


HYDROX CORPORATION

MUSKOGEE ICE CREAM CO.
MANUFACTURERS OF

HERSHEY CREAMERY COMPANY, INC.

Hershey's
PASTEURIZED BUTTER MILK, CREAM AND CONDENSED MILK

Harrisburg Pa.

Sept 27 1924

Dry Zero Insulation Co.,
50 E. 42nd Street,
New York, N. Y.

Gentlemen:

We have in use a few of the Dry Zero Ice Cream Cabinets. The results obtained from these cabinets compared to the ordinary ice cream cabinet, or even our own make ice cream cabinet, show at the very least a 40% saving of ice per day in packing.

We can further state that the cream will hold up in the Dry Zero Cabinet with one packing in every eight hours if necessary and it is not so important for the cabinet to be packed every twenty four hours at regular intervals so that the ice cream does not become soft, as is necessary with the regular ice cream cabinet.

The trade with whom we have placed these cabinets are more than pleased with them and only splendid advantage is that there is no occasion for any ice or any splendid advantage is that there is no occasion for any ice or any splendid advantage is that there is no occasion for any ice or any

The Evils of Overloading

Life of Ice Cream Truck is Shortened by Overloading

*By ROBERT O. PATTEN**

FOR many years the appeal has been made by the makers of motor trucks to load the vehicle to its rated capacity. It is a discouraging fact that in many instances this advice has been disregarded, with the result that the motor truck industry has been injured. The cure for the evil of overloading does not appear to be immediately in sight, but experience, coupled with expense, is a great teacher, and there are hopeful signs for the future.

Just how has this condition of overloading become common practice and been permitted to grow? The burden in this respect should not be thrown entirely upon the truck owner. In many instances the enthusiastic and more or less ignorant salesman has made extravagant claims for durability and excess capacity, which have later on been carried out in practice by the owner. Then, again, competitive haulage—especially on a tonnage basis—has been an incentive for the owner to overload his truck with the idea that he was receiving an increased revenue for so doing. Whether the owner needed much urging to bring him into the class of overloaders is a question, but the fact remains that there are many cases of this kind, with very little being done to stop it.

*Truck sales manager, The Pierce-Arrow Motor Car Company, Buffalo, N. Y.

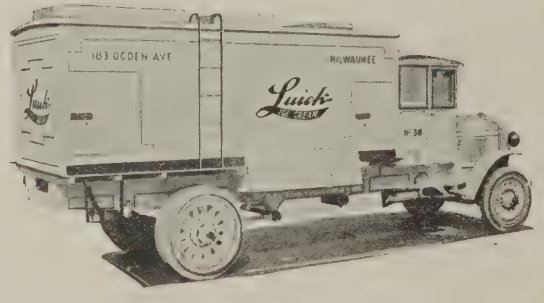
MOTOR truck owners' attention should be directed to the fact that a motor truck may be compared to a bridge, both structures being built with clear engineering thought of the capacity of load they will safely and economically carry. It is a common sight to see a bridge placard notifying the public that the capacity of the bridge is safe for a certain tonnage. It is a rare thing to see the same caution used with a motor truck, and still both are instruments for carrying weight.

It is generally a fact that those who are most prone to seriously overload, are also guilty of the other evils of truck operation, viz., overspeeding, lack of lubrication and general lack of proper upkeep. It is usually found that the overloader keeps his equipment in mighty poor shape, and is quite consistent in his bad business practice. In fact, the serious overloader is gradually being placed in the undesirable class by truck dealers, because this type of user is too expensive to service.

In conference with many of the largest truck operators in various lines of business all over the country, their views, based upon years of experience, lead them to state that overloading does not pay. It may be inviting in temporary instances, but continuous practice invites inevitable loss. To overload trucks is merely another way of materially shortening their useful life as well as decreasing their range of activity. An overload increases the stresses in the weight carrying members, and causes excessive breakage of parts. The depreciating point is so high that it is nearer the danger point. The successful operator of motor trucks rarely overloads, feeling that the slight advantage in tonnage which he might temporarily gain is more than offset by longer life of the truck, lower maintenance costs and reliability in times of need.

MILLER
Refrigerator Bodies

"We SELL you one — you BUY more"



Let us figure with you now on your needs for the coming season

Send for Our New Catalog
Showing Both Truck and Wagon Bodies

THE JOSEPH MILLER COMPANY

Manufacturers of Refrigerator Bodies and Ice Cream Storage Cabinets
Using Miller Patented Tanks for Refrigerating

919 Third Avenue North MINNEAPOLIS, MINN.

Two chance acquaintances from Ireland were talking together.

"An' so yere name is Riley?" said one. "Are yez anny relation to Tim Riley?"

"Very disthantly," said the other, "Oi was me mother's first child, and Tim was the tenth."

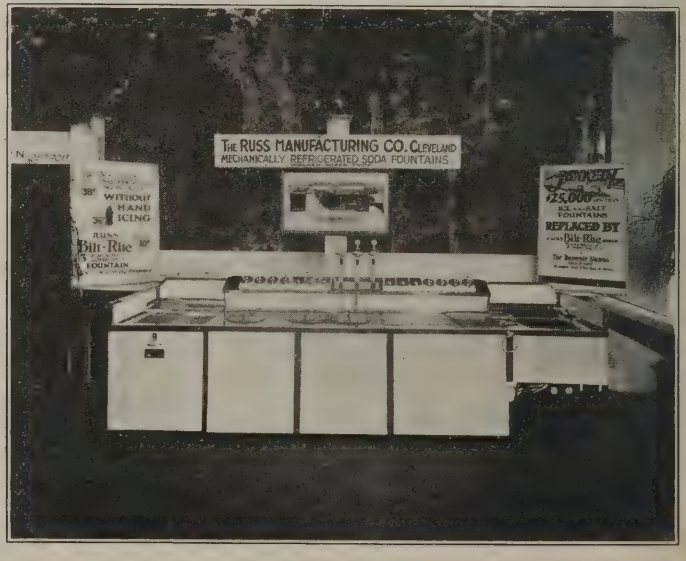


Exhibit of the Russ Mfg. Co., at New Orleans.

The BEST Vanilla Sells the MOST Ice Cream

"Serve it —and you please all"



Hats off to the new slogan and shoulders to the wheel! It is the whole truth and nothing but the truth. Now the job to be done is to yell it from the house-tops.

And a trial will prove to you that the slogan also applies to

MICHAEL'S Mexican Vanilla Powder

"America's Flavorite"

DAVID MICHAEL & CO.
INCORPORATED
Front and Master Streets
PHILADELPHIA



NATIONAL ADVERTISING PROGRAM TAKING SHAPE.

(Continued from page 12)

It remains to be seen whether the rank and file of this industry can match in breadth of vision the rank and file of other industries that have succeeded in national advertising. In other words, this is a program that requires money. And more money is needed.

Delegates at different state conventions in December heard Mr. Schwindeler go into this matter thoroughly. From New Orleans he went to Dallas to put the matter before the members of the Texas association.

FROM Dallas, where Mr. Schwindeler addressed the Texas association, he went to Des Moines to address the Iowa convention. From there he went to the Kansas convention. As time and circumstances permit, he will visit every convention this winter on his mission.

It was explained in the December issue of The Ice Cream Review that the association is moving to put over a half-million dollar advertising program. The preliminary work is out of the way. Slogan has been selected. Virtually every member of the industry by this time is familiar with the design which shows a dish of ice cream and bears the words—"Serve it and you please all."

A small idea of the work that Mr. Schwindeler has done in the background of this movement was given the thoughtful delegates at the national convention in November when a certain member expressed his opinion with regard to the money to be subscribed for this campaign. Without an instant of hesitation, Mr. Schwindeler assured the convention in general and the gentleman in particular that "$10,000 would not pay for the work that the advertising committee had done on this matter." This work, of course, was done without pay.

N THIS connection it is worth-while to recall the statement in the president's annual address concerning this program. President Hovey speaking as follows with regard to national advertising:

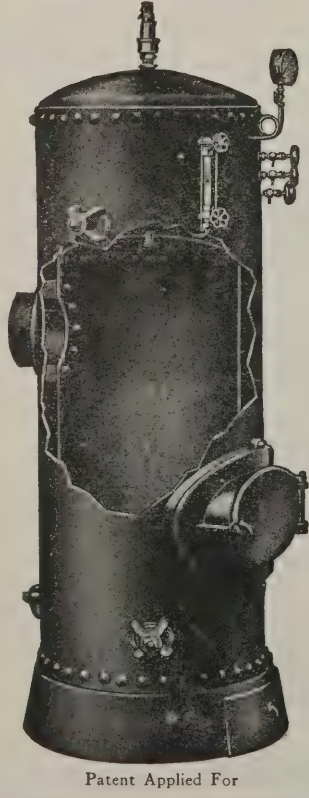
"Possibly it has been the thought that but little work was required of our committees, and I cannot but smile when I think of the sort of job that was handed to Mr. Schwindeler, as chairman of our advertising committee. Most of you who buy advertising for your own needs, know the demands made upon your time in considering the advertising that is offered to you. If you will visualize the magnitude of plans that fit in well with national advertising for any industry, you will appreciate that our advertising committee has had to do an enormous amount of investigational work; has undoubtedly been required to give time to a vast number of advertising men who want to sell their own ideas; and has also had to take care of a volume of correspondence that has been mighty burdensome. Very naturally, I am particularly anxious that the workers for your association, this past year, may establish an unprecedented record for vision and constructive work. Your advertising committee is coming to you with a definite constructive plan, and with a prayer on their lips that we may have the vision to gamble a little, if necessary, in the endeavor to ascertain the real possibilities of our business.

"While national work runs into large figures, it is a fact that per capita cost is infinitely smaller than can be obtained in any worth while individual effort. Co-operative work gives greater value per dollar of expenditure than can be obtained in any other way. I feel that we are fortunate in that we are marketing a milk product. Milk is undoubtedly the greatest food that we have, and we must give credit to the milk men for capitalizing this fact. They are educating the people to the value of milk, and progress is being made as is evidenced by increased consumption everywhere. It is the greatest food in the world and people are beginning to know it. Consequently, I feel that we should, more or less, hitch our wagon to the Milk Star, and follow the lead of the milk men in telling the world that we have a wholesome, healthful, body-growing food. There is no question that people eat ice cream because it is delicious. Consequently, I feel that we are wasting our money, to some extent, in talking all the time about the deliciousness of our product, which is a fact generally accepted by the public, and feel that we would be doing more for ourselves if we could lay off a little in our talk on the deliciousness of the product and say more about its food value.

"People are just naturally going to buy a delicious product more readily if they also feel that they are getting a real healthful food. Many people realize that ice cream is satisfying food, not because we have done very much to tell them about it, but simply because they know it to be a fact. Let us make a stronger appeal along this line. I believe there are great possibilities from advertising, if we do the right sort of advertising. Let us give a full measure of appreciation to Mr. Schwindeler, and his associates on the advertising committee, and let us have enough vision to avoid being too conservative in considering the recommendations they are to give us."

The president also expressed confidence that the

30 Horse Power And No Flues



Gem Flueless Boilers

Made in sizes from 1½ to 30 H.P. They do away with those disagreeable and costly Flue troubles.

Efficiency is high, upkeep cost is low and first cost will appeal to the practical and thrifty plant operator.

Send for prices, construction and operating details

The Gem City Boiler Co.

Dayton Est. 1895 Ohio

Patent Applied For

Fancy Ice Cream Forms

(Imported and Domestic)

Featuring

Washington's Birthday and *St. Valentine's Day*

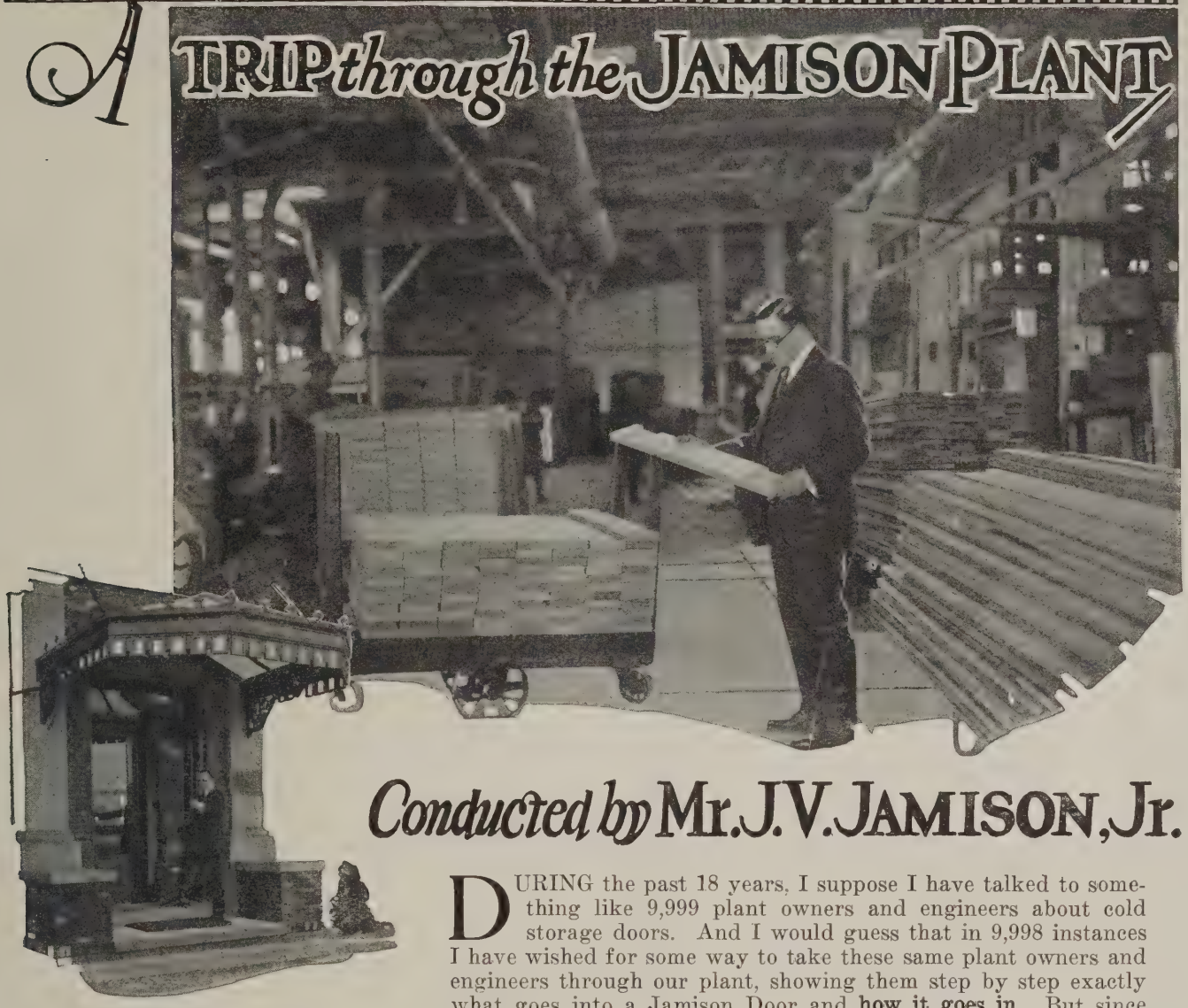
Leaves, W/Stem, Lace Papers

Imported Fruits, Pulps and Marrons

SCHALL & CO., New York

81 Barclay Street 16-18-20 W. Broadway

A TRIP through the JAMISON PLANT



Conducted by Mr. J. V. JAMISON, Jr.

Mr. J. V. Jamison, Jr., President of the Jamison Cold Storage Door Company, has been very active in the Company's management from the day of its organization in 1906.

DURING the past 18 years, I suppose I have talked to something like 9,999 plant owners and engineers about cold storage doors. And I would guess that in 9,998 instances I have wished for some way to take these same plant owners and engineers through our plant, showing them step by step exactly what goes into a Jamison Door and **how it goes in.** But since such a personal excursion isn't possible, we've decided to do the next best and offer an inside look via our advertising. At least we can cover the high spots.

In the large room shown above, our automatic machines fashion and size the lumber. Every panel or brace must fit perfectly, which means that a cracked or knotty piece is rejected instantly. The exterior of every Jamison Door is made of No. 1 clear yellow pine. The back is of select spruce, cypress or pine at the manufacturer's option. The kind of lumber we use is just **one** reason why our list of some 15,000 customers includes the largest users of cold storage in the world. Next month, we'll give you others, **equally good.**

J. V. Jamison Jr.

Jamison Doors

JAMISON COLD STORAGE DOOR CO.
HAGERSTOWN — MARYLAND — U. S. A.



To Popularize Your Water Ices and Sherbets

Use Franklin Clear Invert Sugar

It will enable you to impart a smoothness of texture to your

WATER ICES AND SHERBETS

that is certain to increase your sales.

Our Service Department will give you the scientific reasons.

The

Franklin Sugar Refining Company

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

slogan adopted by the ice cream industry would become a household phrase in connection with ice cream, but—

"Just to the extent that you give it publicity. If used by ice cream men everywhere all the time," the president continues, "it will mean as much to our industry as other slogans have meant to other industries. Only those who had an opoprtunity to take a look at Ed Sutton's office during the solgan campaign can have any grasp of the amount of work involved in handling tens of thousands of letters. It required real organization to handle the job, and in return for the self-sacrifices of Mr. Sutton and his associates, you owe your loyal support in putting the slogan across."

IN THE report of Chairman Schwindeler, it is pointed out that the committee had come to the conclusion that no one was so well prepared to interpret ice cream to the public as someone who was, or had been, associated with the industry, and who understands the problems and the difficulties. Such an individual, Mr. Schwindeler said, had been forthcoming in the person of F. W. Gentleman of the Gardner Advertising Co. of New York, Chicago and St. Louis. This man is known to many ice cream men of the country. He is experienced in the manufacture and merchandising of ice cream.

As reported in the December issue of The Ice Cream Review, the association adopted the committee's recommendation that the advertising matter be placed in Mr. Gentleman's hands. In that issue we also gave an outline of Mr. Gentleman's speech in which he told the possibilties through national advertising. This man has made an analysis of the industry's failure to show a proper growth in the last few years. A detailed study of the methods employed by other important industries along the co-operative line, this work extending over a period of many months, a plan was worked out at a meeting in New York City last summer, attended by directors of the supplymen's association, the national association's advertising committee, and Mr. Gentleman himself.

This meeting resulted in a pledge from the directors of the supplymen's association of an effort to raise one-half of one per cent on forty per cent of the sales to the ice cream industry, if the ice cream men themselves could match it with a sum equal to one-half cent a gallon on forty per cent of the estimated gallonage. This will provide a fund for defraying the entire cost of the national advertising campaign.

UNEXPECTED objection came at the convention to the supplymen's part of the advertising program. A Chicago ice cream manufacturer, among some others, declared that the members of the ice cream industry, that is, ice cream manufacturers themselves, should feel fully capable of handling their own burden without asking the supplymen to "kick in."

At this junction, President Hovey explained that there was a misunderstanding on his part. He said that the supplymen were contributing only in proportion to the extent to which they would profit.

This is the way the situation stands at this time: The ice cream industry is being called upon to support a proposition that has required many, many months of hard, earnest labor in shaping up to be put in actual operation.

⚜

LITTLE LAFS.

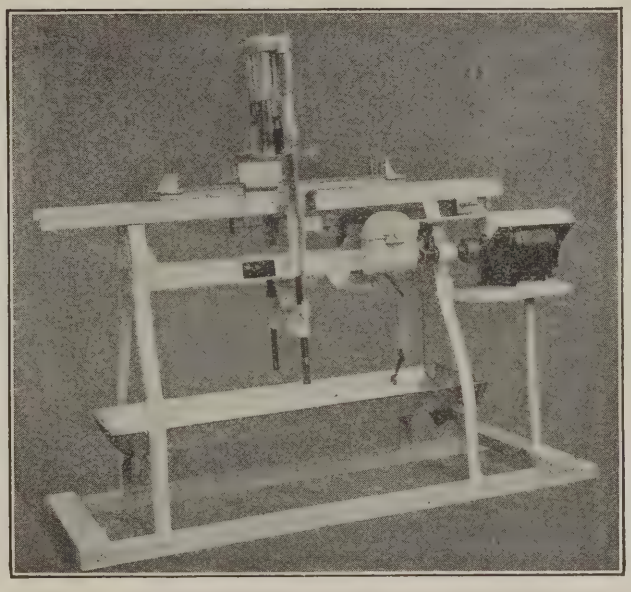
Sugar and Lemon.

She: "Won't you join me in a cup of tea?"

He: "Well, you get it, and I'll see if there's any room left."—The Square Deal (Baltimore).

The Universal Ice Cream Cutting Machines

Every Cut Accurate and Uniform —No Waste Ends



Will Cut a Two Gallon Slab Lengthwise Into Four Equal Pieces

Speed, Accuracy, Variety

THE KAY MACHINERY COMPANY, Elyria, Ohio

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

VANOLA

(Trade Mark)

This is a highly concentrated Vanilla Flavor composed of Vanilla Bean Extract, Vanillin, Coumarin, etc.

This product possesses a delicate yet persistent flavor and is guaranteed not to freeze or bake out.

ECKERT'S

ORIGINAL

Lemon and Orange Concretes

They impart, to frozen products, soda syrups, confectionery, pie fillers, baked goods, etc., the real flavor of the natural fruit. Miscible with water or syrup, will remain sweet and will not separate.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS

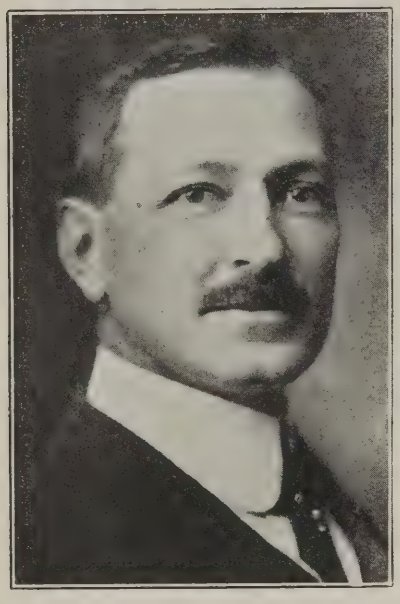
HANOVER, PA.

PROFITS OF TOMORROW IN THE ICE CREAM INDUSTRY.

(Continued from page 14)

the report of each sub-committee. This will work for complete co-ordination. It is believed the result will be "a complete work of inestimable value to the membership." Speaking of results, the speaker said:

"The result of this work 'will be finally presented in the form of an accounting manual. This manual will give the members of this industry the recommendations of the cost accounting and advisory committees with respect to the accounting procedure that is to be followed by the members in order to obtain uniformity of method in the figuring of costs.'



S. T. NIVLING.

"The manual will set forth the findings of this committee as the result of its investigation. It may also be considered a text book that will make clear the accounting principles and practices to be followed to bring about 'uniformity of method.' In other words, it might be considered a hand book for reference by the accountants of the industry for the determination of approved practices in various accounting matters.

"It may be well to give a definite definition of cost accounting. 'Uniform cost accounting comprises a set of principles, and in some cases of accounting methods, which, when incorporated in the accounting systems of the individual members in an industry, will result in the obtaining of cost figures by the individual members of the industry which will be on a comparable basis.'

"It is well to emphasize here that it is not the intention that the ice cream manufacturers should discard their present systems, and put in an entirely new system of accounting, but it will be the effort and the intention of your committee to avoid this by adopting a **classification of accounts under proper headings** so that each manufacturer, when discussing his costs with his competitors, will be able to 'speak the same language.' The result will be that manufacturers can intelligently compare their costs by departments, and by individual expense items."

This method will require much time and careful and continuous attention to carry this work to successful conclusion, the chairman of the committee declared. The committee was convinced that the increased knowledge and control of business to be derived will justify the time and expense required to get it in complete form.

In connection with this work, readers will be interested in excerpts from a discussion of this subject by the Fabricated Production Department of the Chamber of Commerce of the United States. In a recent booklet entitled, "Uniform Cost Accounting in Trade Associations," this organization refers to cost accounting as being "Of the industry, by the industry, and for the industry."

THE mainspring of cost accounting activities, according to the United States Chamber of Commerce, is the cost accounting committee, which points out that cost accounting is carried on in the same manner as any other co-operative activity within a trade association—through the joint endeavor of those members of the industry whose interest is keenest and whose knowledge and experience are most valuable.

Three distinct steps are involved in the carrying on of cost accounting work in a trade association, the booklet points out. These steps are:

"First, it is necessary to arouse interest; second, comes the cost committee and its work, and third, there are the problems incident to securing the acceptance and use of the technique devised by the committee. These three steps taken together constitute the typical plan for cost accounting activities which is outlined in another pamphlet."

An earlier booklet, published by the Chamber, entitled, "Uniform Cost Accounting in Trade Associations—Organizations of Activities," defines the meaning of uniform cost accounting as follows:

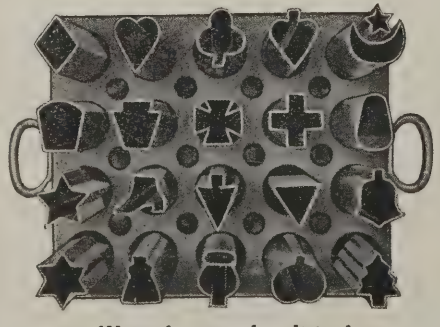
"Uniform cost accounting comprises a set of principles and, in some cases of accounting methods which when incorporated in the accounting systems of the individual members in an industry, will result in the obtaining of cost figures by the individual members of the industry which will be on a comparable basis. Uniform cost accounting does not mean the preparation of average or standard cost figures for the industry, nor the inclusion in cost of predetermined or fixed elements of cost."

MUCH interest is being taken in this important work now being carried on, and the ice cream industry at large awaits with great anticipation future develops.

Thomas J. Bolitho, manager of the accounting bureau of The International Association of Milk Dealers, Chicago, Ill., gave an interesting outline of this matter at the national ice cream convention:

"The term accounting has been variously defined and is referred to as a science, but we are more interested in the aim of accounting, rather than in its definition, or the attempt to justify this branch of human endeavor as a science.

"The aim of accounting, as is well known, is to fur-



Write for complete list of standard molds and prices

Telling's Idea for Brick Ice Cream

A different brick each week in the year. Choose some design and see the results. Something new is the life of business. If you have an idea, send it in and we will advise whether mold is practical. Sherbets and water ices used as a Center are always appreciated and save butter fat.

C. B. TELLING 10325 EMPIRE AVENUE **Cleveland, Ohio**



CHAS. R. PHILLIPS, President. F. J. MINGES, Vice Pres. L. W. CHAPIN, Sec.-Treas.

MEMBER

STANDARD

VANILLA AND BLENDS

SERVICE VALUE

G.R.RYAN MANUFACTURING CO. INC.
VANILLAS and BLENDS
Rochester, N.Y.



Mojonnier

Ice Cream
Overrun and Weight Tester

MODEL R

Gives both, per cent of overrun and weight per gallon. A rapid, accurate and durable tester at a price no plant — no matter how small — can afford to be without.

WATERPROOF RAPID ACCURATE

Finished in white enamel. Scale Oil Immersed.

Price, $185.00

Models B and C with suspended weighing frame, $395.00.

Sold direct or through your jobber.

Mojonnier Bros. Co. 4601 W. Ohio St CHICAGO

MILK ENGINEERS

EFFICIENCY PRODUCTS Mojonnier

Manufacturers of the Mojonnier Milk Tester and Overrun Tester and Vacuum Pan.

BRANCHES: NEW YORK (Elmhurst) COLUMBUS, OHIO ST. LOUIS, MO.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.



Butyrometer (Test Tube) for Cream

ICE CREAM TEST

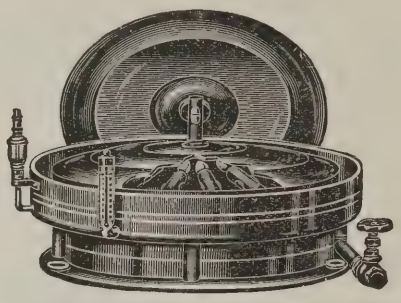
BY

"TROY-FUCOMA" METHOD

a new practical, ACCURATE and QUICK method to determine butterfat.

CREAM TESTING

with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND for 2 to 36 Tests

Skimmed--Condensed--Whole Milk

Quick and Accurate results will be obtained with our method.

Other Specialties:

Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.

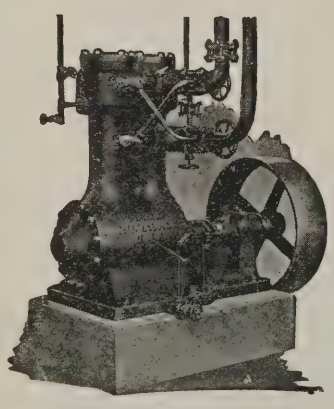
FUCOMA COMPANY, Inc.

154 Nassau St. *Specialists in Testing Apparatus* NEW YORK

Write for Illustrated Circulars

Vilter

Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us Submit quotations on your requirements —no obligations to you.

The

Vilter Manufacturing Company

ESTABLISHED 1867

830 Clinton Street Milwaukee, Wis.

nish management with figures, facts and information, at the earliest date possible, reflecting financial position, operating condition, and the results of past action, in order that management may operate more efficiently, more economically and more wisely in future periods.

"It has been said that the accountant should not attempt to prophecy the future, yet the accountant is obliged to point out to management those policies which, in his opinion, are wise and those policies which are unwise as he finds such policies reflected in his figures."

The speaker said the aim of cost accounting, briefly, is to furnish figures, facts and information to management, showing the cost of producing and selling each unit of product. He believed such information leads to elimination of unprofitable products, "as far as competition permits," to reduce and stabilize the cost of production and selling, to stabilize, not to standardize, selling prices, and, consequently, to stabilize profits, which may be considered as the return to capital, after land has had its rent, (speaking economically) after labor has had its wage, and after management has had its salary.

Cost-Accounting Developments.

Proceedings of the Chicago Conference on Uniform Cost Accounting, constituting a compendium of the progress made in this field in widely varying lines of industry, were, as announced by the department of manufacture of the Chamber of Commerce of the United States, made ready for distribution about December 6.

The proceedings include surveys of cost-accounting developments in the printing ink, fresh milk, corrugated and fiber box, printing, rubber, millwork, photo engraving, drop forging, prepared roofing and other industries. An address by J. W. O'Leary, vice-president of the Chicago Trust Company, on the relation of financing to cost-accounting, is also included in the report.

Practical methods by which various problems arising in the development and installation of uniform cost systems have been solved by different industries are explained in the proceedings. Copies may be obtained from the Department of Manufacture, Chamber of Commerce of the United States, Washington, D. C.

HE SPOKE of the much latitude for the accommodation of the standard system to peculiar accounting requirements, stating that there is wide scope for originality in office methods.

He told the convention that, contrary to general belief, uniform cost accounting does not consist in a rigid classification of accounts. While the back-bone of any standard system of uniform cost accounting is a uniform classification of accounts, yet it must make possible much elasticity and flexibility, he said, adding:

"A standard system of uniform cost accounting does not mean the inclusion in costs of predetermined or fixed elements of cost, nor does it mean the preparation of average or standard cost figures for the industry.

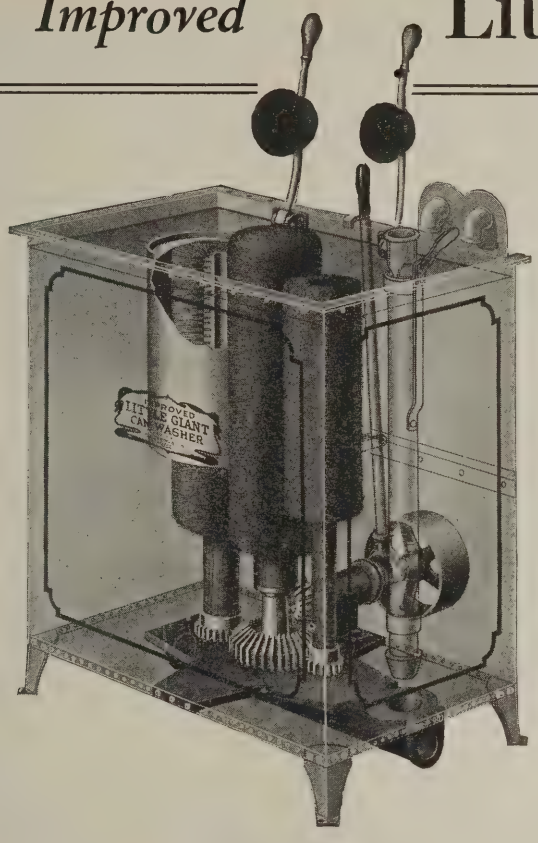
"The plan which the association proposes to follow has been referred to as the typical plan of the department of manufacture of the Chamber of Commerce of the United States, the trade association plan, or the committee plan.

"The slogan of the department of manufacture is 'Of the industry, by the industry, and for the industry.' The slogan used by The International Association of Milk Dealers in the preparation of its system was, 'A system prepared by, installed by, and operated by the accountants within the industry.' A slogan for The National Association of Ice Cream Manufacturers might be 'A system prepared by, installed by, and operated by the financial and cost accountants within the industry through the committee plan.'

"Since The National Association of Ice Cream Manufacturers have begun the preparation of a standard system of

The Improved

Little Giant Can Washer



For Limited Space
Volume Production
Small Investment
Simple Operation
Satisfactory Work

Write for price and full details

C. Doering & Sons, Inc.
Lake & Sheldon Sts. Chicago, Ill.

-:- HIGH GRADE -:-
ICE CREAM FRUITS

Crown Fruit & Extract Company, Inc.
418-420 West Broadway - - New York, N. Y.

uniform cost accounting for the ice cream industry, and since The International Association of Milk Dealers are about to extend its system to include ice cream accounts, a plan of co-operation as between these associations in carrying out both pieces of work has been proposed, submitted and approved."

In this connection, the speaker quoted a recent statement made by Manager McCullough, of the department of manufacture of the Chamber of Commerce of the United States, with reference to different branches of the same industry, like the ice cream manufacturers and the fresh milk dealers in the dairy industry, co-operating in developing standard systems of uniform cost findings:

"Recently, we have been pointing out to industries, through various trade associations, the duplication of effort and the unsatisfactory results that come from the various branches of the same industry, giving attention independently to the subject of uniform cost accounting.

"In the foundry industry, for example, there are a dozen or more industries where the manufacture of castings of some kind of iron or steel is a relatively important part of their work. Many of these industries, in developing standard systems of uniform cost accounting, have followed their own ideas in the development of such systems, with the result that there is much duplication of effort and many differences in method.

"How serious these differences may be in finding the cost of a casting, is very plainly brought out in an address made by W. J. Corbett, industrial engineer of the Electric Steel Founders' Research Group, before the American Foundrymen's Association as their convention held in Milwaukee last month.

"Mr. Corbett brings out the differences in costs that come about from the use of eight different methods used in uniform cost finding.

"In the case of Casting 'A,' for example, he reports a minimum cost by 'method number two' of approximately 19c per pound as against a maximum cost per pound of approximately 40c, arrived at by a different method."

IN THE preparation of the basic of pro-ration and the uniform rates of depreciation, the international Association of Milk Dealers found it advisable to ask several professional engineers "well thought of in the milk industry," to serve upon the engineering committee. Also to ask representatives of the federal reserve banking system, the American Association of Bankers', the American Institute of Bankers and the National Association of Credit Men, to serve upon the preparation committee who had charge of the preparation of the financial statements. In comparing the cases of his and the ice cream associations, the speaker said:

"While the subject chosen for this convention is confined to the proposed plan for developing the standard system, yet the question of its adoption by the membership of the association, if not by the ice cream industry at large, depends largely upon the kind of system that is developed, and especially the manner in which it is prepared. The term 'adoption' means installation.

"Installation implies eventually the universal application of the standard system to ice cream plants in the ice cream industry, operated in a uniform manner. Wide installation, therefore, is very much dependent upon wise preparation.

"Too much importance cannot be laid upon the preparation of the standard system through large committees. Preparation by large committees should mean wide installation; wide installation should mean early uniformity; and early uniformity should mean early cost comparisons.

"The International Association of Milk Dealers, in building its system, had four working committees, the largest of which, the advisory committee, had over forty members. These committees spent fifteen months in completing their first labors, the system costing the association about $25,000.00.

The income from subscriptions to the system at the close of the first year of operation was $22,000.00. The National Association of Ice Cream Manufacturers have made an appropriation of nearly $15,000.00 for the preparation of its standard system. A large part of the cost of the system was for the expenses of the committeemen attending the meetings of the various committees. It has been the policy of the fresh milk dealers to pay all the expenses of each committeeman. The committeemen, however, have contributed their time, their labor and their experience without compensation.

"Wide installation in the final analysis is secured through an accounting bureau, the functions of which are the installation of the system, the preservation of uniformity in the operation of the system, the comparisan of conversion costs, the extension of the system to include other products, the revision of the system as necessary changes occur, the mak-

Let's Talk it Over!

NOW while you have ample time to consider the full value of various kinds of insulating material and their application and adaptability to your special requirements, why not go over your prospective or present insulation requirements with us.

Being—

SPECIALISTS IN INSULATION

we can give you constructive suggestions that may save you money.

Our prices are worth writing for and our "Service" is unexcelled.

Our Business is Insulation

We Carry

Pure Cork Board, Granulated Cork Refrigerator Doors, and Asphalt in stock at Minneapolis

INSULATION SALES CO.
BUILDERS EXCHANGE
MINNEAPOLIS - MINN.

SALT
for Ice Cream Packers and Ice Plants

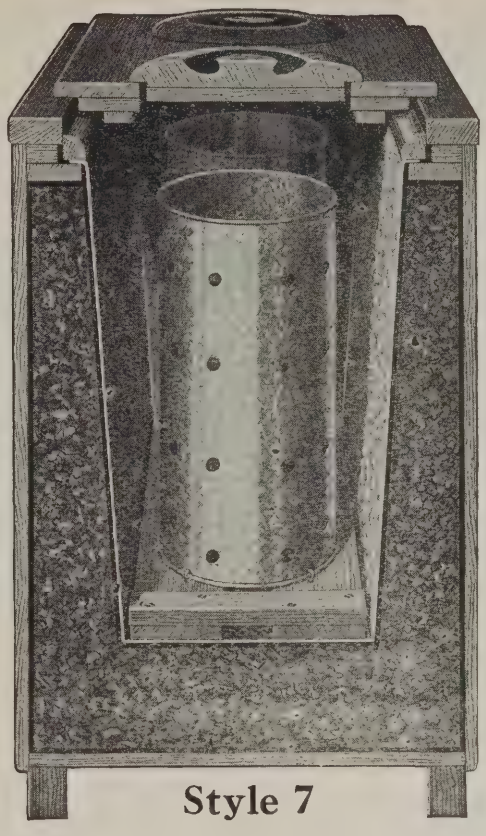
We can supply salt for every purpose. Stocks in Southern Posts. Our prices are attractive. When in the market write us. We are now making contracts for delivery during 1925.

TAYLOR BROS. & CO., Inc.
Salt Merchants
NORFOLK, VA. WILMINGTON, N. C.

FOR

Perfect Service at Lowest Ultimate Cost

The Grand Rapids
ICE CREAM CABINET OF QUALITY



Style 7

BECAUSE Grand Rapids Ice Cream Cabinets are remarkably long lived, highly efficient and absolutely trouble-free, they deliver perfect service at the lowest possible ultimate cost.

The best materials procurable and careful inspection of every operation in construction combine to make these cabinets exceptionally long-lived and trouble free. Based on scientific research, their design embodies everything that makes for the most efficient refrigeration — economy of ice, perfect protection of contents with the smallest amount of attention. And yet these cabinets are very attractively priced. The fact that they are made in the largest factory of this kind in the world makes this possible.

You simply can't afford to invest in ice-cream cabinets without investigating this line. Write for catalog of our complete line, including the famous Style 7, the equally renowned "Zero Brick Cabinet" and the widely favored combination.

GRAND RAPIDS CABINET COMPANY

55-59 Alabama Avenue N. W. **Grand Rapids, Mich.**

NEW ENGLAND SALES OFFICE AND WAREHOUSE, MERROW BROTHERS, INC., 117 Atkinson St., BOSTON, MASS.
SOUTH EASTERN SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 33 So. Charles St., BALTIMORE, MD.
CENTRAL SALES OFFICE AND WAREHOUSE, - - CHERRY-BASSETT-WINNER CO., 1918 Market St., PHILADELPHIA, PA.
NEW YORK STATE SALES OFFICE AND WAREHOUSE. CHERRY-BASSETT-WINNER CO., 1319 Penn. Ave., PITTSBURGH, PA.
NORTH WESTERN SALES OFFICE AND WAREHOUSE, CHERRY-BASSETT-WINNER CO., 10 East 16th St., NEW YORK, N. Y.
SALES AGENT FOR TEXAS, OKLAHOMA AND ARKANSAS - A. C. BLACK, 603 Lumber Exchange, MINNEAPOLIS, MINN.
C. W. SMITH, 4322 Rawlins St., DALLAS, TEXAS

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS



ASK ABOUT FIGURE 106

Nutting Ice Cream Can Truck

Yes! It *is* different!

No other truck is so strongly built of structural steel. No other truck is so heavily braced and riveted. Entire frame is galvanized. The smooth wheels save floors. Ball Bearing casters.

It will last longer and run easier. It gives you the quickest and cheapest way to handle your empties.

Write for Bulletin C-6 which tells about this and many other handy, sturdy floor trucks for the dairy industry. Your jobber sells them.

NUTTING TRUCK CO.

1212 Divison Street Faribault, Minn.

Floor Truck Specialists Since 1891

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



Vacuum Pan.

Write for Prices

We can furnish these small size equipments in vaccuum pan size ranging from 8″ diameter to 36″ diameter, with suitable fore-warmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U.S.A.

ing of statistical studies for the ice cream industry, and the conduct of educational work in accounting within the industry.

"The International Association of Milk Dealers, with a membership of about 300, have received 113 subscriptions to the system. After one year of operation, we find that in nearly all cases, the dealers within this association prefer to make their own installations without the assistance, but with the advice of the bureau, both by plant visitation and by correspondence.

"In the preparation of a standard system, many associations have followed the plan of making their manual consist merely in a group of accounting forms. In the building of the system for the fresh milk dealers, the practice of eliminating forms from the manual, and adhering strictly to principles and fundamentals was followed.

"It seems wise in preparing a manual containing the standard system of uniform cost accounting for a given industry to adhere to fundamental principles and lay little emphasis upon the question of accounting forms. The preservation of uniformity in the operation of the standard system is of the utmost importance. A system may be well prepared, widely installed and yet fail in uniformity of operation. The accounting bureau has as one of its important duties, year in and year out, the preservation of uniformity."

* * *

ALABAMA MAN'S COST ACCOUNTING SYSTEM.

John Claitor of the Glen Iris Dairy, Birmingham, Ala., has given The Ice Cream Review an outline of a system he has worked out. It follows:

Cost Accounting for the Ice Cream Plant.

- Production cost
  - Material
    - Milk
    - Cream
    - Butter
    - Dry milk condensed
    - Sugar
    - Gelatine
    - Fruits
    - Flavors
    - Colors
  - Labor
  - Refrigeration
  - Power-heat-light
  - etc.
- Delivery expense
  - Labor
  - Truck expense
    - Oil
    - Gasoline
    - Repairs
  - Salt
  - Ice
  - Lost packages
  - Service-re-icing
- Selling expense
  - Advertising
  - Donations
  - Salesmen's salaries and expenses
- General expense
  - Administration expense
  - Office expense
  - Rent
  - Bad debts
  - Reserve for depreciation
  - Taxes
  - Etc.

"Production cost, delivery expense, selling expense, and general expense are controlling accounts in general ledger. The other accounts are carried in expense ledger, posting totals monthly to general ledger. A sub-expense ledger would be kept for material and for truck expense, posting totals to material and truck expense. If the plant owns a refrigeration plant a sub-ledger would be kept for refrigeration. This classification will apply to a business producing ice cream only or to a combination plant. A butter department and milk department would be outlined just like the ice cream department shown here. The rent and refrigeration would be prorated between the departments. This is not offered as a perfect model, but as suggestive material, from which a system can be designed for any plant.

(Continued on page 106)



We Specialize in Printing for the Dairy Products Industries

In our modern building we have housed an array of equipment of the first order to turn out in volume, with precision and dispatch, an endless variety of advertising material.

Specializing in printing to the dairy products industries, we are in a position to lend advertisers the benefit of a long experience and association with this trade, its requirements and peculiarities.

Our volume production should also make our prices worth your investigation. Submit your next printing job to us for suggestion and quotation.

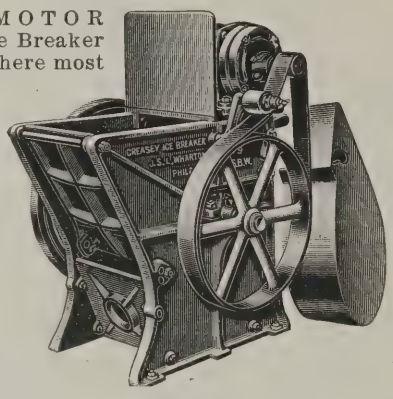


Booklets
Catalogs
Broadsides
Tags
Mailing Cards
House Organs
Circulars
Letters
Envelopes
Enclosures

THE OLSEN PUBLISHING COMPANY · *MILWAUKEE, WIS.*

Fifth and Cherry Streets

CREASEY ICE BREAKERS
Save Ice Handling Labor



A CREASY MOTOR DRIVEN Ice Breaker can be located where most convenient for receiving the ice cakes and delivering the broken ice. In this way you can sometimes save the labor of one or more men. Our medium capacity breakers, covering the range from three to 25 tons per hour, are, when desired, equipped with a slow speed motor mounted on top of the machine, and driving the ice breaker shaft through a generous size pliable belt. An idler provides for adjusting the belt tension, and cork insert pulleys give the necessary adhesion. This arrangement is simple, rugged, foolproof, and much superior to gear transmissions, which are noisy and wear out of alignment so that they jam or break. The belt is protected from wet and the operator from injury by a steel cover.

In other respects the machine is a standard Creasey Ice Breaker, with movable front plate, interchangeable combs, socket held picks, heavy fly wheel and drum, deeply ribbed cast iron frame and all the various features that have made the Creasey the leader in the ice breaker field.

Ask for our new Catalog R-1125.

COCHRANE CORPORATION
Creasey Ice Breaker Dept.
3178 North 17th St. 174 Philadelphia, Pa.

Profit and Loss Statement—Ice Cream Department.

Net sales....Gallons		$
Production Cost		
Material	$	
Labor		
Refrigeration		
Power-heat-light		
Etc.		
Cost of goods		$
Gross profit		$
(Cost per gal.)		
Delivery expense		
Labor	$	
Truck expense		
Salt		
Ice		
Lost packers		
Service-Re-icing		$
(Cost per gal.)		
Selling expense		
Salesmen salaries and expenses	$	
Advertising		
Donations		$
(Cost per gal.)		
General expense		
Administration expense	$	
Office expense		
Rent		
Bad debts		
Reserve for depreciation		
Taxes		
Etc.		$
(Cost per gal.)		
Total		$
Net profit		$
(Total cost per gal.)		
(Net profit per gal.)		

Daily Sales Sheet.

Date Sheet No.

Invoice No.	Name of customer	Address	C.O.D.	Charge	Gal. ice cream	Amt.	Supplies	Amt.

"Above illustration shows how a sales sheet may be kept which when footed at the end of the day will show at a glance the totals of sales in gallons, dollars, C. O. D. and charges, supplies, etc. As many columns as may be needed for other products are ruled on to the right. Of course, in ruling a real sheet, the columns would be correctly spaced. Entries to this sheet are made directly from the invoices. Postings are made from this sheet to the books. Pad invoices are more satisfactory from every standpoint than roll invoices used in cheap billing machines. Charge invoices printed of a different color and series of numbers to the C. O. D. invoices are more satisfactory to the bookkeeper than to write invoices of both kinds on the same pad."

"A"

IS THE KIND OF

Edible Gelatine

MEN DON'T FORGET

Mail inquires receive prompt attention

ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

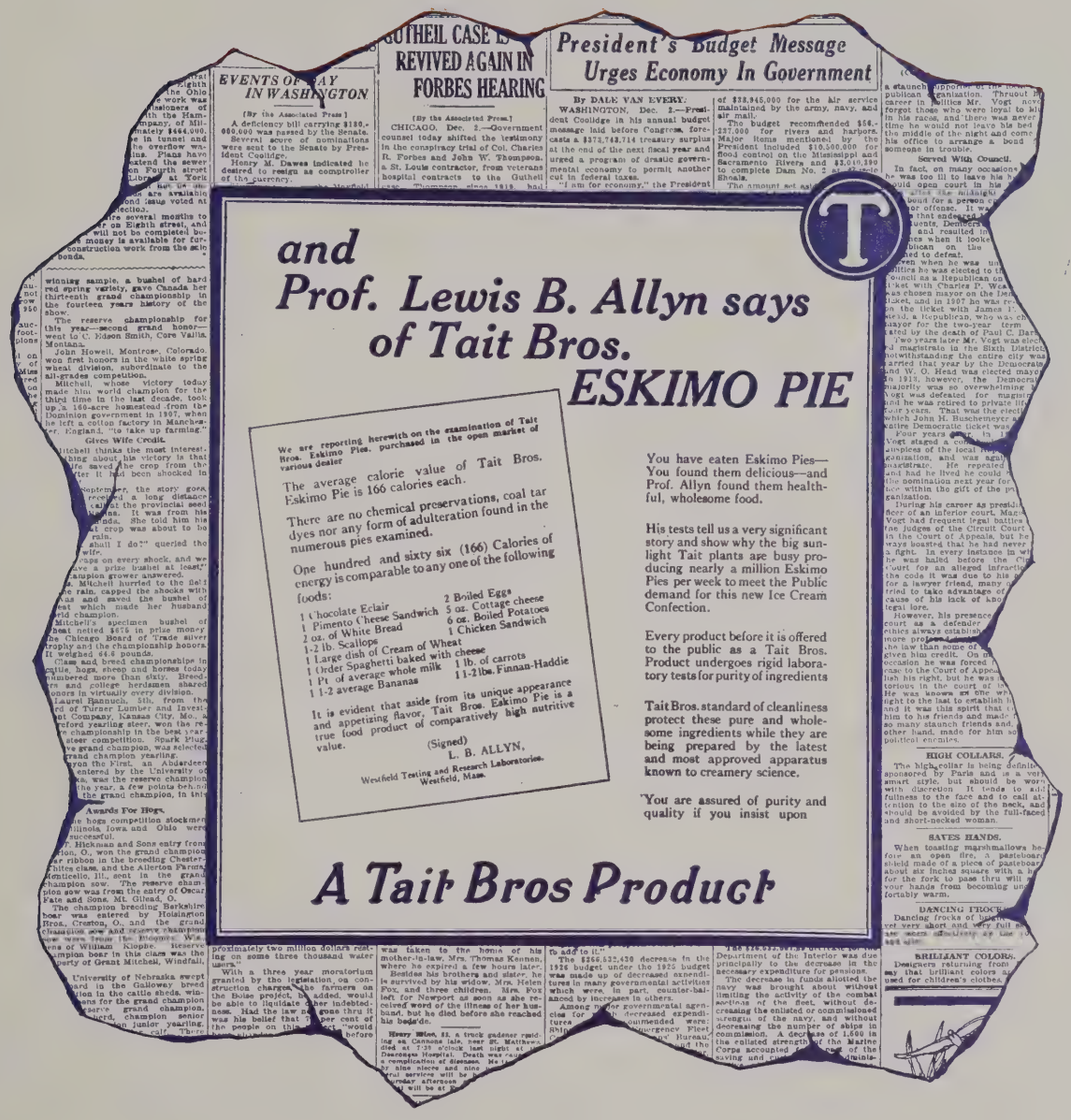
NEW YORK 175 South Street
CHICAGO 94 Board of Trade
ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue
ATLANTA 169 Haynes Ave.
SAN FRANCISCO Second and Brannan Sts.
LOS ANGELES 747 Warehouse St.
PORTLAND, ORE. 405 Hoyt Street

MEMBER



The exhibit of the Blanke-Baer Extract and Preserving Co. at New Orleans.

Here's How Tait Bros. Make Their Eskimo Pie Sales Grow



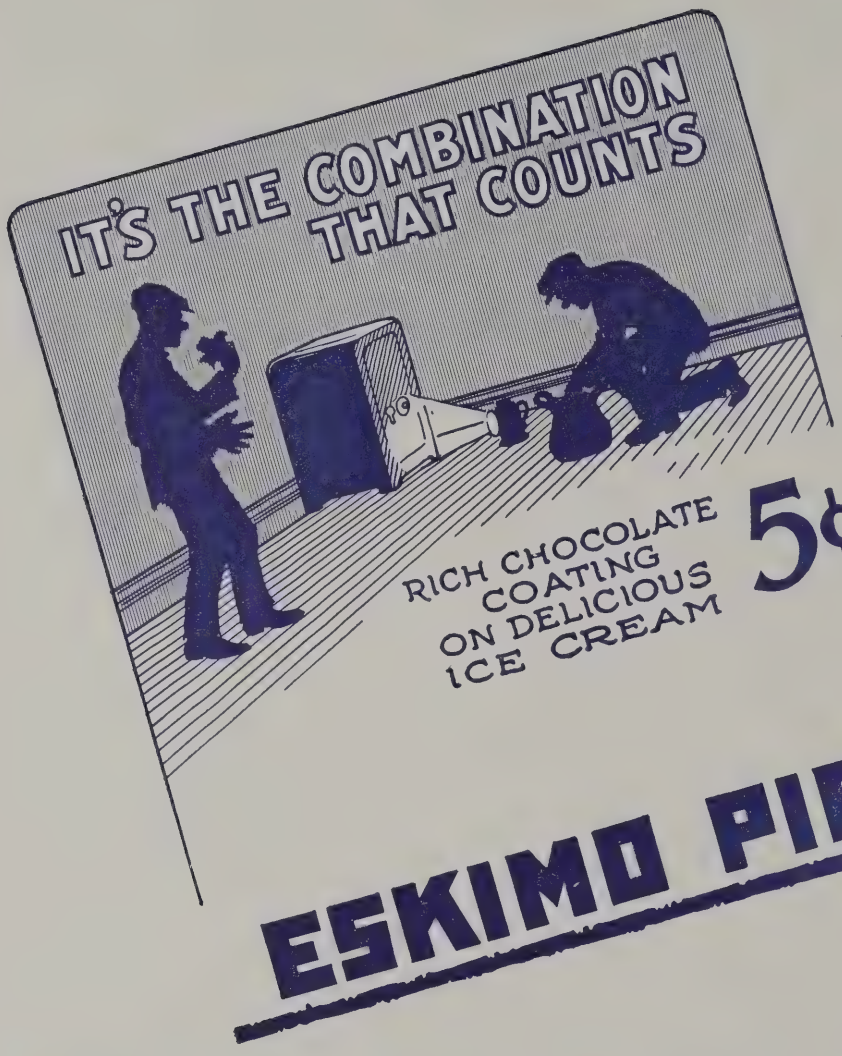


This is the copyrighted Eskimo Pie design which is on every wrapper.

There's no trick in selling Eskimo Pies - just a little enthusiasm, reasonable advertising, and a good Pie is the formula for success.

ESKIMO PIE CORPORATION
Louisville, Ky., U. S. A.

ESKIMO PIE THE UNIVERSAL ICE CREAM BAR



This is one of a series of newspaper ads for which every licensee can get mats free.

Breaking Into Popular Favor —



This is the copyrighted Eskimo Pie design which is on every wrapper.

Sampling the public with your ice cream in the form of Eskimo Pie keeps people thinking of your brand of ice cream at a time when the ice cream business is usually quiet.

And the public pays you a profit for the samples!

Sell Eskimo Pies now. They will keep your gallonage up and result in even greater sales next Spring and Summer.

Let us send you our booklet "Cold Selling Facts" - free

ESKIMO PIE CORPORATION
Louisville, Ky.

ESKIMO PIE THE UNIVERSAL ICE CREAM BAR

LOEWENSTEIN RESIGNS AS NATIONAL SECRETARY.

(Continued from page 26)

position of dairy husbandry at the Pennsylvania State College. This institution operates for instructional purposes a large commercial creamery and manufactures butter, ice cream and cheese and also distributes milk locally.

During the war, Mr. Rasmussen worked with the United States Food Administration of Pennsylvania, having charge of the work relating to dairy husbandry. He was asked by the American Red Cross to serve on a committee to establish dairies at the base hospitals of the American Expeditionary Forces and by the National War Council of the Young Men's Christian Association to outline and supervise courses in dairying to be taught our soldiers in France. He gave up the war work in Europe to accept the appointment of secretary of agriculture of Pennsylvania offered him by Governor William C. Sproul. During the four years as secretary of agriculture, the department of agriculture was re-organized and much legislation passed as well as a number of new lines of work started which have proved themselves helpful to agriculture. At the end of the Sproul administration, Governor Gifford Pinchot offered a reappointment to Mr. Rasmussen as secretary of agriculture which he declined to become president of the Pennsylvania-Maryland Joint Stock Land Bank of Harrisburg.

IN ADDITION to the experience in administrative and educational work in dairying and agriculture, Mr. Rasmussen during the period described above, spent four summers in Europe studying dairy and agricultural conditions in Switzerland, Holland, Germany, and Denmark. He is author of a number of publications, one published by the United States department of agriculture on Cattle Breeders' Association in Denmark.

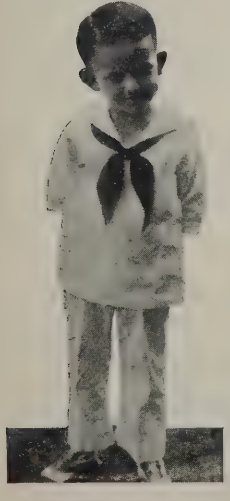
While in New Hampshire, Mr. Rasmussen served for a number of years as secretary of the New Hampshire State Dairymen's Association and one year as president of the American Dairy Science Association.

At the present time, by appointment of the present governor, he is a member of the council of education of the state of Pennsylvania and a trustee of the Pennsylvania State College. Mr. Rasmussen was vice-president and a member of the executive committee of the World's Dairy Congress Association.



ONE OF THE LITTLE CARRS.

He's a little Carr, but he's no flivver. He's Mary Kate's nephew—the Dixie Flyers' Mary Kate, Miss Carr of Carr's Creamery, Montgomery, Ala. The future manager of Carr's Creamery doesn't "get out with the boys" often, but he gets reports from the conventions just the same. His aunt tells him all about what takes place at each convention—that is, most everything. But then, you know, there are some things that could not possibly be of interest to a little Carr, even if he isn't a flivver. Young R. E. Carr is about a 1940 model, for it is about that time that he will step in and take a hand at running the business.



For Installations where Quiet Operation is Required, Specify—



The 3 HP Motor

Century

Repulsion Start Induction

SINGLE PHASE MOTORS

Their ability to run quietly has been proven, too, and they have been adopted by leading manufacturers as regular equipment on such apparatus as household refrigerating machines, oil burners, house pumps, organ blowers, ventilating fans and other apparatus whose success largely depends upon the quiet operation and reliability of the driving motor.

1/8 to 40 HP

The brushes touch the commutator only a few seconds during the starting period.

Temperature Rise Not More Than 40° Centigrade.

CENTURY ELECTRIC COMPANY

General Office — 1827 Pine Street

ST. LOUIS, MO., U. S. A.

SALES OFFICES AND STOCKS IN PRINCIPAL CITIES

73 to 75% Calcium Chloride Free from Magnesium

False Economy

is the using of a refrigerant other than that which tends to give you 100% refrigeration capacity from the equipment you have installed.

Our bulletins tell why Carbondale "3C" Calcium Chloride is the most economical refrigerant for you to use. Send for them.

Carbondale Calcium Co.

Carbondale, Pa.

3

TRADE MARK

Ask for Bulletins No. 5A and 36

New York, Chicago, Pittsburgh, Atlanta, Washington, D. C.

New Orleans, Philadelphia, Baltimore, Buffalo, Kansas City

Texans to Support National Advertising

Iceless Cabinets and Advertising Feature 1924 Convention at Dallas. Compulsory Pasteurization Recommended

MEMBERS of the Texas Ice Cream Manufacturers' Association cussed and discussed the iceless cabinets, voted to join hands with the national association and do their share toward putting over a national advertising campaign, and felt pretty well satisfied with results of their seventeenth annual convention at Dallas, December 3, 4 and 5.

Compulsory pasteurization was recommended in a resolution adopted. At the close of the sessions Secretary A. J. White stated that 100 per cent of Texas ice cream manufacturers would sign the agreement to contribute one-half cent a gallon to the proposed national advertising campaign. Seventy-five per cent of the state gallonage was represented at the convention. The appropriation is to be based upon 1923 production. This action followed report of an association committee which conferred with F. W. Gentleman, representing the national advertising committee. Adoption of a code of ethics was recommended in an address by Hugo Swan, business manager of the Dallas Better Business Bureau.

THE convention attracted more than 200 people representing all phases of the industry, ice cream manufacturers, their wives, and members of the Texas Longhorns. The large number of ladies present was noticeable and all details for their entertainment was looked to by thoughtful Dallas ladies—Mrs. E. R. Donnell, Mrs. Sherwood Quinker, Mrs. Geo. L. Boedeker, Mrs. C. W. Smith and Mrs. I. W. Boedeker, who made up the entertainment committee.

Of the original thirteen men who, seventeen years ago, were present at the organization meeting were C. W. Smith of Dallas, W. W. Wren of Ft. Worth. The others of the original thirteen were: F. W. Boedeker, Dallas; S. M. Lawson, Ft. Worth; H. R. Rigler of San Antonio; F. K. Klein of San Antonio; E. J. Kendall of Ennis; Mr. House of Houston, and J. F. Wells of Galveston.

Anyone who knows Lindley Waters, president of Tennessee Dairies, Dallas, knows that the address of welcome was one of sparkling wit and a "pace-maker" of good spirit. It was a reminder that "Dallas is second to no city when it comes to possibilities, ambitions and hospitality."

President Wortman delivered his annual address, in part, as follows:

"I recall, only a few years back, when this association was in it's infancy, and the small number in attendance. It was during the fall of 1908, that a meeting was held in this city, with only a handful present. Today there must be in the neighborhood of two hundred members and associate members present.

"Referring to the associate members, we want you men to know that we more than appreciate your membership, when I speak of this association and its members. I consider you valuable to this organization, not because of the small amount of dues you pay, but because you have been and will continue to be helpful to us in many ways.

"I feel the year 1924 has been a banner year for the manufacturers of Texas. While the weather in the early spring was somewhat unfavorable, yet with prosperous condition of the country, the extreme hot summer and the late fall, I feel sure the manufacturers of this association were blessed with a larger gallonage than ever before. The retailers likewise have enjoyed greater sales, so all in all we should feel highly pleased over the results of this year's efforts.

"I truly believe this to be the best association in the entire country. We have made great progress and must continue to go forward; while the gallonage of this state is not as large per capita as some other states, but with the congenial co-operative spirit that exists among the members of this association, and the progress that we are making, the time will soon come when our gallonage will equal any in per capita, and we will have the pleasure of doing a dandy, nice business in the best state that God's sun has ever shown on."

Speaking on "Co-operative Advertising," Will S. Henson, vice-president of the Johnston Printing & Advertising Company, Dallas, said:

"You might hire salesmen and send them out to all parts of your territory and have them call on all the prospective buyers of your products, explain the merits of your products, and then call back every few days and tell the same story over again, and keep this up year in and year out and eventually come to have the majority of the people as your customers. But, this method is out because no business in the world could stand the cost. A call or solicitation under this method would cost you dollars, whereas by advertising you can make such calls at a cost of cents, or even a fraction of a cent.

"Asa G. Candler of Atlanta, Ga., one of your chief competitors, took a nickel drink with a long name and made it a household word the world over selling annually 20,000,000 gallons of syrup, or enough to make about 2½ billion individual drinks.

"On the subject of co-operative advertising. Let's say for example, that Jones and Brown are in the ice cream business in Ennis, Tex. Jones tells Mrs. Housewife that Jones' Honey Dew Ice Cream is the best and that she should demand it from her dealer on all occasions. Brown tells Mrs. Housewife that Morning Glory Ice Cream is best and that she should accept no other.

"Here Jones and Brown go, hammer and tongs, fighting to get customers away from each other. Jones will get a few of Brown's customers and Brown will get a few of Jones' customers, and at the end of the year each will be about where he was last year. Ordinarily each will have lost 15 per cent of his old customers and gained another 15 per cent, part of his competitors and part from the ranks of aliens.

"But, if Jones and Brown pool their interest and go out and tell Mrs. Housewife that ice cream is the best possible

Election of Officers 1925

Pres.—W. M. Wortman, Waco, Tex., Purity Ice Cream.

Vice-pres.—D. J. Carithers, Wichita Falls, Tex.

Sec.-treas.—A. J. White, Mistletoe Creamery, San Antonio, Tex.

DIRECTORS, 1925.

J. J. Sullivan, Houston; W. W. Wren, Fort Worth; W. C. Ross, Beaumont; R. L. Hargrove, Texarkana; Adolph Brown, Waco; Geo. Maggard, Amarillo; M. R. Dillingham, Ranger; Theo. P. Meyer, Austin; L. M. Kelsey, Galveston, and E. F. Krause, Brenham.

Geo. L. Boedeker was elected delegate to the National Ice Cream Manufacturers' Association for 1925, with Secretary Al. White of San Antonio, alternate.

Houston was selected for 1925 convention.



You are talking to the Man Who Knows

When you call in the Armstrong representative you are talking to a man who knows insulation, technically and practically, from preliminary plans to the finished job. He is an Insulation Specialist. You can depend upon what he tells you about cold storage insulation with the same confidence you give your architect or engineer.

The Armstrong man can give you sound advice on insulation construction, the thickness to use and how to erect it to insure efficient insulation that is economically adapted to your requirements. His recommendations are distinctly to your advantage. They will save you money in the cost of your insulation. They will assure you insulation that will yield the maximum return in refrigeration saved. They will help you to avoid costly mistakes that are commonly made through inexperience or lack of technical information.

The Armstrong man is backed by the resources and integrity of the Armstrong Cork & Insulation Company, with all its accumulated experience to apply to your conditions. As an individual and as the Armstrong representative, he offers you the best that is known in insulation practice.

Have you a room or building to be insulated? The Armstrong Engineer is at your service, and there is an office in your city or near it. Write, wire or call up on the 'phone. Or address, Armstrong Cork & Insulation Company, 164 Twenty-fourth Street, Pittsburgh, Pa.

Branches and Agents

**New York, Schenectady, Hartford, *Boston, *Philadelphia, *Baltimore, *Atlanta, Charlotte, N. C., Jacksonville, Fla., Louisville, *Rochester, Buffalo, *Pittsburgh, *Cleveland, *Detroit, Grand Rapids, Mich., *Cincinnati, Indianapolis, *St. Louis, *Chicago, Milwaukee, *Minneapolis Memphis, *New Orleans, *Dallas, *Houston, Tulsa, *Kansas City, Omaha, *Denver, *Spokane, *Seattle, *Portland, *Tacoma, *Los Angeles, *San Francisco, Toronto, Ontario, Canada and Montreal, Quebec, Canada.*

* Nonpareil Corkboard in stock.

Nonpareil Corkboard Insulation

For All Cold Storage Rooms

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.



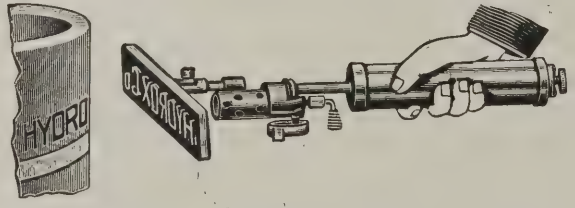
Patented Jan. 21, 1923

Texas Barrel Company has installed one of the largest Barrel, keg and Ice Cream Tub plants in the South and will be ready to serve its tub customers at an early date. Texas Barrel Company had the misfortune to lose its Tub plant by fire in August but in its place has arisen a magnificent factory capable of serving a wider territory.

Service and good workmanship our motto.

TEXAS BARREL COMPANY

Box 665 HOUSTON, TEXAS



Positive Identification

avoids:

—Loss by theft
—Personal appropriation of your property
—Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands help advertise your business.

Priced as low as $14.00

EVERHOT
America's Brand Makers
MANUFACTURING CO.
MAYWOOD, ILLINOIS

dessert, and that it's food of the finest quality, and that it is a dessert that always appeals to little, big, old and young; that here is a dessert that adds distinction to her meal, party or entertainment; that she can get ice cream in shapes and colors to suit every occasion and color scheme. If they keep on telling Mrs. Housewife this story, they will get new converts to the use of ice cream, and cause old converts to buy more ice cream and serve it oftener. You know about the prune. Once the despised swamp hound of the boarding house, now it is the pampered pet of silk stocking avenue, and advertising did it.

"The Jones vs. Brown brand of advertising is competitive, and the co-operative advertising is creative. The first results in a trade of customers and the other makes more customers for both Jones and Brown."

HUGO SWAN then gave his idea of what would constitute better business ethics for ice cream manufacturers. He did not think ice cream manufacturers should become "sign painters"—painting windows, drug store fronts, whole buildings, etc. believes it is fundamentally unsound business. The ice cream industry, he feels, is not free from ignorant competition. He thinks it fundamentally unsound to "buy up" ice cream stops. He feels it unsound in a general way to sell to a customer in a distant city delivered where delivery costs are higher at the same price as to the local trade without reducing to local trade. When freight rates are equalized as practiced in some places it is a specie of price cutting or discounts and special discounts make business more difficult as a whole. Somebody goes broke if he sells for less than cost long enough and the year he goes broke nobody else makes any money. You have no assurance that it will not happen in your community," he said.

He believes that quality and purity of product come before price and should always be maintained irrespective of price.

YANK TO HELP JAPS BUILD UP ICE CREAM INDUSTRY.

In its endeavor to promote the ice cream manufacturing and dairy industries in Japan, the imperial government of Tokyo, through its department of dairying, has completed plans to transfer W. A. Dryer of Visalia, Ca., to Japan to get ice cream manufacturing started in that country.

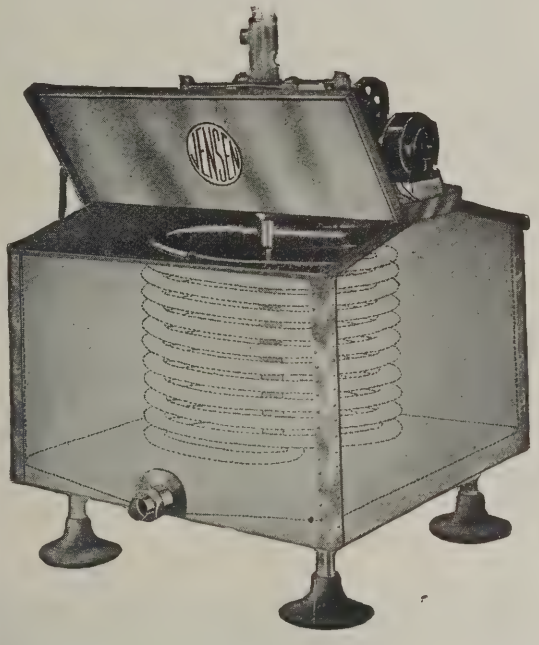
Mr. Dryer was formerly president of the Visalia Commercial Club, and recently manager of the Acme Ice Cream Co. of that city. It is reported that everything is in readiness for Mr. Dryer's sailing.



The Delco Light Company's Exhibit at New Orleans.

JENSEN

The Mark of Merit



"20 to 50% GREATER OVER-RUN"

"A Mix Free From Air as It Comes to the Freezer Will Give a 20 to 50% Greater Over-run"

This statement was made before a meeting during a recent Convention of Ice Cream Manufacturers of two eastern states. The man was fully qualified to make such a statement and had charts and experimental data as proof thereof.

JENSEN VERTICAL COIL BATCH MIXER is the only Ice Cream Batch Mixer that expels air and gases.

The Vertical (entirely suspended) Coil always revolving from the bottom up constantly pulls the air and gases out. This is accomplished before pasteurizing temperature has been reached, and this same action absolutely prevents air incorporation through eddies during the ageing period.

Complete Elimination of Stuffing Boxes

Square construction requires one-half floor space necessary for old style machine.

Operating power reduced one-half.

UNEQUALED CONSTRUCTION DETAILS AND BEST POSSIBLE MATERIALS MAKE

The Universal HOMOGENIZER Superior

FOR HEAVY WORK HIGH PRESSURE

THE UNIVERSAL is built to withstand this extraordinary wear and tear.

THE UNIVERSAL ELIMINATES REPAIR BILLS BECAUSE IT HAS: **INDIVIDUAL CYLINDERS** machined from **ROLLED TOBIN BRONZE BARS** (not **CAST**).

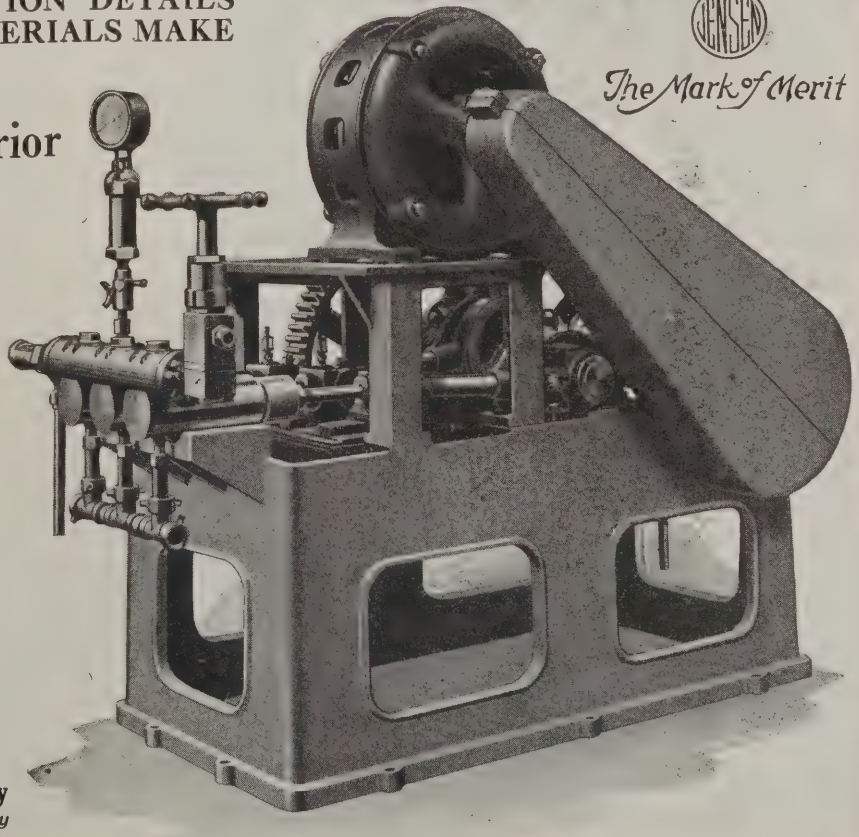
High pressure manifold machined from ROLLED TOBIN BRONZE having tensil strength of 55,000 pounds.

Chrome vanadium steel shafts. Monel metal pistons not affected by milk acids.

Internal spring type Homogenizing valve. Plug and seat made of an alloy of semi-precious metals so hard it cannot be machined.
Built in belt or motor drive — sizes 200-400-800 gallons.

JENSEN

The Mark of Merit



Jensen Creamery Machinery Company
Builders of Equipment of Practical Efficiency
Bloomfield, N. J. **Oakland, Calif.**

ICE CREAM VOYAGEURS BACK IN HOME PORT.

(Continued from page 34)

An account of the ice cream men's visit in Panama is given as follows in the Star & Herald, published at Panama, R. P.:

ICE CREAM MAKERS' PARTY FROM U. S. SAILS DEC. 3.

Will Cross Isthmus Today for Tour of Atlantic Side's Points of Interest Before Sailing Away to New Orleans Tomorrow.

En route on a tropical cruise after attending the convention of the National Association of Ice Cream Manufacturers of the United States at New Orleans November 16-21, a party of forty ice cream manufacturers are visitors on the Isthmus for three days.

The party is all staying at the Hotel Tivoli, Ancon, and goes to the Atlantic side today.

The visitors arrived on the United Fruit steamer Heredia. The cruise is under the personal supervision of Walter Pollock, cruise conductor for the Fruit company.

Arriving at Cristobal from New Orleans Sunday after a three-day stop at Havana, the visitors motored to the Gatun Locks and after inspecting the spillway and dam, came through the canal to Pedro Miguel in a special launch, motoring from Pedro Miguel to the Hotel Tivoli, where they had lunch Sunday.

Sunday night the visitors went to the Union Club, where each one of them was presented to General Pershing by Mr. Pollock.

Yesterday the visitors called at the Presidencia, where President Chiari received them most cordially and personally conducted them through the Palace.

Today they leave for Cristobal on the noon train and will inspect the Cold Storage Plant at Mount Hope and then motor to France Field, Coco Solo and other Atlantic side points of interest, staying at the Hotel Washington over night and sailing for New Orleans at 11 o'clock tomorrow morning.

Those in the party include Louis B. Olin, president of the Lawrence Ice Cream Company of Chicago; Mrs. E. A. Sacks, Mr. and Mrs. N. Loewenstein, C. H. Ozier, G. E. Thompson, E. Klinenberg, Miss B. Klinenberg, Mr. and Mrs. J. J. McDonald and son, Mr. and Mrs. J. D. Hodskin, Mr. and Mrs. J. M. Cherry, Mr. and Mrs. M. W. Hill, Mr. and Mrs. J. W. Neuman, Mr. and Mrs. J. E. Kircher, Mr. and Mrs. J. A. Jocoy, Mr. and Mrs. F. W. Babcock, Mrs. W. V. Dunn and children, Mr. and Mrs. C. Blommer, Miss M. Blommer, Mr. and Mrs. J. W. Kisner, Mrs. B. E. Moore, Mrs. J. T. Sterling, Mr. and Mrs. J. Coleman, Mr. and Mrs. R. E. Slonaker, Mr. and Mrs. E. Zollers, Miss E. Borneman, Miss R. M. Johnston and C. C. Burdan.

* * *

Ed. Klinenberg was the "life" of the party. He kept many a spirit from sinking beneath the deep blue waves during those trying first days at sea, when half the travelers thought they were going to pass out and the other half feared they wouldn't.

* * *

Among those who kept their sea legs—that is, sea limbs—all during the voyage were Conrad Blommer, John McDonald, Ed. Klinenberg and five ladies—Mrs. J. A. Jocoy, Mrs. Moore, Mrs. Sterling, Mrs. Babcock, and Mrs. Dunn. The ladies, therefore, proved better sailors than the men. These people were on deck every day.

* * *

Nate Loewenstein got away with most of the loot at the card tables. "He ought to be tried for piracy," one hard-crusted loser remarked of the genial Nate after paying off.

* * *

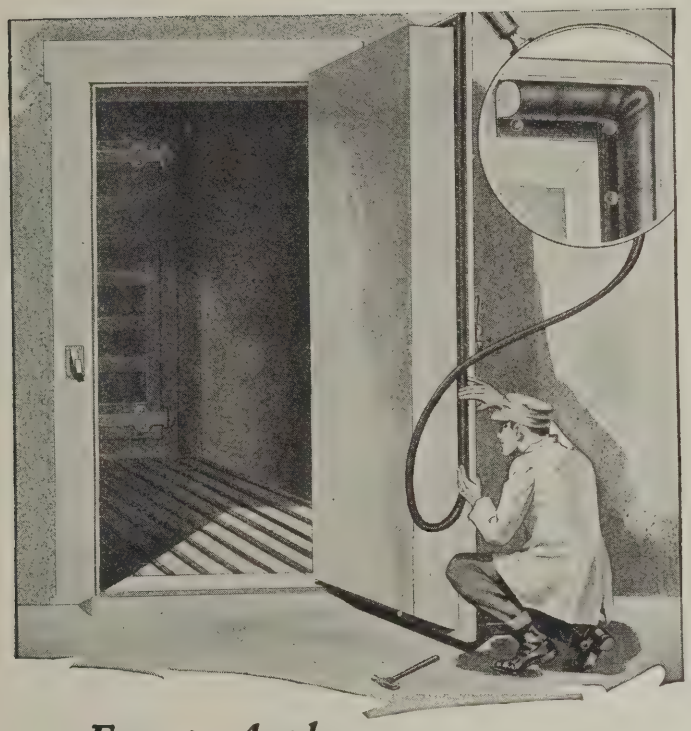
The voyageurs pay high tribute to Captain Burmeister and Cruise Conductor Walter Pollock for the courtesies these gentlemen extended on the cruise. All officers on the vessel went to every effort to make the trip pleasant for the passengers and to show them the meaning of sea courtesy.



Back from Panama, Our Adventurers Entrain at New Orleans for Home, Sweet Home.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

STOP Refrigeration Losses



Easy to Apply

Simply tack on—turn the corners
Quickly saves its reasonable cost

with

WIRFS PATENTED

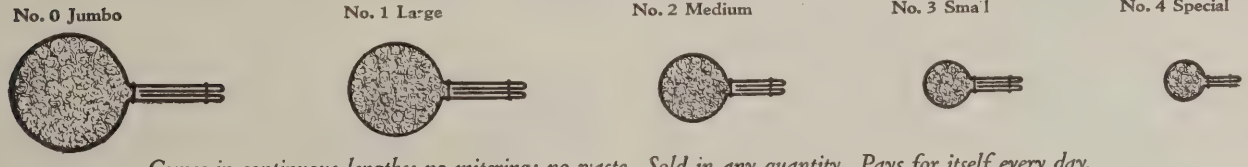
"AIRTITE" REFRIGERATOR GASKET

Why produce cold-air at an hourly cost and then let it escape through leaking doors and joints? You can quickly and easily stop this unnecessary waste by applying Wirfs "AIRTITE" REFRIGERATOR GASKET to the doors, windows and joints of Cold Storage Rooms and Refrigerator Boxes.

The Wirfs Gasket has been used and approved by the refrigerating industry for many years. Select the size and measure the number of feet you will need. Now is the time to make repairs. Send in your order today.

When you order a new refrigerator, see that the manufacturer has equipped the door contacts with Wirfs "AIRTITE" GASKET.

MADE IN FIVE SIZES. Regularly furnished with Black Rubberized Casing. Can also be had with White Rubberized Casing, where desired for white enamel finishes. Cuts show actual size.



Comes in continuous lengths; no mitering; no waste. Sold in any quantity. Pays for itself every day.

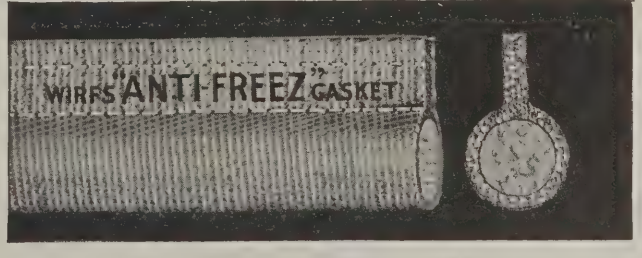
WIRFS SPECIAL GASKETS



No. 40 WIRFS "WIPER" GASKET

For bottom of Cold-store Doors having bevel sill or no sill and angle iron set in concrete. Has very tough web covering. Cut shows actual size.

(Prices on these "Special Gaskets" quoted on application; state quantity required, in linea lfeet.)



No. 25 WIRFS "ANTI-FREEZ" GASKET

For Sharp Freezer and Hardening-room Doors. Has special heavy web covering and is impregnated with cold-test oil compound. Prevents frozen doors. Cut shows actual size.

E. J. WIRFS ORGANIZATION

105 S. 17th Street, St. Louis, Mo.

President,
H. A. BENNERS,
United Fruit Bldg.,
New Orleans, La.

Address all communications to
P. N. MILLER, Jr.,
Secretary,
2913 11th Avenue,
Birmingham, Ala.

WOUNDED FLYER WRITES FROM SIDELINES.

"P. N. Miller, Secretary
Dixie Flyers"
P. O. Box 1830,
Birmingham, Ala.

Dear Mr. Miller:

I am pleased to acknowledge yours of the 24th, with enclosed gift of The Dixie Flyers.

I need not tell you that your remembrance of me was accepted in the spirit it was offered, and the best expression of my appreciation, to me it was a gift adorned with friendship, expressing old time fellowship and good will, the memory of old associates, and the hope of new ones.



ADOLPH SKINNER.

I am making real progress now; my compensation for tedious days in pursuit of health. My friends, your altruistic deed has been a message of good cheer, giving me great exaltation of spirit and resolution to get back into harness again.

It makes me happy to hear of the wonderful convention that has just come to a close, and the wonderful attendance with the nice exhibits that displayed the wares of wonderful achievements of the "Dixie Flyers."

I have kept in touch with the outside world by "radio" which has been a source of real enjoyment through the long evenings.

The only way I can show my appreciation this day is to write you a note of thanks with personal greetings to each of you and every good wish, I am

Sincerely,

ADOLPH SKINNER.

PAYNE WINS ICE CREAM SCHOLARSHIP.

The ice cream manufacturers' short ice cream course scholarship at Penn State College—donated by the 1924 class of salesmen of The Association of Ice Cream Supply Men's Salesmen's Club who attended from Penn State College—was won by E. E. Payne of the Payne Ice Cream Co., Buffalo, N. Y. The drawing took place at the reception of ice cream manufacturers given by The Association of Ice Cream Supply Men in the St. Charles Hotel, New Orleans, on Monday evening, November 17.

Among those ice cream makers who submitted their names for the drawing were:

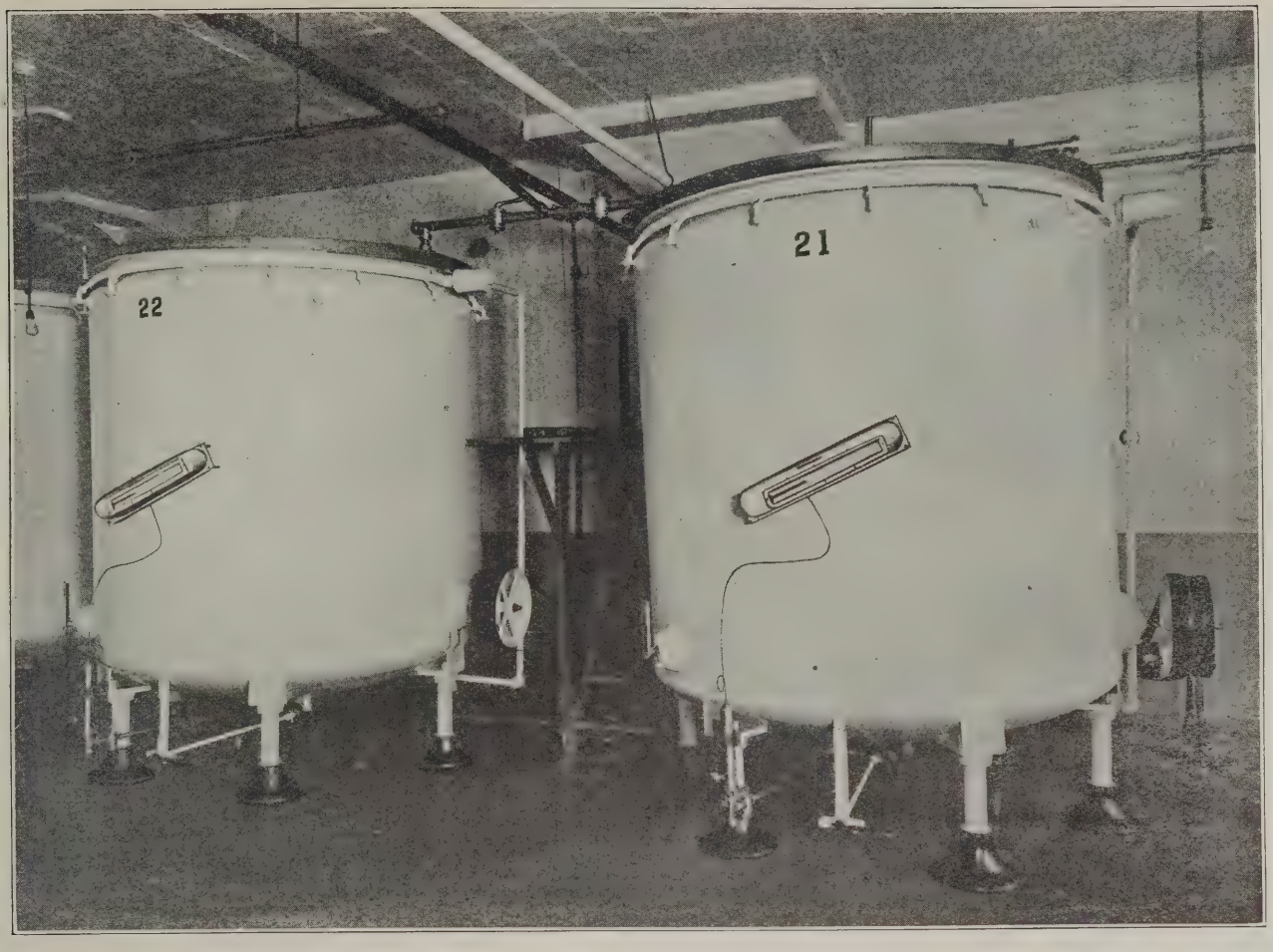
Casper Wiedman, Connor Ice Cream Co., Ann Arbor, Mich.; J. Theo. Morris, 219 No. Lincoln Ave., Scranton, Pa.; D. B. Davisson, 707 C. Ave., Lawton, Okla.; E. N. Jones, Proctor & Co., Winchester, Ky.; E. L. Proctor, Proctor & Co., Winchester, Ky.; C. W. Rady, Proctor & Co., Winchester, Ky.; H. L. Bremer, A. & M. College, Miss.; Frank Zimmerman, Pearson Creamery, Spartanburg, S. C.; Chas. Hahlbolm, Abdella Ice Cream Co., Gloversville, N. Y.; E. E. Payne, Payne Ice Cream Co., Buffalo, N. Y.; De Vere Joslin, Rolla Creamery & Ice Co., Rolla, Mo.; Vern Joslin, Rolla Creamery & Ice Co., Rolla, Mo.; F. J. Sanker, Imperial Ice Cream Co., Cumberland, Md.; V. A. Casteel, Yerdon's Quality Ice Cream and Candies, Ft. Plain, N. Y.; L. E. Yerdon, Yerdon's Quality Ice Cream and Candies, Ft. Plain, N. Y.; C. Struble, Bartholomay Ice Cream Co., Rochester, N. Y.; Mr. Perry, Puritan Ice Cream Co., Newark, N. J.; Harry B. Hammill, Wheat's Ice Cream Co., Buffalo, N. Y; Robert G. Harris, Muskegon, Mich.; Joseph Costa, Jr., Joseph Costa Co., Athens, Ga.; B. P. Badger, Portsmouth Creamery Co., Portsmouth, N. H.; Roy J. Ogler, 1806 Graham Ave., Windber, Pa.; Albert Storz, Baker-Evans Ice Cream Co., Youngstown, O.; P. B. Thomsen, Goodland Creamery Co., Goodland, Kans.; Harry Repass, Leichtman Ice Cream Co., Inc., Hazelton, Pa.

Teacher—Who signed the Magna Charta?
Youngster—Please, ma'am, 'twasn't me.
Teacher [disgusted]—O, take your seat.

Skeptical member of rural school board—Here, call that boy back. I don't like his manner. I believe he did do it.
—New York Sun.



Lady Members of the National Delegation at New Orleans.



Showing Green Gauges weighing Ice Cream Mix at French Bros.-Bauer Co., Cincinnati, Ohio

Are Your Tanks Like the Proverbial "Pig in a Poke"

or do you KNOW at all times how much is in them

?

The Green Gauge Will Tell You

A glance at the Green Gauge on a storage tank and you will know to the pound what the contents is. Furthermore, you can depend on its accuracy to help check receipts and deliveries when demand runs high and supplies run low. The Green Gauge is the guide that tells you just how much you have in each tank. Also a real help in standardizing milk and mix.

Send for illustrated circular, showing how the Green Gauge can be used for standardizing and knowing exact weights of tank contents any moment.

WRIGHT-ZIEGLER COMPANY

BOSTON, MASS.



Jim Drew



Mrs. Castle



Name 'em yourself



Marine, "Mary Kate" and a friend.



Jennings, Greenwood, Mr. & Mrs. Morris



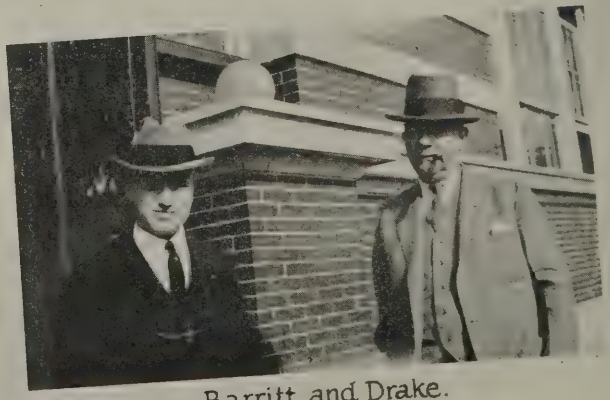
"Some of the girls"



Putting on the feed bag.



Mr. & Mrs. McNair.



Barritt and Drake.

Another New Orleans Convention Story in Pictures.



A Service Unequalled

at Profitable Prices with Quality Workmanship

JOHN WOOD
ICE CREAM CANS

Electric Weld

Unquestionably the best can you can use for ice cream and the price is right.

There's double economy in John Wood Cans because we can retin then at a price below a soldered can.

Get our Prices.

Shipments from Chicago Stocks.

OVER 1,000,000 NOW IN USE

How Did *Your* Tub Covers Stand-Up?

SCOTT'S
"SUPERIOR"
Tub Covers
Wear Better



As you check in your season's equipment for the season, examine carefully how the tub covers have stood up.

Notice, where the strain is hardest—did the seams stand the gaff—are the lacing eyelets in good shape or torn out—how about the staple, strap and ring?

Then send for a sample of Scott's "Superior" tub cover and by comparison see how its design and workmanship overcomes the wear shown by the ordinary tub cover after a season's use.

It's a good time to write for a sample and prices NOW.

Scott Manufacturing Co.

1501 Howard Street **OMAHA, NEBR.**

1895

Benefit

by these years of experience making refrigerating equipment. It is the experience that makes

Sterling
Refrigerating Equipment

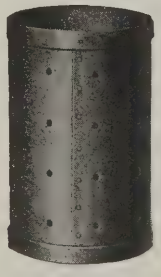
so superior in practical construction and efficient operation.

Our Bulletins explain the details. — Send for them.

UNITED IRON WORKS, Inc.
Offices in all Principal Cities
Kansas City, Mo.

1925

Wall Super Service
Steel Cylinders



Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

P. WALL MFG.
SUPPLY COMPANY
3058 - 3098 Preble Ave., N. S.
PITTSBURGH. PA.

SINCE 1864

THOUSAND DELEGATES ENTERTAINED AT NEW ORLEANS.

The association of Ice Cream Supply Men estimates that it entertained just under 1,000 ice cream manufacturers, supplymen and ladies in New Orleans during the period of the National Association of Ice Cream Manufacturers' 24th annual convention. The association's entertainment program commenced on Monday evening, November 17, with a reception to the ladies and gentlemen of the industry. This reception was held in the patio and ball room of the St. Charles Hotel. A buffet lunch was served and dancing, interspersed with entertainment by professional entertainers lasted until early in the morning.

On Tuesday evening entertainment was furnished during the National Association of Ice Cream Manufacturers' annual banquet and an orchestra for the dancing which followed the banquet. Original plans called for a banquet in both the St. Charles and the Roosevelt hotels, but at the last minute the national association found it more convenient to confine the banquet to the Roosevelt Hotel.

Wednesday noon the Salesmen's Club of The Association of Ice Cream Supply Men held its annual business meeting and luncheon. After the meeting, five ice cream manufacturers were given an initiation degree and made associate members of the club.

Wednesday evening the ladies were guests of The Association of Ice Cream Supply Men at the St. Charles theater at a performance of the mystery comedy "Whispering Wires" while the men were entertained at a stag party in the Young Men's Gymnastic Club. Thursday noon the ladies were given a luncheon at the Patio Royal, one of the most unique restaurants in America, in the heart of the French quarter. On Friday morning the first national golf tournament for ice cream manufacturers and supply men was held on the New Orleans Country Club golf course.

Choice of steamboat sightseeing trips on the Mississippi River, automobile sightseeing tours of the city or pedestrian tours of the French section, under supervision of competent guides, were provided for the ladies each day during the convention.



GOLF WINNERS.

Winners of the New Orleans golf tournament have been announced to The Ice Cream Review as follows:

Ice Cream Manufacturers.

George Burt, Weatherly Ice Cream Co., Portland, Ore., Cup and Medal.

CLASS A.

E. B. Geisel, Anheuser-Busch, Inc., New Orleans, La.

Benj. C. Brown, New Orleans Ice Cream Co., New Orleans, La., Tie.

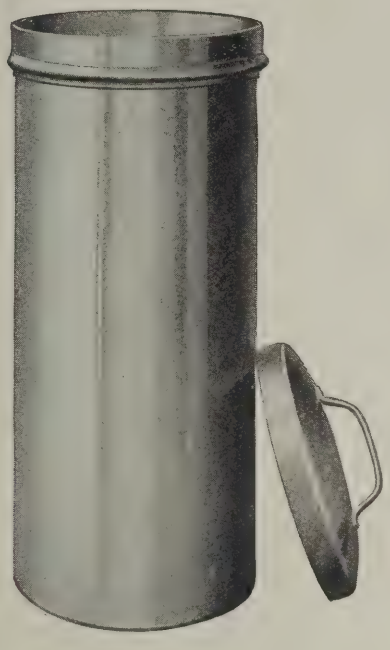
CLASS B.

1. A. H. Graeszel, Mansfield Ice Cream Co., Milwaukee, Wis.
2. N. J. Dessert, Detroit Creamery, Detroit, Mich.

Supply Men.

1. Albert McDougal, Allman Gas Engine & Machine Co., New York City.
2. Louis C. Chamberlin, Nizer Corp., Detroit, Mich.
3. L. B. Esmond, Essex Gelatine Co., Boston, Mass.

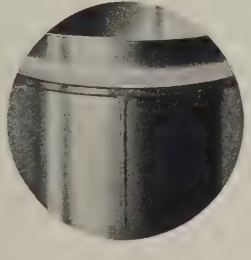
Now Ready for Delivery--



THE NEW

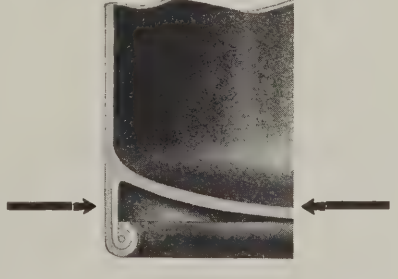
ULTRA-WELD

NO SOLDER-NO RIVETS-NO HOOPS





No solder—no rivets—no hoops—perfectly tinned. This newly developed ice cream can we are offering to those who prefer the solderless or welded type. The bottom is made an integral part of the cylinder by a continuous electric weld; it cannot leak, become loose, or drop out. The side seam joint is a genuine electric arc-weld and is built up with steel to securely bind the cylinder edge together; also notice the triple folded, rounded, "crackless" Ultra top band and bead. Our new Ultra-Weld is exactly the same as our regular Ultra except it is welded throughout instead of soldered. By all means see the excellent Ultra Cans before buying your requirements for next season.



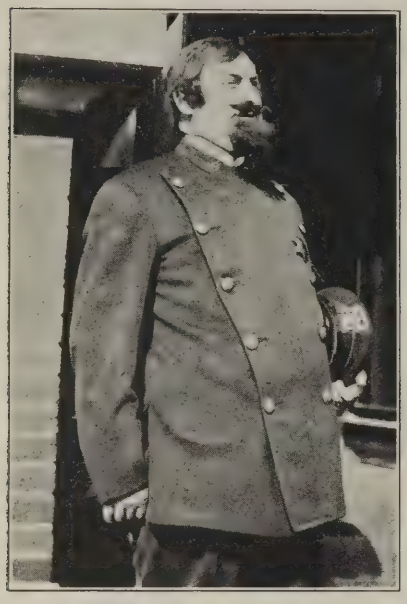
SOLAR-STURGES MFG. CO.

FACTORY AND GENERAL OFFICES:

MELROSE PARK ILLINOIS

SOUTHERN ASSOCIATION APPOINTS ASSOCIATION COP.

A new idea in holding the interest of convention delegates was brought out at the 1924 Southern convention. The association appointed a convention cop. Those duties went to Gordon ("Billy") Moumblo, the Dixie Flyers' chaplain. It may be a far cry from officiating as chaplain to performing the duties of cop, but Mr. Moumblo is a man of parts.



GORDON MOUMBLO, Convention Cop.

In the role of policeman he enabled the association to raise a good large sum for charity. Delegates found breaking some convention rule, such as hanging around the exhibits during sessions, sneaking out of sessions to talk with a friend near the door, etc., nearly always found the eagle eye of the convention cop upon them. Arrest was followed by trial before Convention President W. J. Barritt of Tampa, who, as mayor pro tem of his city, has had much experience in the matter of government. The president does not believe in being easy on law-breakers; he imposed fines in a businesslike way. What is more important, the fines were collected.



PEROT PURCHASES CONTROLLING INTEREST IN CHAPIN-SACKS CORP.

Frasier & Co., brokers of New York City, has completed a transaction whereby Edward S. Perot, Jr., of New York, acquires controlling interest in the Chapin-Sacks Corp., it was recently announced. It is reported that the deal involved approximately $1,500,000. According to reports, Mr. Perot represents a syndicate of capitalists, who, by obtaining controlling interest, will direct the organization and its policy. Headquarters for the Chapin-Sacks Corp. are located in Washington, D. C., but the company operates a number of large plants throughout the South.

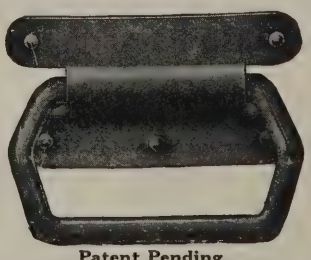
FOUR MANUFACTURERS FACE MYSTERIES OF INNER KINGDOM."

During the recent ice cream classic at New Orleans the Salesmen's Club of The Association of Ice Cream Men, as is its usual custom, held the annual meeting and dinner. A new feature this year was the initiation into the Inner Kingdom of the club. Four ice cream manufacturers, chosen by lot from the convention registration were the victims. It is against the rules of the club to describe the secret initiations outside of the Inner Kingdom. The good-natured victims were: W. H. List, Puritan Ice Cream Company, Newark, N. J.; Joseph E. Wiedemeyer, Puritan Ice Cream Company, Newark, N. J.; H. C. Teall, Nizer Ice Cream Cabinet Company, Cincinnati, O.; Charles E. Landreth, Forsyth Dairy Company, Winston-Salem, N. C.

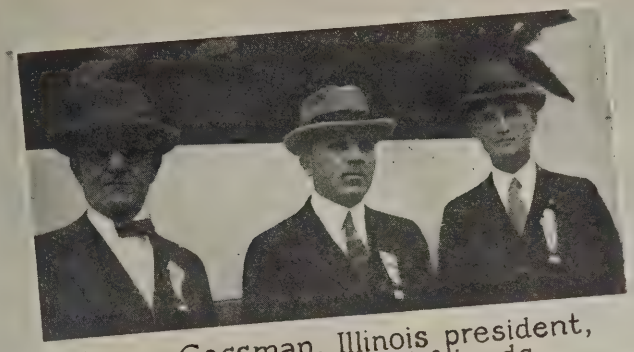
The victims got away before The Review cameraman could "shoot" their picture, but the Noble Initiators posed very sweetly. The King on the throne of ice cream and milk cans is none other than N. M. Thomas, N. M. Thomas Company, Philadelphia. The actors are from left to right: Robert Rosenbaum, David Micheal & Company, Philadelphia; Frank L. Carroll, Milligan & Higgons Gelatine Company, New York City; Herman Lapat, vice-president, Cone Company of America, Chicago; John J. Treacy, Essex Gelatine Company, Boston; Alexander Earl Parks, Solar-Sturges Mfg. Company, Chicago; L. W. Von Losberg, sales manager of Joe Lowe Company, Brooklyn.

TIFFANY
CABINETS LEAD!
Recognized Everywhere as the "Last Word" in Ice Cream Cabinet Construction
WRITE FOR DETAILS
TIFFANY & COMPANY
Incorporated
Manufacturing Woodworkers
CARBONDALE, PA., U. S. A.
A CABINET IS AS GOOD AS ITS TANK

Beehler Tub Handles



Patent Pending
YOUR DEALER CAN SUPPLY YOU
Beehler Steel Products Co., 1437 No. 13th Street ST. LOUIS MO.



Zene Gassman, Illinois president, between a pair of friends.



Gabe Wegener. at left end, rounded up a gang of cronies.



Bob White





G. G. Mourey



"Daddy" Klinenberg & daughter



Mrs. Babcock



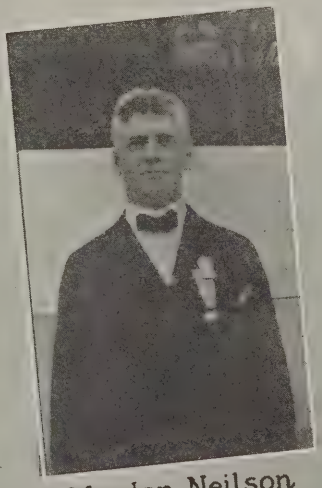
"Who are you staring at?"



E. B. Geisel.



Pinched! Gordon Moumblo, "Convention Cop," "captures" Charles Hooberry



Morden Neilson

New Orleans—When People of Yankeeland and Dixieland Compared Notes.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Supply Salesmen Elect Officers and Hold Initiation

The annual meeting of the Salesmen's Club of The Association of Ice Cream Supply Men was held at a special luncheon at St. Charles Hotel, New Orleans, with over one hundred sales representatives of member companies present.

Reports of the club's activities during the past year were made by N. M. Thomas, president of the club, and Roberts Everett, secretary. O. S. Jordan, president of The Association of Ice Cream Supply Men, made a short address.

kingdom of the club. The good-natured victims of the initiation were: W. H. List, Puritan Ice Cream Co., Newark, N. J.; Jos. E. Wiedemeyer, Puritan Ice Cream Co., Newark, N. J.; H. C. Teall, Nizer Ice Cream Co., Cincinnati, O.; Chas. E. Landreth, Forsythe Dairy Co., Winston-Salem, N. C., and J. L. Boedeker, Boedeker Manufacturing Co., Dallas, Tex.

Following the initiation, these directors were elected: N. W. Thomas, H. H. Miller Industries Co.; Howard Black, John H. Mulholland Co.; Thomas J. Stewart,



N. M. THOMAS,
President.



LOUIS CHAMBERLAIN,
Vice-president.



C. H. ACHELPOHL,
Treasurer.

Prizes for their active support of the club during the past year were awarded the following salesmen:

First prize, gold watch, R. W. Gute, Menasha Printing and Carton Co.

Second Prize, fountain pen, J. W. Mulligan, Rex Extract Co.

Third prize, leather brief case, R. E. MacFarland, Essex Gelatine Co.

The outstanding feature of the meeting was the initiation of five ice cream manufacturers into an inner

Milligan & Higgins Gelatine Co.; John J. Tracy, Essex Gelatine Co.; Robert Rosenbaum, David Michael & Co.; Louis Chamberlain, Nizer Corp.; C. H. Achelpohl, Citrus Products Co.; J. W. Mulligan, Rex Extract Co., and A. E. Parks, Solar-Sturges Co.

These directors, in turn, elected N. M. Thomas as president, C. H. Achelpohl as treasurer, Louis Chamberlain as vice-president, and Chas. W. Caldwell, assistant secretary of The Association of Ice Cream Supply Men, as secretary.

Sidelights on New Orleans Visitors in November.



Mr. & Mrs. J.R.Berrier and Mrs. Berrier's sister, Mrs. Ida Belle Reynolds, of the Berrier Ice Cream Co., Jacksonville, Fla., & Billy Moumblo.



Mr. & Mrs. E.R.Harris, Harris Ice Cream Co., of New Orleans, La., at the convention hall.



After the Ball,-All in!



"Talking it over."



A Sugar Cane Group.
Mrs H.R.Reynolds, Mae Williams, & Mrs.J.R.Berrier of the Berrier Ice Cream Co., Jacksonville, Fla. at the New Orleans Convention.

Convincing Evidence!

Convincing Evidence of the Lasting Durability of G-W Welded Seam Cans

Here are excerpts from a few of many letters received from ice manufacturers throughout the country who have put G-W Welded-Seam Ice Cans to every test and are completely satisfied with results.

Users are enthusiastic not alone because these cans speed up ice making, but because the remarkable strength and durability of the *rivetless* welded seams kept maintenance down to rock bottom.

. Write now to the nearest office for our prices on your ice can requirements.

GIFFORD-WOOD COMPANY
Main Office: 5 HILL STREET, HUDSON, N. Y.
New York: 50 Church St. Chicago: 565 W. Washington St.
Boston: 222 State St. Pittsbugh: Peoples Bank Bldg.
Plants: HUDSON, N. Y. and OAKMONT, PA.

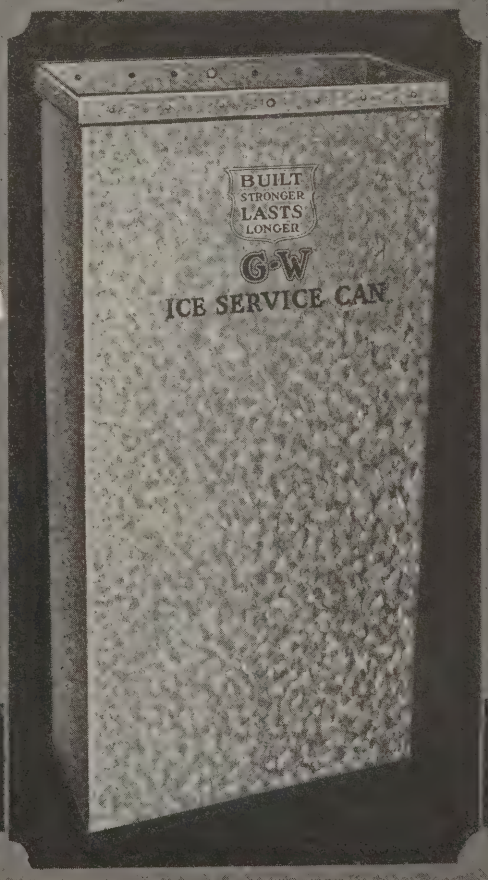
PRATT ICE AND COAL COMPANY
Agents for GOULD Batteries
PRATT, KANSAS
September 18th 1924.
"The greatest improvement in Ice Can manufacture since the beginning of the industry."
H. C. Markel

THE INDEPENDENT ICE & FUEL COMPANY
Manufacturers of Ice, and Dealers in Coal
Richmond, Indiana
"My expectations have been more than realized. We are entirely sold on the welded seam."

H. V. LUTCKEN
Hightstown, N.Y.
"— using your cans two seasons and they have never leaked."

GOLDEN STAR DAIRY
PURE TUBERCULIN TESTED PASTEURIZED
MILK AND CREAM
Sept. 18, 1924
"We have never had a can give way — allowed cans to freeze up a second time."

OLEAN SERVICE COMPANY
ICE, COAL AND WOOD
OLEAN, N. Y. September 18th 1924
"Found them so satisfactory that we purchased nothing else to meet our requirements for this season."



Gifford-Wood Co.
BUILT STRONGER LASTS LONGER
WELDED-SEAM ICE SERVICE CANS

SEE GIFFORD-WOOD CO'S ADVERTISEMENT ON PAGE 44

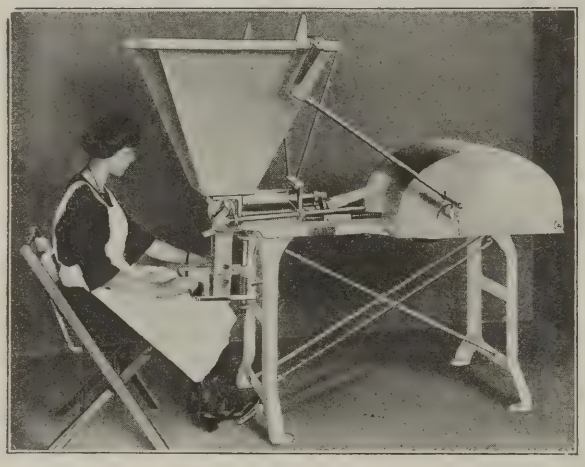
No Plant too Large—
No Plant too Small

for a

Mojonnier

Ice Cream Packaging Machine

BUILT IN SEVEN MODELS



Model D, semi-automatic Mojonnier Ice Cream Packaging Machine ideal for plants having limited output of all sizes of packaged ice cream.

Standard Machines fill perfectly any type

50c Package
25c Package
10c Package
5c Package

EFFICIENCY PRODUCTS MOJONNIER

Five Principal Advantages

1. Fills exact measured quality into any size or type of package.
2. Saves Ice Cream — Saves labor — Saves time.
3. Good flavors sealed in — bad flavors kept out.
4. Insures "fine bulk texture" in packaged ice cream.
5. Offers new possibilities in merchandising of ice cream.

Write for details and descriptive literature to

Mojonnier Bros. Co.

MILK ENGINEERS

4601 West Ohio Street Chicago, Ill.

MICHIGAN MAKES READY FOR GREAT CONVENTION.

(Continued from page 20)

For exceptional scenic beauty, the visitor is invited to inspect the campus of the Michigan Agricultural college. The college is a land grant institution supported by both the state and national governments. It covers a 300-acre tract of beautiful ground, just bordering Lansing on the East.



MICHIGAN ALLIED DAIRY ASS'N

Dairy Booster Officers:

Pres., C. J. YUNCKER, 1112 Radcliffe Drive Toledo, Ohio

Secy., C. J. W. SMITH 502 Lenox Ave., Detroit

MICHIGAN DAIRY BOOSTERS NEWS.

Now are you all ready to attend the Michigan convention next month—week of February 2 to 6, 1925, at Lansing, Mich., at the agricultural college, in connection with Michigan farmers' week? If not, why not make some arrangements so you can attend the coming convention for it's going to be a dandy with plenty of exhibits in the Armory building. Such exhibits are being made with very reliable firms—firms with lines you can feel will please you. So be sure to go through the exhibits hall and get acquainted with all who attend.

C. J. YUNKER, President,
Michigan Dairy Boosters.

* * *

Only one month and the Michigan convention will be in full swing with finer exhibits than ever before and the attendance will be larger than ever and should be, for the coming convention is going to please you and you in turn should attend it and while doing so you should go to the exhibit hall and get better acquainted with each other. So let's all go to the double-header—the Michigan Dairy Manufacturers' and Producers and Michigan Farmers' Week. It's going to draw large attendance.

* * *

The Michigan convention is surely going to please you all. So you should attend it by all means and while doing so do not forget to see the exhibits of dairy machinery, extracts, cans, tubs, gelatines, paints, ice cream freezers, ice cream cabinets, refrigeration machines, egg yolks, retinning cans, signs, spoons, plates, salt, bottle crates, separators, washing powders, etc. It's up to you to see it, so let's go. Don't forget the week and date.

Remember this is the best state convention and show running; they all give us that credit. There will be no afternoon meetings to keep you away from the exhibit hall so spend your afternoons there and have a good time. Also remember the exhibits will not be open in the evening after 6 p. m. as banquets and dances will

(Use this as a guide in buying batteries)

More Than 55% of All Truck Batteries Have the Following Specifications:

1. Steel Container with cover welded on.
2. Alkaline Solution.
3. Steel plates.
4. Nickel and Iron elements.
5. Tubular perforated steel tubes for the positive elements.
6. Flat perforated steel pockets for the negative elements.
7. Hard rubber pin insulators.
8. Steel terminals.
9. Tapered steel connector lugs, bolted on.

If you want long life, steady operation, and very low maintenance you must be sure to buy the only battery that fills these specifications. That is the Edison battery. No other battery is built like it and no other battery will give you these results. That's why more than 55% of all Truck Batteries are Edison.

See an Edison representative before you buy and get all the facts. Don't let anyone sell you something just as good, for there is no such thing.

Leading Electric Street Truck Manufacturers gladly furnish Edison Batteries.



Built like a watch,
—Rugged as a battleship.

Thomas A. Edison
A PRODUCT OF THE EDISON LABORATORIES

Edison Batteries Haul More for Less Money

EDISON STORAGE BATTERY COMPANY
VALLEY ROAD, ORANGE, N. J.

Atlanta . . . . . 200 Means Street
Boston . . . . . 702 Beacon Street
Buffalo . . . 145 Minnesota Avenue
Chicago 3130 South Michigan Avenue
Cleveland . . 2090 East 19th Street
Detroit . . . 858 Fort Street, West
Huntington, W. Va. Fifth Avenue Hotel
Los Angeles . . 400 San Fernando Bldg.
New Orleans 40 Maison Blanche Annex
New York . . . 247 West 35th Street
New York Export . . 26 W. Broadway
Philadelphia . 2415 Chestnut Street
Pittsburgh . . 630 Fulton Building
San Francisco . . . 206 First Street
Seattle . . . . . Polson Building
St. Louis . 2088 Ry. Exchange Bldg.
Washington, D. C. 1419 G St., N. W.

be held at Kerns' Hotel which will take up each evening. Remember there will be 56 booths occupied by exhibitors.

Firms who will exhibit follow:

Anheuser-Busch Co.
Berney-Bond Glass Co.
Butler Paper Products Co.
A. H. Barber-Goodhue Co.
Cit-Ro-Lac Products Co.
Creamery Package Mfg. Co.
Columbia Salt Co.
Crescent Mfg. Co.
Creamery Milk Plant Monthly.
Dry-Zero Insulation Co.
James F. Drew Co.
Dominion Chemical Co.
Diamond Salt Co.
Dunn & Co., Thos. W.
De Laval Separator Co.
Emery-Thompsen Machinery & Supply Co.
Foote & Jenks.
Ford, J. B.
Hughes Gelatine Co.
Hazard Co., Wm.
Ladd & Co., John W.
Lansing Paint & Color Co.
Massey & Massey.
Mulholland Co., John H.
Morton Salt Co.
Olsen Publishing Co., The.
Puritan Mfg. Co.
Quirk Bottle Crate Works.
Rice & Adams Corp.
Solar-Sturges Mfg. Co.
Sanitary Tinning Co.
Sethness Co.
United Chemical & Organic Products Co.
Westerlin & Campbell.
Zipp Manufacturing Co.

* * *

An arrangement has been made with the Michigan Agricultural College to serve noon luncheon from 11 a. m. to 1 p. m. each day during the Michigan Allied Dairy Association convention. Visitors need not leave the ground for their noon day luncheon.

* * *

Michigan Dairy Booster officials and directors held a meeting at the Ft. Shelby Hotel, Detroit, on November 28 to discuss matters regarding the Lansing convention. According to present indications, everything is sailing nicely for a great showing of exhibits.

* * *

If those interested in the dairy industry who live in adjoining states would come to the Michigan Allied Dairy Association convention at Lansing, Mich., February 2 to 6, 1924, they would be pleased to be there and also will see a fine show of exhibits. Be sure to attend the Boosters' dance on Thursday night at Kerns Hotel. It's going to be a "hummer."

* * *

The Michigan Dairy Boosters' banquet will be a good one. Let all members attend, the entertainment will please all. Remember, it's Tuesday night, February 3, at Kerns Hotel. Election of officers will be held after banquet.

* * *

The Boosters are going to put on dandy exhibits in the Armory Bldg., week of February 3rd, at Lansing. Everybody attend. Be sure and not miss it. Also see that Rube Band on Wednesday and Thursday at Exhibition Hall. They are wonders.

* * *

D. W. Shiel, C. J. W. Smith, Lloyd Hughes and C. J. Yuncker were in Lansing, Mich., December 11 and 12, making final arrangements for the coming convention of the Michigan Allied Dairy Association. They report everything is all settled for a big show and big attendance.

* * *

Alfred J. Myers, 719 Gratiot Ave., Detroit, Mich., has made arrangements to rent furniture, rugs, etc., to Michigan Dairy Boosters for Lansing convention. So let all Boosters get in touch with them at once for their furniture for their booths. The list and prices of rental of same will be mailed out at once by the secretary, Floyd Hughes, so do not delay it any.

* * *

Out of the 56 booths offered for exhibits at Lansing, Mich., show, 41 have been sold, thus leaving only 12 to sell. These are expected to be sold in the next ten days. Those who have not yet bought space had better get busy and buy if they wish to exhibit at Lansing. All those who have not received floor plans may have it for the asking. Just write to Lapeer, Mich., and floor plans will be forwarded to you.

C. J. YUNCKER, President,

Michigan Dairy Boosters.

* * *

Michigan Dairy Boosters Banquet For Tuesday, 6:30 P. M. on February 3, 1925, at Kerns Hotel, Lansing, Michigan.

Menu.

Chicken Gumbo Strained
Celery Hearts Assorted Olives
Salted Almonds
Tenderloin Steak with Mushrooms
French Fried Potatoes Golden Bantum Corn
Parker House Rolls
Head Lettuce Salad Thousand Island Dressing
Apple Pie a la Mode with Mars Special
American Cheese
Honey Kissed Macaroons
Coffee A. D. Mints

Entertainment and election of officers after the banquet. Be sure and attend it.

C. J. YUNCKER.

FOR SALE

New and Used Equipment for Immediate Shipment

4—40 qt. Emery Thompson horizontal brine freezers, two with motor drives and two belted type.
50 and 100 gal. Cherry upright batch mixers.
3—200 gal. Cherry Perfection pasteurizers, new.
1—300 gal. Cherry double coil pasteurizer.
1—300 gal. per hour viscolizer.
1—No. 30 De Laval cream separator.
2—Champion No. 11-H hopper type ice crushers.
1—54-Y Creasey ice breaker.
1—No. 125 white enameled 2-compartment cabinet.
1—No. 15 Chilly King cooler (1,500 lbs. per hour).
3½ ft. and 5 ft. copper vacuum pans.
145 ton shell and tube brine cooler.
15, 20 and 90 ton shell and coil brine coolers.
20,000 lineal feet 2 in. hardening room piping.
2 H. P., 3 H. P., 7½ H. P., 20 H. P. motors.
Refrigerating and ice making systems can be furnished from our own stock of good used equipment.

Send us your inquiries

ROBERT P. KEHOE

7 East 42nd Street New York, N. Y.

Telephones: Vanderbilt 9594-9595

TRANSPORTATION

COVERS A MULTITUDE OF SINS

Zero Refrigerator Bodies
are the choice of the man
who knows

Transportation Costs

Wire collect for Grothe Service

JOHN J. GROTHE CO., Inc.
ZERO BUILDING
WOBURN - - MASS.

Oklahoma Manufacturers Favor National Standard

Compulsory Pasteurization Recommended at 1924 Annual Convention at Tulsa

COMPULSORY pasteurization, the national advertising campaign, and iceless cabinets were high marks of discussions at the annual convention of the Oklahoma Association of Ice Cream Manufacturers. The convention was further marked by the re-election of the old officers, entire satisfaction being expressed with the administration of J. B. Porter of Tulsa, who more than made good his promises of an enjoyable stay in his home town. The convention was held December 8, 9 and 10.

Prof. A. C. Baer recommended compulsory pasteurization. The association pledged support to the national advertising campaign to the extent of 2,000,000 gallons. Sentiment was in favor of a national standard for ice cream. This was strongly recommended by Prof. Baer, who told delegates the ice cream industry must have its product nationally recognized as a real food and must produce a standard article throughout the nation if there is to be material increase in consumption.

PRESIDENT PORTER blamed unsatisfactory conditions in the oil industry for the fact the past season was "not an enthusiastic one." To increase volume consistently at all, the industry must get back to fundamentals, the president declared. The important fundamentals, he pointed out, are cost accounting, a uniform standard and national publicity based on food value. He said advertising is one of the industry's most vital subjects, and continued:

"It is a powerful agency when properly and successfully used. Its place is recognized in business, and a budget for expenses usually figures this at about 2 to 3 per cent. It adds nothing to the value of the product, and so must be considered an expense and to be replaced by greater volume. As an expense it is properly to be considered as any other expense and constant effort made for greater efficiency. Under the present method of individual manufacturing, each marketing his product on competitive lines, many wasteful practices might be avoided by more friendly relations, with corresponding benefit both to the public and the manufacturers.

"If ice cream manufacturers could appreciate the fact that their real competitors are not each other, but are soft drinks, confections and foods, and would direct their efforts to selling ice cream with this idea in mind, the market possibilities would be virtually unlimited.

"Co-operative advertising along this line would mean the greatest possible efficiency for the money to be expended."

W. M. Hawk reported that the ice cream week and flavor campaign staged in Oklahoma late last spring "worked out very nicely where it was followed closely." He said there are forty plants in the state, and six are members.

THE shrinkage problem was discussed by P. H. Tracy of the dairy department of the University of Illinois. His address will be touched upon in a subsequent issue. The entertainment of the manufacturer was provided for in the usually attractive manner by the Oklahoma Wolf Hounds. The Wolf Hounds, by the way, elected as its ninth president the man who enjoys the distinction of having been the first president—Hugh D. Harrington.

There were twelve members at the formation of this body, and now there are 44.

Prof. A. D. Burke, of the state A. & M. college, gave a highly interesting address dealing with the future possibilities of the industry, and G. L. Boedeker of Dallas, Tex., discussed the iceless cabinet. He predicted that it will come more generally into use among the dealers and presented figures showing the manufacturers how they could cut their general costs by having dealers install the iceless cabinets, which, he said, make unnecessary such frequent deliveries with the attendant delivery costs.

The convention closes with a luncheon given by the Tulsa ice cream manufacturers to the visiting manufacturers.

Oklahoma Officers for 1925

OKLAHOMA ASSOCIATION OF ICE CREAM MANUFACTURERS.

President—J. B. Porter, Tulsa.
Vice-President—C. A. Burns, Purity Ice Cream, Ponca City.
Secretary-Treasurer—W. M. Hawk, Quality Ice Cream Co., Tulsa.
Executive committee, etc., to be selected later.

WOLF HOUNDS' OFFICIALS.

Hugh D. Harrington, President—Consumers Gelatine Co., St. Louis.
John J. Tracy, Vice-president—Essex Gelatine Co., Boston.
Ed. Vogt, Secretary—Parker Brauner Adv. Co., Washington.

BOARD OF DIRECTORS.

Pete Miller—Crown Fruit & Extract Co.
Frank Crum—Bennett Creamery.
L. C. Chamberlain-Nizer Corporation.
Russell Smith—Hudson Mfg. Co.
Chas. Unwin—N. A. Kennedy Supply Co.
Frank Wright—B. Keller & Co.

ENTERTAINMENT COMMITTEE.

John J. Treacy, Chr. Essex Gelatine Co., Boston.
H. M. Shafert, Creamery Package, Chicago.
Geo. Chapman.
Frank Chamberlain, Nizer Corporation, Detroit.
Andy Anderson, Massey & Massey, Chicago.
John J. Layeon, Runkel Chocolate Co.
Henry W. Sterns, Sani-Dairy Co., Chicago, Ill.

SCHLOSSER HEADS INDIANA ASSOCIATION.

The 1924 annual meeting of the Indiana Manufacturers of Dairy Products, held at Indianapolis, December 4, is characterized by officials as one of the best meetings the association has ever held. The meeting was featured by an address in which C. W. Larson, dairy chief, reviewed the dairy situation. Other speakers included Prof. K. L. Hatch of the University of Wisconsin, and Prof. W. P. Dearing, head of the Oakland City College, Oakland City, Ind. The meeting was attended by 166 men representing the milk, butter and ice cream industry.

Samuel Schlosser of Schlosser Bros., Plymouth, Ind., was elected president of the association for the ensuing

BISCHOFF'S PRODUCTS

BROOKLYN AND BALLSTON SPA, N. Y.
Branches:
CHICAGO and BOSTON



Now Widely Used in

37 STATES

The heart of your future business and the happiness of your customers depend largely upon the quality of your products.

Make More and Better Eskimo Pies

There is no Chocolate manufacturer making products purer in food value, than the Bischoff lines now are, have been and always will be.

Bischoff Cocoa and Chocolate Liquor

for flavoring Ice Cream is claimed to be rich in color, most pleasing to taste and fairer priced.

ICE CREAM—EAT IT TWICE DAILY

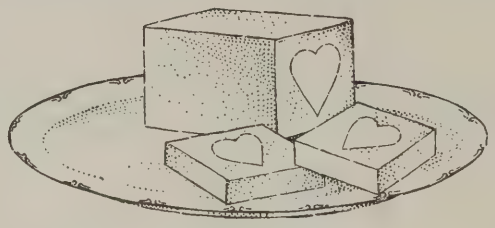
GUARANTY

Our purpose is to have every pound of Chocolate or Cocoa sold by us exactly as represented. We absolutely guarantee that if any product purchased is not satisfactory it can be returned and either it will be exchanged for other merchandise, or your money refunded, as you prefer.

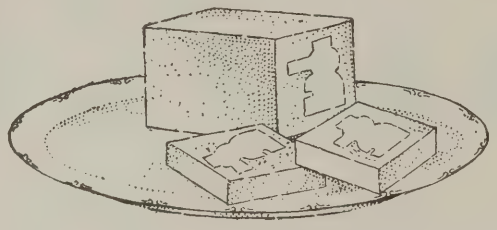
F. BISCHOFF, Inc.



Holiday Specials in Cassell Center Molds



For St. Valentine's Day
Feb. 14th—Price each $1.35



For Washington's Birthday
Feb. 22nd—Price each $1.35

Order through your jobber or

W. W. CASSELL

VINCENNES INDIANA

For FINE FLAVOR

Specify

ELPAM

(IMITATION MAPLE FLAVOR)

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MEMBER

year. Other officers elected are: W. A. Klepper, Cloverleaf Creameries, Decatur, treasurer; Reed Shafer, Beatrice Creamery Co., Muncie, chairman of butter division; Frank Liggett, Sugar Creek Creamery Co., Indianapolis, secretary of butter division; Charles Reeves, Ballard Ice Cream Co., Indianapolis, chairman of ice cream division; H. W. Fleisher, LaFayette Ice Cream Co., LaFayette, secretary of ice cream division; Don Spugnardi, Mutual Milk Co., Indianapolis, chairman of milk division; R. Schuhardt, Jersey Creamery Co., Newcastle, secretary of milk division.

The ice cream division of the association will hold its annual meeting later in the year, although this division was well represented at the December 4 meeting.

The business session was followed by the annual banquet and dance, with the Hoosier Wildcats in charge. The banquet was attended by 205 persons.

NEW YORK ICE CREAM COMPANY PLACES STOCK ISSUE.

The Reid Ice Cream Corporation of New York City has placed with the Dillion, Read & Co. and Lage & Co., an issue of $1,500,000 seven per cent preferred stock and a block of the company's common stock. This action contradicts the rumor recently circulated that the Reid company would be taken over by the National Dairy Products Co. of New York. The capitalization of the new corporation will be $5,000,000, it is reported.

The Reid Ice Cream Corporation is formed to acquire the business and properties of the Reid Ice Cream Co. and the New Jersey Ice Cream Co., operating in New York City and suburbs, as also in Connecticut and New Jersey. These two companies are owned by the same interests, and this consolidation will form one of the largest ice cream manufactories in the country.

In 1884, with an initial investment of $20,000, the enterprise was started. The net sales for the year 1924 are said to amount to more than $8,000,000, and the net profits are estimated at $1,200,000. Modern plants are owned by the company in Brooklyn, the Boroughs of Manhattan, and in Newark. The company also operates and owns a bottled milk plant in Brooklyn, a condensed milk plant at Cincinnatus, N. Y., milk receiving plants and cold storage sales plants.

ALABAMA PLANT REPORTS GROWTH.

The Kratzer Ice Cream Co., Montgomery, Ala., reports a splendid volume of business during 1924 at the company's plant at 213-214 Madison Ave. A. W. Kratzer is president of the Alabama Ice Cream Manufacturers' Association.

A. W. and O. M. Kratzer began the manufacture of ice cream about 14 years ago. After being established in Montgomery for three years, the company found it necessary, in 1915, to erect its present large plant, which, by continual additions of new equipment, has retained its reputation as one of the most modern in the South. A homogenizer is an integral part of the Kratzer's plant, and officials say that their homogenizer is one of the few now in operation in that section of the country.

Quality is a byword, and to insure its patrons of the highest grade dairy products the company operates a creamery in conjunction with the ice cream factory. The Kratzer company also has its own ice manufacturing plant. The capacity of the plant is 4,000 gallons daily.

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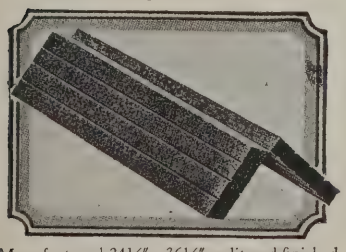
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manufactured in conformity with this principle of "no voids"—one of six basic principles followed by Manufacturas de Corcho, S. A., at their modern plants in Spain, the home of cork—is justly entitled to be known as a UNIFORM, HIGH QUALITY insulation, absolutely dependable in **actual** service. Manufactured 24½" x 36½", SPLIT and finished full standard 12" x 36" in 1", 1½", 2", 3" and 4" thicknesses. NO OTHER CORKBOARD is made in this way, with consequent complete protection to user against dangerous and costly "green-centers."

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Refrigerating Media—Ammonia

Continuation of a Timely Topic by a Recognized Authority

*By F. B. FULMER**

AMMONIA is the circulating media used in upwards of 90 per cent of the refrigeration work done by this country and its chemical and physical properties have been investigated to a larger extent than any of the other medias in use. The reason for the extensive use of ammonia appears to be the medium pressure required, the ease of condensing with ordinary water temperatures and the relatively large amount of refrigerating effect that can be produced by the evaporation of one pound of the substance used. These factors apply more particularly to the installation of large units and appear to meet the popular demands.

Ammonia has been known in various forms from early times and in England was called "the spirits of hartshorn" due to the fact that it was manufactured from the horns of the hart, several years ago. Its pungent odor can often be detected near decaying animal and vegetable matter. In fact, there are very few substances which are entirely free from it. It can be obtained from the air, from salammoniac, by the process of distillation from the nitrogenous constituents of animals and plants, from producer gas and blast furnaces and synthetically in limited quantities by the passage of an electric current through a mixture of nitrogen and hydrogen.

By far the larger part of ammonia in commercial use is manufactured from a by-product resulting from the carbonization of bituminous coal in retorts for the manufacture of illuminating gas for general distribution. This by-product of the gas plants is known as "ammonia liquor." Coal always contains nitrogen in greater proportion than is present in fresh vegetable matter, this being probably due to the remains of animals inhabiting the coal-forming forests and swamps.

The main product in gas plants is hydrogen gas, but when the coal is distilled in the retorts, all of the volatile constituents are driven off by the heat and the ammonia is separated in the compartment known as the "scrubber," where the escaping gases are forced upwards through a spray of cold water, which absorbs the ammonia present in the mixture. As the ammonia liquor is conveyed from the scrubber it may contain only two or three per cent of ammonia, and this in turn is concentrated to 12 or 15 per cent and then placed in tank cars and shipped to the ammonia manufacturing plant, where it is put through a process of refining to eliminate all of the impurities that are associated with it and the finished product is known as "anhydrous ammonia," which means water free ammonia and is supposed to be at least 99.9 per cent pure.

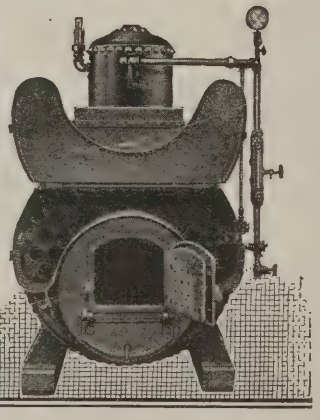
EXPERIMENTAL chemistry has shown that whenever a compound containing carbon, hydrogen and nitrogen is heated in a closed vessel, so the air does not have access to it, and it cannot burn up, the nitrogen passes out of the compound, not as nytrogen, but in combination with hydrogen, in the form of the compound called ammonia. This combination of these elements (one part of nitrogen and three parts of hydrogen) is the only known form in which they combine.

Unfortunately, in a popular conception ammonia is classed as being a very dangerous chemical. This is more of a matter of relative condition. Water is usually considered as harmless, but when it is confined in a steam boiler under a pressure of 100 pounds per square inch, each pound of the confined water has as much potential destructive energy as one-half of a pound of gun powder.

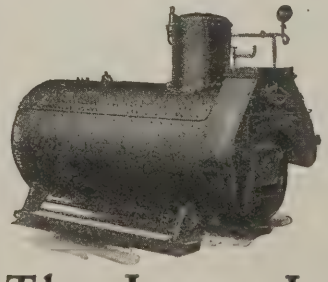
When handled under proper conditions there is really nothing dangerous about anhydrous ammonia. It is true that accidents have happened, but the great majority of these could have been avoided by exercising proper

*With Miller Bros. Creamery Co., Oakland, Cal., prepared for The Ice Cream Review exclusively.

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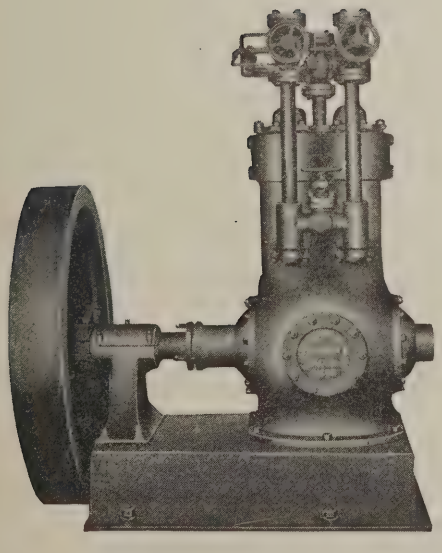
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Production costs absolutely control profit in the manufacture of ice cream. Reduce production cost and your profits increase.

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care. Nothing should be assumed or taken for granted, but all conditions should be absolutely known. It is necessary that there be at least 6 per cent of ammonia mixed with air before it will form an explosive mixture, and this amount is beyond all reason where good engineering practice prevails. The liquid ammonia is shipped from the factories in steel cylinders which are tested to 1,000 pounds pressure and their bursting strain is calculated to be above 3,000 pounds pressure. The ordinary pressure in an ammonia cylinder is approximately 150 pounds and as they are filled only two-thirds full at the factory, there is an exceedingly large factor of safety present. If a filled cylinder is allowed to stand in the direct sunlight, heat will be absorbed and a high pressure will result. In a test case a pressure of 320 pounds was observed, but it is not good practice to allow filled ammonia cylinders to be exposed to a high degree of heat at any time. Ample strength of all parts, convenient and safety devices installed and intelligent operation will avoid all accidents.

AMMONIA has some resemblance to water in many of its physical properties and it is a solvent for a large number of substances. It burns in air with extreme difficulty when cold. Its coefficient of expansion is very high and increases rapidly with temperature. It will freeze to a white crystalline solid at a temperature of 77 degrees below zero. Under atmospheric pressure decomposition begins at about 500 degrees F. and increases rapidly with heat, until it is resolved into its elements at about 950 degrees. When this temperature is reached the hydrogen would be highly combustible and it is quite evident that this condition would obtain only in a burning building. The burning of the ammonia at this high temperature does not have the force of an explosion.

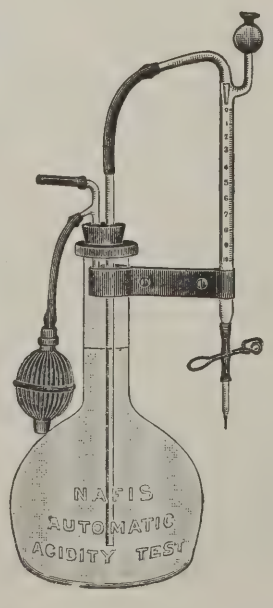
Of the metals that are suitable for refrigeration work, iron and steel are the only ones which can be used with ammonia, as it will attack copper and copper alloys. As it has such a strong and penetrating odor, a small leak is very readily determined and usually quite easy to locate. When the fumes of burning sulphur are brought in contact with escaping ammonia gas, a dense, white cloud forms, so when the odor of ammonia is present a little sulphur can be placed on some metal of suitable size and ignited with a match. A large iron spoon is a very convenient thing to use in connection with the sulphur testing. Should the leak be a small one, like a pinhole in a casting, it can be easily located by holding the burning sulphur under and close to the suspected place, and when a close contact is made, a part of the vaporized sulphur will be precipitated on the edge of the leak and a small, whitish deposit will result, which is easily noticed.

Leaks can also be located by using the "detecting" paper, which can be secured from the manufacturers of ammonia. A small strip of the paper is dampened with a little pure water and held near the suspected place and the presence of ammonia is indicated by the paper turning pink and when in close contact with the escaping ammonia gas, the color will deepen to a pronounced red. In some extreme cases where the air in a room is saturated with the ammonia, the leak may be harder to locate, as the moistened test paper may turn pink from the action of the ammonia in the air and not be anywhere near the place where the gas is escaping.

When the ammonia coils are submerged in water the presence of ammonia can be detected by taking a sample of the water in a glass and dipping the test paper in it, and if there is a leak in the coil, the water will produce a pink reaction on the paper. With a submerged coil the leak will be much harder to locate than with an exposed one.

A leaky submerged coil in a brine tank will allow the ammonia to escape into the brine and its presence can be determined by the "caustic soda test," which can be made as follows: An ordinary glass tumbler is filled about half full of the brine to be tested and a little granulated caustic soda is dissolved and mixed with it. A small piece of the detecting paper is placed on the under side of a piece of window glass, which is placed over the glass tumbler containing the solution of brine. The paper should be slightly moistened before it is placed on the piece of glass, and if the brine contains ammonia the paper will show a reddish reaction. Setting the tumbler in a dish of warm water will hasten the evaporation of the ammonia in the brine. Should there be only a trace of ammonia in the brine, it will require some time for the reaction to take place, but if the test

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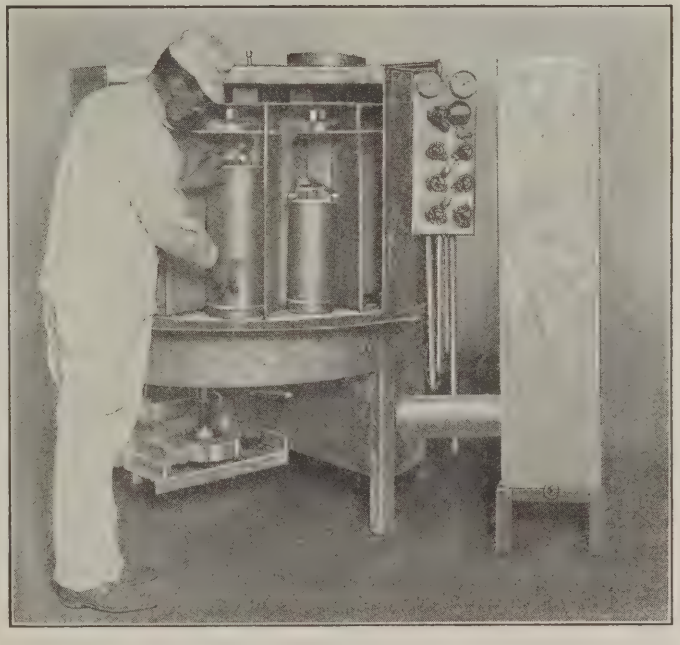
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Tanks are made of 1/8" boiler iron with heads welded in and afterward galvanized making tight, rustproof joints.

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paper has been exposed to the brine side of the piece of glass for five or six minutes and no change of color is noticed, it will be safe to assume that there is no ammonia present in the sample of brine.

The arrangement of the method of testing with the caustic soda can be noted from the following illustration:



The efficiency of ammonia depends upon its purity and reliable tests can be made in the plant to determine if it is pure. These tests are of a practical nature and can be performed by the operating engineer. The test for moisture is usually the first one which is made, and it is accomplished by means of evaporating a small sample of the ammonia and observing if there is any moisture remaining after the test has been completed.

A CONVENIENT method of testing for moisture is to have a glass flask with a capacity of at least 200 cubic centimeters and marked so as to show when it contains 100 c. c. A short piece of iron pipe of the right size to fit the valve on the ammonia cylinder is bent into a rainbow or "goose neck" shape so as to conveniently fit into the neck of the flask when it is held at an angle of about 45 degrees. A rubber cork which will fit the neck of the flask should be secured and the center cut out so as to allow the iron pipe to pass into it and the cork should be located on the pipe so it will close the opening of the flask when the ammonia is being drawn from the cylinder. This will prevent any impurities getting into the ammonia from the outside.

WHEN the test is to be made, the valve on the cylinder should be opened and a little ammonia blown through the pipe before it is inserted into the flask. After the flask has been placed in position to have ammonia drawn into it, it should be partially filled with ammonia, shaken around and allowed to drain out. These precautions will eliminate any impurities that may be in the pipe or the flask. Should the pipe frost, or any moisture collect on it, care should be taken to remove all of this before the flask is placed in position to draw out the test sample. A bent glass tube placed in the rubber cork will allow the air in the flask to escape when the ammonia is entering, and also prevent impurities gaining admission through the vent.

The flask is again placed in position and 100 c. c. of ammonia drawn into it, after which it is quickly removed and another rubber stopper with a bent glass tube is inserted. The flask is then placed in a vessel containing some cold brine to hasten the evaporation and the brine will prevent the forming of an ice coat on the outside of the flask. Should a coating be allowed

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to collect, the evaporation will be slowed down as the coating will act as an insulator. See illustration for form of test flask and bent glass tube.



Testing for moisture

When the evaporation has been completed there will be no visible substance inside the flask if the sample of ammonia was absolutely pure. Should there be moisture present, it will appear in globules adhering to the flask and by a little shaking they can be collected and measured in a small and finely marked graduate. Should no measuring apparatus be convenient, the water can be allowed to escape from the flask in drops, and these are counted, allowing 16 for each cubic centimeter. The theoretical number being 16.3 drops for each cubic centimeter. Should there be 16 drops of moisture present, it will indicate about 1 per cent and 8 drops would indicate one-half of one per cent of moisture in sample. As noted before, great care should be taken to prevent any moisture gaining access to the flask from the pipe used to secure the sample, as such results would be misleading.

When evaporating the sample of ammonia in the test flask, its appearance should be noted from time to time. If a cloudy or milky condition is noted and this becomes more pronounced as the evaporation proceeds it is very probable that the sample contains traces of oil, and when the test has been completed the oil can be easily detected.

THE test for inflammable gases can be made by conducting a small amount of ammonia very slowly to the bottom of a pail of water. The water will at first absorb all of the pure ammonia present and any air or foreign gases will come to the top in the form of bubbles. A lighted candle or match held near the surface of the water will ignite any inflammable gases that may be escaping, which will indicate their presence.

Organic impurities which are sometimes found in ammonia are the result of the original ammonia material ingredients not being completely removed during the distilling process. The most prominent organic impurity encountered is pyridine, which is very detrimental to efficient operation. Its presence can be noted by its charactertistic odor. An analagous odor can be found when a small portion of commercial sulphate of ammonia crystals are rubbed between the palms of the hands and the odor noted.

Ammonia gas is readily absorbed by cold water. It has been determined that at a temperature of 32 degrees F. that one volume of water will dissolve 1,148 volumes of ammonia gas and at a temperature of 60 the water will absorb 800 volumes of gas. As water has such a strong affinity for ammonia, it should be used in case of a leak where either the liquid or ammonia gas escapes.

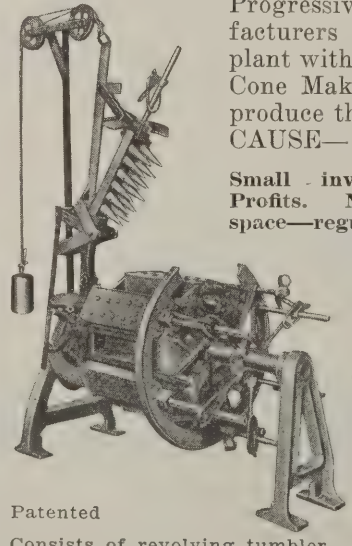
Pure ammonia at a temperature of 32 degrees F. has a specific gravity of 0.6364 which is practically five-eighths that of pure water. One cubic foot will weigh approximately 39¾ pounds and one gallon will weigh 5.3 pounds. The specific heat of ammonia gas is given as 0.50863 and the latent heat of evaporation at a temperature of 32 degrees F. is calculated to be about 560 B. T. U. per pound and if it is evaporated under a pressure of 15 pounds per square inch, it will occupy a volume of 21 cubic feet.

The critical pressure of ammonia is 1,690 pounds and the critical temperature is 273 degrees F. As the critical temperature is relatively high, warm condensing water may be used when necessity compels, but with ammonia as with all refrigerating medias, the colder the condensing water the more efficient will be the results obtained.

TO MISS FLAPPER.

Blessings on thee, little dame—
Bareback girl, with knees the same;
With thy rolled down silken hose,
And thy transparent clothes.
With thy red lips reddened more,
Smeared with lipsticks from the store,
With thy makeup on thy face
And thy bobbed hair's jaunty grace,
From my heart I give thee joy—
Glad that I was born a boy. —E. H. R.

NEW FIELD Opens for Ice Cream Manufacturers



Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones BECAUSE—

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Patented

Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

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Purity Ice Cream Co. .....Binghamton, N. Y.
Hall Ice Cream Co... .....Glens Falls, N. Y.
Vasilow Bros.....Nyack, N. Y.
Robert Schmitt Co.....Nyack, N. Y.
Grenelle & Schanck.....Asbury Park, N. J.
Dairy Made Ice Cream Co.....Paterson, N. J
Eck & Fisher.....Allentown, Pa.
Dewart Ice Cream Co.....Dewart, Pa.
Chas. Becker's Ice Cream.....Wilkes-Barre, Pa.
Cameron Ice Cream Co.....Lowell, Mass.
Made-Rite Ice Cream Co.....New Bedford, Mass.
Sorners Creamery Co.....Springfield, Mass.
The City Creamery.....Danbury, Conn.
Miami Ice Cream Co.....Miami, Florida
The Flynn Dairy Co.....Des Moines, Iowa
Jewell Ice Cream Co.....Mt. Vernon, Ohio
McCangherys Ice Cream Co.....River Point, R. I.
DeLuxe Ice Cream Co.....Amsterdam, N Y.
Russell Creamery.....Superior, Wisc.
Standard Ice Cream Co.....New Bedford, Mass.
Schwen's Ice Cream.....Blue Earth, Minn.



Weight 25 pounds
"Holds the Sidewalk"

NATIONAL EMBLEMS FOR YOUR TRUCKS



IN BEAUTIFUL COLORS

13 in. Disc - - $3.00 Per Pair
18 in. Disc - - $4.00 Per Pair

Write for Quantity Prices.

WE ARE THE **ORIGINATORS, SOLE MANUFACTURERS,** AND **PATENTEES.**

WRITE FOR BOOKLET AND ATTRACTIVE PRICES

BEACON MFG. & SALES CO. Inc.

EAST MERRICK ROAD

FREEPORT - - N. Y.



JNO. BLOMMER.



CONRAD BLOMMER.



GEORGE BLOMMER.

Blommer Ice Cream Company One of Wisconsin's Pioneers

Quality and Modern Methods Account for Success of this Milwaukee Company



A. C. BLOMMER.



WM. BLOMMER.

THE Blommer Ice Cream Co. of Milwaukee is one of the pioneers of the ice cream industry in Wisconsin. The company as it is at present is the outgrowth of a retail business started by Conrad Blommer over thirty years ago. The present company was incorporated in 1909. A factory was built at Fifteenth and North Avenue. Since its incorporation the company has shown a phenomenal growth. Besides the main plant at Milwaukee the company operates two branches, one at Wisconsin Rapids and another at Kenosha.

Associated with Conrad Blommer, who is the president, are his sons, George C. Blommer, secretary and treasurer; A. C. Blommer, vice-president and general manager of the Wisconsin Rapids Plant; John J. Blommer, general manager, and Wm. C. Blommer, one of the directors, who also is one of the officers of the Ambrosia Chocolate Co. of Milwaukee.

Believing that nothing should be left undone to give to the public the highest quality of ice cream the Blommer Ice Cream Co. has equipped its three plants with the most modern up-to-date scientific machinery.

Service is considered as being practically on a par with quality and it is for this reason that this company has devoted constant effort and energy to give to its dealers the best possible delivery service.

The Blommer Ice Cream Co. is a firm believer in the mechanically refrigerated cabinet, which it is installing with their dealers, believing that this is one of the best ways of giving to the public a better and a more uniform product, and is in line with their policy of service considering the mechanical equipment as a great merchandising aid for the dealer.

Conrad Blommer's speech on mechanically refrigerated cabinets at the recent national convention at New Orleans was one of the distinct features of the convention, following which Mr. Blommer accompanied the ice cream manufacturers who visited Cuba and Panama on the Caribbean cruise.

The company's success with iceless cabinets has led manufacturers of many states to visit Milwaukee and confer with Blommer officials on this subject, studying in the Milwaukee plant results the Blommer Co. has achieved through this newcomer to the industry.

This pioneer company has done much toward establishing the high reputation Milwaukee enjoys as one of the great ice cream manufacturing cities of the country. An early foundation of quality ice cream is attributed by officials to the growth of the company and the development of per capita consumption in Milwaukee.

A Distinctive Industry

There is not another industry dealing with so delicate a product requiring so much care to handle, where lack of attention means so much loss as in the ice cream industry.

Nor is there an industry where such careful provision against loss of quality has been made as the safe, distinctive, sweet, wholesome, sanitary cleanliness so thoroughly and easily supplied by the use of

Wyandotte Sanitary Cleaner and Cleanser

Indian in Circle



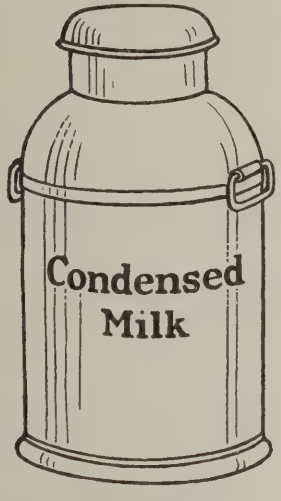
in Every Package

Among other things the use of this cleaner entirely removes from ice cream equipment those greasy films which so often cause quality failure, and impart odors to ice cream. It is itself entirely free from grease, will not produce a greasy suds, and cleans so thoroughly and rinses so freely that all sour and stale odors are completely removed from the plant and equipment.

Ask your supply man.

IT CLEANS CLEAN

The J. B. Ford Co. *Sole Manufacturers* Wyandotte, Michigan



Spoils easily
Not uniform
Uncertain supply
Uncertain quality

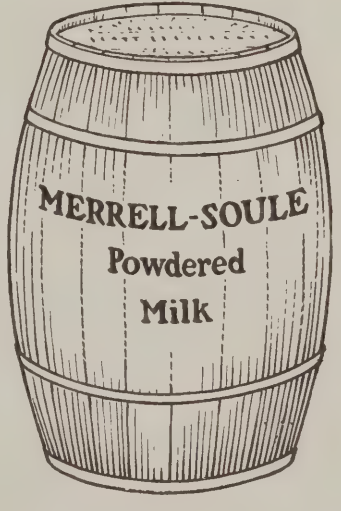
Compare!

MERRELL-SOULE Powdered Milk has 5 distinct uses in the ice cream plant.

One of these is the standardization of milk solids in the mix. Losses through using condensed milk to raise the per cent of milk solids are NEEDLESS—because:

By the use of Powdered Skimmed Milk you have an easy and accurate means of holding the solids to any desired percentage.

Send formulae and methods of mixing. Let us discuss your problem from a new—highly modern—angle.



Always sweet
Guaranteed pure
Always ready
Absolutely uniform

THE ASSOCIATION OF ICE CREAM SUPPLY MEN ★ MEMBER

MERRELL-SOULE CO. SYRACUSE, NEW YORK

KENTUCKY MANUFACTURERS MEET IN PADUCAH.

The general meeting of the Dairy Products' Association of Kentucky held at the Palmer House in Paducah, was a success both in the attendance and enthusiasm of its members.

It was directed that the committee in charge of preparing the articles of incorporation proceed with the plans as previously presented.

In order that some accurate information may be had in regard to the dairy development in Kentucky, a plan for collecting statistics from the manufacturers was discussed, this work to be in the hands of the college of agriculture.

It was then decided that the next general meeting of the association be held in Lexington the latter part of January or the early part of February in conjunction with the Farmer's Week Exercises of the college of agriculture, the exact date to be fixed by the board of directors.

Representatives of the Delco Light Products and the Nizer Corporation met with the ice cream manufacturers in regard to the iceless cabinet situation in Kentucky. The ice cream manufacturers have under consideration policies in regard to the differential to replace the expense of ice and salt and in addition the size of the customer's business that would justify the furnishing of the refrigerated cabinets practical. It was the opinion that iceless cabinets should be installed only as the trade demands and justifies them.

The creamerymen will continue their cream improvement work during the coming year more energetically than in the past, and the college of agriculture is to assist again in this worthy movement. The agricultural committee of the Kentucky Banker's Association is wielding an invaluable influence with its endorsement of cream improvement.

These combined efforts led to the recommendation that it would be unnecessary for the railroads, which are heartily in accord with cream improvement, to adopt their tentatively suggested policy of refusing to accept cream that is foaming out of the can during warm weather.

The general and divisional meetings were held during the forenoon. Following luncheon, Chas. G. Vahlkamp, ex-president of the association assumed the responsibilities as host. The Chamber of Commerce provided cars, which, under the direction of Mr. Vahlkamp, transported the visitors through the city and adjoining country. At 7:00 o'clock, Mr. Vahlkamp entertained with an elaborate course dinner, including a generous portion of quail on toast. This was immediately followed by a theater party, the host having previously reserved all of the lower boxes.

So pronounced was Mr. Vahlkamp's hospitality that the members have presented him with a sterling silver loving cup, to commemorate the date and his generosity.

CARLTON BALL, General Secretary,
The Dairy Products Association of Kentucky.

OKLAHOMA ICE CREAM COURSE BEGINS IN FEBRUARY.

The six weeks' dairy course of the Oklahoma A. & M. College, Stillwater, Okla., opens January 5 and will continue through February 14, according to recent announcement. There will be lectures, text book study, laboratory work and daily practice work in the creamery, in addition to instruction in ice cream making, butter making, pasteurization and handling of market milk, cottage cheese making, commercial buttermilk and in all other modern tests of dairy products.

There will be a one-week ice cream makers' course on February 16 to 21, 1925. This will be for ice cream makers and managers of ice cream plants. This will consist of standardization of mixes for butterfat and solids, factors in controlling overrun, overrun tests, pasteurization and processing of mixes by emulsors and viscolizers, acidity test, butterfat tests, test for solids, gelatine tests, improvers, tests for standard vanillas.

Ice Cream Molds

For Large and Individual

FANCY SHAPES

Will Increase Your Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.

Manufacturers

34-44 Hubert St. NEW YORK CITY

Here Is the List

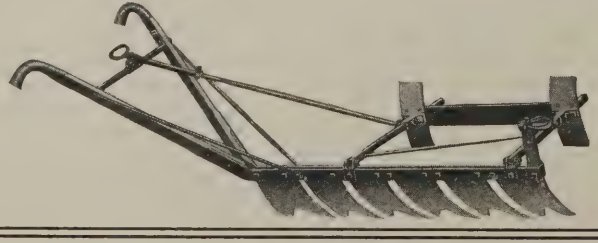
1 No. 315 8-in. Ice King Plow.
1 No. 412 Plow Rope.
1 No. 422 5-ft. Ice Saw.
2 No. 444 Splitting Forks.
1 No. 457 Calking Bar.
1 No. 458 Bar Chisel.
1 No. 470 Floor Shaver.
1 No. 476 Ring Splitting Chisel.
1 No. 500 Line Marker.
1 No. 505 Scoop Net.
3 No. 520 4½-ft. Ice Hooks.
1 No. 520 6-ft. Ice Hook.
1 No. 520 12-ft. Ice Hook.
1 No. 540 24-in. Boston Tongs.

This list may be added to if conditions demand.

Send for complete Catalog

Ice Tools for Harvesting 500 Tons of Ice

The set of tools listed to the left will enable you to economically harvest from 100 to 500 tons of ice. These tools are made of high quality materials only—and by the most skilled and experienced edge-tool workmen to be found. Good tools pay, for they stay in good condition and save the expense of frequent repairs. Prompt delivery. Place your order early.



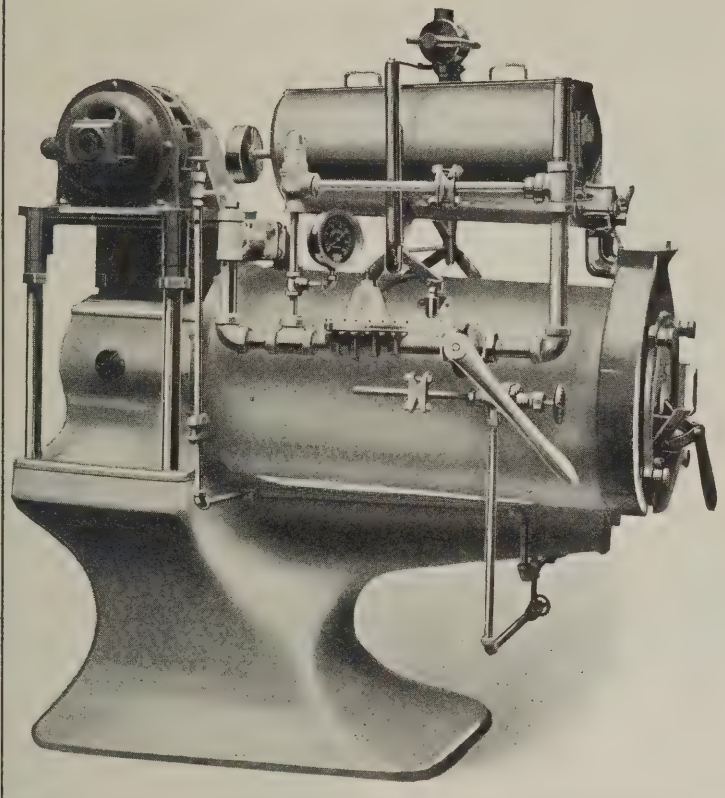
Gifford-Wood Co. BUILT STRONGER LASTS LONGER

ICE HANDLING MACHINERY AND TOOLS

Main Office: 5 Hill St., Hudson, N. Y.
New York Boston Chicago Pittsburgh

See G.-W. Welded-Seam Ice Can Advertisement on Page 125

U. S. HEAVY DUTY—ICE CREAM FREEZERS DIRECT EXPANSION



Absolute Pressure Control

One of the many exclusive features in the U. S. AUTOMATIC PRESSURE REGULATOR; simple and positive in its action, and maintaining absolutely at all times a uniform pressure in the freezer cylinder. Extremely simple, and can be set by the operator at any temperature desired.

May we prove this to you?

CATALOGUE AND TECHNICAL INFORMATION ON REQUEST

DISTRIBUTORS EVERYWHERE

U. S. FREEZER & MACHINE CORPORATION

General Offices: 241-243 W. Broadway, New York City
Factory: North 11th St. & Driggs Ave., Brooklyn, N.Y.

CERELOSE

CERELOSE is a pure white refined corn sugar which has been found to be of advantage to ice cream manufacturers for use in conjunction with cane sugar in the proportion of 25 to 50% Cerelose instead of 100% cane sugar, for the following reasons:

1.—Cerelose emphasizes the richness of the butter fat with the result that Cerelose develops the natural flavor of ice cream.

2.—Cerelose produces a smoother cream.

3.—Cerelose is the new solid builder for ice cream because it improves the body and texture. It will not crystallize nor form sandy cream.

4.—Ice cream made with Cerelose is more digestible than when made entirely with cane sugar because Cerelose is a dextrose sugar being directly assimilated by the blood, therefore, more ice cream may be consumed, particularly by infants and invalids.

5.—Cerelose is approximately 25% cheaper in price than cane sugar.

Cerelose should be used in the same manner as cane sugar, the amount depending upon the type of cream desired. 25 to 50% is recommended.

CORN PRODUCTS REFINING COMPANY
17 Battery Place New York City

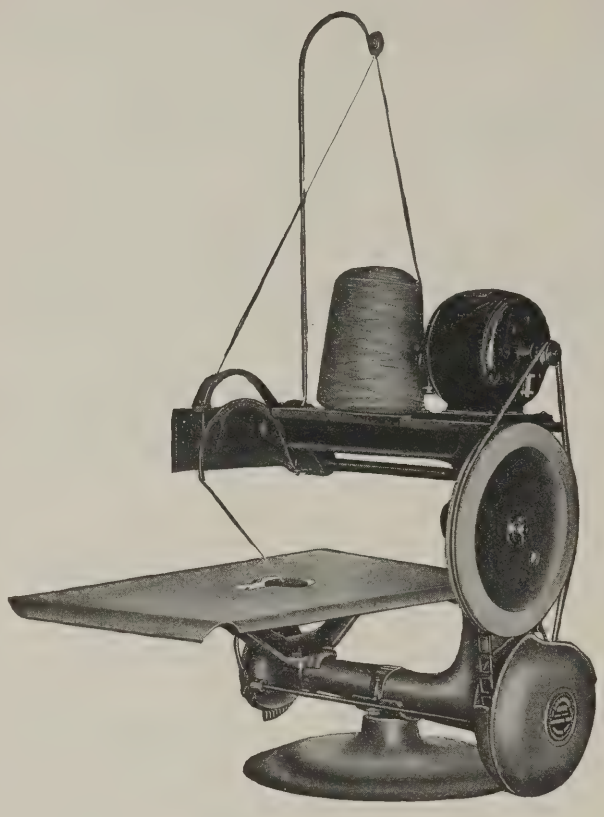
CORN PRODUCTS REFINING CO.
17 Battery Place
New York City

WE accept your offer to send us FREE ten pounds of Cerelose to try out in our plant. This puts us under no obligation to your Company.

Yours truly,

Name .....

Address .....



"Be not the first by whom
the new is tried
Nor yet the last to lay the
old aside"

This old axiom might well be directed to those Ice Cream manufacturers who have not yet installed

"SAXMAYER" BUNDLE TYERS

to take care of their tying. You need not experiment. Others have done that for you. Chicago is practically

100% "SAXMAYER."

We can refer you to scores of users of these machines who will tell you how much time and string they save—what a neat, uniform package they tie.

In addition, we are willing to send you a machine for

10 DAYS' FREE TRIAL

Write Us for Complete Information

The National Bundle Tyer Co.
BLISSFIELD, MICH.

Experience Exchange

What I Found Out About a Gelatine Pot.
By Percy Werner, Jr.

A GELATINE pot is an ugly thing. When I started in the ice cream business a year ago I used to wrestle with mine every Saturday night, scraping off the week's accumulation of dark brown scum—and blessing the fellow who invented it. Then an accident occurred and I ran on to a method of preparing my gelatine for an ice cream mix without the use of a melting pot.

Of course, ice cream manufacturers who pasteurize the mix will not be interested in this method as they have learned to melt their gelatine in the mix during the pasteurizing process. But there are many small manufacturers who, like myself, do not always pasteurize, even though they should.



Percy Werner, Jr.

My pot sprang a leak one day. I was in a hurry to prepare my mix so I stirred my gelatine into a ten-gallon can of milk, put in a little soda and turned live steam into the can. This was then stirred until the gelatine was in solution. The result was a perfect solution of gelatine at a temperature lower than I usually used in the steam jacketed pot and in considerably less time. But my chief satisfaction came when I discovered that I had eliminated the problem of washing the gelatine pot. There was no gelatine burned to the side of the can. The milky film of gelatine that adhered to the side after the solution had been removed, washed out as easily as milk itself. My gelatine pot has since been junked and my disposition saved from utter ruin.

A FEW precautions are necessary for those who would try this method of preparing gelatine. The milk should be cold when gelatine is added. It should be poured into the milk slowly to prevent lumping, the milk being stirred vigorously while being added. Before steam is admitted three teaspoonsful of baking soda should be added as the milk will curdle if the least bit acid.

Some water will get into the milk from the steam so that the can should not be full before the steam is admitted. I usually start with seven or eight gallons of milk or less depending upon the size batch being prepared. There should be at least one gallon of milk to every pound of gelatine. The steam is admitted through a hose to the end of which a piece of sanitary pipe is attached.

Theoretically the water added to the mix through the steam should be taken into account. When a large

(Continued on page 148)

Creating Ice Cream Nutrition Classes in Public Schools of America

Explaining an Instructive Campaign Conducted by the Anheuser-Busch Ice Cream and Beverage Co., Inc., New Orleans, La.

*By E. B. GEISEL**

IN CREATING ice cream nutrition classes, the ice cream manufacturer should endeavor to interest the nutrition workers in their respective communities, and also the chamber of commerce.

After having the endorsement of the state or city nutrition workers, or the chamber of commerce, it is well to then interview the superintendent of the public schools or the heads of the private schools and present the idea of having an ice cream nutrition class in the schools. We have found that this is the best way to get the co-operation of establishing the ice cream nutrition classes.

In securing the endorsement of the superintendent or heads of the private schools, it is then necessary to get the co-operation of the principal or teacher of the individual school that you desire to create a nutrition class in.



E. B. GEISEL.

We have found that the principal in the schools very readily agree to the idea of the nutrition class, as we have been informed that whenever an ice cream nutrition class is formed the attendance of the pupil is very much improved.

THE quantity of ice cream that we decided to give a child was one-fifth of a quart of vanilla ice cream. This was given the child for five school days over a period of seven weeks. The portion of ice cream contained about 320 calories.

The children that were selected in the Alexandria Dimitry School were from the first "A" and first "B" grades, and only a few from the second, third and fourth grades. The children's ages ranged from 6 to 8 years.

In the Alexandria Dimitry class fifty-one children gained in weight, four remained the same, and four lost weight through illness. The least weight gained was one-quarter of a pound, and the geatest weight gained was five and one-half pounds. The total number of pounds gained by fifty-nine children was sixty-nine and one-half pounds over the period of seven weeks. The average gain per child was one and one-fifth pounds.

*Secretary-treasurer and manager of the plant.

We might mention that the Alexandria Dimitry School is located in what is considered a fairly poor neighborhood. This school was selected because it is a known fact that the children attending the school were of moderate means, and although they were given ten or fifteen cents for their school day lunch, it was noticeable that with this money they would purchase food or cheap candies of very small nutritive value.

WE ARE at the present time operating another nutrition class in a school located in one of the poorest neighborhoods in New Orleans. In this particular class the improvement in the children is much greater than was noted in the Alexandria Dimitry class. We have been informed by the principal that the children all seem to be more alert in their studies, and in better physical condition since feeding them ice cream in the class.

The ice cream manufacturer that creates ice cream nutrition classes is in a position to receive valuable advertising from the local newspapers, and although publishers are frankly antagonistic to giving free advertising in their news' columns, they are always on the lookout for news what is known in the newspaper fraternity as "Human Interest Stuff." There is less objection to giving free publicity to a whole industry than to an individual firm and such a campaign undertaken along with a regular space buying advertising campaign, and in conjunction with it should be productive of gratifying results.

Score card used in ice cream nutritional tests appear on page 158.

How It Is Done

E. B. Geisel, manager of the Anheuser-Busch ice cream plant at New Orleans, is known in that city as the school kiddies' "fairy godfather." This affection is due to the fact that he conducted for six weeks an ice cream test in New Orleans schools that conclusively showed that ice cream lives up to all claims as a wholesome food product. Undernourished children gained waight so rapidly from eating Mr. Geisel's ice cream that officials stated they were satisfied the product is more beneficial than milk.

In this article Mr. Geisel tells readers how these tests may be conducted—in other words, how the ice cream manufacturer can put over educational work through the schools. Since it is a matter of just as much importance to the school authorities as to the ice cream manufacturers themselves, there is every reason why the plan should be followed out quite generally in the industry.

NEW ADDITION FOR GLOBE PLANT.

Official announcement has been made by A. A. Comey, vice-president and general manager of the Globe Ice Cream Co., Los Angeles, that construction has now started on the new $200,000 addition of the Globe Ice Cream Co., located at the corner of Jefferson and Hill Sts., Los Angeles. It will consist of a new unit building, 40x150 feet. It will contain a two-story ice tank room, with an additional daily capacity of 200 tons of ice.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

(Continued from page 148)

mix is being prepared, a half gallon of water from this source will not materially influence the percentage of solids or fat in the mix. My method of caring for this water is in the preparation of my ripener. This calls for two gallons of water per pound of powder. I use only one and one-half gallons of water in the ripener.

Without a doubt the best method of preparing gelatine for an ice cream mix is to put it into the pasteurizing vat with the other ingredients and melt it as the mix is pasteurized. This I hope to do soon. But, meanwhile, I find the preparation of gelatine in a milk can which has to be washed anyway, whether gelatine is put into it or not, is a most convenient, efficient and labor-saving method.

"Standard of Quality"

STOLLWERCK

CHOCOLATE
Coatings, Liquors
AND
Cocoa Powder

Specially Manufactured for the
Ice Cream Trade

Samples and Quotations upon Request
The STOLLWERCK CHOCOLATE COMPANY
Factory, Stamford, Connecticut
NEW YORK CHICAGO LOS ANGELES

GEORGIA ASSOCIATION AFFILIATES WITH NATIONAL BODY.

The prevailing topics of the day were discussed at the 1924 convention of the Georgia Ice Cream Manufacturers' Association—cabinets and co-operative advertising. The convention was held at Augusta, December 2. The scene of the meeting was Carmichael's Fishing Pond, but the weather was entirely different from what the manufacturers meeting in Des Moines recently encountered.

George Sancken of the Georgia-Carolina Dairy Products Co., Augusta, was elected president, succeeding J. D. Kinnett of Macon. Mr. Kinnett, who last year held down the post of president and treasurer, was re-elected treasurer. Joe Flowers of Thomasville, was elected vice-president.

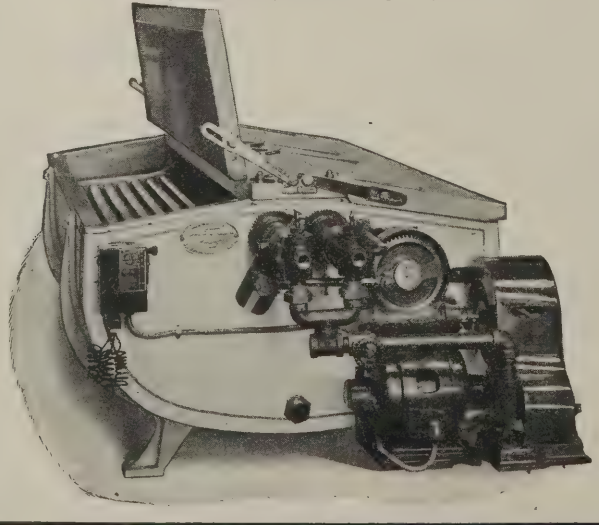
The association held a very enthusiastic and harmonious meeting. National co-operative advertising was formally approved, and officials expressed the belief that members will cheerfully co-operate. The association formally voted to affiliate with the national association. M. J. Costa, former president of both the Georgia and the Southern association, was elected delegate to the national convention. Sam Marshall of Albany was re-elected secretary. The financial condition of the association is very good, the treasurer's report showed.

NEW PLANT ON COAST.

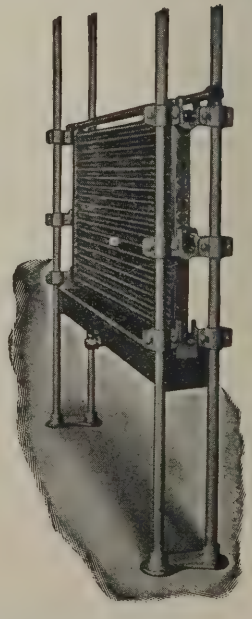
The Cutlip Ice Cream Co., North Bend, Ore., recently began the manufacture of ice cream in its new plant. All the machinery has been installed for the manufacture of the frozen product, but officials advise that later on the company will also make and retail butter and cottage cheese.

One of the most modern types of ice manufacturing systems has been installed. The city water is entirely clarified before the ice manufacturing process is begun. It is said that this is the only system of its kind on the Pacific Coast.

"AMERICO" Pasteurizer—Ripener
Mixing Vat—Holder
MOST SANITARY VAT ON THE MARKET
No Stuffing Boxes—No Churning or Foaming
—UNIFORM TEMPERATURE—



Do You Know
That cream held in the "Americo" does not take on metallic flavors?
Let Us Explain Why



American Copper & Brass Works
610-616 E. Front St.
Cincinnati Ohio
Mfrs. of Dairy Equipment

STRIKING PROGRAM FOR MISSISSIPPI CONVENTION.

(Continued from page 28)

city, with the best fellows in all the world.'' The program follows:

PROGRAM MISSISSIPPI ICE CREAM MANUFACTURERS' ASSOCIATION.

Seventh Annual Convention, National Park Hotel, Vicksburg, Miss., Jan. 13-14, 1925.

Tuesday, Jan. 13, 9:30 A. M.—Registration.

10:30 A. M.

Invocation—Rev. J. C. Johnnes.
Address of Welcome—Hon. J. J. Hayes, Mayor of Vicksburg.
Response—H. F. McWilliams, Hattiesburg, Miss.
Report of Sec'y-Treasurer—N. D. Brookshire, Meridian. Miss.
President's Address—W. D. Seale, Jackson, Miss.

2:00 P. M.

"Progressive Aims and Accomplishments"—J. W. Clopton, Secretary Southern Ice Cream Manufacturers' Association, Decatur, Ala.
"What is Your Value to this Association and to the Industry?"—S. N. Sutton, President Southern Ice Cream Manufacturers' Association, Vicksburg, Miss.
"High Spots of 1925 Conventions — Southern Association — National Association"—Geo. J. Miller, Leland, Miss.
"National Advertising"—J. F. Finneran, Representative National Ice Cream Manufacturers' Association.
"Business Ethics"—Benjamin C. Brown, New Orleans, La.

8:00 P. M.

Annual Banquet National Park Hotel.

Wednesday, January 14.

Address—Hon. P. P. Garner, Commissioner of State Department of Agriculture, Jackson, Miss.
"The Spirit of Our Industry"—W. W. Campbell, Vice-President National Ice Cream Manufacturers' Association, Shreveport, Miss.
"Mutual Interests of Employer and Employees"—A. A. McLeran, Tupelo, Miss.; V. L. King, West Point, Miss.
"Organized Thought in the Ice Cream World" — Craddock Goins, The Ice Cream Review, Milwaukee, Wis.; W. B. Savell, Ice Cream Field, Atlanta, Ga.

2:00 P. M.

"Specialties in the Ice Cream Business"—D. S. Cox, Columbus, Miss.; Chas. McNair, Jackson, Miss.
Report of Committees.
New Business.
Election of Officers.
Next Convention City.
Business Meeting—Manufacturers only.

* * *

ENTERTAINMENT FOR THE LADIES.

January 13.

Luncheon at 12:00 o'clock, followed by Automobile Trip through National Military Park.

January 14.

Theater Party, 2:00 P. M.

⚜

NEW PLANT..

The Orange Ice and Cold Storage Co., Anaheim, Cal., recently began the manufacture and wholesaling of ice cream. A building, 30x62, is to be erected soon, and equipment for the handling and distribution of milk will be installed just as soon as the building is completed. C. W. Short is secretary of the firm.

⚜

All They Can.—Stranger: "Rastus, do the people who live across the road from you keep chickens?"

Rastus: "Dey keeps some of 'em, sah."—Tips and Topics.

McLAREN'S CONES



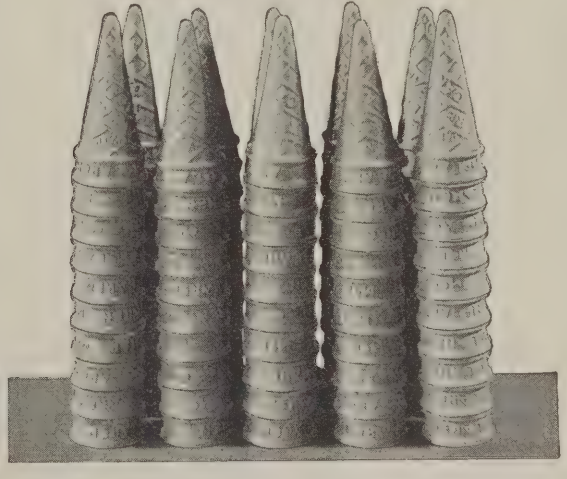
Every Cone in Every Row is Uniformly Baked

INSIDE and outside, from tip to top, McLaren's Cones are baked to an even brown color. This result can be obtained only through the scientific use of fully-automatic cone machines. Heat adjustments must be exactly right, and the finished cones must be ejected from the moulds at precisely the correct time.

McLaren's Cones have no soft spots to dry out and shrivel up. No turned points. No intermixture of light and dark colors. No steam cracks to weaken wall of cone.

You would find it a pleasure to sell these good cones,—profitable too.

Every Cone is Guaranteed



The McLaren Products Co.

Peoria DAYTON Kansas City

PLANT LOCATION IS FIRST STEP TOWARD GETTING PUBLIC'S INTEREST.

(Continued from page 40)

help carry out the idea of spotlessness so essential to the reputation of the maker of ice cream. This care also applies to the delivery trucks, wagons and drivers which in presenting an immaculate appearance are traveling advertisements for the manufacturer, carrying wherever they go his message not only of the brand, but of its purity."

But the principal key to public interest lies in quality production, the speaker carefully stressed. In this connection, he said—



A. A. COMEY.

"All the institutional and good will advertising in the world could not hold trade if the product did not possess quality. Although ice cream is a low-priced unit of sale, quality is the first consideration.

"No matter how little discernment the public may have in distinguishing the difference between the good and poor in other lines, it knows the difference between poor and good ice cream and recognizes it quickly. And it's a caustic public when aroused. It can talk just as lustily against a product as it can for it, and it goes out of its way to wag a mean tongue when it gets started.

"We could, to be sure, use cheap ingredients, substitutes for pure flavors, make a product which has the general appearance of merit and which looked and tasted enough like the real thing to get by. We could take a few thousand dollars a year and through advertising ours as a wonderfully sweet, pure, clean product sell thousands of quarts of ice cream—that is, until we had exhausted our first market—those who believed our advertising and tried the cream once."

The effect of misapplied effort was compared with the effect of constructive forces which build good will. He stated that just as it is easy to multiply the effect of misapplied efforts 50,000 or 5,000,000 times to the destruction of business, it is just as possible to multiply in the same measure the effect of constructive forces. And the difference between the type of business just mentoined and the kind of business which members of the ice cream industry, for the most part, are trying to conduct, is tremendous, for—

"Imagine for instance the powerful advertising force which gathers behind an institution in which every factor of cleanliness and health is guarded and which is keen to let the public know through outward appearances as well as through personally conducted tours through its plant of its watchfulness on the side of purity and wholesomeness of its product.

"Here is a factory on a busy boulevard. It is spotless in appearance. At night it is brilliantly lighted to keep itself constantly before the public. By day, its white walls, its green lawn, its flowers, its well groomed appearance attracts constant and favorable attention. It is modern in every detail. It is scrubbed clean, inside and out, at frequent intervals. Its help looks clean and efficient. Everything is quiet and businesslike. Sunlight streams through the wide windows.

"There is no dust-gathering, unnecessary tools or equipment in sight. It is as trim as the deck of a battleship ready for action. Corners of walls and floors are rounded. Walls and ceilings are enameled for frequent washing.

"A spur track runs right to its receiving room where car loads of fresh milk and cream are delivered with unnecessary handling. Its cooling room is spotless. Its chemical laboratory where all the ingredients pass is an example of efficiency. Its tank room, its pasteurizing vats, its aging tanks—every element in the manufacture of ice cream is up-to-date and so scrupulously clean that every housewife that inspects the plant goes away a booster for the product.

"All the workers are in smart, clean uniform. The delivery trucks have the appearance of being just newly painted and the drivers are trim and immaculate. The product goes to dealers who have been educated through advertising to give the public real service—the very best dealers in the territory.

"Does such a manufacturer succeed? Why shouldn't he succeed. He has planned to succeed. Every factory which could contribute to his success has been summoned like the genii when the magic lamp had been rubbed to crown his efforts with glory."

Such good will should be earned and credited through institutional advertising, the convention was told. The speaker declared that every contact with the public in taste, speech or vision, should be favorable and every effort should be employed to keep the public sold.

LOUISIANA CONVENTION SET FOR JANUARY 15.

It was the plan of the Louisiana Association of Ice Cream Manufacturers to hold its annual session at New Orleans at the time of the conventions of the Southern and national associations. But they evidently could not find time, since there was so much going on during festivities in the Crescent City. For this reason the convention was postponed until January 15, when the association will hold a meeting at Hotel Bentley, Alexandria. This decision was reached at a meeting of the board of directors in New Orleans in November, with President A. A. Lay presiding.

DREW'S
Egg Yolk
Makes Better Ice Cream
SOLD IN ORIGINAL PACKAGE
Prices on Request
JAMES F. DREW & CO.
320 Broadway New York City

A Magic Transformation
A better description in so few words is hardly possible for our process of
Retinning Ice Cream and Milk Cans
But differing from magic, the results of the sanitary triple coating process are lasting. : : : :
Send us a sample can for retinning and let us show you what we can do and how profitably for you.
SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.

SOUTHERN ICE CREAM MEN LOOK FORWARD TO 1925 VISIT IN KENTUCKY.

(Continued from page 36)

touch with the national association in 1924, and in view of this fact, if the arrangement of dates and everything else works out all right, Detroit should find a large number of visitors from Dixie on hand.

Because of the incompleteness of the situation at this time, Southern officials could not advise The Ice Cream Review whether their association will hold a Southern booth at the national convention this year, as they did in Cleveland in 1923. But assurance has been given, however, that they will do everything they can to encourage a very large attendance from all sections of the South.

DIRECTORS OF SOUTHERN ASSOCIATION OF ICE CREAM MANUFACTURERS.

M. J. Costa.	Georgia
W. E. Drake.	Tennessee
A. A. McLaren.	Mississippi
D. W. C. Yarborough.	Alabama
Will Terry.	Arkansas
Harry Cuscaden.	Kentucky
Ben C. Brown.	Louisiana
W. J. Barritt.	Florida
A. E. Dixon.	North Carolina
F. C. Walters.	South Carolina
J. B. Porter.	Oklahoma
George L. Boedeker.	Texas

POPULAR TOPICS ON TAP FOR OHIO CONVENTION.

(Continued from page 30)

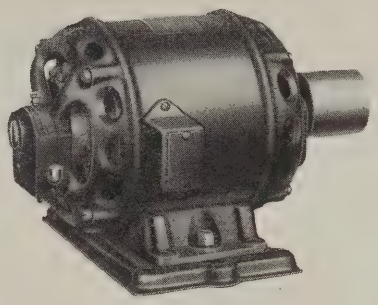
Cleveland owns or controls two-thirds of all the shipping upon the Great Lakes, with 45 steamship lines connecting with all ports upon these inland seas. The city has eight passenger boat lines, nine interurban lines and is served by seven trunk lines which are connected by a "Belt Line," giving Cleveland one of the best transportation systems in the country.

THE Cleveland Chamber of Commerce, with a membership of 4000 business and professional men, coordinates in a remarkable way the activities of various groups. There are several internal organizations, such as Manufacturers' and Wholesale Merchants' Board, Bankers' Trade and Acceptance Council, Cleveland Safety Council, Convention Board, Flour Club, Retail Merchants' Board, Grain and Hay Exchange, Military Committee, Retail Coal Dealers' Board, and Retail Merchants Board.

Other leading business organizations are Chamber of Industry, Builders' Exchange, Cleveland Real Estate Board, Industrial Association of Cleveland, Cleveland Advertising Club, Cleveland Association of Credit Men, Rotary Club, Electrical League, Kiwanis Club and Exchange Club.

During the war Cleveland had the opportunity of testing its industrial value, and as in everything else, went into it wholeheartedly to the end that not a war necessity was manufactured of which Cleveland could not make a part, from the tiniest screw to the ships which were built and loaded here and steamed via the Welland Canal across the Atlantic to their European destination.

"They Keep a-Running"



For Mechanical Refrigeration

Century Fractional h. p. Motors occupy an enviable position in the field of electro-mechanical refrigeration because "They Keep a-Running." They meet all the service requirements of refrigeration machines for ice cream cabinets, soft drink coolers, soda fountains, etc., which must operate satisfactorily under strenuous conditions from 6 to 18 hours a day. They function properly, without attention, for long periods—have high efficiency—stand up under heavy strain.

Get full information on Century Repulsion-Start Induction Single-Phase Motors for refrigerating service.

Century Electric Company
1827 Pine Street ST. LOUIS, MO.
Sales Offices and Stocks in Principal Cities

⅙ to 75 H.P. Century MOTORS ⅙ to 75 H.P.

MIXING LIQUIDS

Hundreds of manufacturers are now using
"HY-SPEED"
Portabale Electric Mixers with
"PUSH-PULL" PROPELLERS



Why?

Because any tank can be used for mixing.

Individual mixers can be started by snapping switch when needed.

No overhead shafting, belting, exposed gears, starting boxes, installation expense or large electric bills.

"Push Pull" propellers also mix better and faster.

Write for new catalogue showing different models and prices

Telephone Columbus 0785
ALSOP ENGINEERING COMPANY
47 West 63rd St New York, N.Y.
Cable Address "Speedhy"

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

Iceless Cabinets Feature Record Kansas Convention

Discussions on Automatic Refrigeration Take up Most of Time at 1924 Convention at Topeka, Marked by Record-Breaking Attendance

MARKED by the largest attendance in history and by the most enthusiastic sessions of any of its past conventions, the Kansas Association of Ice Cream Manufacturers held its annual convention at Topeka, December 16, 17 and 18. An optimistic outlook for the future of the industry in that state was easily formed from the undercurrent of convention proceedings. Speakers discussed virtually all the problems now facing the industry. Iceless cabinets were brought up and soundly cussed, heartily praised, occasionally blessed and by some loyal supporters were staunchly supported and recommended.

The upshot of the convention was the iceless cabinet has its place in the industry, grudgingly won, but manufacturers must "watch their step" to see that no injurious principles be brought about through this new cabinet. On the whole, probably most of the discussions on the iceless cabinet came from the manufacturers of the cabinets themselves, through their representatives, but there were ice cream men present who had stories of their own to tell.

Both sides of the question were so fully brought out that many delegates left the convention feeling better satisfied about the matter than at any time since the introduction of mechanical refrigeration.

The association did not take definite action on the matter of supporting the national advertising campaign, but the way is left open for this to be taken up again in the near future.

Officers of the Kansas Association of Ice Cream Manufacturers for 1925

President, J. F. Crum, Junction City.
Vice-president, C. A. Radley, Winfield.
Secretary-treasurer, B. T. Perkins, Pittsburg.

The executive committee consists of the following: W. H. Hammond, Great Bend; Paul Edquist, Concordia; Paul Chism, Wichita; J. H. Bennet, Ottawa; J. R. Fenner, St. Joseph, Mo.; F. H. Meyer, Kansas City; C. A. Radley, Winfield; R. E. Ambrose, Norton, and W. H. Chappell, Manhattan.

* * *

KANSAS JACK RABBITS OFFICERS FOR 1925.

President, Ed. Weil, Western Rock Salt Co.
Vice-president, Hugh D. Harrington, Commercial Gelatine Co.
Secretary, C. M. Cory, Creamery Package Mfg. Co.
Treasurer, B. Heller & Co.
Sargeant at Arms, Chris Hollinger, Hudson Mfg. Co.

DISCUSSIONS on mechanical refrigeration occupied most of the attention of the delegates during the three days of the convention. The iceless cabinet cuts costs and in some instances eliminates some of the costs, declared E. F. Melke, representing the Delco-Light Co., Dayton, O., advancing arguments as follows:

"There is less depreciation on trucks, less investment per truck, and fewer trucks. If present trucks are used more cream can be carried. Consequently, longer routes can be established, quicker and better service given to the dealers, and a gneral saving effected on each route.

"Experiences of many manufacturers show that the installation of iceless cabinets on country and suburban routes brings the country stop to the city and makes it practically a city stop. Installation of the cabinets on stops of this character often enables the manufacturer to eliminate the dairy delivery because the cream does not have to be packed. It is kept in perfect condition and a large amount of it can be stored. Delivery is often accomplished by light high speed trucks whose operating over a radius of a great many miles is exceedingly low.

"In cities the parking problem is becoming greater every day. The delivery time, due to the fact that salting and icing is done away with entirely, has so cut down the time at each stop that the driver can leave the truck at almost any place, drop the cream, and be off on his way to the next stop in a very short space of time.

"Manufacturers find that upon the installation of a cabinet in a store that the public quickly appreciates the better quality of the cream—the fact that it is kept in an absolute clean sanitary condition—that there is no danger of salt or ice, water, or other foreign substance getting into the cream—that it is always kept at the proper temperature, it is never too hard, nor too soft—and that the cabinet itself attracts a great deal of attention in the store. Soon the entire neighborhood learns of the cabinet.

"The cabinet improves or maintains the quality of the ice cream by keeping it at an even temperature; it is always at the proper consistency; the temperature of the machine can be regulated to suit your own needs or the needs of the particular dealer in whose establishment it is installed; the flavor is always maintained, and the customer is quick to recognize the superiority of the product and the service.

"There is no re-icing, and the sometimes consequent attendant damage to the cream through crystallization; no returns of soft cream, a cost which someone always has to bear, and no petty annoyances such as delivery damages, etc., in the dealer's store.

"The electric ice cream cabinet makes better customers for the manufacturer because the installation of a cabinet offers the dealer a convenience and fills a long felt need. It is something they have been wanting and hoping for, for years. Ice cream dealers will be much pleased when they learn that they can be provided or can provide themselves with a cabinet that needs no ice or salt, makes no dirt, no muss, does away with sloppy floors and unsanitary conditions, eliminates the often unsanitary looking cabinet behind their counter.

"Electric cabinets enable the merchant to serve a more superior, a more sanitary, and a more palatable product.

"Electric cabinets relieve the employees in the store of much work of a disagreeable nature, makes them more satisfied, and turns them into boosters for the cabinet and your ice cream. These cabinets reduce shrinkage, allow the dealer to carry a greater variety and larger stock, and finally increases his sales and profits which is bound to be favorably reflected in your business."

LOUIS CHAMBERLAIN added his voice to this cheering chorus on the benefits of automatic refrigeration, declaring that he spoke as much in the interest of the manufacturers as for the company he represents, the Nizer Corp., when he said that "absolute co-operation is necessary among ice cream manufacturers in order to derive the greatest good from these cabinets."

He gave some interesting facts about the extent of the use of iceless cabinets, speaking in part as follows:

"It is conservatively estimated that some 18,000 iceless cabinets are now in operation in the United States and outside of the average trouble that one finds with machinery as a whole, are giving complete satisfaction. Never once have I found an ice cream manufacturer who has started installing iceless cabinets express a regret that he is sorry he went ahead with it and this bears out the fact that he immediately sees where the cabinet is able to pay for itself in a short period.

"The big question in their minds is how to install them with their dealers so as to show a profit to themselves and complete satisfaction to the dealer. I have found a great many methods being used in traveling from one end of the country to the other and believe it bases down to the fact that each territory and each city must work out a plan that suits them best and absolutely co-operates with each other.

"We believe the logical method is for the manufacturer to own his own cabinets for three or four reasons:

"1. There is not so much chance for the dealer to switch from one manufacturer to another.

"2. It eliminates the possibility of the dealer buying his mix nearby, putting in a small freezer and using the cabinet as a hardening room. These cabinets will freeze cream.

"3. Not all of your dealers will buy cabinets and until all of them do, you will not show your biggest profit, something you desire to attain as soon as possible and do away with dual delivery, etc.

"It is an almost universal procedure in the city for the manufacturer to loan the cabinet to the dealer. Mr. Dealer then pays the current and water costs each month. These vary in accordance to the charge levied for electric current, but a 4-hole cabinet should not consume over 1 K. W. per 24 hours—a 6-hole—1.6 K. W. and an 8-hole 1.9 K. W. In the city it is general that no reduction of the price of cream be given and I have found some cases where a 10 cents advance has been made.

"In the country, however, there are a great many ways to put the cabinet out, and I hesitate to say which is the better, because they all must have their good points or the manufacturer would not go to the expense of installing cabinets unless he had considered things from all angles.

"1. Put your cabinets out on a rental basis, either at a flat rate of so much per month or a larger rental for the months of April, May, June, July, August, September and October and a smaller rental for the months of November, December, January, February and March. According to this method some manufacturers are keeping up their country prices and giving a rebate and others are making a reduction.

"2. Charge no rental but loan the cabinets to the country dealers, keep up your city price, and pay for telephone calls, express rebates, etc.

"3. Re-sell your cabinets to the dealer, taking his down payment and so much per week, which acts to retire the balance against the purchase price of the cabinet but have their payments extend over a period of 18 or 24 months so that you are guaranteed his business for at least that time before the cabinet passes out of your hands.

"Profits from iceless cabinets have been found to run anywhere from 3 cents per gallon up to 15 cents per gallon, depending on the number of cabinets and the condition of the territory in which the cabinets are installed. As a rule a depreciation of 20-33 per cent is figured in arriving at the profits obtained. As to the life of the cabinet, might say that they have been in operation continuously for nearly 4 years and outside of yearly oiling and the usual wearing of motor parts are giving complete satisfaction. A recent test has been made which subjected an 8-hole cabinet to 22,500 hours of continuous running and figured on the average of 6 hours running per day it would bring the life of the cabinet to something more than 10½ years."

* * *

Pioneers On Hand.

Mrs. Henry Scott, probably one of the first ice cream manufacturers in the West, if not commercially in the United States, was present at the Kansas convention. She started the first plant in Topeka in 1879, 44 years ago, and has operated it continuously ever since.

Another pioneer ice cream manufacturer was Joel Baughmon, who started to make ice cream in 1884.

* * *

Honeymooners There.

Mr. and Mrs. W. H. Snyder, F. Snyder Ice Cream Co., Wichita, just returned from their honeymoon trip to Havana. They report that ice cream sells for $2.00

Now—

WHEN you are turning over in your mind the various improvements which this season's business has shown to be advisable, consider **this.** That the most important and beneficial change you can **possibly** make is an improvement in the quality of your **Vanilla Ice Cream.**

There is a particular **Vanilla** which fits **your** Ice Cream better than any other. **You** should buy **that** Vanilla. Sethness Company has, by means of a series of freezing tests, determined the particular type of Vanilla Flavoring best suited to each mixture of the various dairy products used in Ice Cream manufacture.

We believe there is room for improvement in the flavoring of every Ice Cream. We will be highly pleased to offer you the result of our labor along this line.

Get in touch with the Sethness salesman in your territory or write Sethness Specialty Department. Both are at your service for the increase of your Ice Cream Volume.

SETHNESS COMPANY

Manufacturers Since 1880

Extracts, Colors and Fruits

CHICAGO

Cosco TRADE MARK *For Forty-four Years the Mark of Quality in Ice Cream Products*

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."

Derycote
PAINT YOUR PERSONALITY ON YOUR PACKAGES

has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.

MEMBER

THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. Cleveland O., U.S.A.

FORTUNE PRODUCTS TRADE MARK

Make a New Year's Resolution
that will be easy to *keep!*

Use Nothing But

FORTUNE'S THINFLO

Chocolate Coating for Eskimo Pies, and all chocolate-covered ice-cream, during 1925"—and you'll use it always.

The most satisfactory, and hence the largest selling chocolate coating for ice-cream dipping on the market.

Fortune Products Co.
416-22 S. Desplaines Street
Chicago. Ill.

a gallon there and is not listed on the hotel and restaurant menus. Mr. Snyder says it's good to get back to a country where one can see across country, free from the persistent fogs encountered on the entire trip.

* * *

Tom O'Connor has sold the Crawford County Creamery to F. W. Hegler at Pittsburg, Kan.

* * *

Prof. Olson of Manhattan delivered a paper soon to be published by the Kansas Experiment Station showing work done in different plants in Kansas, showing the importance of better quality of products to begin with a comparison of bacterial counts in ice cream from different sources of materials, sweet butter, condensed, powdered milk, before and after pasteurization and before and after storage, and hardening. He emphasized better quality of products, better pasteurization, quick cooling among many detailed plant improvement suggestions for plant owners—watch for the bulletin.

* * *

One of the prominent features of the Kansas convention was the large number of ladies present. The Topeka women are to be congratulated on the way they looked after the entertainments of the visiting ladies.

Among the ladies present were: Mrs. A. C. Sweeney, Kansas City, Mo.; Mrs. J. B. Pattinger, Wichita; Mrs. Theo. Meyer, Kansas City; Mrs. L. R. Manley, Topeka; Mrs. Marie Hawkins, Sterling, Kan.; Ethel Brown, Wichita; Mrs. W. H. Snyder, Wichita; Mrs. C. A. Radley, Winfield; Mrs. F. H. Meyer, Kansas City; Mrs. C. T. Bauer, Cherryvale; Goldie Bauer, Cherryvale; Mrs. Stimson, Hutchinson; Mrs. Goble, Independence; Mrs. Massey, Chicago; Miss Starr, Topeka; Mrs. Martin Topeka; Miss Henderson, Topeka; Mrs. Ferpoint, Wichita; Mrs. Edquist, Concordia; Mrs. Will DeCoursey, Kansas City, Mo.; Miss Matthews, Kansas City, Mo.; Mrs. Frank DeCoursey, Kansas City, Mo., and Mrs. Schultes, Kansas City, Mo.



If you are tired of your business, don't worry over it. Advertise it for sale in "The Ice Cream Review" Want Department. A sure result getter.



PRE-CONVENTION NUPTIALS.

S. B. Ashmead—none other than "Silent Sam"—himself—advertising manager of Cherry-Bassett-Winner Co., Philadelphia, Pa., took unto himself a bride just before the ice cream men's gathering at New Orleans in November. The lucky girl is a Philadelphia lady. Congratulations have been coming from all quarters.



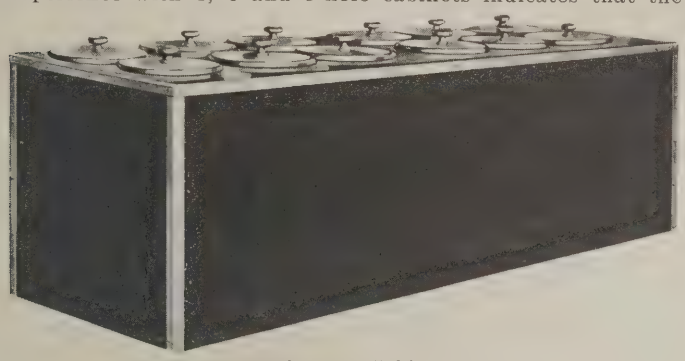
S. B. ASHMEAD.

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

DOUBLE-ROW ICELESS CABINETS.

A recent announcement from the Nizer Corporation of Detroit carries the news that this company is building 10 and 12-hole double row iceless cabinets. It is anticipated that these giant sizes will satisfy the requirements of many of the largest retailers completely and avoid the necessity for two cabinets of smaller capacities and of nearly twice the cost, officials say in the announcement. It is stated by the Nizer Corporation that even the new 12-hole size will be easily taken care of by the company's standard compressor. Experience with 4, 6 and 8-hole cabinets indicates that the



Double-Row Cabinet.

new 10 and 12-hole cabinets will necessitate the operation of the compressor for only 10 and 12 hours per day, respectively, in the hottest months of the year, the announcement says.

The construction of the new cabinets is the same as all other standard Nizer cabinets—a very large ice cream capacity being made possible in small space. The 10 and 12-hole sizes will measure about 28 inches wide by 70½ and 28 inches by 29 by 91, respectively.

These measurements provide room for the inclusion of the compressor unit within the cabinet. In cases where 10 and 12-hole capacity is required, but where space is too limited to take the self-contained type, the compressor unit is separately installed in some convenient spare space and the length of the cabinet is thus reduced 11 inches, we are told.

SLOGAN DESIGNS OFFERED.

Announcement has been made that John H. Mulholland Co., 1033 Chestnut St., Philadelphia, Pa., has made arrangements with W. A. Schwindeler, chairman of the national association's advertising committee, to make enameled steel disks of the new national ice cream slogan for delivery trucks. Readers of The Ice Cream Review know of the campaign conducted in which the winning slogan was selected. This slogan is, "Serve it—And You Please All." The slogan goes with an attractive design adopted at the same time. This design, of course, will appear in the steel disk manufactured by the Mulholland Company. The disks are made in five colors and in pairs, dish and brick, for the center, according to the announcement reaching The Ice Cream Review.

HOLLWEG VISITS COAST.

Not many of the Dixie Flyers took the opportunity to get away to the Pacific coast convention to break the bread of friendship with the ice cream men of that section, but Fred Hollweg, vice-president of the Thos. W. Dunn Co., was among those present. He arrived early and saw the show through. Mr. Hollweg misses few of the big conventions.

SERVICE MEN'S ASSOCIATION PROPOSED.

Editor The Ice Cream Review:

I have just completed a course on the servicing of automatically refrigerated ice cream cabinets and soda fountains in the school conducted by the Nizer Corporation of Detroit, Mich.

While attending this class, I had the pleasure of meetng a number of fine fellows from the four corners of the U. S. A.—some only came a few hundred miles, while others came thousands.

When I look into the future and see the probability that the time is not so very far off when every ice cream manufacturer in the country will have one or more men in their employ doing this servicing work. I can easily see the probabilities of an association of these men that will not only grow into a large membership of fine young men whom we may expect to produce a big percentage of our coming ice cream manufacturers, but it will go a long way toward the advancement of this new and recognized very important branch of the ice cream game.

While thinking along these lines, I wrote a brief sketch of some of the things that should be considered by such an association, which I will submit to you, and should you see fit to pass it on to your readers, it is very probable that you will be sowing the seed from which a new and valuable association might spring.

I will appreciate it if you will tell me whether or not my thought is a good one.

Yours very truly,
A. D. MORRIS,
Minneapolis, Minn.
2500 Emerson Avenue South, Apt. S,

1. The name of this organization is the "S. O. 2 Service Men's Association."

This name is chosen because S. O. 2 (the chemical abbreviation for sulphur dioxide gas) is more universally used in connection with automatically refrigerated ice cream cabinets and soda fountains than any other refrigerant.

2. The emblem of this organization will be the sign "S. O. 2" withing a triange, with the word "Service" marking the three sides of the triangle—thus—

Color scheme and kind of metal or material to be determined.

3. The purpose of this association is to enable the growing numbers of such service men to have a time and place where they can meet in common and become acquainted, exchange views, benefit by each others' experience, and in various ways become more valuable to themselves and their employees, and to the cause.

4. The meetings should be annually—the date should be at the same date of the National Association of Ice Cream Manufacturers—the place should be the same city selected by the National Association of Ice Cream Manufacturers.

This association should have as many open meetings as the convention time will permit, but it should have at least one closed meeting where they would go into executive session for the purpose of electing officers for the following year—hearing reports from retiring officers and committees, and conducting any other business which might come before this meeting.

5. The advantages of this association will be invaluable, as it gives its members an opportunity to learn new or better ways of meeting their field conditions, by a transfer of ideas and experiences, etc.—it gives them an opportunity to see all new equipment and all improvements and advancements made by the various manufacturers of this style of machinery that might be on exhibition at the convention.

The employers should encourage their service men to join this association and attend all conventions, as the knowledge gained will more than repay him for the expense of the trip.

6. The entertainment feature will be worked out before each convention by the entertainment committee.

7. By-laws should be enacted, committees created and its members appointed, and other organization activities should all be pre-arranged so that the first annual meeting will go into motion without loss of time, then new committees, community members and new by-laws can be attended to at each executive session.

8. Eligible members should be any one whose duties call him to service automatically refrigerated ice cream cabinets, either in a service station or in the field—charging board operatives should be eligible.

(Continued on next page)

A salesman of this equipment whose duties also include servicing is not eligible as a member, but may be elected to an honorary membership from year to year, and such membership shall be passed upon by the members at the executive meeting for the following year—the term of such honorary membership is to extend from the beginning of one executive meeting to the beginning of the next, or until such time as the honorary elected member is read out of membership. The first order of business after meeting is called to order should be these elections.

Any member who later becomes a salesman will automatically cease to be a member in good standing, but he will become an honorary member, and will be governed by such rules and by-laws as apply to such class of membership.

Papers will be read, talks made and discussions entered into at the various meetings of the association, but there will be no sales talk permitted by any one in favor of any particular manufacturer or machine.

The chairman of the convention will be the judge as to whether or not any paper, talk or discussion appears too strongly as a sales talk, and he will be expected to immediately stop such talk, even though it be necessary to make the offending speaker stop before he is through.

This association must be kept free from any outside influence.

As the membership grows, there can be an auxiliary association organized in the various states to meet with the state ice cream manufacturers.

Dues or assessments can be handled along the customary lines, such as the system now in use by most of the supply men's associations.

Any one who is eligible to membership in this organization, either as member or honorary member, can make application either drect to its officers, through the mails, care of the trade paper which is selected as the association organ, or through the columns of the association organ.

* * *

MORRIS JOINS NIZER.

Ice cream men of Texas, Oklahoma, Arkansas, Missouri, Kansas and Minnesota, and the supply friends of A. D. Morris, will be interested to know that he has joined the Nizer Corporation, and will represent that company in North and South Dakota, Minnesota, and Western Wisconsin.

Mr. Morris has just finished a two year connection with the Northwestern Ice Cream Company of Minneapolis, Minn., by which he has added another successful new plant venture to the chains which he has extended from Minnesota to Texas.

Mr. Morris has cautioned us not to miss sending any of his Ice Cream Reviews, as he knows that the Ice Cream Review is as valuable to the ice cream equipment salesman as it is to the manufacturer.

* * *

A NEW PRODUCT OF ROGERS, DETROIT.

C. E. Rogers, 8731 Witt Street, Detroit, Mich., announces new condensing and drying equipment known as the "Dribatch." This machine is built in four sizes and is recommended for the production of dry milk and sugar for chocolate manufacturers, dry buttermilk powder, dry cultured skim milk powder, condensed buttermilk and skim milk, concentrated skim or whole milk, sugared condensed milk and for chemical and food drying purposes. The "Dribatch" is primarily a super vacuum pan doing the work that a vacuum pan accomplishes with the added advantage of concentrating to any required degree, officials claim. Complete information on the Dribatch can be secured by writing to C. E. Rogers.

THANK YOU, MR. DREW.

Many readers will recall the interesting article in the December issue of The Ice Cream Review on China's egg powder industry, from which the American ice cream industry gets one of its important ingredients—that is, one that seems to be of growing importance. We neglected to state that this article was made possible through the efforts of James F. Drew, head of James F. Drew & Co., importers of gelatine and egg yolks, 320 Broadway, New York City. Mr. Drew went to great trouble to prepare this information and to procure the photographs with which the article was illustrated, and this acknowledgment is cheerfully made.

STILL WITH JOE LOWE CO., RIEF SAYS.

In the November issue of The Ice Cream Review it was announced that Anton Rief had severed his connection with one ice cream supply house to accept a place with a firm supplying egg yolk to the industry. This announcement was made in good faith, at the National Dairy Exposition, by the head of the firm that had offered Mr. Rief a connection, which Mr. Rief was believed to have accepted. In fact, so strong was this belief that in commenting upon his "new representative," two months later, this gentleman declared Mr. Rief "was making good."

But it seems there was a misunderstanding. At any rate, The Ice Cream Review has received a cable and a postal communication from Mr. Rief, who is now abroad, stating that The Ice Cream Review's announcement was incorrect; that he still is employed by the Joe Lowe Co. of New York City. Mr. Rief communicated from Milano, Italy, and there was not sufficient time to take up the matter further with him before press time for this issue. This correction is cheerfully made in the interest of all concerned.

* * *

FLOWERS APPOINTED.

The American Engineering Co. of Philadelphia, builders of Juruick refrigerating machines, announces the appointment of Ed. Flowers, Huntington, W. Va., as sales agent for the Huntington territory. Mr. Flowers has a wide business acquaintance and is a well-known engineer. The new company will be known as the Huntington-Juruick Refrigerating Co. and will engage in general refrigerating, contracting and service work.

* * *

MALTED MILK ICE CREAM.

Malted milk ice cream is something new. For several years this matter has engaged the minds of men in the industry. It is reported to be making a way for itself among Chicago ice cream manufacturers.

The Eureka Food Products Corp., 444 W. Grand Ave., Chicago, is supplying the dried milk and malt flour for this product. Many ice cream manufacturers sampled malted milk ice cream for the first time at the Illinois convention in Chicago in October. Zack S. Frank and Jos. E. Fagan represent the company.

* * *

POSTLEWAIT IN NEW CONNECTION.

It will be of interest to the ice cream trade in the central West to learn that Edw. A. Postlewait, for several years trade representative of the Consumers' Glue Co., has joined the forces of Horine & Bowey Co. of Chicago, manufacturers of ice cream fruits, flavors and colors. Mr. Postlewait will serve the trade in Iowa and Omaha territory.

* * *

AN ICE CREAM PLANT NEAR THE ARCTIC CIRCLE.

A refrigerating plant has been installed within 70 miles of the Arctic circle, according to recent announcement. The Loman Reindeer Co., Teller, Alaska, has bought from the Baker Ice Machine Co., Omaha, Nebr., through the latter company's jobber, the Northwest Ice Machine Co., Seattle, Wash., a six-ton Baker plant for the Loman company, which is in the ice cream manufacturing business. The plant is located very near the Bering Strait, recently crossed by the world fliers.

Naturally the first thought that probably enters the reader's mind is, "Why should anyone need a refrigerating plant when located so far north?" During the winter the temperature frequently registers from 50 to 60 degrees below zero, but the warm Japanese current gives Teller a mild summer.

The Loman Reindeer Co. has a Sharp freezer 38 feet wide, 10 feet long and 9 feet high, and a storage room 38 feet wide, 40 feet long and 9 feet high. A 5½x5½ Baker Uni-flow compressor has been installed, the power being furnished by crude oil engine.

In order to get condensing water a hole about 12 feet deep was dug in the ground. At this depth ice and ice water was encountered. Teller virtually being located on an iceberg. The Baker compressor is run at 90 pounds condensing and 15 pounds suction pressure.

The Sharp freezer is carried during the summer months at 10 degrees below zero, and the storage room at 15 to 18 degrees above zero. Deer are frozen and corded up like wood in the storage room. The average deer when slaughtered are from 18 months to 2½ years old and weigh about 150 pounds when dressed.

* * *

HARGRAVE IS SALES MANAGER.

The Postum Cereal Company, Inc., of Battle Creek, Mich., announce the appointment of Newell H. Hargrave in charge

of the sales of Postum Cereal Company's new product, malted grape-nuts.

Mr. Hargrave formerly was president of the Dolly Varden Chocolate Co. of Cincinnati, and is well known in confectionery and drug circles. He is an enthusiastic worker in various trade associations and at one time was president of the Central Candy Club, the membership of which comprises manufacturers of Ohio, Indiana and Michigan. He also was president of the Cincinnati Candy Association, made up of manufacturers, jobbers, wholesalers and retailers.

* * *

PHILLIPS RESIGNS.

Announcement has been made by the Gifford-Wood Co., Hudson, N. Y., that B. B. Phillips, general manager of that company, severed his connections December 15.

Trade Literature

Review of "The Sale and Advertising of Dairy Products," By N. Clyde Tompkins, Advertising Manager, The Creamery Package Manufacturing Company, and Published by The Olesn Publishing Company, Milwaukee.

By L. M. Dorsey.*

This little book is one of the signal achievements of the year in the dairy industry. This because of the fact that individuals connected with the processing and sale of milk and milk products have come more and more to realize the benefits to be derived from the application of modern merchandising methods to the sale of dairy products. Merchandising practices which have proven successful in selling other commodities have been just as successfully utilized in the dairy products selling field; and because of the excellent results obtained in the application of these methods, Mr. Tompkins has pioneered in furnishing to the dairy industry a volume exclusively devoted to the setting forth of such of those methods as have been practically applied to dairy products merchandising.

The author takes up in the following order each of the major dairy products: Ice cream, market milk, butter and cheese. He demonstrates the selling organization to be employed for each product and indicates the kind of advertising material to be used to reach the dealer and the various classes of consumers. All this is done in a concise manner, straight to the point without any unnecessary elaboration of minor detail. This alone commends the volume to the perusal of the busy executive, manager or owner.

While the large scale of business has been given the larger share of attention, Mr. Tompkins has not neglected to devote a section of his book to the producer of milk and milk products who sell direct to consumer. The merchandising methods of the not unnumerous members of this class are woefully poor, notwithstanding shining exceptions, and it is pleasing to see someone give consideration to their problems. It is doubtful if this particular book finds its way into the hands of the producer or retailer of dairy products but it points to a field in which dairy farm papers might expend some effort which would be of considerable value to their readers.

Many books have been written dealing in a technical manner with production of milk, processing of milk, and manufacture of milk products, and occasionally one has found a very brief space allotted to merchandising but not until the advent of Mr. Tompkin's book, which should become a milestone in the development of dairy literature, has the dairy industry had a book solely devoted to merchandising. In this respect the literature of this industry has but reflected the general attitude of everyone connected with it. The greatest attention has been paid to dairy cattle production and technical problems which have had to be solved in connection with the processing of milk and the manufacture of high quality milk products; but now that many of these items have been placed upon a satisfactory footing, a greater amount of consideration is being given to the marketing of the of the products which have been brought to a high standard of perfection. Evidences of this stage of progress have become more apparent in recent years, as witness the mission of this magazine, and "The Sale and Advertising of Dairy Products" is the first concrete attempt to record in book form for the use of the many, those methods which have been successfully applied by the few. Let it be hoped that Mr. Tompkins may at some not far distant time, enlarge upon his first effort in behalf of the dairy industry by giving to it a book even more replete with dairy products merchandising information than in his first volume.

* With the dairy department, Maine Agricultural College.

* * *

A NEW CABINET CATALOG.

The Brooks Cabinet Company of Norfolk, Va., has just issued a beautifully illustrated catalog featuring their cabinet. A copy of this will be sent to any ice cream manufacturer on request. It is worth having.

The Brooks guarantee provides that if any defects develop in the Brooks cabinet within thirty days the cabinet may be returned to them at their own expense and they will ship the ice cream manufacturer another, freight prepaid. To get all details send for their catalog and price list.

* * *

The American Schaeffer & Budenberg Corp., Brooklyn, N. Y., has issued a new thermometer catalog No. 200, in which it tells the story of Crescent thermometers. The bulletin calls the trade's attention to the stock of thermometers the company now carries. In this catalog a list of stock ranges and standard straight and angle form is given.

Officials of the company say every Crescent thermometer is now furnished with bulb chamber of monel metal, assuring long life and elimination of corrosion troubles. It is further stated that the Crescent thermometer can be supplied with red capillary tubing, if desired. The catalog has 50 pages and is attractively illustrated.



With Reverse English.—Miss Green: "I know he's rich, but isn't he too old to be considered eligible?"

Mrs. Wyse: "My dear, he's too eligible to be considered old."—Boston Transcript.

From A to Z in the Ice Cream Industry

The Book of Ice Cream
By W. W. Fisk

PRICE
$3.50
Postpaid on receipt of remittance

For a good, comprehensive knowledge of the ice cream business and the making of ice cream you cannot secure a better source of information or one more reasonable.

Every phase of the ice cream business is discussed in this book.

THE EDITION IS NEW—REVISED AND ENLARGED WITH MANY NEW FEATURES.

Get a Copy

The Olsen Publishing Co.
Fifth and Cherry Sts. Milwaukee, Wis.

COLORADO CONVENTION PROGRAM.

The following is an outline of the program for the second annual meeting to be held at the Congress Hotel, Pueblo, Colo., January 27 and 28, 1925:

Tuesday, January 27.

10:00 A. M. Meeting of Board of Directors.
Registration.
Noon. Luncheon. Courtesy C. B. Frink, Frink Creamery Company.
2:00 P. M. Address of Welcome—John M. Jackson, Mayor of Pueblo.
Response—C. T. Myers, Alamosa, Colo.
President's Address—E. B. Darrow.
Secretary's Report—E. L. Carlson.
Address—"The Importance of Sanitation to Quality Dairy Products," Prof. Geo. E. Morton, State Dairy Commissioner.
Address—"Co-operation," Dave Thomas, secretary, Colorado Creamery Butter Manufacturers' Association.
Address—"National Advertising of Ice Cream," W. A. Schwindeler, chairman Committee on National Advertising, National Association of Ice Cream Manufacturers.
7:00 P. M. Annual banquet and dance.

Wednesday, January 28.

9:30 A. M. "Mechanically Refrigerated Cabinets." Papers by representatives of the various cabinet manufacturers.
"Experience with the Mechanically Refrigerated Cabinets." Papers by the various ice cream manufacturers.
Discussion.
"The Refrigerated Soda Fountain." Papers by representatives of the various manufacturers of refrigerated soda fountains.
Discussion.
2:00 P. M. Round Table Discussions. (Sessions open only to ice cream manufacturers.)
Report of Committees.
New Business.
Election of Officers.
Adjournment.
2:00 P. M. Executive session of Rocky Mountain Canaries. Election of permanent officers, etc.
7:00 P. M. Buffet dinner, smoker, and entertainment by the Rocky Mountain Canaries.

We expect to have ninety per cent of the gallonage represented at this meeting. The interest is very keen in all sections, and we look for a highly successful and profitable two days.

The Rocky Mountain Canaries, which is the name chosen by the new sales organization, was founded a few days ago, and the following temporary officers were elected:

President—L. C. Hurley, The Hurley Company.

Vice-President—L. C. Chamberlain, Nizer Corp.

Secretary-Treasurer—John Bruce, Beatrice Creamery Supply Company.

The officers and directors of the Colorado Association of Ice Cream Manufacturers and the Rocky Mountain Canaries wish me to extend to you their thanks for whatever publicity you are able to give us on our coming meeting. Very truly yours,

THE COLORADO ASSOCIATION OF ICE CREAM MANUFACTURERS. E. L. Carlson, Sec'y.

FINCH JOINS WRIGHT-ZIEGLER CO.

W. G. Finch, well-known in the ice cream industry of the middle West and other sections, particularly as the inventor of the weigh-batch system, has been appointed head of the ice cream department of the Wright-Ziegler Co., Boston. This firm only recently established an ice cream department, although it has been in business since 1864. The company has added U. S. freezers to its equipment. Mr. Finch, who formerly operated from Grand Haven, Mich., now is established in Boston, and he says he has found the New England manufacturers to be "about the same sort of a crowd that we had in Michigan."

SCORE CARD USED IN ICE CREAM NUTRITIONAL TESTS MADE BY E. B. GEISEL IN NEW ORLEANS.

ICE CREAM NUTRITION CLASS - 1924
Alexander Dimitry School - Conducted By
ANHEUSER-BUSCH ICE CREAM & BEVERAGE CO. INC.

PUPILS' ATTENDANCE RECORD

No.	NAME OF PUPIL	April					Apr.-May					May					May					May					May					June				
		21	22	23	24	25	28	29	30	1	2	5	6	7	8	9	12	13	14	15	16	19	20	21	22	23	26	27	28	29	30	2	3	4	5	6
1	Leona Behler	a	a	a	a	a	a	a	a	a																										
2	J. Bayhi	a				a						a		a		a			a	a				a		a			a			a	a	a		
3	M. Dyer							a																												
4	M. Drumm																						a				a	a	a					a		
5	A. DuVerney		a		a	a	a	a	a	a		a												a												
6	T. Fitzpatrick	a													a				a																	
7	E. Gagan											a		a					a		a			a		a			a							
8	L. Glynn																				a			a		a	a	a								
9	L. Krieger	a	a	a						a				a					a					a												
10	V. Kramer														a									a												
11	A. Seveible						a							a		a			a																a	
12	R. Thornton	a	a	a	a	a	a												a							a										
13	M. Lanoy	a	a	a	a	a																a	a	a		a	a									
14	B. Margiotta														a	a						a														
15	J. Cado																																			
16	M. Croman	a	a																																	
17	P. Cullotto																							a		a										
18	G. Gregoire	a																																		
19	G. Johnson											a		a	a	a	a	a	a	a	a	a	a	a		a	a	a	a	a	a					
20	R. Maginnis	a		a																				a										a		
21	R. Martinez	a	a	a																																
22	O. Herman					a						a				a				a		a	a	a		a		a	a							
23	J. Bayhi	a												a	a									a		a				a						
24	A. McElroy	a	a																					a												
25	H. Brown																	a						a												
26	H. Brown	a	a	a	a	a	a											a																		
27	F. Burke																									a	a			a				a		
28	J. Donovan	a							a			a		a	a	a				a	a		a			a	a					a		a		
29	G. Donney	a																					a					a				a				
30	J. Durion	a										a		a	a	a			a					a		a						a				
31	G. McElroy	a	a						a	a		a		a			a			a				a			a									
32	L. Peart			a	a	a	a	a	a	a						a				a												a				
33	C. Petrie		a									a																				a	a	a		

An article on this subject appears on page 147.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

COMING!

Something absolutely NEW and vastly BETTER in ICE CREAM CABINETS

Within the next two weeks we will have ready for your inspection a new type of Ice Cream Cabinet that—

—eliminates absolutely ALL of the usual muss and inconvenience of icing; *yet* is refrigerated with ice—

—a cabinet in which the danger of leakage is completely done away with—

—a cabinet that assures uniform low temperatures and 48-hour service with one icing.

—a cabinet that makes possible for ice cream makers a new system that will cut service costs materially ***without requiring a single change in service equipment.***

If you'd like to receive an advance copy of the descriptive literature now on press simply drop us a line NOW. In any event WATCH for big announcement in next month's issue.

GRAND RAPIDS CABINET CO.
55-59 Alabama Avenue, N. W.
GRAND RAPIDS, MICHIGAN

World's Largest Manufacturers of Ice Cream Cabinets

SUCCESS CROWNS GREAT PACIFIC CONVENTION.

(Continued from page 38)

of the ablest manufacturers of the Northwest, was elected president. Mr. Burt replaces J. E. Dunne of Portland on the board of directors. Other changes on the board include the replacing of G. S. Helphrey of Sand Point, Idaho, with F. H. Maush of Seattle, and the replacing of E. M. Raymond of Wenatchee, Wash., with W. T. Graken of Anarutis, Wash.

LACK of space prevents the writer from going as extensively into convention speeches at this time as the importance of this convention would justify. But it is worth while to sketch a few of the important addresses, leaving others, some equally as important, for subsequent issues.

One of the outstanding addresses was that by K. L. Carver, general manager of the Crescent Creamery Co., Los Angeles, on the subject, "Constructive Merchandising."

The policy of building up a business on the foundation of better quality and better service cannot be questioned, it was the speaker's belief, for—

"In the case of ice cream, popular approval serves as a moderator to prevent the quality being elevated to the point where it becomes a luxury for the classes instead of a food for the masses.

"But in the matter of service," the speaker continued, "there seems to be so much outside limiting influence. Our consciences, our pocketbooks, are our only guides."

He warned against the tendency toward more salesmen, higher-priced salesmen, more deliveries, earlier deliveries, special deliveries, more cabinets, different kinds of cabinets, refrigerated cabinets, more extravagant advertising, more electric signs, more discounts—"without proper co-operation and organization." The speaker declared in this connection that—

"Often methods or practices among business houses and individuals have been used so long that they have come to be regarded as standards, while in reality they are but habits and customs, or even 'ruts.' With us this service rut is getting dangerously deep; too deep to climb out of if we don't watch our step very carefully."

Constructive merchandising, he declared, is nothing more than the practical application of the good old principle of "do unto others as you would have others do unto you."

Conditions today will not permit a line to be drawn between the manufacturer and the dealer, nor between the retail dealer and the consumer, he said, adding:

"No such manufacturer can long prosper or continue to increase his business, if, after making the sale to the dealer, the latter is unable to dispose of the manufacturer's product with reasonable success. Therefore, in modern merchandising, the manufacturer whose goods reach the consumer through dealer outlets should be as much interested in retailing as is the retail dealer himself, and as much interested in satisfying the consumer in the matter of quality and price, as is the retailer himself, and vice versa.

"Further indulgence in the uneconomic practices or tendencies that now seemingly pervade the industry, is in reality, but a slow means of reducing the industry to a point where each manufacturer will have the same desire or inclination to sit down at the same table and talk co-operation and constructive methods of merchandising with his competitor, and if we must take this course in getting down to the 'grass roots,' there will be a lot to talk about. The agitation brought on by the advent of refrigerated cabinets and fountains may well forewarn us of some of the possibilities or consequences that may result from lack of co-operation.

"Too often, in the merchandising of ice cream, the individual manufacturer practically limits his interest in the retail dealer to an occasional visit of a salesman to take an order; or the gratuitous filling up of ice boxes with cracked ice, or supplying a few highly colored display cards, or perhaps a sign painted on the side of the store building. This is not a sufficient degree of interest for the manufacturer to show in the retailing of his product. There should be frequent communications by mail direct from the manufacturer to the dealer, with which, from time to time, might well be enclosed practical suggestions on how to sell more ice cream; the importance of cleanliness at the fountain; the importance of adequate advertising display; the importance of courtesy and other suggestions of equal value. It may be said or thought that retail dealers will pay little or no attention to these suggestions. Whether they do or do not is not the point; the point is that he manufacurer will at least have impressed the dealer with his genuine interest in the latter's daily problems and his desire to be of helpful assistance.

"The next step, and of even more importance, would be to meet, as an association or by committee, with the various retail dealers' associations such as the druggists, confectioners and restaurateurs."

It is possible for the buyer to assist himself as well as his supply manufacturer if the former will only anticipate his early requirements whenever it is possible, J. C. Capron of Los Angeles told the delegates in speaking on the subject, "The Relation of the Buyer and Seller." This step helps the supplyman carry out his end of the bargain by making prompt deliveries, he added. With regard to the advantages of paying cash, the speaker said:

"I believe it is the general experience of the buyer that if his firm is rated well enough financially to pay cash, that he has one of the best levers obtainable in securing low prices. There is one thing sure, that the buyer should see that the bills and collection notices of the house from which he buys are met and replied to in the most business-like manner possible. If these are not given the attention that they demand the buyer will often find himself handicapped in his fight for low prices when the fault is that of the remittance end of the house for which he is buying. When the buyer is making every effort to get a satisfactory price from his supplyer he must be given proper attention the exact moment bills are due. When the seller knows the buyer's firm is rated prompt pay he is more liable to go the limit on low prices to the consequent benefit of the firm."

ONE of the splendid features of this history-making convention was the high-class exhibition of ice cream supplies, machinery and equipment staged by the supplymen of the Pacific Coast Ice Cream Manufacturers' Association, headed by H. P. Jacobson of San Francisco. This was one of the most up-to-date exhibits to be found at state and group-state conventions. The handsome Civic Auditorium at Oakland was the scene of this excellent display.

In fact so successful was the Pacific Slope Dairy Show, which attracted more than 20,000 persons, officials of the show organization, the California Dairy Council, believe the time has come for the dairy exposition to be a permanent institution on the coast.

This belief was expressed in an interesting bulletin summing up results this year, quoted in part as follows:

"With confidence gained from the great success this year of the Pacific Slope Dairy Show in Oakland when more than 20,000 persons passed through the doors, steps have been taken by the directors to organize on a larger and permanent basis.

"The show in the past has been carried on by the staff of the California Dairy Council, loaned for that purpose during a certain period of the year, it was explained by Sam. H. Greene, secretary-manager. Robert E. Jones, who has managed the show each year, is director of publicity for the California Dairy Council.

"The show now has reached such a size that it needs its own permanent organization and articles of incorporation for the Pacific Slope Dairy Show Association will be filed at once, Greene continued. Frank T. Murphy, former farm advisor for San Luis Obispo county, who served this year as assistant manager, has been appointed manager and will devote his time the year around to the show association.

"At the meeting of directors, Dr. C. L. Roadhouse, University of California College of Agriculture, was re-elected presi-

dent of the association. The vice-presidents are: M. H. Adamson, Los Angeles; George W. Prising, San Francisco; W. E. Haley, San Francisco; R. A. Condee, Chino, and J. N. Gilman. Sam H. Greene was re-elected secretary-treasurer of the association.

"In sketching plans for next year's show the plans for an extensive exhibition of livestock was emphasized. A livestock feature had not been possible this year on account of the foot and mouth visitation in California.

"Directors of the show association were elected as follows: Albert Meister, Sacramento; C. E. Gray, San Francisco; D. M. Dorman, Los Angeles; Sam H. Greene, San Francisco; George R. Frampton, Artesia; George W. Prising San Francisco; C. L. Roadhouse, Davis; Robert E. Jones, San Francisco; George E. Platt, Los Angeles; Merritt H. Adamson, Los Angeles; W. E. Haley, San Francisco; A. Jonson, Los Angeles; J. W. Coppini, Ferndale; P. H. Davis, San Anselmo; H. W. Low, Oakland; Robert A. Condee, Chino; Frank M. Helm, Fresno; W. T. Cole, San Francisco; J. J. O'Neil, Oakland; J. H. A. Jorgensen, Riverdale; Walter A. Haas, San Francisco; F. J. Bowden, Hanford; W. H. Scott, Hanford; George H. Ball, Fresno, and Wm. M. Regan, Davis."

IN THE ice cream competition at the Pacific Slope show, first place was given by the board of judges to the entry of the Crescent Creamery Co., Los Angeles, with a score of 97; Woodland Ice and Bottling Works, Woodland, Calif., second, 96½; Valley Dairy Co., El Monte, Calif., third, 95¾.

There were 22 entries in the ice cream class, and Prof. M. Mortensen, Iowa State College, presiding judge, said he had never before seen so much high quality ice cream assembled together in one place. In addition to Prof. Mortensen, the judges were: D. G. Turnbow, University of California, Davis, and S. L. Denning, Premier Machinery Co., San Francisco.

After the official judging, the delegates to the ice cream manufacturers' convention were given an opportunity to judge the entries and make comparisons for themselves.

The score card, which is as follows, is based on the recommendation of the American Dairy Science Association at its recent meeting in Milwaukee: Flavor, 45 per cent; texture, 25; bacteria, 20; color, 5, package, 5.

The conditions provided that entries containing less than 10 per cent or more than 14½ per cent of butterfat, or less than 34 per cent of solids, were disqualified and no score reported. For entry with a bacteria count of 50,000 or less per cubic centimeter, the judges allowed 20 points. They deducted one point for each 25,000 additional bacteria per cubic centimeter.

THE ice cream manufacturers were royally entertained at every opportunity, each evening of the convention being marked by some form of entertainment. The first evening found the manufacturers the guests of the supply men of the Pacific ice cream industry at a reception and dance.

The close of the convention was marked by a banquet and dance. This was held at Hotel Oakland.

The manufacturers were welcomed to Oakland at the reception by the supply men with a cabaret dinner dance. The occasion was officially known as "get-together night." The festivities were held at Toyon Inn, about 12 miles from Oakland. The people were transported in electric cars at the expense of the supplymen. About 300 people attended the banquet.

Supplymen were amply rewarded for their pains by the good attendance of ice cream manufacturers at their exhibits.



Send your personals and news items to "The Review" and see how well they look in print.

TEN NEW DIRECTORS OF NATIONAL ASSOCIATION.

Ten additional directors were appointed at the 1924 convention of the National Association of Ice Cream Manufacturers. This was done that the association's directorship might be more representative of the country. The new directors are:

C. G. Carlson, Denver, Colo.
W. J. Barritt, Tampa, Fla.
C. S. Hutchinson, Des Moines, Ia.
H. P. Hood, 2nd, Boston, Mass.
Madison Lewis, New York, N. Y.
J. M. Harding, Omaha, Nebr.
S. M. Ross, Columbus, O.
George M. Brink, Philadelphia, Pa.
H. T. Pangburn, Fort Worth, Tex.
J. B. Robbins, Salt Lake City, Utah.

The 1925 executive committee is composed of: N. J. Dessert, E. B. Lewis, Wm. F. Luick, F. N. Martin, C. G. Norris, J. H. Randolph, L. W. Roszell, E. C. Sutton.

NATIONAL ASSOCIATION OFFICIAL HONORED.

The ice cream industry was honored by Governor Fuqua of Louisiana in the selection of a new official family for the State Charity Hospital at Shreveport. W. W. Campbell, vice-president of the National Association of Ice Cream Manufacturers, was named chairman of the board. Mr. Campbell operates at Shreveport one of the largest ice cream manufacturing plants in the Southwest. The governor selected for the board "men who have been successful in their own affairs," and just how Mr. Campbell is regarded as a success in his part of the country is indicated by the fact that he was put at the very top of the list. Mr. Campbell is head of his business, which was established by him, and has steadily expanded under his direction.



W. W. CAMPBELL.

ARKANSAS ASSOCIATION TO FORM AUXILIARY BODY.

Supplymen of the South operating in Arkansas have been requested to gather at Little Rock January 6 and 7 and take part in the organization of a body to be affiliated with the Arkansas association. This step was proposed by R. L. Hargrove, president of the Arkansas Ice Cream Manufacturers' Association, which body will hold its annual convention at Little Rock on January 6 and 7.

P. N. Miller, Jr., secretary of the Dixie Flyers, has issued a bulletin calling upon the supplymen of that territory to organize to work toward the success of Arkansas conventions. Hotel Marion will be headquarters for the convention

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

Wisconsin Manufacturers to Hold Important Session

"Mystery Program" on Tap for 1925 Annual Convention at Milwaukee, January 13 and 14

THE men of Badgerland evidently have something weighty on their minds to talk over at the 1925 annual convention in Milwaukee, January 13 and 14. At least, it seems so in view of the fact ice cream manufacturers only will participate in the convention sessions. Although officials are too polite to say so, it is felt, no doubt, that much more ground can be covered by dispensing with the usual preliminaries that take up so much time when different members of the supply industry pass out their greetings.

The Badger Flyers had not made announcement regarding their usual part in the convention festivities, but so far as the convention proper is concerned, "strictly business" will be the order of procedure, according to Secretary Arthur Graeszel. The secretary added that the association will not even hold its annual banquet.

In view of the many important matters facing the industry at this time, it is easy to understand how the manufacturers could want all the time they possibly can get to discuss their problems and propositions. But it is difficult to see how they can leave out of consideration that earnest band of men who have so loyally stood by them during all the years of the upbuilding of the Wisconsin industry. Officials of that organization probably have something of their own to say in this connection, but Uncle Sam's hired help won't hold the Christmas mails long enough for them to say it in this issue of The Ice Cream Review.

The membership of the Badger Flyers will, indeed, get word from officials as to what will be done, and when officials say they will hold a meeting, they mean they want every member to come a-running, they mean they have business on foot. So look out for your circular and see what the officers of the Flyers have to say.

The Wisconsin convention usually draws a nice attendance from other states, particularly from Illinois. Just how largely the industry of Illinois will be represented this year is not known now, for the Wisconsin association has not even given out any set program.

Hotel Plankinton, the usual gathering place of the Wisconsin association, will be the scene of the 1925 convention.

MICHIGAN DAIRY INDUSTRIES.

I wish to call the attention of you all that to keep the Michigan Allied Dairy Association up-to-date, and make it a great state proposition, you should all attend the convention at Lansing, February 3 to 6, and when so doing you should all go to the exhibition hall and see the exhibits of machinery and supplies which are put on for your benefit, and to show your appreciation for this convention you should all attend the exhibits on Wednesday and Thursday afternoons. Go to your meeting in the mornings but be at the exhibit hall in the afternoons. You will be well entertained and welcomed by the firms and their representatives who will show you their line of goods. And just one word, why not remember those who attend at your convention with exhibits when you are needing machinery and supplies, by so doing you are strengthening your state association and building it stronger and larger than ever.

C. J. YUNCKER, President,
Michigan Dairy Boosters.

Flyers Are Willing.

The Badger Flyers have their hearts in the right place. Every man in the outfit was ready and willing to move on Milwaukee and help in every way possible to advance the interests of the Wisconsin ice cream industry, if the association had not made other arrangements. Under the circumstances the Badger Flyers will not meet with the manufacturers this year.

The foregoing is the gist of a letter received at the eleventh-hour, as press time drew near for this issue, from O. E. Harwood, secretary of the Flyers.

There is no criticism of the stand of the ice cream manufacturers. Officials of the Flyers once contemplated calling a special convention of their own, and, although these plans did not work out, it was the general purpose of officials to have their usual discussions on ways and means of better co-operating with the manufacturers for the continued development of the Wisconsin ice cream industry.

The ice cream manufacturers, according to a statement issued by the secretary, are not unmindful of the good work the Flyers have done for the advancement of their celebration, beginning with the very organizing of the body. The old cordial relations between the two groups will continue as in the past, there is no doubt.



ENGLAND LIKES OUR SLOGAN.

The English people like the American ice cream manufacturers' slogan pretty well, judging by comment appearing in the December issue of The Milk Messenger, the house organ of the dairy manufacturing firm of Storer, Rodgers and Hughes, Ltd., London.

The Milk Messenger's comment was made after reading the article in the November issue of The Ice Cream Review on the American manufacturers' extensive search for and finding of a national slogan in this country and Canada. The English firm believes the American slogan could well be used in Great Britain, "although the public, being slow to appreciate the food value in addition to the attractive taste which is universally well known, might be helped along the right road by such a slogan as 'A food and not a Luxury.'"

The Milk Messenger editor fully agrees "with the adaptability of the wording of the American ice cream slogan," and added his "humble but hearty congratulations to Miss Ashcroft for having won for Canada the distinction eagerly sought by thousands in the United States and even the whole world."



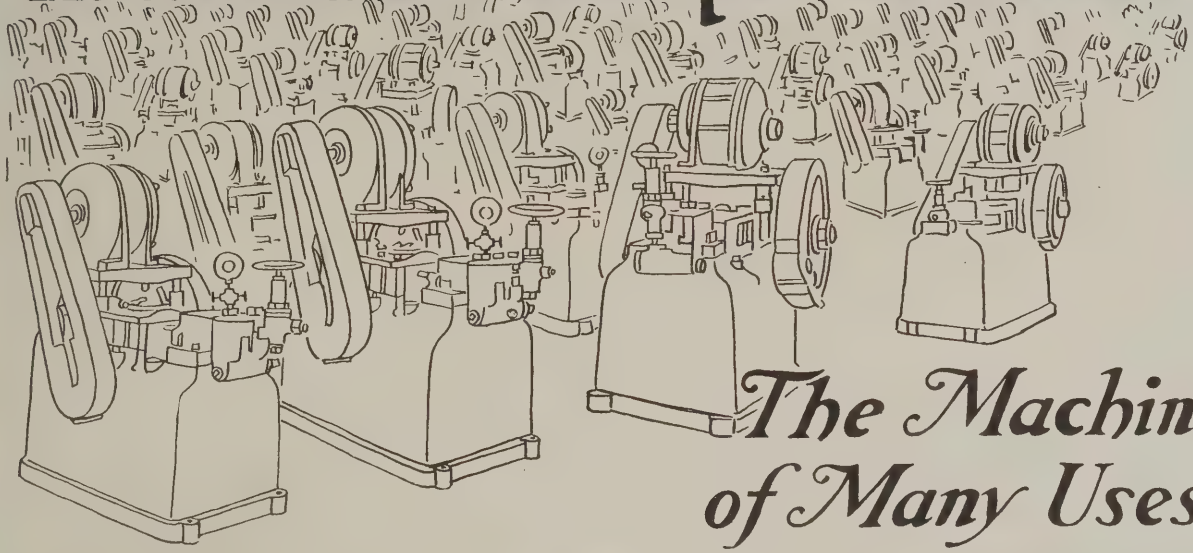
HUGHES SUCCEEDS FRARY.

Lloyd Hughes of Detroit has been named secretary of the Michigan Allied Dairy Association to succeed Secretary R. F. Frary, whose resignation in November came as a distinct disappointment. The resignation of Mr. Frary, who has done excellent work for the association in the years he has been in office, was due to ill health. He immediately left Michigan to spend the winter in Florida.



You'll make better ice cream if you get "The Ice Cream Review."

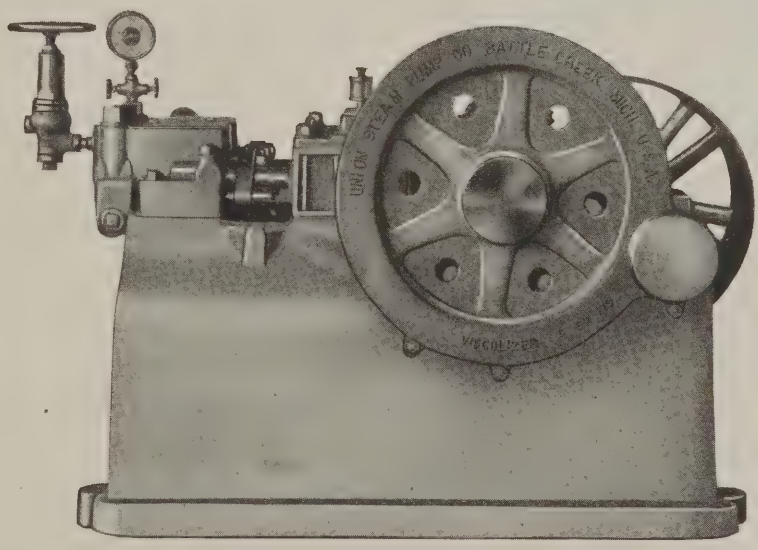
Viscolizers Surpass all others in numbers and performance



The Machine of Many Uses

There are more Viscolizers in use than all other machines combined because the Viscolizer is the standard machine of this type.

At all seasons of the year it means real profit for the ice cream manufacturer.



The No. 800 Belt Drive

The Viscolizer makes a better product and enables the manufacturer to be independent of the fresh cream supply during all seasons.

Built by Union Steam Pump Co.
Distributed by

JOHN W. LADD CO.
Detroit Columbus
Cleveland Cincinnati

CHERRY BASSETT-WINNER CO.
Philadelphia Baltimore Pittsburgh
Syracuse New York City

Canadians Announce Ice Cream Makers' Competition

Event to be Held in Connection With Saskatchewan Provincial Dairy Convention, Prince Albert, February 3, 4 and 5

OFFICERS of the Saskatchewan Dairy Association have announced that for the third successive year an ice cream makers' competition will be conducted in connection with the Saskatchewan Provincial dairy convention. An ice cream judging competition was also held in connection with the 1924 competition, and this will be repeated in 1925.

The prizes for the makers' competition have each year been donated by the Canadian Milk Products, Limited, and this firm has again donated very generous prizes.

The objects of the competition are to develop a greater interest in the scientific manufacture of ice cream, and also to establish a recognized standard for plain vanilla ice cream as a commercial product.

A handsome silver shield has been awarded as a first prize each year, with suitable pieces of silverware for second and third prizes. These were worthy prizes, but for the 1925 competition the Canadian Milk Products, Limited, has offered prizes about which we want to tell the world. Prizes are as follows:

To the company manufacturing first prize exhibit—a handsome Silver Shield.

To the actual maker of the first prize exhibit — $50.00 in gold.

To the maker of the second prize exhibit—$25.00 in gold.

To the maker of the third prize exhibit—$15.00 in gold.

In view of the importance of the ice cream trade, the desire of the makers of ice cream in the prairie provinces and also the burning anxiety of those prairie makers to learn everything they can from everywhere they can, the officials of the Saskatchewan Dairy Association and the Canadian Milk Products, Limited, also beg to announce that the 1925 competition is open to the world. The ice cream judging competition is likewise open to the world, and the "world and his wife" will be welcomed at all sessions of the dairy convention at Prince Albert, February 3, 4 and 5, 1925.

Canadian Competition Plans

IN 1923 the Saskatchewan Dairy Association, with the co-operation of the Canadian Milk Products, Limited, conducted an ice cream makers' competition in connection with the Saskatchewan provincial dairy convention held that year at Saskatoon. This competition, which was open to the three prairie provinces, proved a great success and found widespread interest, exhibits being received from virtually all sections of the three provinces. In 1924 the western Canada convention, which includes the three prairie provinces and British Columbia, was held under the auspices of the Saskatchewan Dairy Association. The provincial convention was merged with the western Canada which was held at Moose Jaw. The Canadian Milk Products, Limited, again lent their assistance and co-operation to the officials of the Saskatchewan Dairy Association in repeating the competition.

The Saskatchewan Dairy Association is this year holding its provincial convention in the city of Prince Albert, February 3, 4 and 5, when a third C. M. P. ice cream makers' competition will be held and also in connection therewith an ice cream judging competition. Both competitions are this year open to all comers. All that is required in the ice cream makers' competition is that the exhibit be delivered to Prince Albert in good condition, while all persons engaged or directly connected with the ice cream business are invited to take part and are eligible for prizes in the judging competition.

Regulations.

1. Contestants will submit three bricks—one to be scored by the judges, one for analysis, one for use in the ice cream scoring contest.

2. Exhibits will be scored and awards made on the basis of the following standards:

Items	Possible Points
Flavor and Palatability	45
Texture and Body	35
Color	10
Appearance and Finish	10
Total	100

Flavor—To be that of clear, sweet dairy products and true vanilla, special avoidance of sour or unclean flavors or coarseness of added flavors (for the purpose of this competition true vanilla not necessarily considered superior to a synthetic flavoring extract).

Texture—To be fine and uniform, body firm, showing little or no recoil when cut with a spoon. The whole of smooth velvety consistency—special avoidance of ice cystals, sand grains, butter lumps, large air bubbles or other evidence of poor workmanship.

Color—A rich cream color, such as is found in commercial ice cream manufactured from June cream. Evenness throughout, with special avoidance of any unnatural color in the finished products is of prime importance.

Appearance and Finish — Package neat, wrapper clean. Brick to show a clean, bright appearance, indicative of fresh dairy products, clean sugar and pure extracts.

3. Exhibits to be forwarded, charges prepaid, addressed to the Secretary, Saskatchewan Dairy Association, care of Prince Albert Creamery Company, Limited, Prince Albert, Saskatchewan.

4. Samples must be shipped to arrive at Prince Albert not later than Friday, January 30, 1925. On arrival all exhibits will be placed in a sharp freezer and held until the time of judging.

In addition to the shipping address the name and address of the shipper must be plainly marked on the outside of the package. As a further safeguard exhibitors are requested to place in the tin with the bricks a card bearing the exhibitor's name and address.

5. No special entry is required, but it will be an advantage if intending exhibitors will advise the secretary in advance. When shipment is made, notice of shipment, showing route, must be mailed to R. W. Heim, manager, Prince Albert Creamery Company, Limited, Prince Albert, Sask. This is necessary for recording and checking exhibits.

6. Plain wrappers must be used but, if for protection in transit, exhibitors desire to use cartons this may be done. Cartons and other distinguishing marks will be removed before the judges commence scoring.

7. Exhibits should be full Imperial pint or quart bricks. If any other size is used statement to this effect must accompany exhibit.

8. For the purpose of this competition the following standards shall govern:

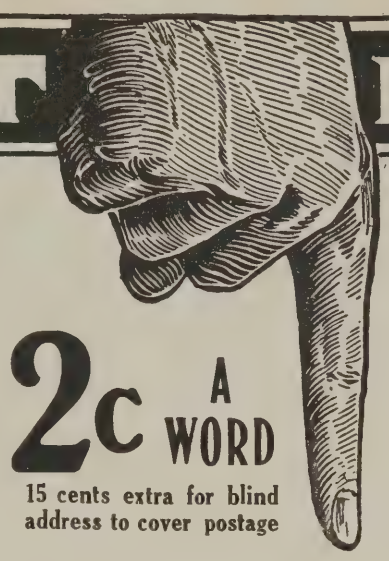
Fat—Not less than 10 per cent (legal standard for Saskatchewan) not more than 18 per cent.

Total Solids—Not more than 36 per cent.

Overrun—Must not be less than 75 per cent.

9. All samples will be tested to make sure that they conform to the above standards. Samples which fail to comply will be given a complimentary score by the judges, but will not be eligible for prizes.

WANT DEPARTMENT



2c A WORD

15 cents extra for blind address to cover postage

HELP WANTED

WANTED—Manager for ice cream manufacturing plant in New York State. Reply giving reference and experience to R-761, The Ice Cream Review. 1-25

WANTED — Young man as ice cream maker who can take charge of ice cream making, take care of two C. P. refrigerating machines and who is willing to help with such other work as his spare time would permit in a retail milk plant which has branched into ice cream recently and intends to expand this department the coming season. Give references and salary expected. Address: R-757, The Ice Cream Review. 1-25

WANTED EXPERIENCED SALESMEN

Calling on the **Supply and Equipment Trade,** etc., full time or side line, for a new article. No competition. A real opportunity for live wire salesmen full of pep and initiative. State what territory to travel at present. Reference required.

AMERICAN-STANDARD MFG. CO.

422 Augusta St., Cincinnati, Ohio

1-25

POSITION WANTED

POSITION WANTED—By May 1st as plant or production manager of ice cream plant. Understands manufacturing end thoroughly. References. Address: R-713, The Ice Cream Review. 1-25

POSITION WANTED—Before April 15 as head ice cream maker. Experienced in plain and fancy creams. Technical training. Address: R-714, The Ice Cream Review. 1-25

POSITION WANTED—As assistant manager in ice cream plant. Have both theoretical and practical knowledge. Understands standardizing, testing, pasteurizing, freezing and overrun control. College education with capacity to produce results. Address: R-765, The Ice Cream Review. 1-25

POSITION WANTED — As ice cream maker. Five years in charge manufacture. Six months' course Iowa State College. Understand standardizing, testing, pasteurizing, freezing and overrun control. Excellent references. Some milk plant experience. Middle Western states preferred. Address: R-762, The Ice Cream Review. 2-25

POSITION WANTED — As manager in modern ice cream plant. 15 years experience in ice cream manufacturing. Thoroughly competent to handle any size plant. Address: R-759, The Ice Cream Review. 1-25

POSITION WANTED — As manager or superintendent of dairy or ice cream plant. Graduate of 4-year dairy course. From position as chemist and superintendent I thoroughly understand the manufacture of condensed milk, market milk, butter, ice cream, installation and operation of all dairy equipment, including electric ice cream cabinets. Best references furnished. Address: R-756, The Ice Cream Review. 1-25

POSITION WANTED—By reliable progressive man with 20 years executive and practical experience in large retail milk concerns and creameries. Excellent references as to reliability and ability to successfully handle a responsible position. Address: R-686, The Ice Cream Review. 1-25

POSITION WANTED — As ice cream maker. Am fully experienced in all lines of milking, freezing, testing solids and overrun or proper swell. Attended Minnesota short course for ice cream makers. Best of references. Interested parties write R-752, The Ice Cream Review. 1-25

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

We reserve the right to refuse to accept advertisements which we believe are detrimental to the ice cream industry.

POSITION WANTED — As manager of ice cream plant or production superintendent of chain of plants. 12 years experience in ice cream work; 9 years with one concern. Understands refrigeration and other branches of dairy work. Technical as well as practical training. Best of references. Address: R-721, The Ice Cream Review. 1-25

POSITION WANTED — By ice cream man, who through 25 years of experience knows this business in all its branches, knows how to make a retail product, how to put it on the market and how to get economies in plant operation. You may need a manager or superintendent now or in the near future. This is your opportunity to investigate a real man and a hard worker. Replies are only solicited from those really interested in this kind of a man. Address: R-723, The Ice Cream Review. 1-25

FOR SALE BARGAINS

BUSINESS

FOR SALE—Suits' ice cream factory at Medford, Wis., city of 2,000. Act quick, $800. Address Wm. Suits, Medford, Wis. 1-25

FOR SALE—Milk and ice cream plant completely equipped—a going and good paying business in rapidly growing and the "peppiest" 10,000 town in Washington. Controlling interest for $3,000 cash and $4.500 easy payments on long time — for quick sale. Own the ground and cement building, splendid location, low overhead cost. Owner has other interests which are dividing his attention. This is an A No. 1 opportunity. Address: R-773, The Ice Cream Review. 1-25

"You'll make better ice cream if you get the "Ice Cream Review."

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 1-25tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 1-25tf

FOR SALE—Freezers at special reduced prices. Miller 40 and 80-qt., Ft. Atkinson 40 and 100-qt., Cherry, Thompson, new, used and re-built, belt and motor drive.. Guaranteed. Free trial period. Homogenizers, viscolizers, vats, etc. Send for list and illustrations. Philadelphia Retinning Co., North Philadelphia, Pa. 1-25tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago. 1-25tf



New Revised & Enlarged Edition

Contains practical methods for calculating the ice cream mix. Formulas for mix from all ingredients. Many pointers on every day problems.

A handy reference book for every ice cream maker.

$1.00 *Anywhere*

Postpaid on receipt of remittance.

THE OLSEN PUBLISHING CO.

5th and Cherry Sts. Milwaukee, Wis.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

The Sale and Advertising of Dairy Products

The only book of its kind for dairy products manufacturers. Order a copy today and learn of a hundred ways to increase the sale of your products and make more money out of your business.

Sent postpaid anywhere on Receipt of $2.00.

The Olsen Publishing Company,
5th & Cherry Sts., Milwaukee, Wis.

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad. for you and insert it in the next issue of The Ice Cream Review. You just stay at home and wait for results. You'll soon have your hands full.

FOR SALE—Oil engine—35 H. P. Venn Severin, vertical, excellent mechanical condition, Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 1-25tf

FOR SALE—Motor, Wagner, 40 H. P. A. C. Type B. W. like new. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 1-25tf

FOR SALE—Refrigerating and ice making machinery, we have all kinds, every piece guaranteed, write, wire or phone Berryman Bros. 305 Drexel Building, Philadelphia, Pa. 1-25tf

FOR SALE—One Cherry 300-gallon steel body ice cream batch mixer in excellent condition. Address: R-711, The Ice Cream Review. 2-25

FOR SALE—Seven Miller horizontal, forty-quart, direct connected brine freezers, with or without motors. Reason for disposing of these, replacing with eighty-quart freezers. Sharpless Hendler Ice Cream Co., Wilmington, Del. 1-25

NOTICE—We sell used and rebuilt ice cream machinery and equipment of all kinds at bargain prices. Address Milk Products Machinery Exchange, 4421 Carroll Ave., Chicago, Ill. 1-25

FOR SALE — One Type "B" Sealright packaging machine. Price is right. Address J. G. Trumbull Co., Orleans, Vermont. 1-25tf

FOR SALE—1 Emery Thompson belt drive 40-qt. freezer, runs as good as new —$300.00.
1 Brine box and pump—$50.00.
1 Little Giant crusher, belt drive—$40.00.
Hangers, shafts, pulleys and belts to run above machinery, $125.00.
We will sell complete outfit for $500.00. Write to Midland Ice Cream Co., Kincaid, Ill. 1-25

FOR SALE—One 50-inch C. E. Rogers condensing pan with pump and all fittings complete. Two Mojonnier 4 foot by 4 foot copper hot wells used less than 6 months. Price $3,800.00 complete f. o. b. The original cost $6,800.00. Replacing same with 6 foot pan. Can be seen in operation if so desired. Address: R-766, The Ice Cream Review. 1-25

WANTED TO BUY

NOTICE—We buy used ice cream machinery and equipment. Please give full details. Address Milk Products Machinery Exchange, 4421 Carroll Ave., Chicago, Ill. 1-25

NOTICE—I am in the market for a milk or ice cream plant, or a plant that handles milk and ice cream together. Prefer one doing a business of about $50,000.00 annually. Interested parties write: R-775, The Ice Cream Review. 2-25

NEWS FROM FAR AND NEAR.

Searcy, Ala.—The Grisham Ice Cream Co. recently built a 30x50 addition, to be used as a shipping room.

North Little Rock, Ark.—Articles of incorporation were recently filed by The Clark Ice Cream Co., 311 N. Main St. The company is capitalized at $12,500, and its officers are W. H. Clark, president and treasurer; Mrs. Josette Clark, secretary; C. W. Smale, John D. Moore and H. H. McIntyre, directors.

Wilmington, Del.—The Arctic Products Co., Inc., made application for charter recently and is contemplating the manufacture of ice cream, candies, etc. The company reports a capital stock of $300,000.

Kelsey City, Fla.—This is a newly organized community and the erection of an ice and ice cream factory is being sponsored by the mayor's office.

Moline, Ill.—The Bluebird Dairies, Inc., 2300 Fifth Ave., recently had its name changed to Baker Ice Cream Co. E. C. Baker is president and A. E. Baker, secretary.

Jacksonville, Ill.—The College City Ice Cream Co. of Galesburg has leased the plant formerly occupied by the Jacksonville Ice Cream Co. here.

Indianapolis, Ind.—The Fertig Ice Cream Co., a newly organized concern, will open a factory at 507 North Noble St.

Lynn, Mass.—The Jersey Ice Cream Co., 306 Eastern Ave., has completed plans for the construction of factory, garage and ice house at an estimated cost of $100,000. Ashton, Huntress & Alter, 477 Essex St., are the architects.

Hillsdale, Mich.—Foots Bros., Inc., has disposed of its ice cream and dairy plant. The new firm will be known as the Hillsdale Bottling Works.

St. Louis, Mo.—The Kraemer Ice Cream Co. was recently incorporated by A. E. Kraemer, Henry J. Stadler, W. A. Ward and others with a capital of $20,000.

Jersey City, N. J.—The Clover Ice Cream Co., 76 Montgomery St., was incorporated naming Alexander B. Giesuch as statutory agent. The authorized capital stock is $50,000.

Bayonne, N. J.—Most of the ice cream dealers in this city will sell their ice cream by weight instead of liquid measure. This step is a result of the vigorous stand made by Walter L. Flynn, superintendent of weights and measures.

New York City.—Reports have it that the National Dairy Products Co., capitalized at $5,266,000, and the Reid Ice Cream Co. will consolidate. Goldman, Sachs & Co., bankers, are reported as negotiating the merger.

New York City.—The Kream Quality Corporation was recently incorporated with a capital of $4,000,000. The new concern will deal in ice cream, water ices, sherbets, ices, etc.

New York City.—Edward S. Perot, Jr., 261 Broadway, is reported as having obtained controlling interest in Chapin-Sacks Corp., 10 S. Jefferson St., Richmond, Va., through Frasier & Co., 5 E. 47th St., New York.

Hamilton, O.—The Ohio Ice Cream and Cone Co. was organized by Gus Pappas and Peter Janetos. The capital is reported as $25,000.

Marshfield, Ore.—The new plant of the Cutlip Ice Cream Co. is nearing completion. J. A. Tourtelotte of Portland is architect. The estimated cost of the building, with new equipment, will exceed $30.000.

Hazelton, Pa.—The Leichtman Ice Cream Co. just recently installed a new electrically driven Eskimo pie machine that cuts, dips and wraps the chocolate coated ice cream delicacies. It is reported that a night shift has been put on at the East Green Street plant to keep pace with the demand for Eskimo pies.

Gaffney, S. C.—The Colonial Ice Cream Co. recently applied for charter, reporting a capital of $100,000. Officers of the company are Claude B. Poole, president; R. A. McGraw, secretary and treasurer.

Fayetteville, Tenn.—Although the Foster Ice Cream Co. has been established in business in Fayetteville for only four months, W. B. Foster, general manager, reports that every dealer in Lincoln county, except one, sells Foster ice cream. Mr. Foster reports a splendid business, and he claims the success of his company is primarily due to the manufacturing of only high-grade ice cream. Mr. Foster is also manager of the Elk Valley Creamery Co., makers of American Maid Butter. The creamery operates a modern plant.

Nashville, Tenn.—The Velvet Ice Cream Co. was recently incorporated with a capital of $20,000. The incorporators are C. S. Rose, Alfred T. Levine, and others.

Eatonville, Wash.—The Central Creamery Co., although in business only two months, reports a splendid business and has found it necessary to add a new truck. The company expects to begin the manufacture of ice cream in the spring of 1925.



NEW PLANT IN ARKANSAS.

Construction of a new plant to house an ice cream manufacturing concern will be begun soon at Brinkley, Ark., which, when completed, will represent an investment of approximately $30,000. Ben Vanderford of Brinkley, and a Mr. Hughes of the Meddy Ice Cream Co. of Jonesboro, Ark., will form the partnership. The plant will be ready to begin the manufacture of ice cream early next spring, according to present plans. It will be erected just west of the Brinkley Ice Company's plant, and will be thoroughly modern in every respect. Brick and concrete will be used in constructing the plant, and only the latest ice cream making equipment on the market will be installed.

The new structure will also house the Brinkley Bottling Works, of which Mr. Vanderhoof is also head.

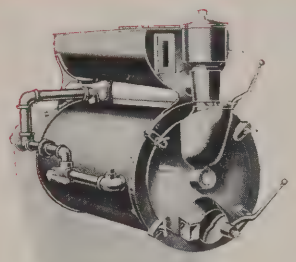
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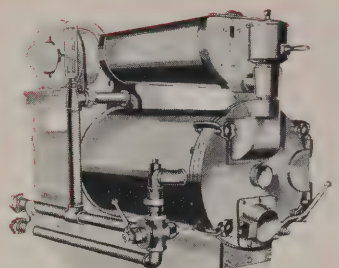


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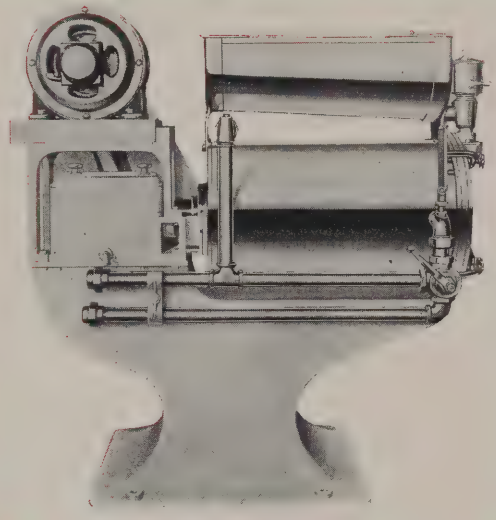
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40-QUART FREEZER



50-QUART FREEZER



100-QUART FREEZER

Ask Yourself These Questions

Check up on your freezer—ask yourself—

"Can the front dasher bearing be easily adjustable to take up wear?"

"Are the brine conduits large enough to assure quick brine flow and rapid freezing?"

"Is the inner freezing cylinder removable?"

"Are all brass connections brass?" These are but some of the many advantages that Cherry freezers offer.

Ask us for bulletin 2063—it is entirely free and does not obligate you.

J.G.CHERRY COMPANY

CEDAR RAPIDS IOWA

St.Paul, Minn. Tama, Iowa. Peoria, Ill.

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YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

EVERY effort is made to keep informed the man who bears the Seal of Safety on his lapel or card, of the basic conditions that affect all business, and of the special trends and factors and conditions that affect, control or indicate the progress of the ice cream industry. It is usually safe to call upon the Seal of Safety man for information beyond that of his own product and even, frequently, of his own territory.

Try him, at least . . .

The Seal



THE ASSOCIATION OF ICE CREAM SUPPLY MEN
1328 Broadway New York City



of Safety

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

The ICE CREAM REVIEW

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OFFICIAL ORGAN
Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
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Mississippi Magnolias
Minnesota Gophers
Arkansas Travelers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

FEBRUARY 1925

AN ICE cream manufacturer remarked in our hearing one day recently, "More money has been sunk in the ice cream business than has ever been taken out in profits." He was emphasizing what he termed "giving away good money trying to get the other fellow's business away from him."

We have no way of checking up on the gentleman's assertion that more money has been sunk in the business than has been taken out in profits. Whether he is right or not, he touched upon an important matter. It is a problem that the men in the industry should find a way to minimize.

There are too many greedy men in the ice cream manufacturing business—greedy for gallonage, and apparently obvious of all demands of decent competition. They seem ready to do anything, no matter how despicable it may be, to get business, and unfortunately their idea of getting business is to get it away from the other fellow.

They seem anxious to give away money. They court opportunities to give the other fellow's customers something for nothing, hoping thus to make him discontented and change his business connections. It is not necessary to enumerate the inducements that are offered. They are well known—too well known—to our readers.

The ice cream manufacturing business is unlike most other large industries. Millions upon millions of dollars are invested in it and nothing to show for it except piles of steel, brick and mortar and machinery equipment. No business that the manufacturer can call his own except the business that he goes out and drums up each day. He doesn't know where the next day's business is coming from.

What ice cream manufacturer can say, "This is my business, I have so many retail dealers or 'stops,' and they are mine; no one else can take them away over night?" He is furnishing a product that the consumer wants, but he is not in touch with that consumer, who, after all, is the real customer. He must depend on an agent—the retail dealer—to get his product to his customer.

The city milk dealer sends out his wagons in the morning and, just for example, let us assume that the average wagon carries 150 quarts of milk or their equivalent. The dealer knows that the goods are going to be sold. He knows his customers and has control of the service they get. He knows that even if competition is keen he is going to get the business at the great majority of the "stops" on that route. If he loses a customer he knows where the customer lives. He even knows the telephone number and knows he has a fair chance of getting the business back.

But how is it with the ice cream manufacturer? When he sends out his wagon or truck how much of the load is coming back? He is entirely separated from his customer—the consumer. If the dealer goes over to some one else he has lost a neighborhoodful of customers and doesn't even know who or where they are. His ice cream immediately ceases to be used in that neighborhood.

What can he do about it? Can he appeal to his customers and convince them that they should return to using his ice cream. No, he cannot. He doesn't even know to whom to appeal. His only chance to get back their patronage is to do something to get that dealer back. If the dealer left him because the other ice cream manufacturer gave him some "easy money" in the way of free equipment, rebates or what not, then he must talk the language that the dealer understands. He must go the competitor one better and the dealer soon learns that he is not getting all that he might if he doesn't play one manufacturer against the other.

As we heard a certain ice cream manufacturer say one day, "well, I've had a busy week. I got a dozen customers away from a competitor and he got a dozen of mine. We're both right where we started, but we had a lot of fun." He and his competitor spent a lot of money, too, that is forever lost to the industry.

Men, we've a lot of confidence in this industry. We would not paint a black picture of conditions in the in-

dustry just to attract attention to these pages. We want to see conditions changed and we have confidence in the good judgment of the men who are shaping the general trend of affairs in the industry. We believe they will be changed. We all want to see the ice cream manufacturing business established on a firm basis. It is not on that kind of a basis today. Something must be done to eliminate cut-throat competition or we will never get on a firm basis. Our money and our efforts should be expended in building up the ice cream industry instead of tearing it down.

There is a way open to every ice cream manufacturer in the country to do his part in establishing the business on a firm basis. That way is through organization. We believe there is no other way. The retail dealer in ice cream is spoiled. He is hopeless. He has been educated wrongly. Let him pass out of the picture so far as hoping to secure his co-operation is concerned.

From now on he must be told what to do, not asked what he wants to do. The ice cream manufacturers must, through their organization, agree upon certain trade practices which are fair to everybody and then do business on that basis. These practices must be approved business practices, such as are followed in other business lines.

There is no law in the land to prevent business men agreeing among themselves to be sensible men. In fact, the Federal Trade Commission encourages such action and will co-operate in pushing such a movement along.

The trend of the times leads in that direction, gentlemen. In fact there is just such a movement on foot right now in our industry. Leaders in our trade associations, national and state, are alive to the situation. They realize that something must be done to introduce safer and saner business methods. Uniform cost accounting methods are a step in the right direction. National advertising of ice cream will furnish a common effort by which men in the business may think more of the industry as a whole and less about their neighborhood quarrels.

We want to see these big things, and the other big things that will come up, put through. They will show the value of working together and eventually this spirit of co-operation will find its way back out into each community where ice cream manufacturers will run their own business instead of letting the retail dealer in ice cream tell them what to do.

Then the millions of dollars invested in this great industry will represent more than piles of brick and steel and mortar and machinery equipment. They will represent, in addition to these material things, the confidence and good will of the customer without which no industry can prosper.

We are going to have more to say along these lines in these columns. We want it to be constructive. We need your "reaction." What do you think about it? Are we suggesting the correct remedy when we offer closer and more intensive co-operative effort through organization? We want to hear from you.

AT BEST there are but a few "working hours" at a trade convention. In view of the fact that such a convention is held at a tremendous expenditure of time and money it is only fair to expect that each working hour shall be filled full with constructive effort. It is unfair to the delegates and to the industry to spend any time on unimportant matters.

Trade association officers do their best to give delegates interesting, constructive programs. Oftentimes the discussions, following the presentation of a subject by a convention speaker, are constructive and interesting. They help to make the program better.

Delegates, however, should enter into these discussions fully realizing the value of time. To spend precious minutes arguing about some unimportant phase of the question, merely that the speaker may get a grouch out of his system, is unfair to the other delegates who prefer to keep on the main subject.

We would not discourage discussions at our trade conventions. We recognize their value and interest, but we would discourage the habitual "argufier" who monopolizes precious minutes—sometimes hours—in order to make himself conspicuous. A convention is a better one when he stays at home.



IN the May, 1924, issue of The Ice Cream Review we featured Ice Cream Cone Week. We got a late start, but, in spite of this fact, many ice cream manufacturers reported greatly increased sales because of the special advertising done in connection with Ice Cream Cone Week. Many of them reported to us that the idea was sound, and that a good start was made toward featuring the ice cream cone during one special week each year.

Shall we have Ice Cream Cone Week in 1925? Shall this be made an annual event, not only to increase sales for that one week, but to further popularize the ice cream cone?

We believe the idea is a splendid one. The results achieved last year by those manufacturers who joined in the movement were far beyond expectations. But if it is to be really worth while; if it is to materially increase ice cream sales the country over, it must be a national movement so intensive that it will command general attention.

What is the best week for Ice Cream Cone Week? We want an expression from you ice cream manufacturers. Please give us your views. Write us a letter and tell us just what you think of the whole proposition.



WE ARE hopeful that eventually the refrigerated cabinet problem will prove to be the means by which ice cream manufacturers will work more closely together than they ever have before. It has not brought about that result so far, in fact in some communities it has been the cause for considerable ill feeling. Some ice cream manufacturers have used the cabinet to get business away from a competitor who was not disposed

or who was not financially able to meet cabinet competition.

We believe, however, that in time it will have the other effect. Ice cream manufacturers' conventions during the past few months have been well attended. There has been intense interest manifested, and the refrigerated cabinet question has been uppermost in the minds of convention delegates. They have wanted to learn what the other fellow proposes to do. The refrigerated cabinet is largely entitled to the credit for their increased interest in the conventions that have been held during the past year. Then, too, many district meetings have been held, usually to discuss the cabinet question.

This all means that ice cream manufacturers are getting better acquainted. They are learning that most of their troubles are in common, and that the way to solve them is to work them out together. The refrigerated cabinet problem is one of these. It will be gradually worked out satisfactorily to everybody, and when that time comes we believe many other competitive problems will be settled because of a better understanding, brought about by these many interesting sessions devoted to the cabinet question.

So what may now seem to be a very vexatious situation to some may eventually prove to be a real blessing to the industry, not only because of the introduction of a valuable method for holding ice cream, but because it will bring a better understanding all around between men who will profit most when they understand each other best.



WHAT is a good starting point for a man engaging in the ice cream business? That question arises in view of certain men who have been successful by taking different approaches. To look at some of the splendidly equipped plants of today, one would find it difficult to believe that the owners ever had anything but that sort of a plant. But as a matter of fact, is this supposition correct?

Some men now groping around the lower rungs of the industry's ladder sometimes feel that everything is against them; they are persuaded, in moments of trouble—and those moments have a habit of being frequent callers—they are persuaded at times that they have a harder row to hoe than anybody else. For just look at those fellows who have so much money to spend for equipment, modern, up-to-date freezers, the finest kind of tanks, the best of storage and freezing room facilities, etc. Some of those firms spend more money for advertising every year than some of our smaller brethren realize as profit at the end of a turbulent season.

A little investigation, however, brings up another side of the matter—a side that all of us will do well to consider. It is surprising how many "shoe-string" beginners in the ice cream industry there are among the so-called big men of today. A certain Chicago manufacturer could not very well be accused of having had someone slip a silver spoon into his mouth at birth and tell him that a batter of high-powered ice cream machinery was ready for him to step in and operate. This is not to say that this man was a "shoe-string" beginner by any means, for he earned his spurs by the right sort of apprenticeship in business; but the fact remains that he has had to fight his way up from a level no higher than that now occupied by some manufacturers who feel that everything is against them and all "little men."

By the way, someone would accomplish an interesting something by explaining to us just what is meant by "little men." A man who operates a small plant is not necessarily a "little man," for convention delegates have heard some unusually big and broad ideas expressed by these same men. In fact, some men with big minds and big hearts are operating small plants today. If their minds and their dreams and their hopes are only big enough they will in time be up among those so-called big men at the top now.



SOME years ago a certain "small man" in the auto industry wanted to advertise. He had little capital—to be exact he had one hundred dollars and sixty-five cents. He started advertising on that. Now he can afford to spend several hundred thousand for that purpose. This is not only an argument that advertising pays; it also is an argument that a man doesn't have to have a silver spoon in his mouth to have his business success assured. A certain chewing gum manufacturer who annually makes an appropriation of four million dollars for advertising alone, once had only thirty-five dollars to spend for this purpose.

A man who slips into the industry on a shoe-string, so to speak, buying up a lot of second-hand machinery. Is he necessarily a parasite? Is he somebody that must be hooted and jeered at by the great companies of the industry, particularly those great supply organizations that manufacture high-class ice cream making equipment? Study out the matter and find out how many men in this industry began in that same way—men who today are spending thousands and thousands of dollars for the best equipment they can buy.

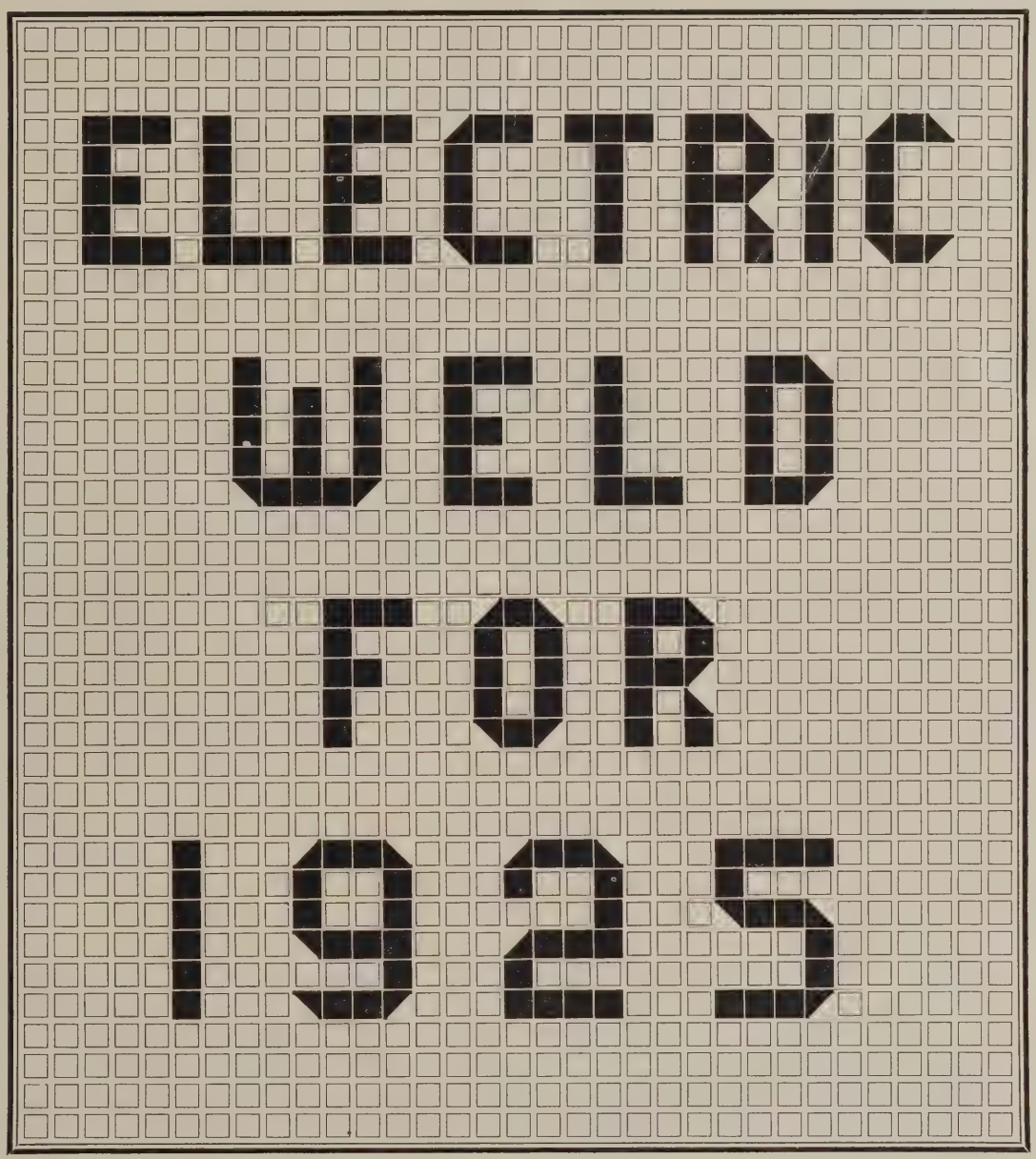
No man should be ashamed of a humble business beginning any more than any man should be ashamed of his parents because of humble birth.



ANYONE who is trying to make up his mind whether a "little man" can ever amount to anything in this industry will do well to heed the advice and step out and try. Put away the obsolete plunder that has been in the way so long. Step out and equip your plant with the best you can afford. Remember that others have been just as small as you are, and that they believed in themselves and their industry and had the faith to take on the equipment that would help them up the ladder.

Up the ladder that other men have climbed we also can go—even the humblest of us.

A Can Puzzle Already Solved



John Wood Manufacturing Company

CONSHOHOCKEN, PA.

JOBBERS AND WAREHOUSE STOCKS IN ALL PARTS OF THE COUNTRY

Sales Campaign Centered Around Iceless Cabinets by Arkansas Manufacturer

Dealers will Keep Down the Price, Improve Salesmanship Methods, and Take More Interest in Handling Ice Cream, Under Plan Formed by Terry Dairy Company of Little Rock

USING the iceless cabinet to bring about better merchandising methods among dealers is the plan of one of the South's leading ice cream manufacturers, Will Terry, head of the Terry Dairy Co., Little Rock. His ideas suggest some features of automatic refrigeration which indicate that the new cabinets may do more than anything that has developed in the past toward making dealers take more interest in ice cream and in advanced methods of serving the product, and particularly toward enabling dealers to hold down the price.

Mr. Terry has ordered a carload of iceless cabinets. He has made arrangements to establish them in the best stores on his routes. Dealers who do not come up to the standard he has set for better merchandising methods will not receive cabinets. They will be told that they must "step up" and earn their rights to iceless cabinets by making better efforts to sell more ice cream.



WILL TERRY.

These cabinets will fit into a general merchandising campaign that the Arkansas manufacturer will conduct. Posters advertising ice cream, giving the names of the dealers handling the product and the fixed prices, will be posted in prominent parts of the city. Other posters, particularly for this purpose, will appear in the dealers' store. Approximately $20,000 will be spent in the campaign, $15,000 for 36 iceless cabinets, and $5,000 for the advertising campaign.

IT WAS because of trouble over retail prices that Mr. Terry hit upon this scheme. Dealers were planning to raise the price of plain ice cream in the dish from 10 to 15 cents, which would have had a serious effect upon volume of sales. By preventing shrinkage through the uses of the cabinets, dealers, according to the Arkansas man, will be enabled to hold down the price of ice cream bricks to 50 cents a quart and 30 cents a pint. Six-hole cabinets will be used. Four holes will be for bulk and two for brick. The posters will tell the public to "take home a brick," and with the price named in the ad the dealer, backed by this good advertising, will not be in position to name a higher price every time the mood strikes—indeed, will have no such mood in the future, Mr. Terry hopes.

"There seems to me to be every reason why the cabinet should fit in perfectly with merchandising schemes in the ice cream industry," the Arkansas manufacturer declared to a representative of The Ice Cream Review. "We have trailed along with dealers for a long time, always letting them feel that we are under obligations to them, that they have the burden on our shoulders, that they have nothing to do but let us haul around ice cream to their stores, where they can let it stand and wait till somebody calls for it.

"By my plan I hope to arouse among dealers the feeling that this thing of merchandising is up to them; that they have at least as much to gain as I have by fighting for more sales, and certainly more to gain than they ever had before.

"By keeping their ice cream in better condition, the dealers naturally will find this product more convenient. Since we are to own the cabinets and let the dealers have them for paying the electricity and water, operating expenses, it is much to their interest to have one of these cabinets. Knowing they cannot have one unless they sell so much ice cream, they will naturally increase their efforts.

"Furthermore, I believe the psychology of the situation will tend to make for better salesmanship in the retail stores. It will naturally spur them on when they see the manufacturer co-operating with them from the sales angle. I always have had a feeling that we manufacturers have been bothering ourselves about giving too much service to the dealers when all of us should have been arousing him to the importance of giving better service to the public, which, after all, means more to all of us."

MR. TERRY also has contracted for a large shipment of cartons to be used in this undertaking. His plant in Little Rock is one of the

(Continued on page 144)

Who Has the Cabinets?

There are approximately 18,000 iceless cabinets in operation in the United States. It is customary for dealers to pay the current and water costs. These costs vary in accordance with the current rates in different cities. A four-hole cabinet should not consume more than one k. w. every 24 hours. A six-hole cabinet should not consume more than 1.6 k. w. every 24 hours, and an eight-hole cabinet not more than 1.9 k. w.

The Telling-Belle-Vernon Co., Cleveland, has 1,800 cabinets in operation. This company's largest order was for 250 cabinets. The investment in the 1,800 cabinets is approximately three-quarters of a million dollars. The Detroit Creamery has about the same number of iceless cabinets. The Arctic Ice Cream Co. has 660 cabinets in operation.

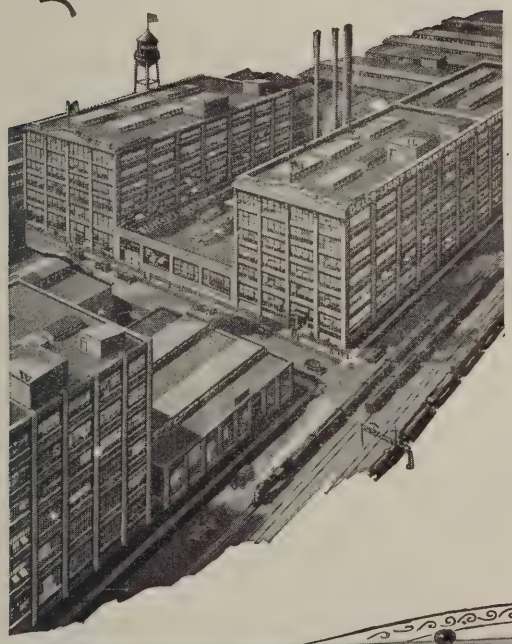
It is estimated that it would require an investment of $1,500,000 to equip the Hydrox Co. of Chicago with automatically refrigerated cabinets.

Frigidaire

ELECTRIC ICE CREAM CABINETS

— backed by a Nation-wide Organization

In the engineering laboratory and production departments of the Delco-Light factory every precaution is taken to assure the highest possible mechanical perfection in the Frigidaire Electric Ice Cream Cabinet.



IN the selection of any equipment so important as an electric ice cream cabinet, you naturally want to *know* that you are assured of dependable and continuous service.

Frigidaire is made by the world's largest manufacturers of electric refrigerating equipment. It represents the engineering skill and resources of the General Motors Corporation. It is backed by an organization of over 2500 sales and service representatives covering the entire country.

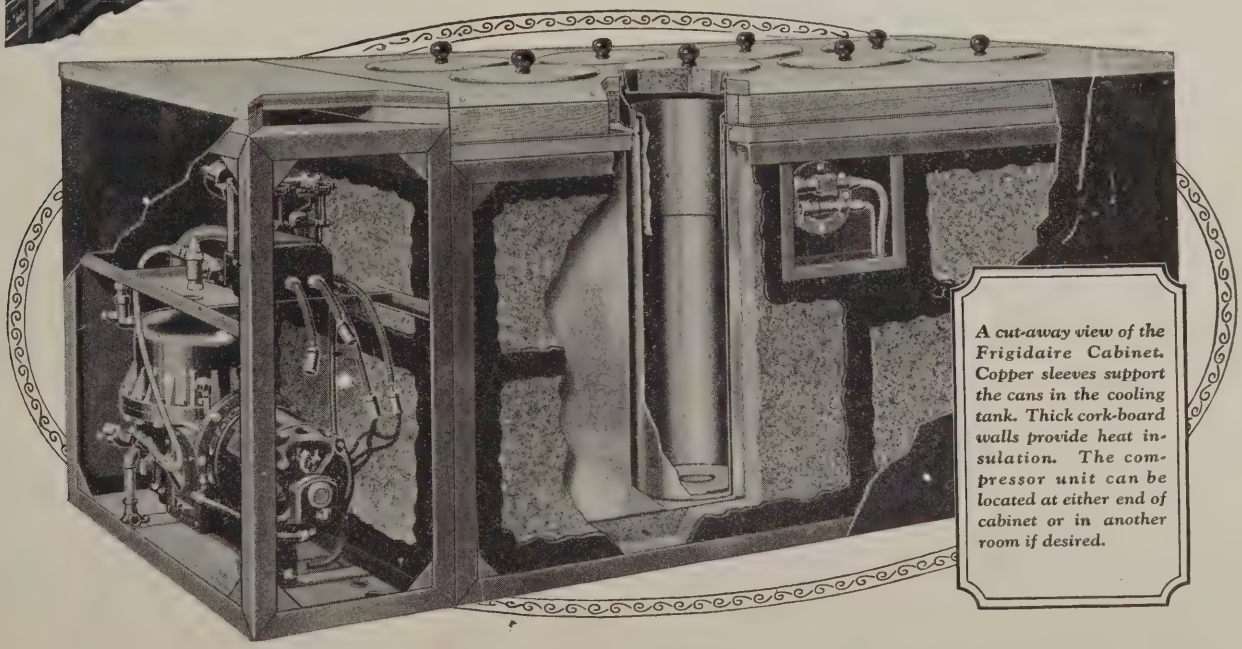
You are *sure* of satisfaction with Frigidaire.

Frigidaire Cabinets are made in four and six-hole, single-row, as well as four, six and eight-hole double-row models, assuring a cabinet of proper capacity for practically every installation.

DELCO-LIGHT COMPANY

Subsidiary of General Motors Corporation

Dept. J-1, DAYTON, OHIO



A cut-away view of the Frigidaire Cabinet. Copper sleeves support the cans in the cooling tank. Thick cork-board walls provide heat insulation. The compressor unit can be located at either end of cabinet or in another room if desired.

Iceless Cabinets Will Not Cause a Revamping of Ice Cream Industry

Mechanical Refrigeration Here to Stay and Must Be Met With Sound Business Judgment, Convention Speakers Say

THERE is no ground for the fear that refrigerated cabinets will become a bigger proposition than the ice cream industry itself, or that this industry will have to undergo a revamping to dovetail in with the adoption of these cabinets throughout the country. This assurance was given by L. W. Roszell, prominent Illinois ice cream manufacturer, in one of the most interesting addresses delivered thus far this winter on this subject. This attitude was characterized by the speaker as "pure bunk" when he appeared before the national convention last November. Manufacturers should face the matter squarely, consider it carefully and arrive at their conclusions on the basis of "good, common, sound business judgment," the speaker declared, adding that there is not any question about the desirability of this method; that there is not any question but that manufacturers of this equipment have "exerted great effort and are entitled to the fullest commendation for perfecting efficient units." There is not any doubt that this is a "great forward step in the matter of equipment," but—

"It is, in my opinion, an improvement that is just over the line from the actual manufacture and sale of ice cream by the ice cream manufacturer. By this I mean that it is an improvement that is rightly and justly to be placed in the classification of retail equipment.

"There is not any question but what a dealer can sell his ice cream in better shape out of a refrigerated cabinet. There is not any question but what there will undoubtedly be an increase in the sale of ice cream sold out of one of these cabinets in proper condition at all times, but this same thing is true when applied to a clean-cut up-to-date store, The store with modern, up-to-date fixtures and a clean, inviting appearance will sell more goods than the other kind of store with which we are all familiar, yet the ice cream manufacturer has never felt that it was his place to go out and re-equip with modern, up-to-date store equipment, the store of any dealer for the purpose of increasing the sale of ice cream. This is a matter that is up to the individual retailer and is across the line from the responsibility of the ice cream manufacturer.

"Let us for a moment then, calculate this proposition as belonging to the retailer. He is the man who is going to develop an increase in business if there is any by reason of the use of this equipment. He is the man who is going to have less muss in the handling of his ice cream. He is the man who is going to benefit by less shrinkage. He is the man who is going to increase his popularity by selling at all times ice cream that is solid and in good condition. In view of these facts then, is he not the proper party to carry the investment of this equipment? It is true that he will probably say to you that he is effecting you a saving in ice and salt. He is entitled to this saving to apply against the investment and the cost of operating the equipment. This saving has been discussed and various methods for figuring saving have been used by different manufacturers throughout the country. I do not believe there is any set rule that can apply to this situation. I do feel, however, that the retailer who installs this equipment is entitled to the fullest saving that a careful analysis by the manufacturer shows can be made."

THE speaker showed that the investment in the ice cream business at this time is large, and that a great many manufacturers are cautious from the fact that they have too large an investment for the volume of business they are doing. This brought the speaker into a most interesting phase of the refrigerated proposition—economic conditions. He pointed out that many students of the matter have concluded that many of the ills of business and industry in all lines for the past several years have been high overhead. In this connection, he pointed out that many of the out-of-line high prices on various commodities at this time are due to excessive overhead, pointedly asking, "Isn't it true and isn't it a fact that the desirable thing is the reduction of overhead and consequent lower prices to the consumer of ice cream which will very greatly tend to increase the consumption?" The speaker continued:

"Let us for a moment consider this proposition of refrigerated cabinets from a standpoint of overhead. For the purpose of comparison, so that any man in this room can calculate his own business on this basis, I am going to take a factory with a $100,000 investment. So far as I am able to learn, a factory can produce and sell about two gallons of ice cream for every dollar of capital invested. With our $100,000 plant then we have a volume of 200,000 gallons. A 200,000-gallon business will very probably consist of between 300 and 350 active customers. In the adoption of the refrigerated cabinet by an ice cream manufacturer, is it going to be possible to furnish a very few of these customers with this equipment or are you going to have to furnish them all? I believe that experience will teach you that you will have to furnish them all. This being the case, to equip in the neighborhood of 300 stores with refrigerated cabinets will cost at the absolute minimum between $300, to $550 each, or an amount well in excess of $100,000. In one step you have doubled your capital account. In place of having $100,000 invested in your business you have $200,000. Now, let's see what this does to overhead—this $100,000 additional capital on your books for investment in refrigerated cabinets. One of the foremost items of overhead is depreciation. There is, at this time, no experience that tells us what depreciation upon these refrigerated cabinets is. It is largely a matter of conjecture. Some manufacturers are assuming that the life of these cabinets will be three years; others are assuming, and the manufacturers of them are advocating their life to be five years. For the purpose of this calculation let's strike an average and say that the life of these cabinets is four years, and I am frank to say to you that I believe a mechanical device of this kind, put out in the hands of retailers to receive the consequent it is bound to receive and which is borne out by the treatment accorded our present ice and salt cabinets, that a four-year life on this equipment is the absolute maximum. Our chief item then, of overhead, will be 25 per cent depreciation of this new $100,000 investment of $25,000 a year."

He reminded delegates that the next item going into overhead is interest on investment and taxes. He took the minimum of 6 per cent interest and 2 per cent taxes or total of 8 per cent assessed against the new investment of $100,000 or $8,000 a year, and stated that the next question to be considered is the absolescence of present cabinet equipment. In all probability, he believed, the 200,000-gallon factory will have in the neighborhood of 400 cabinets at a value of approximately $25.00 each or $10,000, which led the speaker to urge:

"Let's be fair in this thing and not charge off this obsolescence all in the first year, but spread it over the four-year period and we have an additional $2,500 a year. This gives us a total on this $100,000 investment of approximately $36,000 annually that we increase our overhead, or 18 cents a gallon. Now, if this transformation from ice and salt cabinets to refrigerated cabinets could be made overnight which, of course, is not true, very probably the figure of 7 cents for ice and salt saving could be increased by some saving in labor, lighter trucks, etc. But quite on the contrary, while the transition is taking place it is going to be necessary to maintain dual service in order to take care of the stops that do not have the mechanically refrigerated cabinet and also the fountains that have to be packed which makes up a considerable quantity of the service required by retailers, so it would appear that the 7 cents per gallon ice

(Continued on page 36)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

NO HAND ICING



38°

With this 3 Temperature SODA FOUNTAIN



40°



10°

HERE is the fountain that will make money for you, and save it, too. COLD drinks and perfectly conditioned ice cream are assured with the BILT-RITE—Stops shrinkage loss of 1 to 4 quarts per 5 gallon can; eliminates spoilage; saves time of re-packing and cleaning. It pays for itself as you use it.

The well known Nizer Refrigerating Mechanism built in. Mechanically simple; extremely efficient; low operating expense.

Ice Cream kept in perfect condition—never salty, off-flavor, or soft. Storage capacity double that of old style fountain at same size.

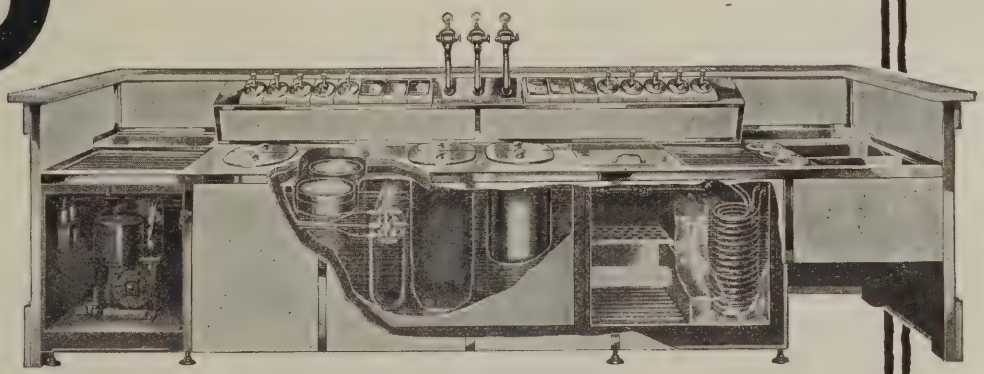
Perfectly refrigerated bottle storage compartment maintained at 36 degrees to 40 degrees with atmosphere so dry that labels stay on bottles.

Soda and drinking water served so cold as to please the most critical taste. Patented Walker Thermo-Siphon System of brine circulation automatically ices coils without freezing them.

Every fountain is set up and operated in plant before shipment and tested for maintenance of three correct fountain temperatures.

WRITE FOR COMPLETE DETAILS

THE RUSS MANUFACTURING CO., Cleveland



WALKER-NIZER PATENTS

The Russ Bilt-Rite Fountain

3 temperatures without icing

ELECTRO-MECHANICALLY OPERATED

Michigan Manufacturers in Record Convention

Ice Cream Men Gather With Dairy Interests of State at East Lansing to Discuss Important Topics and See Exposition of Dairy Boosters

MICHIGAN is getting ready for its greatest ice cream and dairy conclave as this issue of The Ice Cream Review is going to press. A large attendance of ice cream manufacturers is expected for the annual conventin of the Michigan Association of Ice Cream Manufacturers, which will follow its usual custom of meeting with other organizations of dairy products manufacturers affiliated with the Michigan Allied Dairy Association, of which Lloyd L. Hughes is secretary.

The ice cream and dairy pageant will be featured by an exposition by the Michigan Dairy Boosters, the aggressive organization of supplymen operating in that territory, of which C. J. Yuncker is president.

The convention and exposition will be held at East Lansing, February 2, 3, 4, 5 and 6. All meetings will be held in the Michigan Agricultural College building.

THE exposition will be held in the college armory from Tuesday noon, February 3, to Friday noon, February 6. The annual banquet will be at Kerns Hotel, Tuesday evening. The boosters are confident of staging a record exposition. They have made plans for entertaining the delegates in a most pleasing way, officials say.

A program of events follows:

Tuesday, a. m., February 3, Business meeting. Tuesday, p. m., February 3, Joint meeting, with Farmers' Week Program. Don't miss this program.
Wednesday Evening, Annual Banquet, Kerns Hotel.
Thursday Evening, Dance at Kerns Hotel, courtesy of Michigan Dairy Boosters.
Wednesday, February 4, Morning and afternoon sessions.
Wednesday Evening, Michigan Allied Dairy Association, banquet, Kerns Hotel.
Thursday, February 5, Morning session only.
Thursday Evening, February 5, Dance at Kerns Hotel, courtesy of Michigan Dairy Boosters.
Exhibition in Michigan Agricultural College Armory daily from Tuesday noon, February 3, to Friday noon, February 6.
Tuesday Evening, February 3, Kerns Hotel, Annual Banquet and election of officers.
Wednesday Evening, February 4, Michigan Allied Dairy Association Banquet, Kerns Hotel.
Thursday Evening February 5, Annual Dance. All members of Michigan Allied Dairy Association invited. Admission by badge or invitation only.

Iceless Cabinets to Feature Minnesota Convention

Preparations Made for Exhaustive Study of this Subject at Annual Gathering at Minneapolis, February 19 and 20

ICELESS cabinets form a subject now strong in the minds of Minnesota ice cream manufacturers. This topic probably will take up more of the program at the annual convention of the Minnesota State Association of Ice Cream Manufacturers than any other. The convention will be held at Minneapolis February 19 and 20. The new Nicollet Hotel will be convention headquarters.

Preparations for the meeting were made at a special meeting in Minneapolis on December 16. At that time certain plans in connection with cabinets and soda fountains were put on foot, and these plans will come up for considerable discussion at the annual convention, it is indicated by President W. W. Dunn, Jr., of St. Paul.

W. A. Schwindeler, chairman of the national association's advertising committee, will outline the plans for the nation-wide co-operative advertising campaign soon to be launched, which already has received hearty endorsement at virtually all conventions held this year.

(Continued on page 143)



W. W. DUNN, JR., President.



C. E. KESTER, Vice-President.



J. J. FARRELL, Secretary.



C. J. YUNCKER,
President,
Michigan Dairy Boosters.



D. W. SHIEL,
Vice-President,
Michigan Dairy Boosters.



C. J. W. SMITH,
Secretary-Treasurer,
Michigan Dairy Boosters.



MARTIN SIEDEL,
President Michigan Allied Dairy
Association.

Some of the Gentlemen who worked for the success of the Michigan and Minnesota Conventions



LLOYD H. HUGHES,
Secretary Michigan Allied Dairy
Association.



C. A. GOULD,
President,
The Minnesota Gophers.



H. E. STINCHFIELD,
Secretary,
The Minnesota Gophers.



W. M. BOOTH,
Treasurer,
The Minnesota Gophers.

Dakota Manufacturers to Discuss Iceless Cabinets and National Advertising

Annual Convention, February 3, 4 and 5 at Sioux Falls, Convention Headquarters, Hotel Cataract

ICELESS cabinets and co-operative advertising will feature the annual convention of the Ice Cream Manufacturers' Association of South Dakota, to be held at Sioux Falls, February 3, 4 and 5. Hotel Cataract will be convention headquarters.

W. W. Dunn, Jr., president of the Minnesota association, will address the convention on "Iceless Cabinets — Possibilities and Limitations for the Average Ice Cream Manufacturer." In this address the association expects to hear a discussion of the subject from an angle that will show the rank and file of the industry some new points on the subject. The subject also will be discussed by H. F. Shipley, Sioux Falls; W. C. Gagnon, Huron, and E. R. Binder, Yankton.

The convention will be held partly in connection with the meeting of the state dairymen's association. Following the ice cream manufacturers' convention proper there will be a banquet at the Hotel Cataract.

Announcement last month from C. C. Totman, secretary of the association, indicated a large attendance is expected. An attractive program has been prepared for the convention. Iceless cabinets, national co-operative advertising and cost accounting will feature the program. Among those to discuss phases of the iceless cabinet situation are H. F. Shipley of Fenn Bros., Inc., Sioux Falls. Prof. W. B. Combs will discuss the homogenization and viscosity of the ice cream mix. J. E. Finneran will go into matters concerning co-operative advertising.

The convention proper will be followed by the ice cream manufacturers' association and the state dairy association's annual banquet at Hotel Cataract.

With regard to the scoring exhibition, Secretary Totman announces that samples of ice cream will be purchased and some will be made especially for the exhibition. These will contain high total solids and low fat and overrun, so as to enable the judges to point out defects and desirable qualities in ice cream. There will be no prizes or placings. The object of the demonstration is purely educational.

The program follows:

PROGRAM.

February 3, 7:30 P. M.

Call to Order by President—I. J. Bibby, Brookings.
Report by Secretary-Treasurer—C. C. Totman, Brookings.
Talk—"Co-operative Advertising"—J. E. Finneran, St. Louis.
A member of the National Association of Ice Cream Manufacturers.
Talk—"Iceless Cabinets—Possibilities and Limitations for the Average Ice Cream Manufacturer"—W. W. Dunn, Jr., Minneapolis.
Discussion—Same Subject—Led by H. F. Shipley, Sioux Falls; W. C. Gagnon, Huron, and E. R. Binder, Yankton.
Appointment of Committees.
Election of Officers.

February 4, 8:30 A. M.

Ice Cream Judging and Scoring Demonstration—W. B. Combs, St. Paul, Dairy Dept. University of Minnesota.
Talk—"Homogenization and Viscosity of the Ice Cream Mix"—W. B. Combs, St. Paul.
General Discussion—"Co-operation of the Members of the South Dakota Association"—Led by W. G. Arlt, Rapid City.
Report of Committees, Business, Etc.

12:00 — Noon — Banquet.

Following are the officers and board of directors of the association:

I. J. Bibby, president, Brookings; Wm. Arlt, vice-president, Rapid City; C. C. Totman, secretary-treasurer, Brookings; W. C. Gagnon, Huron; M. Langenfeld, Watertown; F. J. Herrick, Mitchell; M. M. Carpenter, Aberdeen; E. E. Skoug, Sioux Falls.



I. J. BIBBY, President.



W. C. GAGNON, Director.



W. G. ARLT, Vice-President.

K-W Type A CANS

Tinned on all surfaces — inside and out.



(Patented)

Soldered in just one essential place — where the bottom is set in.

TO SOLDER OR NOT TO SOLDER

We will make you entirely solderless Ice Cream Cans, if you wish them. You are the customer, and we aim to please.

BUT — and it's a big but,—

We have been making Ice Cream Cans for a good many years, and it is reasonable to suppose that we have learned something about the making of cans, and our earnest advice is to use a SEMI-SOLDERED TINNED-ON-ALL-SURFACES CAN LIKE OUR K-W TYPE A CAN.

This Can is soldered in just one essential place—where the bottom is set in—the ONE place, in our opinion, where every Ice Cream Can SHOULD be soldered to give longer life and service.

You may have your choice — entirely Solderless or K-W Type A —but we recommend K-W Type A. Ask us to tell you in detail why.

Keiner Williams Stamping Co.

8746-82 123rd Street **Richmond Hill, N. Y.**

THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

New England Manufacturers Hold Good Convention

Cost Accounting, the Refrigerated Cabinet and National Advertising are High Lights in One of the Best Meetings Ever Held by that Splendid Organization

SEEMINGLY all the lords and earls of ice creamdom in New England turned to Hartford Conn., for the fifteenth annual convention of the New England Association of Ice Cream Manufacturers January 22 and 23. The attendance was very large, over three hundred being registered. Many timely topics were included on the program for discussion.

Promptly at 10:30, Thursday morning, the first meeting was called to order and an address of welcome was delivered by a representative of the city of Hartford, in the absence of the mayor. Response was by Charles G. Morris, ex-president of the national association.

Principal among the topics discussed by President Platt during his address were the following:

"I have made it a point to attend all meetings of the the association, also some of the sectional meetings. We held a meeting at Lowell, Mass., and Brocton, Mass., with the local dealers and manufacturers and felt that we accomplished quite a little at these two meetings. We certainly got the manufacturers together and had a good talk at both of these meetings, and think we got a special sale proposition straightened out a great deal better than it was, although I, personally, feel that if the manufacturers want to hold special sales in a locality they should all get together and hold the sales on the same days, possibly three days, twice a year. If this were done, each manufacturer would be working on the same basis, and I feel that it would stop a lot of petty jealousy regarding the sales. It certainly would not leave the market so that people could buy ice cream at half price most of the time by going from one manufacturer's dealer to another, which seemed to be the case in two towns.

BY THE NEW PRESIDENT, J. C. TAIT:

"I believe my first duty as President of this Association is to devise some way to sell more good ice cream to our present customers, and to let competitors' customers alone."

"AS YOU all know, the National Association of Ice Cream Manufacturers selected a national slogan and while I have heard some comment that it is a very poor slogan, I, personally, feel that it is a very good one, and the more I see of it the better I like it. I think that every member of the national association should get back of this slogan and use it on their advertising matter wherever possible, so as to get the general public talking about it.

"Seven million, one hundred thousand gallons of ice cream represented in pledges of support for national advertising signed at New England Convention by association members. Five and one-half million gallons more signed for by delegates from other states."

"The biggest thing I think which we have accomplished this year was to get the largest ice cream manufacturers in New England to join our association and work with us. This cannot help but strengthen our association and should promote a great deal more harmony among our members.

"You all know that this has been a year of ups and downs in the ice cream business. There has been a great deal of talk all over the United States regarding the refrigerated cabinets, and I, personally, feel that it is not the time to go into this proposition, as I feel that inside of two years there will be so many improvements on the cabinets that the ones they are putting out now will be obsolete, and, as it has been brought out at some of our meetings, if the manufacturers own the cabinets the store keepers will not be willing to use a cabinet which is not right up to date, and the manufacturer will be compelled to stand the loss on the cabinets instead of the customer. If the customer owns the cabinet, he will go right on using the same cabinet, although there might be much better cabinets on the market. But if we own it, that is a different story.

(Continued on page 150)



Banquet held in connection with the Association of New York Ice Cream Manufacturers' convention, at Buffalo, January 7 and 8. A complete report of the convention begins on page 86.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Cleveland opens up with 5¢ DIXIES in December. Telling, Tabor, and Baker Evans will repeat the success of Boston, Pittsburgh and Washington. 5¢ DIXIES have come to stay—there's no novelty about 5¢ worth of ice cream in a sealed package! The big people of the industry recognize this and are climbing on the DIXIE Band Wagon.

5¢ DIXIES

"— — we feel that we have increased our sales of ice cream considerably and consequently cut down enormously the overhead for October — — — —"

—that's what one Ice Cream Manufacturer writes about DIXIES in October—and now, at Christmas time, in midwinter, DIXIES keep right on working for him.

DIXIES apparently make an appeal that is universal. Old and young, rich and poor alike take to DIXIES in the most spontaneous fashion.

A nickel's worth of any good product—raisins, crackers or ice cream—will sell at off seasons when larger bulk quantities simply do not move.

People do not consider the spending of a nickel an extravagance.

And DIXIES have long ago passed the experimental stage. The details in which you are particularly interested—the filling, packing, distributing and advertising of DIXIES—have all been thoroughly worked out. Worked out and actually tested by experienced, conservative and keen Ice Cream Manufacturers in the East and Middle West. And found a success! Success when it's most needed—in the dull, red-ink months of winter!

We have this information in handy form. Write for it at once—or, better still, appoint the day and hour when our representative may call on you.

DIXIE

CONTAINER DEPT.

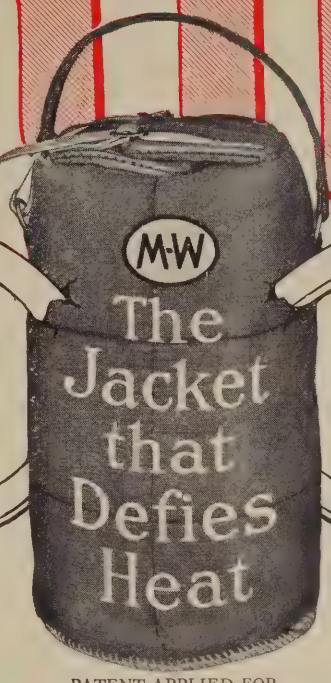
INDIVIDUAL DRINKING CUP COMPANY, EASTON, PA.
Incorporated

Original Makers of the Paper Cup



Found

The Ice Cream Manufacturer



The Ice Cream Dealer

PATENT APPLIED FOR

The Missing Link

between the ice cream man and his trade is THE "M-W" ICELESS DELIVERY JACKET, which cuts express costs, eliminates useless labor, speeds handling, and delivers cream in perfect shape *without an ounce of ice or salt.*

TODAY IS YOUR OPPORTUNITY TO JOIN THE KEEN, FAR-SIGHTED MANUFACTURERS WHO ARE SAVING MONEY AND GETTING MORE PROFIT THROUGH THE USE OF THIS NEW FOUND "MISSING LINK."

IT WILL DO THE SAME FOR YOU!

PUT OLD METHODS BEHIND YOU

START the New Year with lower Delivery Expense. The "M-W" ICELESS SHIPPING SYSTEM cuts it to LESS THAN HALF --- amazing, but true. The coupon brings you full proof. Fill it out and mail now. You will be glad you did.

MONTGOMERY-WASHBURN COMPANY
SAUGERTIES, NEW YORK

Send me ..... "M-W" Iceless Jackets ..... Quart size.

Measurements are ..... high ..... diameter of cans.

If test is not satisfactory, I can return Jackets and get credit for them.

Name .....

Street ..... *City* .....

Montgomery - Washburn Company

SAUGERTIES, NEW YORK

Organization is -:- -:- -:- Industry's Business College

Bankruptcies Are Determined by Extent of Business Men's Knowledge, Training and Fitness, Such as Only Organized Thought Produces

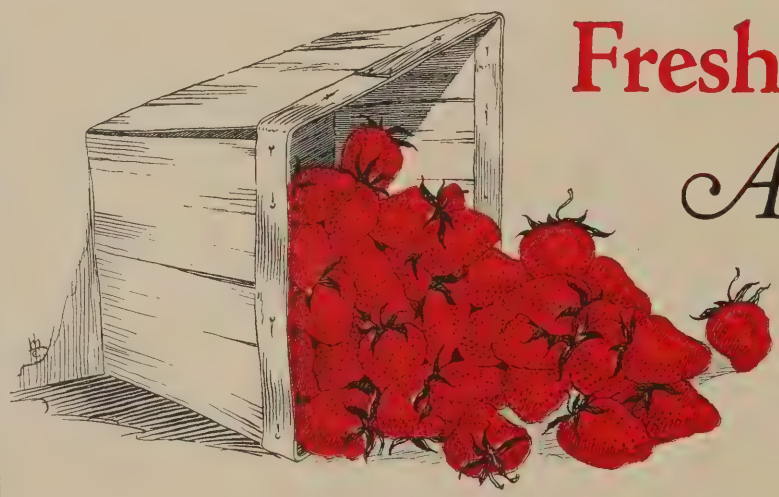
FAILURES and bankruptcies don't come generally from business conditions, but from the fact that the man who is conducting the business wasn't qualified to run it. This statement throws an interesting side light on the matter of business costs. It was made before the national convention at New Orleans last November by C. I. Weikert of Minnesota. The average business man has had little schooling in his profession or business, the speaker pointed out, and if he had, he would be as well qualified for his work as is the banker of today.

Mr. Weikert told that he personally investigated fifteen trades and watched their trend in the past four years, and knows how many failures and bankruptcies they had every year, and why. Declaring that he liked to speak the truth, the speaker proceeded to speak it:

"Is the executive of every ice cream manufacturing plant qualified to run that business? Is he schooled? Is he sufficiently known in his trade so that he can conduct that business as he should? Let's analyze it and see how he gets his education, so to speak; and when I refer to education, gentlemen, I don't refer to schooling, I refer not to the public schools, but I refer to the knowledge obtained in business.

"The first means of education for the executive is experience. That is how he learned. My father told me that when I was young. He said, "Son, you will learn by experience." But do you know that when I was in the American army, if the American army had learned by experience, we would still be fighting the war. When we went over there we didn't try to experience everything out, we looked to the Allies and even to our enemies and took their experience and found out what they had discovered as a result of their own practices, and we profited from their experience in order to make our army a good army. So we didn't learn by experience. And when a business man today thinks that is the only way he can learn is by experience, he is going to take the prime of his life learning it, and when he has learned it, he will be ready to quit, and somebody else will have to start at the bottom and learn."

Business men need schooling today, he declared. He suggested that the ice cream manufacturers establish universities for the ice cream manufacturers and everybody quit in the winter time when they haven't any business and go to school. But since this cannot be done, as the speaker admitted, he added that the best means of education today is organization. Organizations such as they have in America are not found in Europe. Organizations are real schools, he said—means of education.



Fresh Strawberries

AT a time of the year when fresh fruit is almost unobtainable VELVET Strawberries are available.

Prepared by a cold uncooked process which retains the color and flavor of the fresh fruit—far superior to cold pack berries.

Order Now! -:- *A Trial Convinces.* -:- *Packed in Barrels and Kegs.*

The International Company

VELVET FOOD FRUITS-FLAVORS

LOMBARD & COMMERCE STS.

BALTIMORE MARYLAND

VANILLAS

PURE BEAN EXTRACTS

COMPOUND VANILLAS

All grades for all purposes

WARNER-JENKINSON CO. RED TRADE MARK SEAL ST. LOUIS

Certified Food Colors

LIQUID, POWDER, PASTE
in all required shades

[Save money on this item]

MARSHMALLOW TOPPING

WARNER-JENKINSON CO.

SAINT LOUIS


THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER
"U. S. GEL"
UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.
THE ASSOCIATION OF ICE CREAM SUPPLY MEN
MEMBER



THE BOWEY BUILDING

This is Station

B-O-W-E-Y

Broadcasting

Everything points to a good year for the Ice Cream Trade. Progressive manufacturers are planning and working to make 1925 a year of progress and prosperity.

This organization is prepared to aid in the accomplishment of this result by serving the trade with a complete and unexcelled line of

BOWEY BRAND

Fruits, Flavors and Colors

Especially prepared for the Ice Cream Manufacturer

Feature these two wonderful creams:

Caramel Ice Cream *and* Caramel Nut Ice Cream

With that tempting, delicious, cooked cream flavor. Rich in color, smooth in texture, and pleasing to all. They will increase your profits.

Easily made by using *Bowey Brand Compound Caramel Flavor* at a cost of only 17c for 10 gallons of Ice Cream.

To make Caramel Nut Ice Cream simply add the usual quantity of crushed English Walnuts.

Order a trial gallon or a case of 4 gallons, complete formula on the label of each bottle.

Send for our 1925 Wholesale Ice Cream Price List



MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St. CHICAGO, ILL.

Established 1895

If you have not received the Bowey Calendar for 1925, one will be mailed to you on request.



150 Gal. body on 1½-ton Dodge-Graham

The light refrigerator with the

BAIRD REFRIGERATOR BODIES are the lightest on the market. They always remain light because every piece of wood and insulation is thoroughly waterproofed by dipping in an odorless, elastic waterproofing compound which cannot crack at the lowest temperatures.

At 10c per ton mile the cost of hauling the extra weight of a soggy, water-logged refrigerator body an average of 35 miles a day will, in a year, exceed the initial cost of the body.

Durability and extra years of service are built into every Baird Refrigerator Body. Thick, non-corroding linings, welded seams which resist body stresses and permanently prevent leaks—plus below-zero temperatures—have merited for Baird Refrigerator Bodies the good repute they enjoy among ice cream manufacturers everywhere.

BAIRD



150 Gal. body on 1½-ton Atterbury

Body strong constitution—

FROM THE ELMIRA ICE CREAM COMPANY, of Elmira, N.Y., one of whose trucks is pictured above, we received the following letter:—

July 1, 1924.

"It gives us pleasure to express our opinion of your refrigerator bodies, as we have used two for some time now and found them highly satisfactory in every way. Our experience with these bodies enables us to recommend them without reserve to anyone requiring refrigerator bodies."

—W. L. Dart, Secretary, Elmira Ice Cream Company, Elmira, N.Y.

The prices of Baird Refrigerator Bodies are moderate and they are sold on terms to meet your convenience. The saving, during the first three months of service, in labor, ice and salt, and truck maintenance will exceed the price of the body.

WILLIAM F. BAIRD COMPANY
OFFICE — 1118 Little Building — BOSTON, MASS.
FACTORY — 1017 Main Street — WINCHESTER, MASS.

BAIRD



Vitality!

Especially for Children Ice Cream made with

Junket
REG U.S. PAT OFF.

Ice Cream Rennet
TRADE MARK

Ice Cream made with Rennet is a builder of health, strength and vitality.

Thousands of mothers, dietitians, physicians and food specialists throughout the civilized world know the healthful qualities of Junket Milk Foods and Ice Cream, pre-coagulated by the action of the Rennet Enzyme.

The vital Junket principle universally recognized as favorable in the digestion of milk and cream is now offered to large producers in Junket Ice Cream Rennet.

Ice Cream is more enjoyable because the rennet naturally increases its smoothness and gives a richer taste, and the cost per hundred pounds of mix is so low that you will wonder why you have been using high priced powders *that do less.*

From every standpoint, Junket Ice Cream Rennet means more *profits* to you. Use it. Advertise your Ice Cream as a health food especially for infants and children. And watch business grow.

Send for free booklet—"Some Ice Cream Problems Solved," by W. W. Fisk.

CHR. HANSEN'S LABORATORY, Inc.
Little Falls, N. Y.

Western Branch:
Milwaukee, Wis.

Canadian Factory:
Toronto, Canada.

[Purely Vegetable, Unequalled in Strength, Shade and Purity — *Hansen's June Cream Color*]

DAIRY SHOW PREPARES FOR GREATER GROWTH.

The Pacific Slope Dairy Show has grown in four years to a point where it justifies an organization of its own, it was decided by the directors of the California Dairy Council at a meeting held in Oakland at the close of this year's show. The work has been done in the past by the staff of California Dairy Council, loaned for the occasion. Sam H. Greene, secretary of the dairy council, is secretary of the show and Robert E. Jones, publicity director, is show manager.

At the directors' meeting, Greene explained that California Dairy Council would continue to take every interest in the show and co-operate fully, but the time had come, he said, to incorporate the Pacific Slope Dairy Show Association. He mentioned the four-fold growth that has come since the first dairy show was held in Stockton four years ago, and ambitious plans for the future which make further expansion certain.

The directors chose Frank T. Murphy, former farm advisor for San Luis Obispo county, to be permanent manager of the show and he will devote his time the year around to extension and promotion work. Murphy served at the Oakland show as assistant manager.

Dr. C. L. Roadhouse, University of California, Davis, was re-electde president of the Pacific Slope Dairy Show Association; W. E. Haley, San Francisco; R. A. Condee, Chino; Geo. W. Prising, San Francisco; M. H. Adamson, Los Angeles, and J. N. Gilman, San Francisco, vice-presidents; Sam H. Greene, secretary-treasurer.

Directors were elected as follows: Albert Meister, Sacramento; C. E. Gray, San Francisco; D. M. Dorman, Los Angeles; Sam H. Greene, San Francisco; George H. Frampton, Artesia; George W. Prising, San Francisco; C. L. Roadhouse, Davis; Robert E. Jones, San Francisco; George E. Platt, Los Angeles; Merritt H. Adamson, Los Angeles; W. E. Haley, San Francisco; A. Johnson, Los Angeles; J. W. Coppini, Ferndale; P. H. Davis, San Anselmo; H. W. Low, Oakland; Robert A. Condee, Chino; Frank M. Helm, Fresno; W. T. Cole, San Francisco; J. J. Neil, Oakland; J. H. A. Jorgensen, Riverdale; Walter A. Haas, San Francisco; F. J. Bowden, Hanford; George H. Ball, Fresno, and William Regan, Davis.



THE TENTH EDITION.

When we attended our first dairy school session at the Minnesota state university in January, 1899, we purchased a copy of "Instructions for Traction and Stationary Engineers," compiled by Prof. William Boss, chief engineer at the experiment station and instructor in engineering at the university. During the years that have passed since that time the book has continued to be a real text book for the dairy industry.

Some idea of its popularity and world wide distribution may be gained from the fact that the tenth edition is just off the press. This means that nine different lots have been published and sold and that it is necessary to again print several thousand copies. Changes have been made from time to time in order to keep the book up to date.

The book is very practical. The author has kept it so with the idea in mind of appealing particularly to the young engineer. He has purposely avoided technical discussions.

The price has been kept within the reach of everyone. $1.50 will bring you a copy of the tenth edition, postage prepaid. Send your order to The Olsen Publishing Co., 5th and Cherry Sts., Milwaukee, Wis.

Manufacturers Now Favor

Mapleine Raisin Ice Cream

For the Family Brick

They do it for two reasons. The public is fond of both Mapleine and raisins. They are both widely advertised to consumers; their flavors blend perfectly. In view of this, Mapleine Raisin Ice Cream is bound to become popular. At the same time, it makes one of the most profitable specials that can be featured.

Although the combination of Mapleine and raisins in ice cream is new, it is making good wherever introduced. A Pacific Coast manufacturer who made Mapleine-Raisin Bricks his week-end special recently, is enthusiastic about his sales. Mapleine's delicious delicacy of flavor and soft rich color blended with the raisins—attracts the eye as well as palate.

As for cost—Mapleine Raisin Ice Cream is considerably more profitable than nut and crushed fruit flavors. The Mapleine and raisins for 10 gallons finished ice cream cost only 45c—4½c a gallon.

DIRECTIONS

To make 10 gallons finished ice cream, soak 4 pounds Sun-Maid Seedless Raisins in water and bring to a boil just long enough to thoroughly soften them. Then drain off water and add raisins to the ordinary mix after primary freezing. Do not grind, chop or crush raisins. Flavor with 2 ounces Mapleine.

Prove it Out

Write us or order Mapleine of your jobber, but for satisfaction accept no substitute. Genuine Mapleine is always identified by the Crescent Trade Mark. Look for it.



Crescent Manufacturing Co.
1054 Railroad Ave., So.
SEATTLE, WASH.
Chicago Clark Bldg., Chicago
105 Hudson St., New York City

MAPLEINE

The What and Why of Uniform Cost Accounting from Practical Operating Standpoint

Many Managers Who Do Not Understand Full Meaning of Cost Accounting Have Some of Their Questions Answered Here

*By C. B. HARPSTER**

IN THE survey of accounting in the milk industry preparatory to the building of their uniform system I believe there were found only five or six firms of the large number studied who could be said to have real thorough-going cost systems showing them their product costs. I will, therefore, attempt to give you my idea of the difference between good financial accounting and cost accounting.

A good financial accounting system will set up in proper form on a balance sheet the assets and liabilities of the business correctly stated. It will group together all of the like items. For instance, the current assets will be shown in one group, arranged in their proper order, and in another group the property values will be shown, divided up as between buildings, machinery, land, furniture and fixtures, etc., and deducted from the totals proper depreciation will be taken. In another group will be shown deferred charges to future operations, such as prepaid insurance, prepaid vehicle licenses and interest.

*Auditor The Crane Ohio Ice Cream Company, Columbus, O. Submitted before National Convention at New Orleans in November.

On the liability side we will find grouped together in proper order the current liabilities. In another section will be shown the reserve and in still another the capital stock and the surplus properly analyzed. A good financial accounting system will go farther and show a profit and loss statement, setting up for a given accounting period, the profits or losses which have been made by the business and how they originated. It will show sales, cost of sales, gross operating profits and expenses. It will then show an expense schedule where the expense account is divided up into its various sub-accounts such as labor, repairs, depreciation, salt, ice, automobile expenses, and so forth.

If you had all the things mentioned and had only a very small business everything being sold from the platform or from one packing route and you handled only one product, say vanilla ice cream, and did **nothing else** you might be said to come rather close to having a cost system. There is probably no one in this audience who would meet such a description, however. Those of you who have gone the farthest with your financial accounting system, who have got the largest number of supporting schedules and the most details, have, undoubtedly, come much closer to knowing what is going on in your business than those who have stopped merely with a monthly balance sheet and operating statement and you have come much closer to the proper basis for real cost accounting. We cannot overlook the fact, however, that although we may have a very good financial accounting system there is still a real difference between that and what we know as cost accounting.

YOUR financial accounting system, to repeat, will give you your monthly balance sheet, profit and loss statement and perhaps an expense schedule, and will probably stop there. Your cost system on the other hand will give you the complete costs of all the various products which you manufacture and sell and these costs in turn will be divided into the various elements which go to make them up. Perhaps the best way to give you my idea of what a good cost system is, will be for me to outline the things I expect to show.

We shall expect to show the difference in cost between vanilla ice cream and strawberry or chocolate ice cream and these compared as to cost of sherbets or ices.

We shall expect to know the cost of brick ice cream in comparison with bulk ice cream. We shall expect to know accurately the true cost of all of the various specialties made out of ice cream which we put out to stimulate the winter business. We shall expect to know the cost of special orders and of fancy individual moulds such as are put out for the holiday season.

We shall most certainly expect to find out the difference in selling and delivery costs or expenses as we call them, for ice cream sold and packed in the city as compared with ice cream which is shipped out of town in tubs or not iced or serviced by the dealer. And we shall expect to know the difference in cost of selling

(Continued to page 128)

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."

Derycote
PAINT YOUR PERSONALITY ON YOUR PACKAGES

has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.

THE NATIONAL PAINT & VARNISH COMPANY
8709 Kinsman Rd. Cleveland O., U.S.A.

Why it pays to make your ice cream with **SKIMILFLAKES**

—the new dry skim milk in flake form

It's better Skimilflakes makes better ice cream than any other milk—fluid or dry.

Skimilflakes is a perfect body builder. Ice cream made with it remains absolutely smooth and creamy when bricked and frozen hard. It never becomes grainy or sandy when cut.

Skimilflakes never varies in quality. This insures perfect uniformity in your finished product—essential in good ice cream.

It's easier Skimilflakes is immediately and entirely soluble in cold water. Once in solution it will not separate or precipitate. This prevents waste and delay. It can be prepared at your convenience and used when you're ready. Always available for extra batches.

Because Skimilflakes dissolves perfectly, it will not clog up the homogenizer with lumps. The machine can be operated continuously.

It's cheaper Skimilflakes reduces manufacturing costs to the lowest possible figure. It eliminates all waste—cuts freight charges—saves time.

Send for folder giving further information and formulas using Skimilflakes. Prices and samples on request.



THE BORDEN COMPANY
Borden Building 350 Madison Avenue
New York, N. Y.

A Modern Scottish Chieftain is Successful Ice Cream Man

John Cunningham, Chicago, Past President of National Association and Head of One of West's Largest Ice Cream Plants, Came to America Thirty-Nine Years Ago

THE life of John T. Cunningham, who came to this country a wondering Scottish boy, 39 years ago, is one of the most interesting romances of the American ice cream industry. Some time in May Mr. Cunningham will celebrate his thirty-ninth year in America, the greater part of which time has been spent in building up one of the finest ice cream manufacturing concerns in the country. This information was gathered from a very interesting article appearing in the fall issue of the houseorgan "Milk," which is published by Mojonnier Brothers, milk engineers of Chicago.



JOHN T. CUNNINGHAM

Mr. Cunningham began as a driver of an ice cream conveyor for a man named John Berry, one of the first wholesale manufacturers of ice cream in Chicago. He had left his folks on the farm in Scotland to seek his fortune in the wonderland of America. His entire capital consisted of $400 when he landed in this country, this being in gold pieces sewed in a bag next to his skin in true Scottish fashion.

Having shown marked ability in creating good will, it was not long before Mr. Cunningham had a better job with the Thompson Ice Cream Co., then the largest in Chicago. This plant not only did a large city-wide business, but also distributed much ice cream throughout Wisconsin, Michigan and Illinois.

THE Scotch lad had complete charge of sales for this company on the west side of Chicago. A one-horse wagon was all that was needed for several years to distribute all the ice cream sold in his territory. It was in 1890 he drove the first double-team wagon used in Chicago. Some interesting side lights on the early history of the Chicago ice cream industry are given in the story of Mr. Cunningham in the magazine "Milk," from which the following is quoted:

"The scope of the ice cream business in those days can be more clearly understood when we realize that ten ordinary single-horse express wagons took care of all of the summer ice cream business in Chicago, as well as the business outside of the city.

"In the early spring of 1894, the year following the World's Fair in Chicago, Mr. Cunningham had an opportunity to buy out a small concern manufacturing ice cream on the west side. With much mutual regret he severed his connections with Mr. Thompson. All of the ice cream in this small plant was made with salt and ice. The total floor space was 22x42 feet, as compared to one-half of a city block now occupied by the Cunningham ice cream factory.

"During this time, real worries began. 1894 proved to be a very poor year. There was a reaction in Chicago after the World's Fair that left business in a very poor condition, causing a great deal of unemployment. All surplus nickels were being spent for bread and not for ice cream.

"The capital originally put into the business was soon used up and it was impossible to borrow any money from the banks.

"During this period there was scarcely enough ice cream business to pay for the cost of operating. It was not uncommon to deliver only 18 to 20 one-gallon tubs on days in the middle of the week. Three and five-gallon tubs were sold only on Sunday. Vanilla ice cream was regularly sold and occasionally chocolate and strawberry. On rare occasions quart molds were supplied for parties. All of the ice cream was delivered in tubs and these had to be iced twice daily, lest the ice melt and the ice cream float in the brine.

"This struggle to build up a business without experience and without capital, in a strange country, during a period of depression, lasted until 1900; in fact, at the end of this time an inventory of the actual assets of the company showed a deficit of $3,000.

"In 1910, business conditions became better and ice cream gradually began to come into its own. By continued hard work, Mr. Cunningham had added a number of good distributors to help swell its sales."

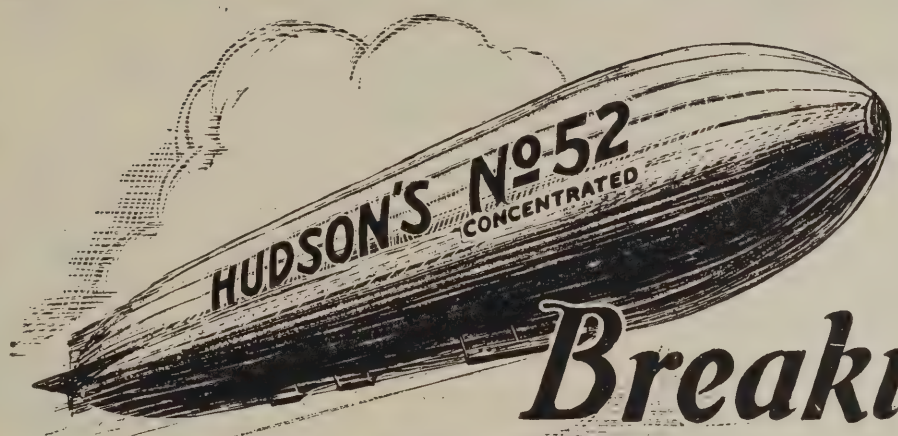
So it was that this hard-working man's streak of luck had begun to turn in the spring of 1903 when he bought out another ice cream company and moved to his present location. At that time it was just a modest little plant in which he conducted his business. But through dint of hard industry, business steadily began to increase. Today Mr. Cunningham has one of the largest ice cream manufacturing houses of the Middle West.



Cunningham Ice Cream Plant.

(Continued to page 132)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Breaking Records

ENTERING the thirty-seventh year of serving the ice cream trade with quality flavors—with 1924 a record-breaking sales year and with more ice cream manufacturers on our customer list than ever before—we can say, advisedly, there are reasons for this success.

Briefly, the reasons are: A rich, smooth, fascinating, appealing flavor which strikes the consumer palate with instant satisfaction; flavors with unusual purity and strength—and economy; flavors which come out of the freezers with full, wholesome taste and strength (they do not freeze out).

We recommend **HUDSON'S CONCENTRATED No. 52,** or **HUDSON'S No. 52 SPECIAL** Ice Cream Flavor for those manufacturers who appreciate economy without the sacrifice of quality.

Let us ship you a sample gallon of Hudson's Concentrated No. 52, or a sample keg of Hudson's Ice Cream Flavor No. 52 Special—express or freight prepaid to your City. You may return same to us if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER, President & General Manager INCORPORATED *ESTABLISHED 1888*

Vanilla Products

119-121 North Union Ave., CHICAGO, U. S. A.

Coast Associations Give :-: :-: Much Food for Reflection

Capable Men Are Behind Constructive Co-operative Work Carried Out in Far West

MEN who attended the great joint convention of ice cream manufacturers on the Pacific Coast this year have much food for reflection. The convention was a real eye-opener as to the progress made on the coast in the manufacture and merchandising of ice cream, particularly in regard to possibilities for future development due to the constructive work of those organizations known as the Pacific Ice Cream Manufacturers' Association and the California and Southwestern States Ice Cream Manufacturers' Association.

It is generally known that this is the first joint convention that the coast organizations have held. These organizations have had eventful careers. It was in 1915 that the California and Southwestern States Ice Cream Manufacturers' Association held its first convention, Los Angeles being the meeting place, and L. J. Christopher being the president. Mr. Christopher retained this office for three years, being president when the association held its first convention in 1915 and also when the convention was held in Oakland in 1917. He was succeeded by S. W. A. Carver at the Oakland convention. Mr. Carver presided at the convention held in Los Angeles in 1918, at San Francisco in 1919, at Catalina in 1920 and at Oakland in 1921. At the Oakland convention he was succeeded by L. W. Wilson, who enjoyed the distinction of having been the association's first secretary, serving for two terms at that post.



Corner of Pacific Slope Dairy Show, Municipal Auditorium, Oakland, Cal.

AT THE Stockton convention in 1921, Mr. Wilson was succeeded by C. J. Alfred as president of the association. It will be noted that there were two conventions in 1921. Mr. Alfred was succeeded in 1924, at the convention in Fresno, by F. H. Ames. Mr. Ames was re-elected at the convention at Catalina in 1924, and also at the joint-convention in 1924.

The California body has had six secretaries. Mr. Wilson was succeeded in 1917 by E. J. Cowing, after Mr. Cowing came Alfred Beaudry, who served three terms, being succeeded by Robert J. Dryden. Mr. Dryden was the association's able secretary for three years, but in 1921 he was forced to give more attention to his business and therefore had to give up the secretaryship. His unexpired term was filled by Harry F. Grosse. Jay H. Kugler has been secretary of the association since 1923, when Mr. Grosse gave up the work.

IT ISN'T generally known in the trade, even in certain sections embraced by the Pacific Ice Cream Manufacturers' Association, that Burt H. Walker has served as secretary of that association since the first convention at Spokane in 1916. No one on the coast is more interested in the up-building of the ice cream industry than this same energetic gentleman, and those members who have been in close touch with the secretary's office feel sure that he gets keen enjoyment out of the earnest work he does for the advancement of the association and the industry as a whole.

Another unique feature is the fact that Fred N. Martin of Spokane served as president for three years following the organization, being succeeded in 1919, at the convention in Spokane, by J. E. Dunne. In 1920, at the convention in Portland, Mr. Dunne made way for W. V. S. Robb, who has served as president of the association since. This body has held three conventions at Spokane, two at Portland, two at Seattle, and has made one trip to the Dominion of Canada in 1923, visiting the Canadian members, with Vancouver as the scene of the meet.

THIS little bit of history is very interesting food for thought after looking over the splendid convention held and exposition staged by the supplymen on the Coast in December. Like many manufacturers in the early days on the Coast, they had hoped that within a short time the ice cream industry in that vicinity would be sufficiently developed to stage such a splendid exposition as that conducted by the Supplymen of the Pacific Ice Cream Industry. This exposition has reflected good credit upon the progressive spirit of the Coast ice cream men.

⚜

NEW JERSEY SHORT COURSE.

A two weeks' course in ice cream making will be offered by Rutgers' College of Agriculture, New Brunswick, N. J., from March 2 to 14, according to announcement by Director F. G. Helyar. The plant in the new dairy building has been completed and will be used for the first time for this event. Prof. F. C. Button will be in charge of the work. Three or four practical ice cream makers will give talks to the students, in addition to members of the staff.

⚜

You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in "The Ice Cream Review."

Like Calls to Like!

While the "back numbers" are having their annual crepe-hanging party over falling Winter volume, the live wires are wiring for SCOTCH BOB—and selling *Butter Scotch Ice Cream!*

While wailing competitors watch time slip silently past, the SCOTCH BOB users watch sales go *up,* though the mercury goes *down!*

SCOTCH BOB'S success appeals to successful manufacturers—like calls to like!



KAY-WHITE PRODUCTS, Inc.

8 West Broadway **New York, N. Y.**

send

for that ten-dollar trial kit! Make up enough Butter Scotch Ice Cream to try it out. If you, and your sales force, and your family and your friends do not enthuse over it, then we've missed our guess for the first time in two solid years; and you can return the bill and forget about paying it!

Do you want to make this Test?

THE ONLY WAY we can prove to your satisfaction that Custarda will produce better Frozen Custard and French Style Ice Cream is to have you test Custarda against Eggs or any other product.

THE TEST WILL be made at our risk, in your own plant under your own conditions. In the event that you are then not fully satisfied that Custarda does the work better, quicker, and at less cost return any remaining portion of the trial gallon at our expense.

YOU WILL NOT be indebted or obligated to us in any way. In fact we shall consider ourselves obligated to you for the courtesy extended. Shall we send the nine dollar trial gallon on the above conditions? Star Extract Works, Inc. "Your protection - 34 Years in the Extract Business," 6 West Broadway, New York, N.Y.

Electric Trucks for Ice Cream Delivery

New York Manufacturer Claims Electric Trucks Reduce Costs, Save Time, Are Easy to Run and Easy to Repair, Assure Sanitary Condition

*By EDWARD J. SHERIDAN**

FROM the fact that a request was made that something be said about electric trucks at this convention, it is fair to assume that there are some in this assembly who want to know about them, and possibly have been asking this question in their own minds: "As an ice cream manufacturer, am I giving fair and proper consideration to the transportation features of my business, if I fail to inform myself of the possibilities of a saving in my hauling costs, which many claim the electric truck produces?"

There are many sources of information, technical and practical, concerning the electric trucks. Volumes have been written about the operation and maintenance but, while all such information is valuable, I suspect that the real reason why this subject was requested is that you want to know something about the real experience of using electric trucks for ice cream delivery.

Edward LeSchum of the American Railway Express Company estimates that only four per cent of all city trucking is done by electric trucks. Operators of large fleets claim that it has been demonstrated beyond a reasonable doubt that electric trucks are more economical, speedier, and better adapted in many ways to over three-fourths of all city service, namely, the 75 to 85 per cent of such service which involves short hauls and frequent stops.

That there must be something in this statement is further demonstrated by the fact that the American Railway Express Company in 25 cities of the United States operate 1,459 electric trucks on the streets, to say nothing about the electric vehicles operated in warehouses and on platforms. Large fleets of electric vehicles are operated by John Wanamaker, R. H. Macy, Ward Baking Company, Marshall Field & Company.

Some of the reasons why users of electric trucks were first attracted to them are revealed by the following facts:

1. Electric trucks reduce costs.
2. They are the fastest trucks that there are on short haul or frequent stop routes.
3. It is a very simple car to run and easy to repair.
4. It is strong, rugged and reliable; rarely breaks down on the road.
5. Its life is much longer than any of the gas trucks.
6. The electric truck is clean always, insuring good appearance, and sanitary conditions for the goods which it carries.
7. It is quiet.
8. It is odorless.
9. It has all the speed necessary consistent with prudent operation.
10. The owner can absolutely control the speed at which the vehicle is to be operated, and is not dependent upon the operator for this feature.
11. Its tractive power is greater in proportion to horsepower consumed than gas trucks.
12. It costs less to operate and maintain.

These constitute a rather long list of what might be termed extravagant claims but every one of them is capable of proof. In the consideration of these facts, however, it must be recognized that the electric truck is not intended to do many things which the gas truck is used for. It will not travel long distances at high speed, but, within its cruising radius, which is approximately 30 to 40 miles, it will show a surprising performance. It is not intended for traveling in heavy snow. Neither is the gas truck. In the ordinary snow in our cities the electric truck can make its rounds as usual. If it is stalled, it is usually due to one of the other of these facts, neither of which is the fault of the truck:

First—The driver.

Second — Carelessness on the part of the person charged with the responsibility of charging the batteries.

It has been demonstrated that an electric truck which had exhausted its charge and had to be towed in, after re-charging went over the same course in the hands of an experienced man without difficulty.

Now for some practical questions:

1. Are the trucks dependable? There are probably some of my listeners who have seen old-time electrics pulled in at the end of a tow rope, not only when the rough weather of winter was encountered, but sometimes after a busy day in summer. The modern electric is a

(Continued to page 134)

* Secretary, Hoefler Ice Cream Co., Buffalo, N. Y. An address before the convention of the Association of Ice Cream Manufacturers of New York State, at Buffalo, January 7 and 8, 1925.

For FINE FLAVOR

Specify

ELPAM

(IMITATION MAPLE FLAVOR)

1 oz. flavors 9 to 10 Gallons Cream (5 gal. Mix.)

Manufactured by

G. W. Wardrop Company, Inc.

Specialists in Fine Flavors

450 Broadway
South Boston Station
BOSTON - MASS.

MEMBER

G. W. Wardrop Co. Inc. 450 Broadway, Boston
Send Sample of ELPAM for trial
27, Mass.
purposes.
Name .....
Address .....
Cut off this tab and mail.

DURING 1924 more Walker Electric Trucks were put into service than in any previous year.

Many prominent companies were added to the Walker Users List, but the greatest number of installations were made by leading companies on repeat orders, which is the highest endorsement of any product and its manufacturer.

More than ever before are Walker Electric Trucks prepared to augment their enviable record of unequalled performance and lowest trucking cost on city routes, backed by sound sales and service policies established over a period of twenty-two years.

Investigate the Walker—leading Electric.
Ask the users in your own field.

WALKER VEHICLE COMPANY · Chicago
LEADING MANUFACTURER OF ELECTRIC STREET TRUCKS

New York Boston Philadelphia Buffalo St. Louis Birmingham

Distributors in Other Principal Cities

Load Capacities: ½ — ¾ — 1 — 2 — 3½ — 5 tons

WALKER ELECTRIC TRUCKS

LOWEST TRUCKING COST ON CITY ROUTES

Mississippi May Join Fight for 1926 Southern Convention

Capital City of Magnolia State, Jackson, is Possible Contender With Birmingham, New Orleans and Shreveport for Next Year's Convention

COMPETITION is opening up with an early start in connection with future Southern conventions. Although it has been definitely decided that Lexington is to get the 1925 convention, and arrangements accordingly are being made by officials of the association and of the Dixie Flyers, other cities are raising their voices and calling for their turn. It is the fact that cities that have been passed up in the past are asking for their chance, that makes it seem likely that New Orleans and Birmingham will have a hard contest on their hands to swing the 1926 convention their way.

Probably the outstanding city bidding against the so-called favored cities is Jackson, Miss. A determined movement for the 1926 convention has shaped up in Mississippi.

The gentlemen in the land of magnolias are moving quietly but with great eagerness toward their cherished goal.

Jackson's convention facilities cannot lightly be passed out of consideration when they are extolled by the Mississippians. A large auditorium for an exhibit and one of the finest hotels in the entire South—the splendid new Edwards Hotel—are features that are particularly stressed. Others are that Jackson is a popular convention city, the metropolis of its state, a rapidly growing city and has the advantage of having everything necessary to a successful convention well grouped.



Edwards Hotel, Jackson, Miss.

Probably no state has given more loyal support to the Southern association than have the Mississippians.

BIRMINGHAM seems to have the inside track in the race for the 1926 convention, however. The "Magic City" is centrally located, is one of the South's largest cities, with a population of approximately 225,000, and is a great convention city. People close to activities in the Southern association have a habit of speaking of Birmingham with a knowing look when the scene of the 1926 convention is suggested. That city has excellent hotel facilities.

But Shreveport also has able champions, particularly in W. W. Campbell. Mr. Campbell says the Louisianans' will not be deterred in their bid for this honor.

It happens that the Mississippi association already has selected Meridian as the scene of the 1926 state convention. But should Jackson be successful in winning the Southern convention, there is little likelihood that Meridian would be unwilling to make arrangements for both conventions to be held at the same place.

It was in 1917 that the Southern convention was held in Birmingham. Other cities that have had this convention are: Nashville, Memphis, Macon, Atlanta and Little Rock.

TALK of a Southern convention in Texas at some time in the future is not making much headway. Texans have expressed a wish to have the Southern convention in their state some time, but as yet there has not been sufficient assurance that Texas ice cream manufacturers will line up in the Southern association as largely as officials would wish. There is no doubt, officials point out, that the assistance of Texas would make the Southern association one of the greatest trade organizations of the South. Leading spirits in the South earnestly look forward to this happy development. Oklahoma has lined up with the Southern, and with Texas' support, the membership of the Dixie body should double in a very short time.

BUT that Mississippi should have its eyes on the Southern convention is a thought that few people out of that state had ever even entertained. Delegates from the Magnolia state have been listening, virtually every year, to such cities as Birmingham, Nashville, Little Rock, Lexington, Macon, Memphis, New Orleans, etc., to put in their invitations, and have been content to hold their peace and their tongue at the same time. Not even was Jackson mentioned above a whisper when the convention cities were under consideration at New Orleans last fall.

But such is not to be the case any longer. So say the Mississippians who have taken the bull by the horns. A little conference on this subject is supposed to have taken place just before the Mississippi convention at Vicksburg in January. Officials of the Dixie Flyers are known not to be unfavorably impressed with the idea.

Jackson is a city of some 35,000 inhabitants. It is the capital of the state. It has been growing rapidly in late years. The Mississippi association has shown marked preference for its capital city in holding its conventions. The present scheme that is thought to be under consideration is for the Mississippi and the Southern conventions to be held at Jackson at the same time. No official announcement has been made in this connection, though W. D. Seale, convention president at the past Mississippi gathering, is a Jackson man and is known to be partial to that city for a Southern convention.

Probably the outstanding feature of Jackson's convention facilities is its splendid hotel. The Edwards Hotel would do credit to any city of one-half million population in the country. Not only has it the most excellent accommodations possible, but it also offers a large hall particularly suitable for business sessions.

(Continued on page 58)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

G-W WELDED CANS

Stamina proved in the freezing room

Plants of all sizes, in every section of the country, have proved the endurance, superiority and economy of G-W Welded-Seam Ice Cans.

Enthusiastic letters continue to come in—excerpts from a few of which are shown here.

The remarkable strength and durability of the rivetless, electrically-welded seams of G-W Ice Cans mean longer life and rock-bottom maintenance.

Write now to our nearest office for complete information and prices on your ice can requirements.

GIFFORD-WOOD COMPANY
5 Hill Street Hudson, N. Y.

New York: 50 Church St. Boston: 222 State St.
Chicago: 565 W. Washington St. Pittsburgh: Peoples Bank Bldg.
Plants: Hudson, N. Y., and Oakmont, Pa.

CAROLINA PUBLIC SERVICE COMPANY
CHARLESTON, S. C.
ICE AND COAL
DAILY ICE PRODUCTION 600 TONS

"The Ice Cans purchased for use in our plants throughout this state have given entire satisfaction"

PRATT ICE AND COAL COMPANY
Agents for GOULD Batteries
Repair and Recharge All Kinds of Batteries
PRATT, KANSAS

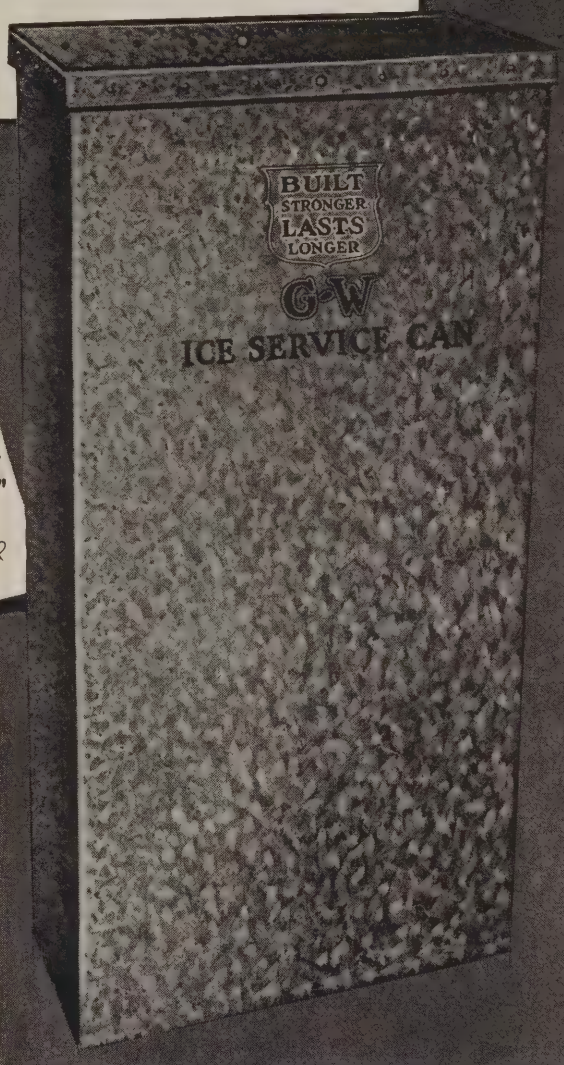
"- the greatest improvement in Ice Can manufacture since the beginning of the industry."
H. C. Winkel

O. E. LEWIS CO., Inc.
REFRIGERATING MACHINERY
NEW ORLEANS.

"have distributed several carloads of G-W Welded Ice Cans - not a single complaint."
O. E. Lewis

CONSOLIDATED ICE CO.
OF HUNTINGTON.
N. Y.

"We have faith in your type of can and expect to re-order G-W Cans as necessity demands."



Gifford-Wood Co. BUILT STRONGER LAST LONGER

SEE PAGES 58 and 121 FOR G-W ICE TOOLS AND G-W CRUSHED ICE MACHINERY

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

ICELESS CABINETS WILL NOT CAUSE A REVAMPING OF ICE CREAM INDUSTRY.

(Continued from page 10)

and salt saving which appears to be the average accepted figure, is the absolute safe margin that can be figured.

"Now, gentlemen, what are you to do with the extra eleven cents that we have demonstrated in this simple little problem is going to be assessed in additional overhead to each gallon of ice cream we manufacture and sell? Are we enjoying excess profit enough that we can afford to absorb this eleven cents a gallon out of our profits? Are we agreed that the time is right for an advance of eleven cents per gallon in the selling price of ice cream? One of the two is absolutely necessary to meet this situation in the event of the manufacturer installing this equipment."

IN TAKING up the "much mooted question as to what our competitor is going to do with this proposition," each ice cream manufacturer was warned that if his competitor feels called upon to take an "unfair, unjust and undue advantage by attempting the installation of the cabinets," he is going to increase his cost, less his ice and salt saving, eleven cents a gallon. Not only this, but he also will be compelled to advance the price of ice cream eleven cents a gallon, or take eleven cents a gallon less in profit, and since "this is not an era of price advances in the ice cream business," the manufacturer of refrigerated cabinets has no other alternative than to absorb this eleven cents out of his profits. Now what happens when the eleven cents is taken out? Mr. Roszell explained:

"There isn't a man but who has come to this convention knowing very closely what his profit per gallon was this year. He can figure here in a moment just exactly what would happen to his profits this year had he taken eleven cents a gallon out of them. This is the very thing that is going to happen to your competitor. Just for the sake of argument we are going to assume that the net profit to this 200,000-gallon factory which we have been using here as an example was 15 cents a gallon. Take out the eleven cents and you have left four cents a gallon profit. Now, gentlemen, here is where the situation will have to be met by manufacturers, who have judgment enough to stay away from this gigantic investment, with a good stiff backbone. If the installation of a refrigerated cabinet is going to cost a manufacturer 18 cents a gallon, less 7 cents ice and salt saving, this same installation is going to save the manufacturer who does not make the investment, 18 cents a gallon less 7; ice and salt saving which allowance he will, of course, make to the retailer who makes his own installation."

This summed down the matter to the point that the manufacturer who does not make installation has the advantage over the man who does, at least to the extent of eleven cents, the speaker brought out. He referred to this eleven cents per gallon as constituting a "defense fund," which enables the manufacturer to argue with the retailer that the latter is in much better position to remain independent, not obligated to any ice cream company.

ANOTHER convention speaker, H. B. Graham of the Graham Ice Cream Co., Omaha, is not opposed to the refrigerated cabinet, only in such places as "it does not fulfill the bill," he declared addressing the Iowa association in December on the subject, "The Soda Fountain and its Relationship to the Ice Cream Manufacturer," he called the cabinet "the greatest invention in the development of the ice cream industry since the entrance of the homogenizer, brine freezer, cold storage room, and automobile adaption to this industry." Adding that although the cabinet "has performed wonders, and has its place," the speaker pointed out that with the down-town dispenser who is short of floor space, and who pays high rent, the cabinet has no place and in such places his own company has been unable to estab-

Equipment For Sale

We have the following ice cream plant equipment available for sale which has been used less than three seasons and is, therefore, in good guaranteed condition:

2—40 Qt. Perfection Brine Freezers, Model "G," Serial No. 372-3, direct connected to General Electric Motors, 60 cycle, 3 phase A. C., 220 volt, 1140 RPM, 3 H. P.....$400.00 each

1—30 Gal. Improved Haughdahl Starter Can, Serial No. 2945.....$60.00

1—400 Gal. Model No. 1 Perfection Ice Cream Batch Mixer, Serial No. 550, direct connected to a General Electric, 3 phase A. C., 60 cycle, 220 volt, 1140 RPM, 2 H. P. Motor.....$475.00

2—400 Gal. Jensen Cream Ripener, Steel Body, Serial No. 6339-6602, direct connected to 3 phase A. C., 60 cycle, 220 volt, 1140 RPM, 2 H. P. General Electric Motors....$400.00 each

One thousand more or less packing tubs and cans.

This equipment is offered subject to prior sale and f. o. b. a West Virginia shipping point.

Wire or Write

E. H. Morford & Company
MOORE BUILDING
CHARLESTON - WEST VIRGINIA

SCOTT'S "SUPERIOR"



Made Strongest Where Strain is Greatest

There *IS* a real difference between "Just Tub Covers" and "Scott's Superior"

The two words" Scott's Superior" on your Ice Cream Tub Covers mean DOLLARS SAVED for you. They assure the utmost wear, convenience, satisfaction.

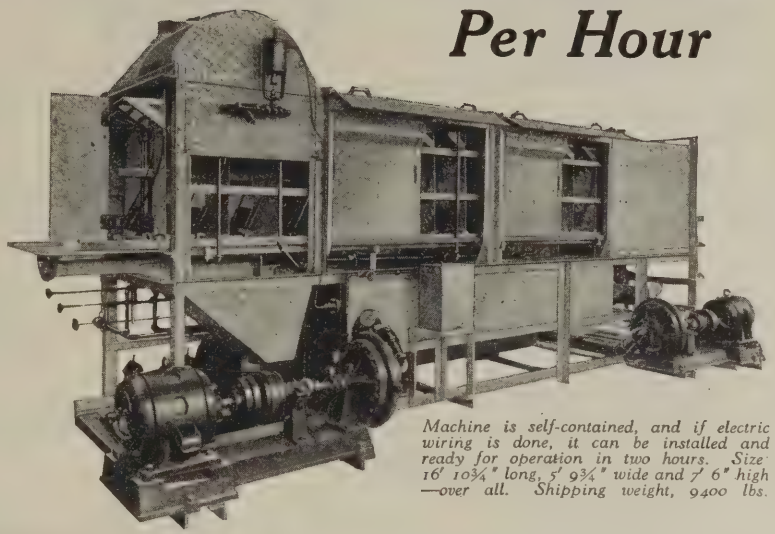
A TRIAL WILL PROVE IT

It's a good time to write for a sample and prices NOW

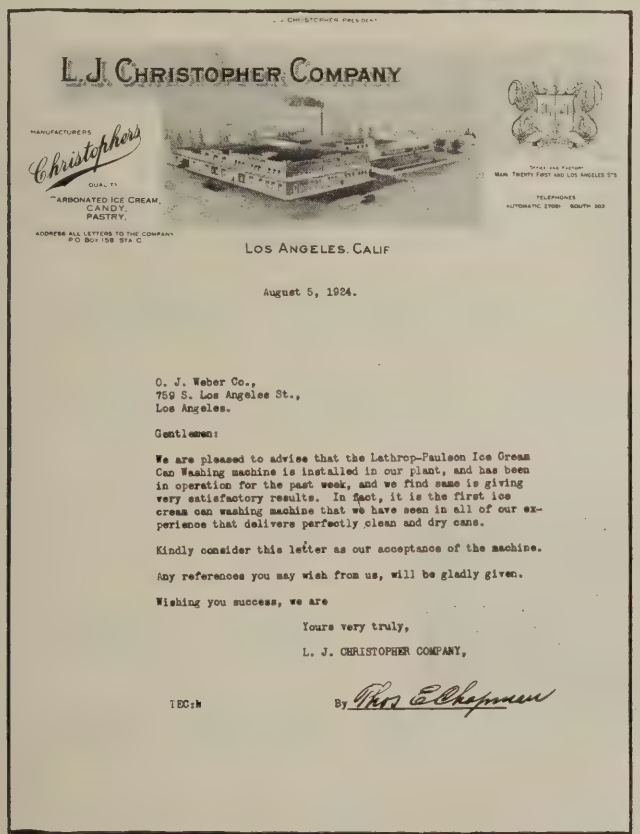
SCOTT MANUFACTURING CO.
1501 Howard Street OMAHA, NEBR.

600 Cans and Covers or Brick Pans *Per Hour*

Absolutely clean, sterile and dry. Washes all size cans and covers from 20 qt. down to 4 qt. Cans are fed in and delivered at the same end of machine. Small cans may be washed together with larger cans, increasing the capacity to 1200 per hour. Has two speeds. Each can receives 17 distinct intensive treatments.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size 16' 10¾" long, 5' 9¾" wide and 7' 6" high —over all. Shipping weight, 9400 lbs.



L. J. CHRISTOPHER COMPANY

MANUFACTURERS Christophers QUALITY CARBONATED ICE CREAM, CANDY, PASTRY.

ADDRESS ALL LETTERS TO THE COMPANY P.O. Box 158 STA. C

LOS ANGELES, CALIF

August 5, 1924.

O. J. Weber Co.,
759 S. Los Angeles St.,
Los Angeles.

Gentlemen:

We are pleased to advise that the Lathrop-Paulson Ice Cream Can Washing machine is installed in our plant, and has been in operation for the past week, and we find same is giving very satisfactory results. In fact, it is the first ice cream can washing machine that we have seen in all of our experience that delivers perfectly clean and dry cans.

Kindly consider this letter as our acceptance of the machine.

Any references you may wish from us, will be gladly given.

Wishing you success, we are

Yours very truly,

L. J. CHRISTOPHER COMPANY,

TEC:h By Thos E Chapman

L.-P.

ICE CREAM CAN WASHER & DRIER

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed. Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. Machine will also handle brick tanks up to 12 qt. size. All cans are placed in machine upright, and are delivered **absolutely clean, sterile and dry.**

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. Patent Soda Regulator.

Machine is sold on a results-guaranteed basis. Names of users will be gladly submitted upon request. It will not obligate you to obtain full information and price. Send the coupon today.

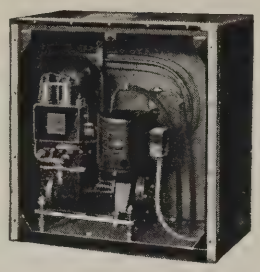
THE LATHROP-PAULSON CO.
2459 W. 48th St. CHICAGO, U. S. A.

The Lathrop-Paulson Co.,
2459 W. 48th St., Date.....
Chicago, Ill.

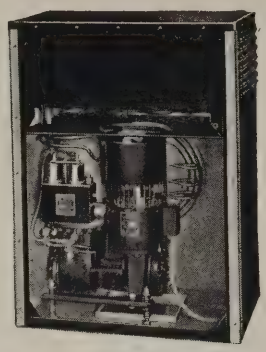
Without any obligation on our part, please send us complete descriptive matter of L.-P. Ice Cream Can Washer and Drier, together with price.

Name .....

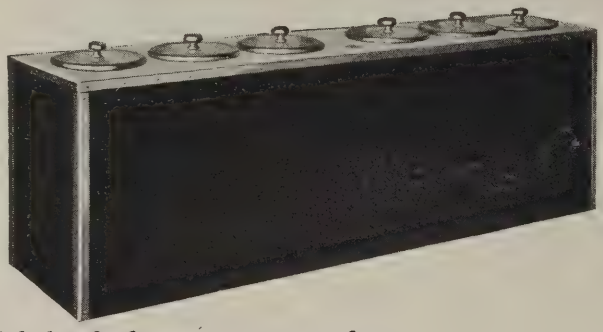
Address .....



Standard Nizer water-cooled compressor for use with remote cabinets.



Same compressor, but air-cooled, for use with remote cabinets.



6-hole, single-row, remote style.
Also made in 4-hole size.



6-hole, double-row, self-contained style.
Also made in 4, 8, 10 and 12-hole sizes.



12-hole, double-row, remote style.
Also made in 4, 6, 8 and 10-hole sizes.

NIZER

Nizer Corp.: Detroit, New York, Atlanta, Chicago, St. Louis, San Francisco
A. P. McLandon, Waco, Texas. Linde Canadian Refrigeration Co., Montreal

1925—a Nizer year
Being the fourth
in which the leadership
of this pioneer cabinet
is assured by:
lowest current cost
most compact design
lowest service cost
best performance
And this assurance
is made stronger every day
by the records
of the more than 10,000
units already in use.

NIZER

Nizer Corp.: Detroit, New York, Atlanta, Chicago, St. Louis, San Francisco
A. P. McLendon, Waco, Texas. Linde Canadian Refrigeration Co., Montreal

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

RADIO INTERFERENCE

is caused by Mechanically Refrigerated Ice Cream Cabinets using Universal Motors. Radio fans, whose pleasure in their pet hobby is seriously hampered by such interference, certainly cannot help but resent it. It can be stopped.

Radio Interference Eliminator

will stop it. It will build up valuable GOOD-WILL for you. It is not expensive, is easily installed, is fool proof, uses no electricity, and will not wear out. Equip your Cabinets 100%.

Crowell AND Glasson

418 East Sixth Street

WATERLOO, IOWA

lish it. This was the reason he ascribed to the fact that there is not a refrigerated cabinet in operation in the down-town district of Omaha.

Mr. Graham does not believe the refrigerated cabinet is the ultimate answer to relieving the druggist from all troubles in handling ice cream, but he is sure it has been a "wonderful help." The old ice-and-salt system of handling ice cream will be a thing of the past in the next ten years, the greater part of it in five years, in the opinion of Mr. Graham. He said this with the explanation that he did not wish to appear radical, but went a step farther by adding that the old soda fountain, salt and ice wagon, and the old shipping tub as well, are doomed to discard.

The speaker strongly favors the refrigerated soda fountain, especially for a large dealer. He also believes "the iceless shipping bag is coming and coming fast," and he thinks that within one year manufacturers will be able to procure a "shipping bag" that will carry a can of ice cream as long as is necessary to deliver it within shipping distance. This conclusion was especially influenced by the fact that the express companies have narrowed ice cream manufacturers' shipping territories by "establishing prohibitive rates on long distance shipments." This container, he declared, works hand in hand "beautifully" with the cabinet and soda fountain.

BUT in order to eliminate ice and salt in shipping, it is almost necessary to have artificial refrigeration equipment installed in your agency ready to receive shipment made in this way. Mr. Graham said, and he added.

"This will be one of the greatest advantages in the soda fountain because the express companies have recently placed rates into effect wherein ice cream shipped in jackets will be receipted for at its actual weight—namely, about 45 pounds. This will cut the rate in two for the dealer and will also save the ice cream manufacturer the expense of labor, salt and ice in shipping, and further than that you can throw about 75 gallons in the back seat of a Ford sedan, whereas, on the other hand, one 5-gallon tub packed in salt and ice is about all that can be carried in a car of that type. This is one argument in favor of both the cabinet and soda fountain.

"It seems to me there is little or no argument needed in behalf of the soda fountain especially for large dealers as compared with the cabinet. A 16-foot soda fountain is now on the market that holds 50 gallons of ice cream—20 gallons of it at a zero temperature for bricks, sherbets, colored cream, and 30 gallons of it for vanilla, and ice cream manufacturers will never get away from the dual expense of maintaining their cabinet investment and service as long as it is up to them to keep the cabinet and the soda fountain iced up as well, and I fail to see any common sense in icing up one style of compartment within the soda fountain with salt and ice and then refrigerating another one along side of it, which certainly is double expense and double service all along the line in spite of any figures you can produce and you can bet safely that the retailer will not absorb any of it."

Before leaving the discussion of the refrigerated cabinet, Mr. Graham pointed out how manufacturers of his city, Omaha, agreed upon a way to draw the line on certain dealers as to volume. First, it was thought possible to be able to draw the line on dealers handling a thousand gallons, but the dealer handling 800 gallons the preceding year would feel sure that with the iceless cabinet he could handle 1,000 gallons in twelve months. This prompted the manufacturers of Omaha to adopt this plan:

The 900 gal. class we charge a rental of	$27.00	a year
The 800 gal. class we charge a rental of	36.00	a year
The 700 gal. class we charge a rental of	45.00	a year
The 600 gal. class we charge a rental of	54.00	a year
The 500 gal. class we charge a rental of	63.00	a year

(Continued on page 43)



How many "Eskimo Pies" can you sell?

Almost 1,000,000 gallons of ice cream have been used in making the 75,000,000 Eskimo Pies sold since September first. If laid end to end, the Pies would stretch from Boston out past Seattle into the Pacific Ocean.

75,000,000 nickels have been exchanged for this delicious ice cream confection - and the season is barely under way. Give people a good Pie, tell them where to get it, and they will buy it, enjoy it, and come back for more.

NOW is the time to start. Write, wire or phone us. We'll tell you what to do, supply the wrappers and advertising material, and give you real co-operation.

ESKIMO PIE CORPORATION
Louisville, Ky., U. S. A.

"ESKIMO PIE" - THE UNIVERSAL ICE CREAM BAR



No Use Looking! There isn't anything better than

ESKIMO PIE



This is the copyrighted Eskimo Pie design which is on every wrapper.

This is one of a series of newspaper ads for which every licensee can get mats free. Window streamers and color-printed counter and window placards are other selling helps you receive without cost. You don't have to "sell" Eskimo Pie. Every man, woman, and child knows it means a delicious, healthful, chocolate-coated ice cream confection. Just tell folks where to buy them.

ESKIMO PIE CORPORATION
Louisville, Ky., U. S. A.

"ESKIMO PIE" - THE UNIVERSAL ICE CREAM BAR



Back of GMC

GMC Trucks show very plainly the superior resources behind their manufacture. For every GMC owner, these trucks are accomplishing definite results in lower cost, more accurate performance.

This is simply because they have features of design not possessed by ordinary trucks; and which enable GMC's to do better work, longer.

Back of such design are these factors which have made it possible; truck building experience that began when the truck industry began;—experimental resources without parallel in General Motors Research Laboratories;—thrifty purchasing power as a Division of General Motors;—and above all a determination of General Motors to let no one build better trucks.

This backing means dollars added to your profits by long-lived, constant-duty GMC delivery trucks. Ask for the new GMC booklet on Motor Truck Operation and Care. Mail the coupon for your copy.

General Motors Trucks

GMC

CLIP AND MAIL

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC, MICHIGAN



General Motors Truck Co.,
Department 33.
Pontiac, Mich.
Send me the GMC booklet.

Name _____

Business _____

Address _____

Alabama Adopts Advertising Program

Quality Improvement Seen in Ice Cream Manufacturing at Annual Convention of Alabama Association.

ADOPTING the national advertising program with 100 per cent endorsement, the Alabama Ice Cream Manufacturers' Association held the best convention since the organization of that body early in 1923. The third convention was held at Birmingham January 23.

President A. W. Kratzer opened the convention with a short address in which he spoke of the association's activities during the past year, and expressed pleasure that so many members were present. Mr. Kratzer referred to the work that has been done with the health department and the department of agriculture during the past year and expressed appreciation of the co-operation given by these departments. In his opinion, the quality of ice cream is improving each year and the manufacturers of Alabama are making every effort to protect the health of the consuming public and to put ice cream on even higher standards.

A short talk was then made by Vice-President Bethea, who stated that the state association had been of great service to the industry in his part of the state during the past year. He also commented on the work done by the secretary during the past year.

J. W. Clopton, secretary-treasurer, gave an outline of the work done through his office for the past year, which included personal visits to Montgomery and other points in the interest of the state association. The report showed that the association has been active in undertaking to get constructive legislation that will protect both the ice cream manufacturer and the consumer.

NEW OFFICERS.

President—J. P. Bethea, Mobile.

Vice-President—J. W. Parkman, Dothan.

Secretary-Treasurer—J. W. Clopton, Decatur.

Directors: J. C. Beene, Huntsville; C. E. Suttle, Selma, and A. W. Kratzer, Montgomery.

Representative to National Convention: P. Schilleci, Bessemer.

Legislative Committe:. D. W. C. Yarborough, chairman; A. W. Kratzer, Montgomery, and John L. Whatley, Opelika.

Bids were entered by Tuscaloosa and Birmingham for the next convention, which will be a two-day session. Birmingham won by a small margin.

Mr. Clopton took occasion to congratulate Mr. Anderson, who is working under the department of agriculture, and stated that the work he is doing has been of great value to the Alabama manufacturers.

The report of the treasurer showed a "very nice" balance in the bank at that time.

At the conclusion of the report President Kratzer appointed an auditing committee consisting of S. J. Smith, Anniston, Ala.; J. W. Parkman, Dothan, Ala., and J. P. Bethea, Mobile, Ala.

This committe retired—checking the accounts of the treasurer—and reported that they found them accurate in every way.

THE possibility of shipping ice cream in jackets and iceless containers was discussed by D. W. C. Yarborough. At his suggestion the secretary was instructed to take the matter up with the express companies and the public service commission, so as to arrive at a satisfactory rate for interstate and intrastate shipments in these containers.

W. R. Anderson, state inspector working under the department of agriculture, was then called on and in the course of his remarks he assured all present that he would do everything in his power to have all tubs and cans returned promptly and to see that all requirements of the Alabama law were complied with. Mr. Anderson asked for the co-operation of the ice cream manufacturers in carrying out his duties.

After some other discussions the meeting adjourned to the ball room of the Tutwiler Hotel, where a luncheon was enjoyed. Those present with their wives and children were guests of the Alabama association at lunch.

AFTER a general discussion, in which President D. S. Cox and Secretary N. D. Brookshire of the Mississippi association, stated that the Mississippi manufacturers had adopted the national program. Motion was made at the afternoon session by C. R. Ault, which was seconded by John L. Whatley of Opelika, that the Alabama manufacturers adopt the national advertising program. The motion was virtually unanimous for adoption and those present authorized their signatures to the resolution.

Secretary Clopton discussed a plan for an arrangement of convention dates for 1925 and 1926 and those present felt that it would be an excellent plan to arrange the dates so supplymen can attend all state conventions.

Mr. Cox and Mr. Brookshire extended cordial invitation to the Alabama manufacturers to attend the next meeting of the Mississippi association, which will be held in Meridian.

At the suggestion of Mr. Clopton, the association adopted a resolution expressing the appreciation of the Alabama manufacturers to the Alabama State Board of Health and to the commissioner of agriculture for excellent co-operation shown during the past year and assuring them that they would at all times have the co-operation of the ice cream manufacturers throughout the state for any constructive legislation.



INTEREST IN CREAMERY PURCHASED.

J. S. Carpenter, secretary-treasurer of the Patton Creamery Co., Springfield, Mo., has purchased the interest of C. F. Baggett, president. Associated with Mr. Carpenter in the purchase was W. E. Barclay, who will become actively associated in the creamery company. The purchase price is reported as being approximately $90,000.

After being president and manager of the American Butter Co. of Kansas City, Mr. Carpenter came to the Springfield company in 1922, when he purchased the majority holdings of Fred R. Patton, founder of the Patton Creamery Co. Mr. Baggett was connected with the company at that time.

According to Mr. Carpenter, the business will be continued in the same manner as in the past. The company has enjoyed a steady increase in business, now having an annual output of approximately 150,000 gallons of ice cream and 1,000,000 pounds of butter, this representing an increase of nearly a thousand per cent since the company's organization in 1913.

THE only controversy in the matter of mechanical refrigeration on one hand and the ice-and-salt system on the other hand lies in methods to hasten the situation, declared Mr. Palmer of the Liquid Carbonic Co., speaking for the National Soda Fountain Manufacturers' Association, in an address before the national convention last year, declaring that there is a legitimate place for refrigerated cabinets as storage cabinets, and the speaker added that he thought there was a "very serious mistake" being made when the cabinets are installed for substitutes for soda fountains. He declared the retailer has been quick to appreciate the advantages of mechanical fountain, and that it is to the interest of ice cream manufacturers that the retailer has such equipment as will enable him to build sales.

GEORGE L. BOEDECKER of Texas, in addressing the Southern convention last November, gave some interesting side lights of his experience with mechanical refrigeration, the speaker explaining that his company started on the residence section with refrigerated cabinets, since these routes sell about one-third of the company's output, the speaker said:

"In January, 1924, these routes were about 35 per cent refrigerated cabinet equipped. New cabinets were added each month until October, when they were about 90 per cent equipped. This year we have handled this same territory with from three to five trucks, and with no helpers except during the month of October. On the chart I have condensed delivery cost figures for the first ten months of 1923 and 1924.

"You will notice that the first refrigerator cabinets are shown on the chart in June, 1923. As a matter of fact, the first cabinet was installed on May 23 and the next five in the month of June.

"In taking these figures, I want you to remember that 1923 was a great deal better ice cream year than 1924, and that had they both been normal years, the savings in 1924 would have been much greater.

"In the various columns you will find the month, number of routes, number of stops on routes, number of refrigerator cabinets on routes, gallonage sold, delivery cost per gallon, ice used per gallon and savings in delivery costs. Naturally, in the winter months, your savings show up greater per gallon, and though we had but 40 and 58 refrigerator cabinets on the routes, the savings were practically fourteen and sixteen cents per gallon.

"In arriving at these figures the following cost items are figured. Repairs on trucks, depreciation on trucks, gas and oil, ice and salt, drivers' and helpers salaries, depreciation on refrigerator cabinets, power and water costs for operating the cabinets, salary and expense of service man with service car, and garage rental.

"Depreciation on trucks is figured at 33 1/3 per cent. Ice is figured at $4.00 per ton, salt at $10.00 per ton, drivers at $30.00 a week and helpers at $22.50 to $30.00 a week. Garage rental at $20.00 per car per month. All other costs are as actually paid out. Our service men make about 75 per cent of our installation as well as take care of trouble calls. From these figures you have a saving of $4,132.62 from a cabinet investment, figured on the average in use per month of $36,089.00. Interest on this amount for ten months at 6 per cent totals $1,804.44, leaving a net saving for ten months of $2,328.18, or almost 7½ per cent above everything, and in figuring against the ice and salt cabinets no depreciation on such cabinets or interest on such cabinet investment is made."

The speaker explained that the point he was trying to make is that with the route more completely covered with cabinets, the savings in the coming November, December, January, February and March will be much greater than any classified. He is confident the year 1925, if the company's cabinet arrangement is not materially changed, it will be able to show an additional saving of not less than 5 cents a gallon for the entire year.

HARRY HELMAR of the Gate City Ice Cream Co., Atlanta, told the Southern convention his experiences based on about six months' operation of mechanically refrigerated cabinets, stating that so far

Saves labor!

One man can quickly move 15 or more 5-gallon cans of ice cream with this handy Nutting Truck.

Fig. 143



Nutting

Write for Bulletin C-6 or ask your jobber.

Balance type for easy handling. Extra heavy, flat face, 12-inch main wheels. Big swivel casters. Hardwood platform and sills. Braced by massive corner irons. Substantial steel racks. Sizes to fit your needs.

NUTTING TRUCK CO.

1213 DIVISION ST., FARIBAULT, MINN.

FLOOR TRUCK SPECIALISTS SINCE 1891

Sell more with these signs



Cost Less Last Longer

"Hallowell" steel signs are practically indestructible. First cost is last cost. Special prices in quantities. Get details now. Write.

Standard PRESSED STEEL CO.

Box A JENKINTOWN, PA.

The CAN-PRO-CO Line

There is Nothing Better Under the Sun



Patents Pending

Shippers

NO ICE
NO SALT
NO PACKING

Weighs Only Nine Pounds

Just drop the can of cream into the bag—buckle the top and your shipment or delivery is ready to go. There is no ice to pack, no salt and the labor is cut more than half. Your customer saves half his express charges. Increases your truck capacity 400%. Wonderfully convenient and practical. Iceless shipping and delivery will earn you many dollars. We can prove it.

Send for complete information and list of prominent users.

TUB COVERS

Never Shrink Water Proof Mildew Proof

Stay-On Covers have always been noted for their uniformity and quality. Made from fresh, new goods right off the looms, they have all their wearing qualities intact, so that they give the maximum service.

Stay-On Covers are cut after they have shrunk. Ample size and weight. Well made up with best grades of thread, they represent the best offer obtainable today.

Covers are furnished complete with metal tipped string and two long staples to clinch inside the tub so that they truly stay on and come back with the tub.



New prices are ready for 1925. Buy Stay-Ons and end your cover Problems. They never shrink.



Water proof Aprons

As in our other specialties, these aprons maintain the standard of high quality set for our manufacturing department. Reinforced bib, and adjustable neck straps are the big features—combined with wearing quality and low cost make them ideal.

Sample on request.

Canvas Products Corporation
19-23 E. McWilliam St.
Fond du Lac Wisconsin

his experiences have been very satisfactory. Seventy cabinets cost him approximately $35,000. He listed savings as follows:

On returned cream, $2,500; on ice which formerly had to be purchased from an outside source, $8,500; on salt, $3,000; on power bill, $6,000; and on trucks, characterized by the speaker as the greatest saving of all, $18,000. He listed his total saving at $38,000.

Discussing this saving, the speaker said:

"Whereas, without the electric cabinet, we formerly used eight packing trucks, we are now using four trucks and can see the possibility of reducing this number to three.

"I was first attracted to the Frigidaire cabinet as the best one for me to adopt because of the flexibility of this company's policies and their willingness to co-operate with the ice cream manufacturers, depending on their local conditions and requirements, and also because of the many models of cabinets which they manufacture to fit the various conditions which the ice cream manufacturer will encounter in making installation.

"My experience has been that it was quite an advantage to be able to secure both double and single tier cabinets which could be installed either as a complete unit or by placing the motor and compressor in some out of the way place.

"It has also been my experience that it is an advantage to have a local representative of the cabinet manufacturer near me who can be consulted on installation and service problems and who is able to provide service if I should desire to call upon him.

"Installation: This item varies much under different conditions and the expense may be estimated to average from $35.00 to $50.00 when a large enough number of cabinets are to be installed which will warrant a crew of men efficient in this class of work.

"Operating Expense: This item is borne by the dealer and has shown some interesting figures. The machine, of course, must be mechanically right. Our current is 9 cents per kilowatt hour on the lighting circuit and 6 cents on the power circuit. The expense of what power meters have been installed has been ours. Our water temperature this summer has been very high and the fact that so many heat units must be removed from the gas by water passing through the machine, it is natural that the difference in water consumed in summer and in winter is a matter of guesswork. Apparently the average cost of operation over summer and winter will be about $7.00 per month for both current and water. It might be well to mention here that in my locality the water rate is quite high as compared to water rates elsewhere over the country, from what I have been able to learn.

"Upkeep: We have experienced no difficulty in the upkeep of our cabinets and find that one of our engineers can keep all machines in good shape by spending about one-half time in inspection work. We cannot estimate what this expense will be when the machines begin to wear.

"Dealers' Attitude: A majority of dealers are very enthusiastic about cabinets. In many cases the distribution of ice cream is materially increased, while the actual gallonage bought may not be increased; but the fact that it is a 100 per cent condition the dealer realizes a much greater profit which will naturally make him more interested.

"We have some accounts that even if the amount in volume may not warrant our supplying a cabinet, but the fact that the truck must pass by this door and that only an average of less than five minutes each day is required to serve this customer, then it may not be so profitable, yet the volume at the plant, less the expense of present service, warrants the installation."

THE problem before the industry today is one rather of merchandising the idea of the refrigerated cabinet to the dealer and the matter of type of cabinet which, in the short career of the industry, has proved best, according to W. E. Drake, general manager of the Union Ice Cream Co., Nashville, Tenn., in an address before the Southern convention. Speaking on the latter phase, the speaker said:

"To begin with, the Union Ice Cream Co. advocates the policy of loaning cabinets to the dealer rather than encouraging the dealer to own his own cabinet. We do this for several different reasons. First, because we believe the loan of a cabinet to a dealer is a strong tie between him and the manufacturer; second, because the manufacturer can keep an eye on the cabinets and see that they are kept in a hygienic and sanitary condition; third, because the line of least resist-

The Liquid

MECHAN-I-COLD FOUNTAIN

NOW 100% Refrigerated with Patented Controls which Insure Successful Operation

"EVOLUTION - NOT REVOLUTION"

Ice Cream
Soda Water
Plain Water
Cold Storage

All taken care of without the use of ice by one *Double Capacity* Frigidaire.

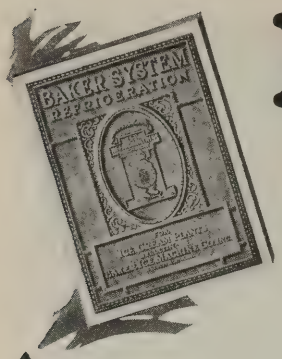
Twenty-five pounds of extra ice frozen each day.
Write or wire nearest branch for salesman.

"The Liquid" Carbonic Company
CHICAGO

New York, Boston, Memphis, Philadelphia
Kansas City, Pittsburgh, Havana, Cincinnati
Milwaukee, Portland, Minneapolis, Atlanta
Dallas, St. Louis, Denver, Phoenix
Los Angeles, San Francisco

All Ways a Better Soda Fountain

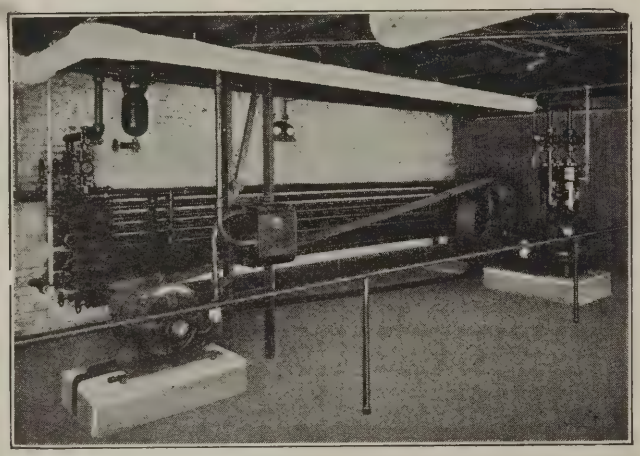
NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.



FREE

Send the Coupon for Valuable Refrigeration Facts

Our new booklet for ice cream manufacturers is ready for you. Send for it now and get all the facts and information about mechanical refrigeration. Read how you can cut your manufacturing costs from 50 to 75%. Besides containing very valuable refrigeration facts, our new booklet completely describes the principles and superiorities of the Baker System Refrigeration.



These Facts Should Interest You

Some of the first Baker Plants built 20 years ago are still in daily service.

Over half the Baker Plants sold are sold on the recommendation of satisfied owners.

A Baker Plant will pay for itself in 1 to 3 years.

Send for our free booklet today. Decide for yourself the increased profit that comes with perfect refrigeration. No obligation.

BAKER ICE MACHINE CO.
OMAHA, NEBR.

CLIP NOW!

Baker Ice Machine Co.,
Omaha, Nebr.

Please send me your new booklet on More Profitable Refrigeration for Ice Cream Manufacturers.

Name .....

Street .....

City..... State.....

ance makes it possible to put an iceless cabinet into a dealer's fountain if he does not have to buy it himself.

"Perhaps, however, the outstanding reason for the manufacturer owning the cabinets is that it enables him to secure good customers and, if the manufacturer does his part, to keep the customers after he gets them. There have been two instances in our own business when we were able to patch up what otherwise may have been a serious difference resulting in the loss of customers had it not been for our iceless cabinet dealer contract with them. A dealer who buys his own cabinet is free to change at will to any manufacturer's ice cream he wishes—often to the dealer's as well as the manufacturer's disadvantage. But the dealer who has the loan of a cabinet from a manufacturer is a bound dealer, and the manufacturer who cannot hold such a dealer as a permanent customer has only himself to blame for it. For the duty of the manufacturer does not stop with installing a cabinet and stocking it with any sort of ice cream. The cabinet is only a means toward establishing good will between the manufacturer and dealer. The relationship is not complete unless the ice cream remains at the standard sold the dealer in the first place, and unless the service that goes with the cream is good.

"To get back to the method employed by the Union Ice Cream Co. in loaning mechanically refrigerated cabinets to its dealers:

"This year, our first with iceless cabinets, we contracted only for 25 cabinets. Early in the year we selected a dozen druggists, all of whom were doing approximately a 2,000-gallonage business, and none of whom were on our own dealer list. We also selected druggists at far points, working in toward Nashville as the months advanced. Our cabinet proposition attracted these druggists and we were enabled to develop our business very materially thereby. By June 15, we had every cabinet placed, about half of the number being among dealers in Nashville and half within a hundred-mile radius of the city. Every dealer who installed one of the cabinets had an increase in business over the previous year, and thus our company as well as our dealers profited thereby. We do not place these cabinets with dealers using less than 1,500 gallons a year, and we figure that at this rate of gallonage the cabinets pay us for the investment within two years."

A DECIDED stand against the proposition to sell cabinets to dealers was taken by Mr. Wilhoite of the George K. Brown Co., Chattanooga, Tenn., at a convention address last fall with the following explanation:

"Therefore, preparatory to the inauguration of our cabinet policies, we considered and discarded, one after the other, all plans contemplating the sale of cabinets to the dealers, and adopted the plan of supplying electric refrigeration as an integral part of our service. The experience which we have accumulated during the past season has served to confirm the soundness of our judgment in abandoning at the outset the idea of selling the cabinets to the dealers.

"By furnishing the cabinets as a part of our service and absorbing the cost of the price of our products, we have been enabled in one season to completely electrify our service and thus avoid the heavy expense that would have been incidental to the maintenance of dual service over a long period of transition. Further, we have been enabled to demonstrate in five or six months to every doubting Thomas the superiority of the electric method, an accomplishment that no doubt would have required years instead of months had we endeavored to vest cabinet ownership in the dealers. By our seemingly unlimited confidence in mechanical refrigeration as evidenced by our readiness to "hold the sack," we have convinced practically every dealer in our territory that the iceless method is worthy of his utmost confidence.

"Even though we assumed all risk and defrayed all expense in the making of cabinet installations, we encountered considerable opposition on the part of many dealers, and it was only after much persuasion that all of them were converted and finally gave their consent to install the machines. But now they have been given a first-hand opportunity to see the difference, there is not, in our opinion, a one of them that would consider reverting to the old method.

"The ice cream dealer quite naturally and quite justifiably resents any efforts on the part of anyone to "tie him up." Thus you will readily appreciate the necessity for cutting all of the tied-up clauses out of your cabinet agreement before presenting it to the dealer for his signature. Our dealers have the privilege of discontinuing our service at any time they wish to do so and our cabinets will be removed without expense or obligation to them. It might be added here that no dealer for whom we have installed a cabinet has, as yet, exercised this privilege."

Here's Your Solution

to the cabinet question

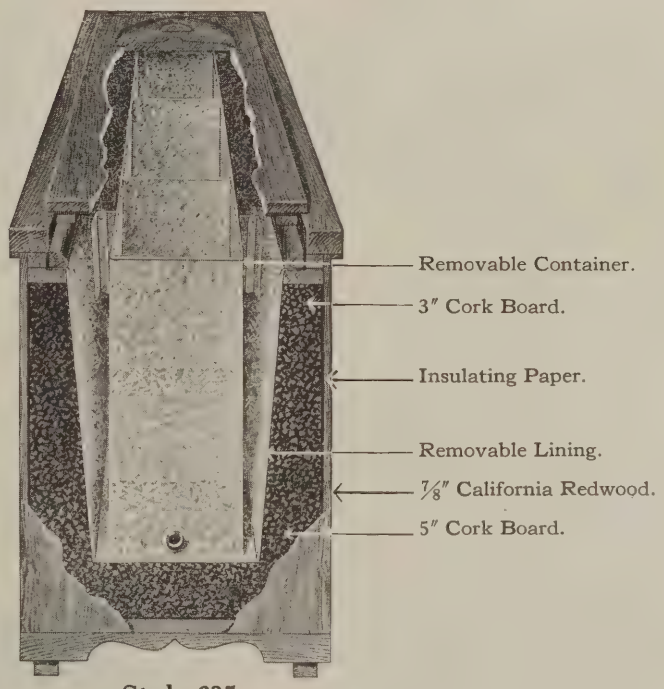
Nelson Duplex Zero

The last word in cabinet construction for Salt and Ice. Insulated with time proven insulator Sheet Cork—will not Settle or Change in texture—everlasting.

A Cabinet that is absolutely sanitary, has a water-tight container.

Will accommodate brick or bulk ice cream.

Compartments absolutely dry.



Style 635

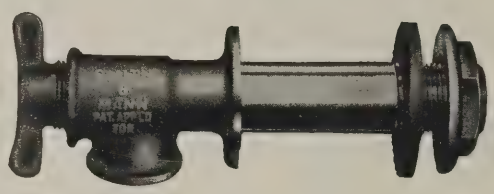
"Confessed the best when put to test"

Write for prices—today!

C. NELSON MFG. CO.

2306 Division Street St. Louis, U. S. A.

ORDER NOW



So that you will have cabinet valves in plenty of time for sending out the "Spring Cabinets." Let us suggest that you order now.

BE SURE THEY ARE

SMITH AND MANN

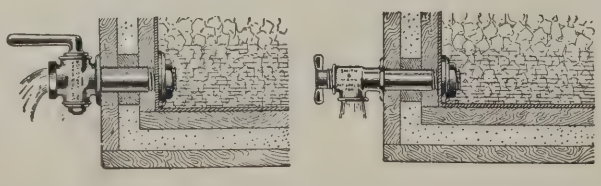
Leak-Proof
One Piece
Cabinet Valves

They will save you a lot of trouble during the season and preserve the dealer's good will.

If you haven't used the Smith & Mann one-piece cabinet valves this is a good time to send in a trial order for comparison.

SMITH & MANN CO.

914 West York St. PHILADELPHIA, PA.



OUR DEALERS PAY OPERATING COSTS.

By R. E. Slonaker.*

SINCE May of this year we have operated on an average of 57 iceless cabinets per month at one of our plants. The average cost of installation was $35.06 per cabinet. This includes cost of additional wiring and water pipe necessary at some places.. The average cost of servicing these cabinets for six months is less than ten cents per day per cabinet. This includes a mechanic's time and cost of operating a light car. From our experience we have found that one man could service twice the number of cabinets. This would bring the charge down to less than five cents per day per cabinet. As a few of the cabinets are located out of the city this also helps to increase the service cost.

During July and August, the average current consumption of an 8-hole cabinet was 2½ K. W. a day. For same cabinet during October and part of November it has averaged 1½ K. W. per day. Water consumption averages around 60 gallons per day.

The service calls averaged less than one call per day for six months. Thirty per cent of all service calls were false calls. By this we mean that there was absolutely nothing wrong with the machine. Thirty per cent of the calls were to make control adjustments due to the fact that the cut in and cut out were set too high at the factory. The balance of the calls were only minor troubles that did not amount to very much—which shows the cabinets can be counted on to give dependable service.

We have equipped one complete route with iceless cabinets and have found that one truck can take care of double the number of stops on city routes. This has also effected a saving in ice and salt.

Our customers all seem to be well pleased with these cabinets for the cream has always been in good condition.

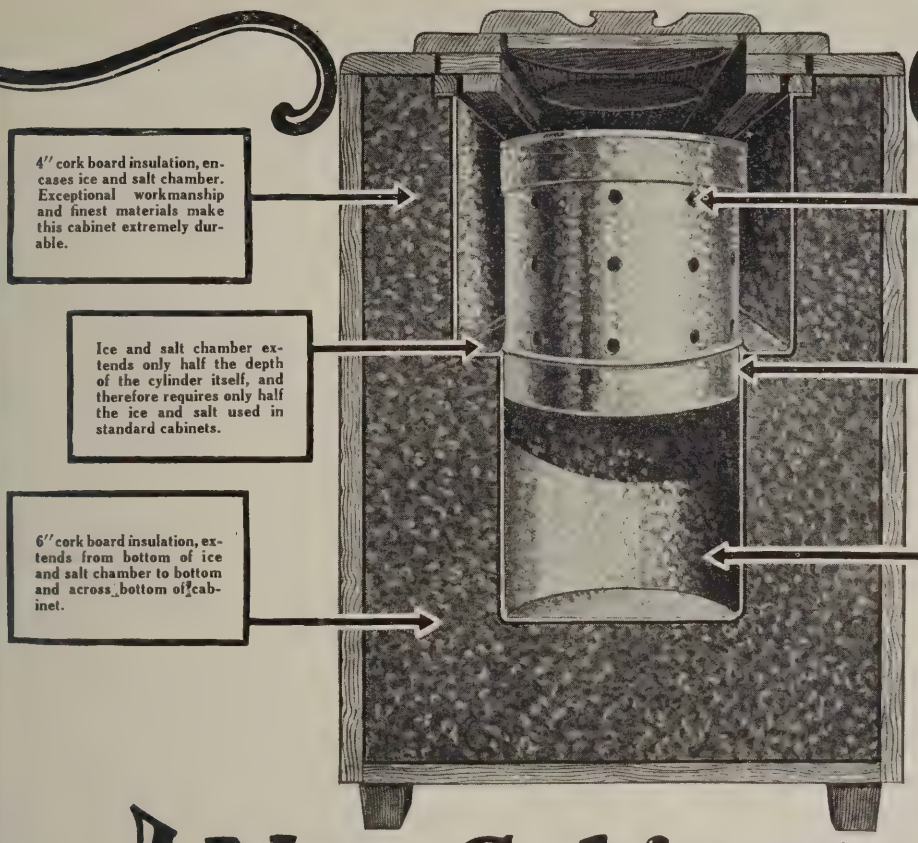
All cabinets are installed on a three (3) year contract and the dealer pays all operating costs. No ice is given to any dealer for fountain or other use.

* With Burdan Bros., Inc., Pottstown, Pa. Submitted to national convention at New Orleans in November.

In our January issue we announced the sale of the Crawford County Creamery Company, Pittsburg, Kan., by Tom O'Connor. Mr. O'Connor was a minority stock holder and disposed of his holdings to F. W. Haigler. The transfer of this stock does not change the management in any way.



The American Copper & Brass Co. Exhibit at Milwaukee during the National Dairy Exposition.



A New Cabinet and a Better One

NEW in design—no other cabinet like it; ***better in service***—requires less attention, costs less to operate. There you have in a sentence the fundamental facts behind the success of the New Jamison Ice Cream Cabinet. It is built on an entirely new principle of cabinet construction—a principle by which ***one-third to one-half*** the ice and salt required by all ***other cabinets*** is replaced with insulation. Examine the phantom view illustrated—the most casual observer cannot fail to instantly appreciate the ***enormous savings*** which this new type of construction makes possible.

SAVES—ice—salt—trucks—men—money

One icing lasts from thirty-six to forty-eight hours. One service man can make nearly double the number of calls. One truck load of ice and salt will go nearly twice as far. One carload of salt will last nearly twice as long. One ton of ice will do the work of nearly two. Are such savings worth while—ARE THEY?

It will pay you to get all the facts on the New Jamison Cabinet **at once.** Over 700 of these cabinets have been in constant use for over two years. They have proved our strongest claims. A request will bring descriptive literature and prices without obligation. **Write us today.**

Jamison Ice Cream Cabinets

Jamison Cold Storage Door Co., Hagerstown, Md., U. S. A.

Advertising Value of Packaged Sundaes Stressed by Manufacturers

Instead of Competing With Ice Cream in Higher Priced Forms, the Sundaes Serve to Boost Sales all the Way Around, Some Manufacturers Report

THE advertising value of the sundae package through taking the name of the ice cream manufacturer into many homes that it otherwise would not enter is a point brought out by different correspondents to The Ice Cream Review on the subject of the profitableness of packaged sundaes. The fear that the comparative inexpensiveness of ice cream in this form might hurt the manufacturer's general business is not well founded, it is indicated by one correspondent, who cites the experiences of automobile people and the movie houses. The coming upon the market of a certain inexpensive car made many believe the high-priced auto was doomed, but, instead, high-priced cars immediately began to sell more rapidly than ever before. Five-cent movie houses made a great bid for all the movie trade, and, although they succeeded with the children, who had a nickel, and a nickel only, to spend, the great throngs of movie fans preferred the better theaters that charged fifty cents or more, even the kiddies themselves when they grow up.

With this analogy applied to the ice cream industry we are told that the packaged sundae has a place in the trade.

The Alfred Pure Ice Cream Co., Los Angeles, Cal., believed the packaged sundae "helps develop a larger gallonage by getting your name before the public on the package, which cannot help being read by the person seeing the package or eating the sundae. An official says that in this way the package has proved an advertisement for the company's other business. So far as actual profit is concerned, this official says, it would be necessary to have "a tremendous volume before the profit would be as it should."

A Scranton, Pa., firm filled one hardening room with 100,000 packaged sundaes before beginning the sale, and found the supply exhausted before the end of the week, we are told. At Washington, D. C., a factory went at once on three shifts, and when the superintendent found the plant falling behind in filling orders, special equipment was devised to double the machine output.

AN OUTSTANDING success in handling this form of ice cream merchandise is reported from the Scranton-Wilkesbarre district in Pennsylvania, where three manufacturers advertising jointly and producing only since last October, are reported to have run up remarkable sales in a single month. At one time recently they were selling, daily, about 50,000 packages a day, with no indication of a let-up, we were told with this report. This sales achievement was brought about in a territory of 500,000 population.

A New England manufacturer is very fond of the packaged sundae business, communicating as follows on the subject:

"Even if it had to be sold at a loss I'd favor the package as a boost to winter business."

Mr. Smith of the Smith-Clark Co., Scranton, says: "It's great for winter business; I recommend it."

A Washington, D. C., manufacturer gives an interesting discussion of the subject:

"Question No 1—There certainly can be no doubt that there is a demand for a 5c ice cream package, neither can there be any doubt that there is a demand for a 10c ice cream package. Naturally, there are more people who can buy a 5c article than a 10c article, on the principle that there are more people who have a small sum of money to spend than have a large amount to spend. The number of spenders increases at a very large ratio as prices decrease.

"As there is a demand, the intelligent manufacturer tries to supply it. There is no such thing as "can't," so that the

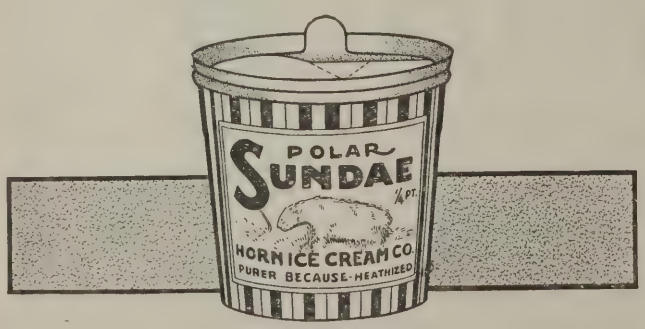
The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

PERFECT PACKAGE
TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



TIFFANY

CABINETS LEAD!

Recognized Everywhere as the "Last Word" in Ice Cream Cabinet Construction

WRITE FOR DETAILS

TIFFANY & COMPANY
Incorporated
Manufacturing Woodworkers
CARBONDALE, PA., U. S. A.

A CABINET IS AS GOOD AS ITS TANK

up-to-date ice cream manufacturer experiments with 5c and 10c packages until he finds something that is satisfactory to him from the profit standpoint.

"From our point of view, both the 5c and 10c ice cream packages (which we are now using) are profitable, much more so than when we began to first manufacture them. The increase of profit is due to the improved methods of manufacturing. There is still plenty of room for further improvements.

"During the winter season, when ice cream sales are slow, the dealer is naturally not in a good humor towards his ice cream business, this is the season of the year when the ice cream manufacturer has most to do to keep the good will of his dealer. Nine-tenths of the dealers do not know whether they are making a profit or not on the ice cream business. They judge the value to them of the ice cream business by the number of sales they make. Naturally 5c and 10c packages bring frequent sales to the dealer, even in winter time, and this tends to keep him in good humor because of the psychological effect of the frequent sales of the small packages. This factor alone makes the 5c and 10c package of value to the manufacturer.

"As we see it, there is absolutely no question but that the small paskage is a fine advertisement for the manufacturer. If he makes no profit and no loss on the packages, it is the only advertising we know of which costs nothing. If he makes a profit on the packages, then it is the only advertising we know of which brings in a direct income.

"Question No. 2—The small packages produce us a reasonable margin of profit.

"Question No. 5—The profit on the 5c and 10c packages, as compared with the profit on the bulk or brick ice cream is not nearly so much per gallon of ice cream involved.

"Question No. 7—The small package has proven an advertisement for our business generally.

"Question No. 8—We consider the small package ice cream a permanent feature of the ice cream business.

Writing on the subject of the five-cent package, concerning cost, etc., The Fadden Ice Cream Co., Scranton, pointed out that—

"If you figure on getting 50 sundaes from a gallon of ice cream, which can be done with an automatic machine, and you sell these to the dealer for 45 cents a dozen which we can get just as readily as we can 40 cents per dozen, you will then get a gross selling price on the basis of bulk ice cream of $1.87½. The cost of the cups and spoons and labor devoted exclusively to the Dixies would be about 50 cents for every gallon of ice cream manufactured into Dixies. This would leave a net selling price of $1.37½. From this price of $1.37½ must be deducted your overhead and delivery costs.

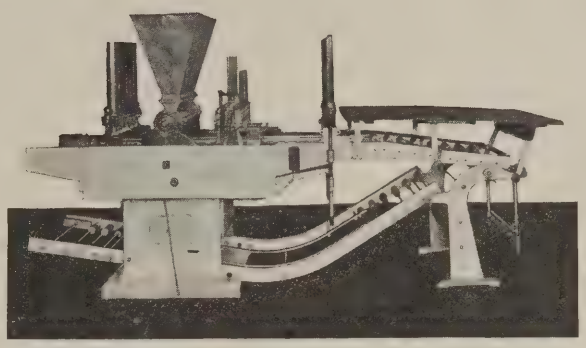
"There are so many ways of figuring that it is quite impossible for everybody to agree on just what the proper charges for overhead and delivery should be on the Dixie's alone. There is no direct profit from the Dixies, but as all ice cream manufacturers would agree the profit on bulk ice cream during certain winter months is little or nothing and we feel that the Dixies by increasing our sales and giving us more revenue than we would ordinarily receive during these winter months enables us to lose less money than we would ordinarily during certain winter months. Consequently we feel that if one can get a certain volume, they are a good thing.

"We do not feel that the sundaes have increased the bulk or brick sales; rather, they might have a tendency to decrease them slightly. There is, however, a distinct advertising value in having good many thousands of these small packages in the hands and homes of the consumer.

"We feel that the sundae container is a permanent thing as far as the winter is concerned, but do not believe that they can be handled satisfactorily in the summer months."

NEW JERSEY SHORT COURSE.

A one week's course in milk testing for those desiring to be proficient in this work for use in creameries, advanced registry testing, ice cream plants, and so on, will be offered by the Rutgers College of Agriculture and the State University of New Jersey, New Brunswick, N. J., beginning February 23. On February 28 the college will conduct a test for a state license. Professor F. C. Button will be in charge of this work.



BERGMANN ICE CREAM PACKAGING MACHINE—

¶ The practical machine for filling and sealing Packaged Sundaes. Fast, efficient, fool-proof and rustless. Reduces labor costs to a minimum. Used by prominent ice cream manufacturers.

¶ Automatic operation. Motor driven. Sanitary. Handles tray of 24 cups, filling and capping six cups at one time. Capacity 6000 cups per hour. Ice cream controlled by vacuum and gravity which maintains maximum run of freezer.

¶ The expansion of the demand for small size packages of ice cream necessitates this machine. Its use places profits on a new level. If you are marketing packaged sundaes you are interested in the Bergmann Machine. We'll be pleased to send complete information.

BERGMANN PACKAGING MACHINE CO.

1838 Henry W. Oliver Bldg. Pittsburgh, Pa.

SALES OFFICES

487 ORANGE STREET NEWARK, N. J.

Facts and Figures on Packaged Sundaes

Summer Demand Reported Growing for Sundaes in Containers. Frederick Dodge Compiles Interesting Manufacturing-Cost Figures

THE packaged sundae has grown into a spring and summer factor, an inquiry seems to indicate. While most manufacturers once considered the packaged sundae in the light of winter merchandise only, last summer showed the demand to be growing in warm weather. Investigators, therefore, believe the packaged sundae has developed into a twelve-month proposition. They point out the package no longer is a novelty. While it filled an especially desirable purpose in the slow-selling season, there are reasons to believe that, with sufficient margin of profit, the manufacturer can derive profit from pushing it all the year around; for, as one correspondent views the matter—

"The demand during the summer months has been greater than during the winter months. The packaged sundae is no longer a novelty. The opportunity for sale during the summer season, with the road-side stands, base-ball parks and other outdoor activities, is unlimited.

"It takes ice cream to the purchaser in convenient form. The appeal is as great to grownups as to children. Ice cream in a package can be served on the front porch or in the dining room without soiling dish or hands. The public appreciates these facts. A package with the ice cream manufacturer's name prominently displayed proves a valuable piece of advertising, and without expense. The packaged sundae eliminates the question of shrinkage so important to the dealer. It increases his profits, saves time and labor."

SOME interesting figures on the manufacturing cost involved in handling the packaged sundae have been compiled by Frederick U. Dodge, head of Frederick U. Dodge, Inc., one of the leading advertising concerns connected with the ice cream industry.

Because manufacturing costs differ in various plants and localities, Mr. Dodge made no attempt to arrive at figures including overhead, such as labor cost for filling and handling cups, delivery, icing and selling. But taking up just two items, ice cream and cups, Mr. Dodge shows that 33 cups of the 10-cent size can be filled from one gallon of ice cream. To fill one million cups it requires 30,303 gallons of ice cream. At $1.40 a gallon the cost of ice cream is $42,424.20. At $12 a thousand cups, 1,000,000 cups cost $12,000. The combined cost of ice cream and cups for 1,000,000 packaged sundaes, therefore, is $54,424.20.

The 10-cent sundae is sold to the retailer at an average price of 78 cents a dozen (6½ cents a cup,) which means the ice cream manufacturer receives $65,000 from the retailer for 1,000,000 cups. Since the cost of furnishing these 1,000,000 cups is $54,424.20, this gives the manufacturer a profit of $10,575.80, from which overhead must be deducted.

THIS brings the matter down to the point of how long it will take a manufacturer to dispose of 1,000,000 cups and how long he can hold up this turnover at a fairly good rate. In other words, as in most other propositions, it largely depends upon the manufacturer himself, how energetically he will push the matter and how alertly he will watch for opportunities to promote the business. In this respect the packaged sundae is no different from any other article of commerce. Just as Mr. Dodge could not accurately figure overhead for different manufacturers in different cities, using different classes of labor and working under different conditions, just so cannot one of us lay down a fixed yard-stick with which to measure the merchandising capacity of ice cream manufacturers as a whole.

HOUSEWIVES in Scranton, Pa., have hit upon a new dessert to serve company, expected or unexpected, in the shape of the sealed package of ice cream. Each

YOU SHOULD SEE THE
Menasha Sundae Package

Any Individual Package of Ice Cream will increase gallonage and increase profits.

Menasha Individuals do more—your own designs and colors can be printed on *Menasha Individuals*, identifying them with your other packages and advertising matter.

Menasha Individuals with their neat square corners and flat surfaces require less space and less ice. They are made in five and ten cent sizes.

WRITE US FOR SAMPLES

Menasha Printing & Carton Company
Menasha, Wisconsin

SALT
for Ice Cream Packers and Ice Plants

We can supply salt for every purpose. Stocks in Southern Posts. Our prices are attractive. When in the market write us. We are now making contracts for delivery during 1925.

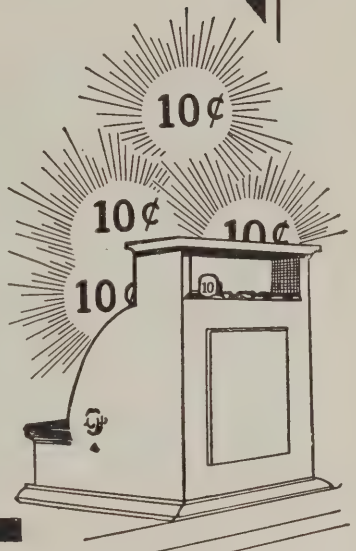
TAYLOR BROS. & CO., Inc.
Salt Merchants
NORFOLK, VA. WILMINGTON, N. C.

There is a Real Profit making and selling the 10c Package of Ice Cream

The manufacturers and retailers margin of profit (on the 10c Package) is great enough to produce earnings in excess of those received on bulk ice cream. Increased gallonage and greater earnings should prove of interest to every ice cream manufacturer and retailer.



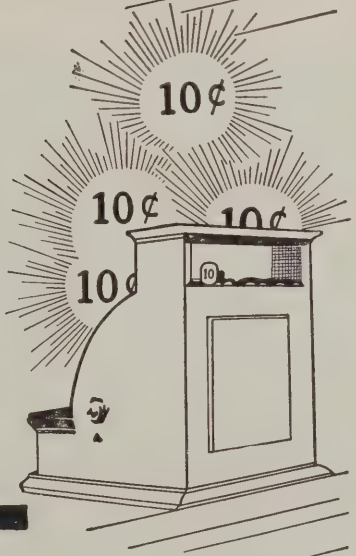
1000 gallons of ice cream sold in bulk to dealers at $1.40 per gallon returns $1,400 to manufacturer. 1000 gallons packed in 33,000 packages (10c size) sold to retailer at 78c per dozen returns $2,145 to manufacturer. Less cost of 33,000 cups at $12 per M or ($396) and handling cost for cups at 6½c per dozen ($178.75) leaves $570.25 or 57c per gallon additional profit over bulk on each 1000 gallons sold in 10c packages.



help Your Dealers to fill their Cash Registers —



1000 gallons of ice cream purchased by the dealer at $1.40 and sold at $2.40 returns him a profit of $1,000. 1000 gallons packed in 10c packages costs the dealer $2,145 at 6½c each. Selling them at 10c each he receives $3,300 or $155 additional profit over each 1000 gallons sold in bulk. No shrinkage in repacking. The 10c package assists the dealer to sell a greater quantity of cream. Progressive ice cream manufacturers assist dealers to greater volume — more money and greater profits in the cash register.



KLEEN KUP

The Package That Sells Its Contents At A Profit———

The 10c Package of Ice Cream is a 12 month proposition. It creates greater sales volume both winter and summer.

Send for additional information and samples of the cup that will establish *your* business under your *own name.*

Mono Service Co.
NEWARK NEW JERSEY

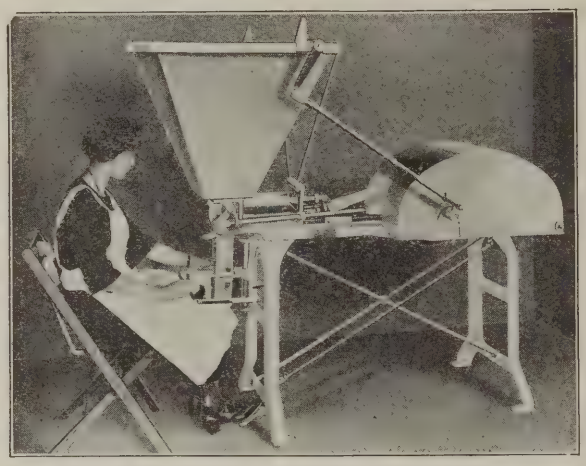
No Plant too Large—
No Plant too Small

for a

Mojonnier

Ice Cream Packaging Machine

BUILT IN SEVEN MODELS



Model D, semi-automatic Mojonnier Ice Cream Packaging Machine ideal for plants having limited output of all sizes of packaged ice cream.

Standard Machines fill perfectly

QUARTS
PINTS
HALF-PINTS

and any of the popular 10c and 5c packages.

EFFICIENCY PRODUCTS MOJONNIER

Five Principal Advantages

1. Fills exact measured quality into any size or type of package.
2. Saves Ice Cream — Saves labor — Saves time.
3. Good flavors sealed in — bad flavors kept out.
4. Insures "fine bulk texture" in packaged ice cream.
5. Offers new possibilities in merchandising of ice cream.

Write for details and descriptive literature to

Mojonnier Bros. Co.

MILK ENGINEERS

4601 West Ohio Street Chicago, Ill.

Sales Branches: New York (Elmhurst), Columbus, O., St. Louis, Mo., San Francisco, Calif.

cup, with its delicious two-flavor combination, in a neat mold, proves to be, either when served in the cup or when slipped out and covered with a fruit sauce, as attractive to guests as it is convenient for the hostess.

The women are said to be taking to the package in Scranton because there the manufacturers have called it to their attention. In Washington, however, this use has rather been frowned upon by the producers, because it is thought to encourage buying the cup as a substitute for the more expensive types of package or bulk ice cream. The supposed disadvantage of this is open to debate, but it is not an unreasonable objection. The use of cups by hospitals, too, put on the patients' food trays, is possibly one that sells individual packages merely as a substitute for the bulk product.

Granted that this is so, cups still are a boost to the ice cream game, proponents say, "for anything that makes even a favorite product more attractive or convenient to its users is likely to cause the sale of more of the product."

FOR the most part, the sale of packaged sundaes represents absolutely new and additional business. The dealers handling it are not the down-town silver-and-doily fifteen-cent-sundae trade, but the little outlying storekeepers—the business men of the future—selling to the children, the consumers of the future. Many cups are put directly into school lunch rooms, as, for instance, a high school with 5,000 students at Washington, D. C., where the Carry company sells "a whale of a lot of them." Others are handed out to the kids at the rate of 150 a day by practically any little store than handles them. In Boston, a peddler with an automobile truck carried the cups to the children on the street corners so successfully that he was able to increase his equipment to five trucks before the first year was ended.

⚜

NORMAN A. KENNEDY PASSES AWAY.

Norman A. Kennedy, president and general manager of the N. A. Kennedy Supply Co., 1311 West Thirteenth St., Kansas City, Mo., recently dropped dead in his office. Physicians claim that death was due to heart failure.

Mr. Kennedy was only 55 years old, and his untimely death will be the cause of remorse among his numerous friends in the industry. Local friends advise that many out-of-town guests were on hand to pay their last respects to the deceased, and the floral offerings are said to have been unusually numerous and very beautiful.

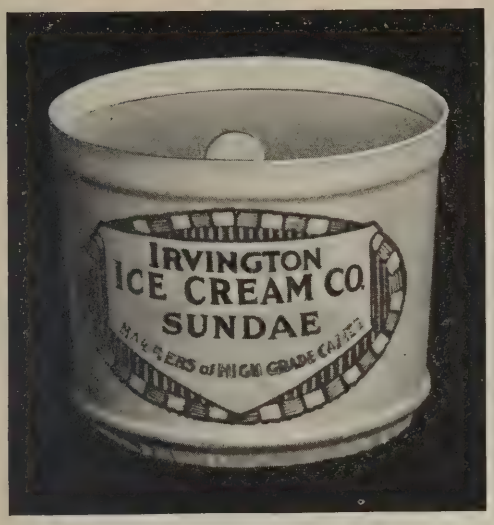
Mr. Kennedy founded the firm of which he was president in 1905 as a manufacturing and jobbing concern, dealing in creamery, dairymen's and produce dealers' supplies. In addition he headed the N. A. Kennedy Butter Tub Co. in the Armurdale district of Kansas City, Kans. The supply company maintained branch houses in Omaha, Sioux City and Oklahomt City. Mr. Kennedy was born in Hornell, N. Y., and he had been very active in social and civic matters and was held in high esteem in his community.

The widow, Mrs. Jeanne W. Kennedy, and a nephew, Harold P. Kennedy, Chicago, survive him. It is reported that the business will be carried on as usual for the time being.

⚜

BLUE VALLEY IN NEW BUILDING.

An announcement by the Blue Valley Creamery Co. is to the effect that the company is now occupying its new building at 1137-43 West Jackson Boulevard, Chicago. This is said to be one of the finest creamery plants in the world.



MADE IN 10c SIZES ONLY

The

JENNINGS CUP

An attractive naturally white cup that lends a distinct appeal as a container for any ice cream.

The white paper displays the printing well. It is highly sanitary—well paraffined without giving that "waxy" impression. They come nested. Their price makes your profits grow.

SEND TODAY FOR SAMPLES

THE JENNINGS SANITARY MILK BOTTLE CO.
5110 DETROIT AVENUE -:- -:- CLEVELAND, OHIO

JOHN H. MULHOLLAND CO.

1033 CHESTNUT STREET
PHILADELPHIA, PA.



ICE CREAM PLATES
Glassine Lined and Printed
Plain, Square and Round

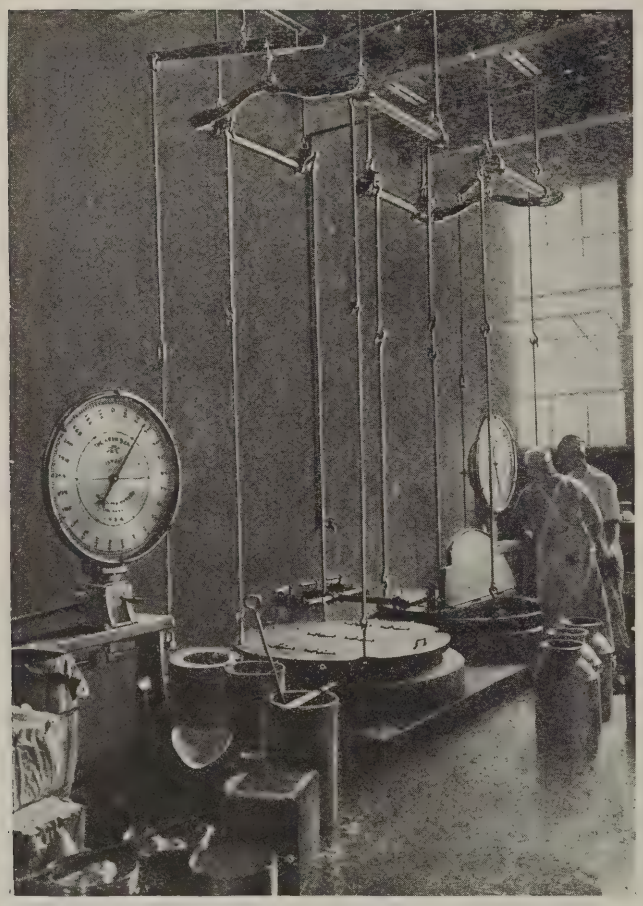
ICE CREAM SPOONS
Bentwood and Flatwood

SIGNS
Sidewalk Signs, Ready for Service.
All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.
Electric Window Displays, for Standard Car Cards.

SINGLE SERVICE CAN and TUB
Soldered Tin Can Paraffined Fibre Tub.

Barber Goodhue

Everything for the Dairy Industry



The American Kron Scale

Just Load and Look

WITH modern methods of making ice cream mix it is highly essential to have speedy, accurate and practical weighing apparatus.

Speedy—to handle large batches in limited time; its action is instantaneous; it saves half or more of your weighing time.

Accurate—so that you will know that each batch contains the proper amount of each ingredient.

Practical—so that it will save labor, simplify the recording of weights, and lower your weighing costs.

The KRON Scale gives you *all* of these advantages, and speeds up the entire plant. It has no springs to put it out of adjustment. Its uncanny accuracy eliminates the possibility of dispute, and removes your weighing worries once for all.

If you will tell us briefly the capacity of your plant and your weighing requirements we shall be glad to recommend the proper KRON equipment for your use and tell you exactly what it will cost you.

Accumulative Indicator

AN added and exclusive feature of the KRON Scale. Not necessary to add the separate weights—the second indicator does that for you automatically and instantly, always giving the total at a glance. Saves work, eliminates mistakes, avoids disputes.

There's a KRON Scale Exactly Fitted to Your Needs—Let us Tell You About It



A.H.Barber-Goodhue Company

HOME OFFICE
300 W. Austin Ave.
CHICAGO

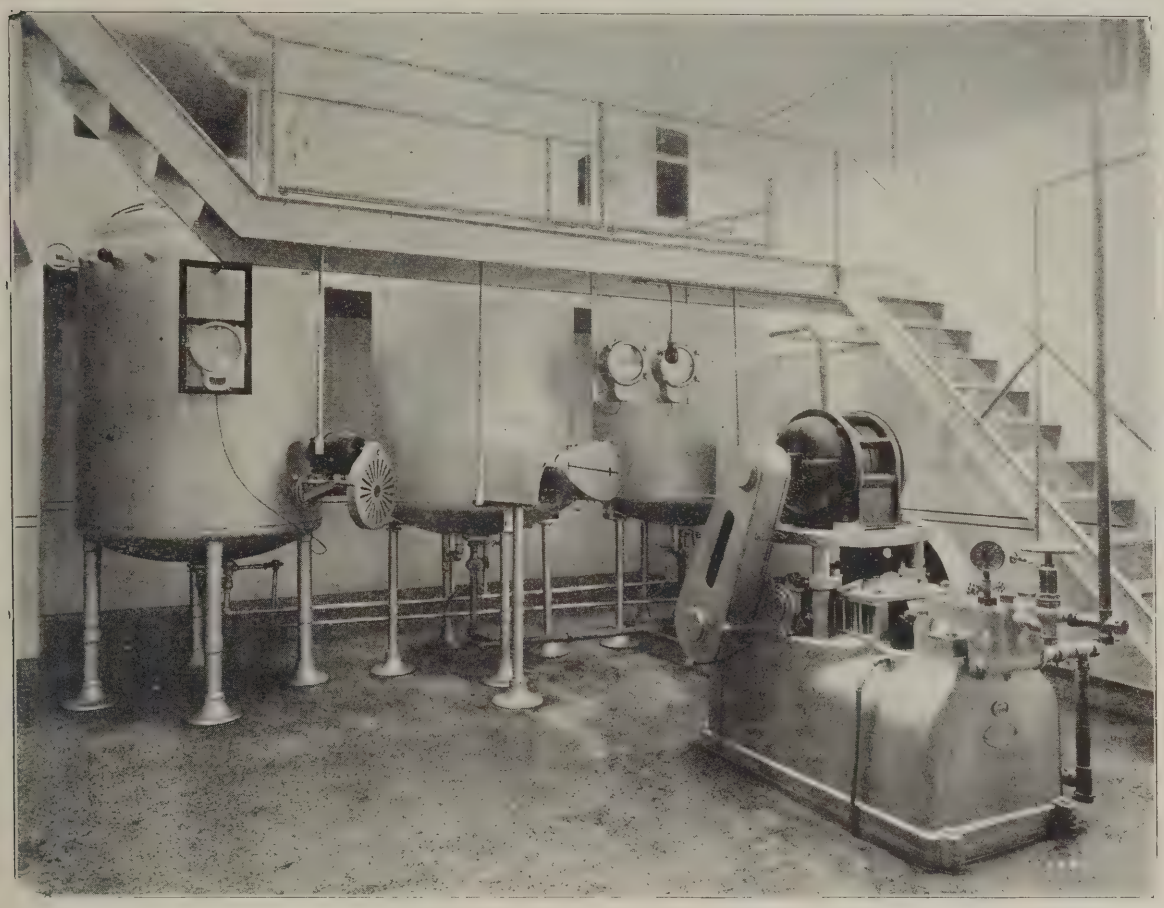
TWIN CITY OFFICE
2490 University Ave.
ST. PAUL



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Barber Goodhue

Everything for the Dairy Industry



One 800-gallon Viscolizer and Motor Drive Glass Lined Ageing Tanks in the Plant of Ives Ice Cream Co., Minneapolis, Minn.

The Viscolizer

THE Viscolizer will give you a smoother, richer feeling ice cream, by dividing the butterfat finely and uniting it firmly with the filler, sugar and gelatine. It develops a fine quality cream from sweet butter and skim milk, or skim milk powder. The Viscolizer unites the solid ingredients so that the butterfat will not separate while standing in can or bottle.

Furnished for either motor or belt drive, in five sizes, to meet the needs of any plant, large or small—capacities 100 to 800 gallons per hour.

The Viscolizer will pay you a handsome dividend upon your investment; we shall be glad to help you select the size best suited to your needs.

A.H.Barber-Goodhue Company

HOME OFFICE
300 W. Austin Ave.
CHICAGO

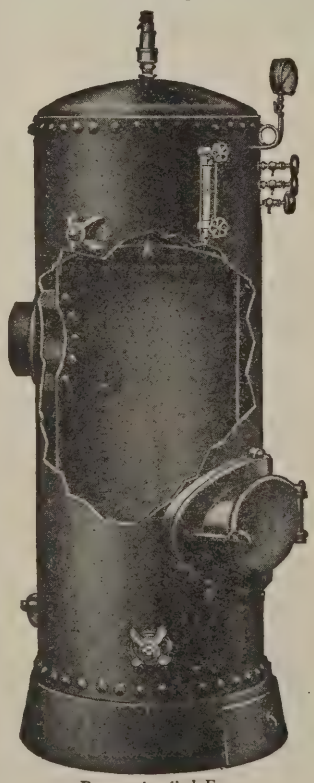
TWIN CITY OFFICE
2490 University Ave.
ST. PAUL

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.



See pages 35 and 121 for G-W Ice Cans and G-W Crushed Ice Machinery

Do Away With Flue Troubles



The Gem Flueless Boiler is just the thing for the Creamery and Cheese Factory.

It cuts down the cost of repairs.

It has little or nothing that can get out of order.

It develops steam quickly and economically.

BUILT IN
1½ to 30 H.P. Sizes

Send for Bulletin 1223 describing this Flueless Boiler

The Gem City Boiler Co.
Dayton Est. 1895 **Ohio**

Patent Applied For

MISSISSIPPI MAY JOIN FIGHT FOR 1926 SOUTHERN CONVENTION.

(Continued from page 34)

ANY actual movement in Jackson's behalf is almost certain to swing the support of every Mississippi city to that side. This not only would create stiff competition for New Orleans, but would draw away much of the support that has been the Louisiana city's mainstay in past campaigns of this nature. New Orleans is known to have already been under more or less consideration for the 1926 convention.

"But," the Mississippi people can say, "Why go back over the river again. The Southern association has gone West of the Mississippi for three years in succession—New Orleans in 1922, Little Rock in 1923 and back to New Orleans in 1924. In 1925, Lexington spoke up and said it was time for somebody else to have their turn. It seems to us that it is time for this dog to have his day."

It is significant that the most successful conventions the Southern association has ever held have been in New Orleans, beginning with the very organization meeting of the body. But the Mississippi people probably won't hesitate to say they have had something to do with the success of New Orleans conventions, and now they probably want the manufacturers of the Crescent City and the state of Louisiana to help them put over a successful convention in their state, which would be the first gathering of Southern ice cream manufacturers ever held in Mississippi.

Jackson is almost equidistant between Memphis on the north, Birmingham on the east, and New Orleans on the south.

AMONG the prominent ice cream men in the state is S. N. Sutton, for two successive terms president of his state association and now president of the Southern association. This gives the Magnolia state a distinct advantage, for although Mr. Sutton has made no statement in this connection, it is easy to surmise where his heart would be when the ballots began dropping into the hat.

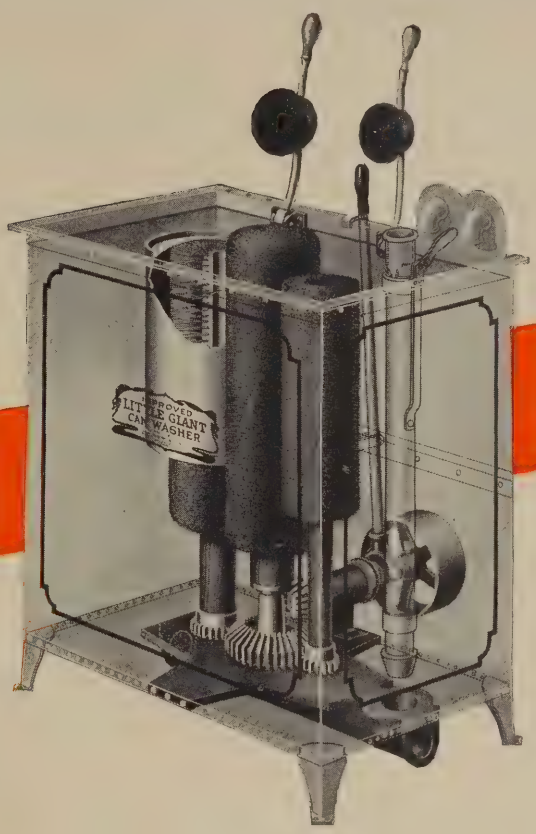
Other prominent ice cream men in Mississippi who no doubt could make their voices heard to good effect, should they line up in this cause, are: W. D. Seale, convention president of the Mississippi association; N. D. Brookshire, secretary of the state association and active in Southern association affairs, Charles McNair, D. S. Cox, N. C. Pearson, A. A. McLeran, V. L. King, J. W. Hardy, charter members of the Southern association, and several others. And one cannot overlook Byron Morris, treasurer of the Dixie Flyers and one of the most loyal men to Mississippi in the entire state.

But at this time it is not certain just who will take action, if any, in this movement; this discussion is simply to let our readers know that such action, according to the drift of the trade winds, is not at all unlikely. The rest of it is something for Southern association officials to trouble themselves over.



A small modern ice cream plant was recently opened by Edminston Bros., Crockett, Tex. The plant has a capacity of 100 gallons daily and is equipped with a Cherry freezer, viscolizer, Cherry mixer, Cherry cooler, and all other necessary equipment to make the plant complete in every detail.

Officers of the company advise that they plan to install a brine tank and hardening room in the future. Approximately $2,500 has been invested in machinery.



Little Giant

The Improved
Little Giant
Can Washer

Capacity 200-250 Cans per hour — in sizes from four to forty quarts.

Big factories find profitable use for the Little Giant Can Washer because it turns out such a large volume of clean cans with so small an investment. Small factories make money by having a Little Giant Can Washer because it cuts the job down to short hours and allows the extra time for other more profitable work.

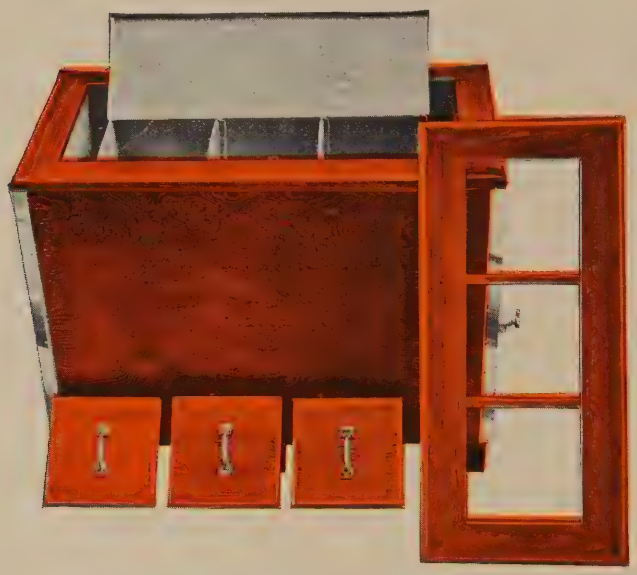
An investigation will prove the profitableness of installing a Little Giant Can Washer.

SEND FOR CIRCULAR AND PRICES

C. DOERING & SON, Inc.

Lake & Sheldon Streets **Chicago, Ill.**

Only one icing in 72 hours



and the cream was still in fine condition

An advertisement based on the experience of Mr. E. W. Walter

As a test, E. W. Walter, ice cream manufacturer of Chambersburg, Pa., recently iced a 3-hole A-B Ice Cream Cabinet in a retailer's store—then kept close watch on it. Afterwards he wrote:

"The A-B Cabinet kept the cream nice and firm for 60 hours; in the next 12 it softened up slightly, but not too soft for serving. One icing kept it in fine condition for 72 hours.

"The A-B Cabinet is the only salt and ice cabinet I will buy hereafter. It saves half the ice required for ordinary ice cream cabinets and keeps the cream in much better condition. I can keep a 5-gallon can of ice cream nice and firm all the way to the top of the can—one thing I could never do with the can cylinder cabinets."

The A-B Ice Cream Cabinet gives perfect refrigeration on less ice and less salt than any other. An unusually effective insulating material surrounding the ice and salt chamber on all four sides keeps cold air inside the cabinet and warm air out. Even the lid is fully insulated, and fits tight.

Cream compartments are square and perfectly dry. All sizes of bulk ice cream can be inserted with greatest ease—square pockets permit carrying all package cream in compact facility.

Full details and prices gladly furnished on request. Write

Anheuser-Busch, St. Louis

Also Manufacturers of ABC Refrigerator Motor Truck Bodies and Wagons

A-B Ice Cream Cabinets

Paul W. and Guy F. Minnick
Eastern Sales Representatives 280 Madison Ave., New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Bldg., Los Angeles, Cal. 617 Pioneer Bldg., Seattle, Wash.
458 Natoma Street, San Francisco, Cal. 216 U. S. Nat'l Bank Bldg., Portland, Ore.



Put this powerful advertising to work for you

ABOVE is illustrated just a part of a complete 5c ICE CREAM CUP Advertising Campaign. It is a new addition to our regular service free to users of "Kist" Fruit flavors.

Typical of all "Kist" Advertising, its mission is to INCREASE GALLONAGE! Each newspaper advertisement, hanger and poster features your product, brand and name—all distinctively yours *and available to only one Ice Cream Manufacturer in a town.*

Let us tell you the correct facts about merchandizing a 5 cent Ice Cream Cup package proposition, with details on costs, packing, handling, profits, how it will increase your Sales, particularly now and continuing throughout the year! (*One manufacturer records sales of over five million during a five month period.*)

At the same time we will acquaint you with "Kist" Advertising Service which brings you Increased Gallonage through a Week-End Special Campaign, on Brick and Bulk Specials over the entire year—*all free.*

Sounds almost too good to be true, yet hundreds of Manufacturers from coast to coast have tested its efficacy and recorded Increasing Gallonage and Profits.

Just mail one of your cards or your letterhead with a request for complete details on 1925 plans. Address CITRUS PRODUCTS COMPANY, Ice Cream Division, 54 East Kinzie Street, Chicago, Illinois. *Do it today—now!*

Invert Sugar-Splitted Sugar Sweetener

Explaining Sugar Phases That Have Puzzled Ice Cream Manufacturers

*By BENJAMIN I. MASUROVSKY**

WHAT is "splitted" or inverted sugar? How does the comparative sweetness of this sugar rank? These questions are frequently asked by men in the ice cream industry and various trade and other publications have widely disseminated contradictory information regarding invert sugar thus requiring further elucidation. Considering the fact that sugar is one of the chief ingredients of ice cream, ranging from 12 to as high as 15 per cent or more it becomes essential to familiarize oneself with the sweetening value of sugars available for the ice cream industry. It goes without saying that the primary function of sugar in ice cream is its sweetening effect, which imparts palatability to the frozen product. With this in mind let us get a clear conception of the invert sugar and its sweetening value.

In the first place invert sugar exists in the form of a thick syrupy mass, which is prepared by either of the two processes described below. The acid method of inversion consists in using 0.5 N hydrochloric acid or N tartaric acid which act on highly refined cane or beet sugar. The chemical action of the acid is hastened by boiling the sugar syrup for about 40 minutes, whereby the ordinary sugar (sucrose) is splitted up into two kinds of sugars, namely, dextrose and levulose. Dextrose is also known as glucose, dextro glucose, grape sugar, corn sugar or corn syrup and is prepared largely from starch and starchy substances by action of mineral acids. According to Paul the sweetness of dextrose is 52, when compared with sucrose as a 100.

Levulose is also called fructose or fruit sugar and is found in fruits such as grapes and in honey. Its relative sweetening value is 150, according to experiments made in the Water and Beverage Laboratory, Bureau of Chemistry, U. S. Department of Agriculture.

When 342.236 (= molecular weight) units of sucrose or ordinary sugar are inverted, 180.126 units of dextrose and 180.126 units of levulose are obtained theoretically in the syrupy mass which is known as invert sugar syrup.

THE other method of preparing invert sugar is by means of autolyzed yeast extract (from yeasts of the sacharomyces species) which acts on ordinary sugar solution causing the sucrose to split into dextrose and levulose as described above in the acid method of inversion. The active part of the autolyzed yeast extract is called invertin, also invertin zymase or invertase. The inversion takes place at room temperature for a period of 48 hours.

Invert syrup prepared with invertase and concentrated by boiling under reduced pressure is superior in

*Department of Dairy Husbandry, University of Nebraska, Lincoln. This was written exclusively for The Ice Cream Review.

ZIPP'S

-take a tip, buy from Zipp!

HIGHEST QUALITY for 38 YEARS

ORANGE FREEZE

From the number of orders placed at the recent Dairy Show and the compliments we received there, we feel safe in making the statement "Zipp's Orange Freeze (a concentrate) is paramount to all others for Ices, Sherbets and Ice Cream."

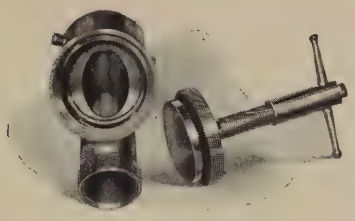
Let us send you a trial gallon at $8.50, and if not satisfactory you may return same at our expense, we canceling the charge, and will make no charge for what portion you may have used in your experiment.

Manufacturers of a full line of Fruits, both bulk and in No. 10 Tins for the Ice Cream Trade.

MEMBER

The ZIPP MANUFACTURING CO. Cleveland, O.

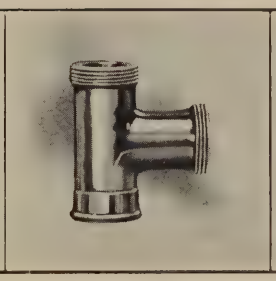
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



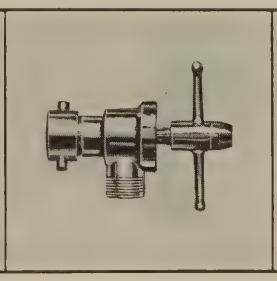
Pfaudler No. 10 Straight-way Valve (dissembled).



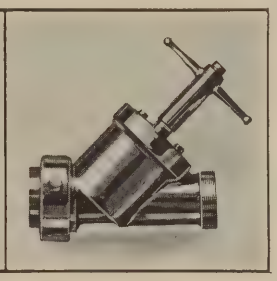
Pfaudler No. 16 Cap, complete with nut.



Pfaudler No. 6 Tee, center and one end threaded.



Pfaudler No. 11¾ Angle Valve.



Pfaudler No. 10 Straight-way Valve (assembled).

These Valves and Fittings can be interchanged with any of your present valves or fittings. Send for complete price list.

Announcing a New Line of Sanitary Fittings

The new Pfaudler Valves (only part of our complete new line of fittings) call for a special word in making announcement to the trade. They are compression valves which is one reason for their being absolutely leak-proof.

The ground-key type of valve now being used in dairy work has been abandoned in almost every other field of industry. Even the stop and waste valves used in residences are no longer ground-keys, but are the compression-type. Ordinary bibs used to be ground-keys—now they are compression. Oil cans used to have ground-key valves—now they are equipped with compression valves. Volatile essential oils and alcohol are held in all up to date plants with the compression-type valve.

The Pfaudler Valves will not only withstand pressure in the tank, but they will hold vacuum also! If you want a valve that will absolutely not leak, here is one.

Can Be Sealed by Hand.

Our valves, unions, etc., can be sealed by hand and you do not have to be tightening them continually with wrenches. They deserve their name "Hand-tight."

We furnish a complete line of Tees, Crosses, Valves, Unions, Couplings, Adapters, Reducers, Caps, etc.

OUR VALVES WILL HOLD ALCOHOL WITHOUT LEAKING

Alcohol, the most volatile of ordinary products will leak through the average ground seat valve as used in dairy work. The Pfaudler valve will hold Alcohol! At our laboratories recently, one of our regular dairy valves held alcohol at 90 lbs. pressure, without even the slightest odor detectable, or any leakage. At the present time we have a number of alcohol valves installed. The valves have also been installed in a large eastern dairy (The Bartholomay Co. Inc., Rochester, N. Y.) prior to this announcement.

Pfaudler

"HAND-TIGHT" FITTINGS

INQUIRY FORM

The Pfaudler Co.,
217 Cutler Bldg.,
Rochester, N. Y.

Gentlemen: Please send me your price list with details. I am interested in the following:

Valves.....

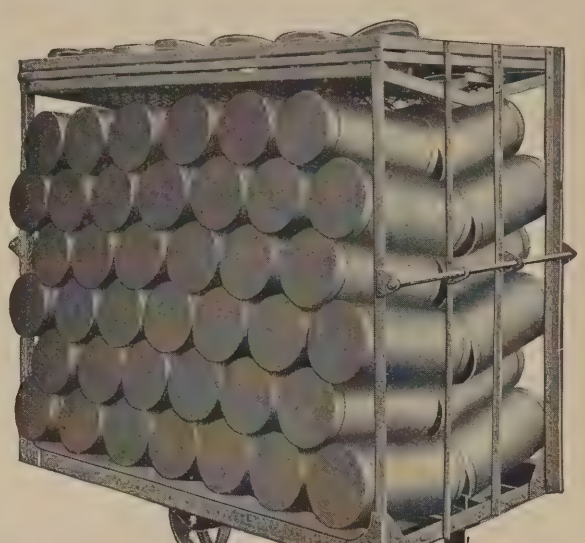
Fittings.....

No obligation.

Name .....

Street .....

City .....



YORK TRUCK
Ice Cream Can and Cover

Large Capacity—Easy Rolling
Durable—Built for Long Life

A REASONABLY priced, heavy, durable, strong, well built truck of large capacity, yet easy to handle. A truck that will stand up under hard usage and actually help reduce can handling costs.

Designed and built by engineers who are thoroughly experienced in the manufacture of trucks for the dairy industry.

Every detail of construction is carried through "to a point of perfection," both as to material and workmanship.

A better, more durable and efficient truck for the ice cream manufacturer.

CAPACITY
106—2 gal. cans; 96—3 gal. cans; 78—5 gal. cans.

Send for YORK Can Truck Bulletin giving all the details.

YORK MILK MACHINERY CO.
YORK *Engineers and Manufacturers* **PENNA.**

Crates—Milk Bottle Washers and Sterilizers — Crate Transfer Trucks—Milk Pumps—Ice Cream Can Trucks

quality to the invert syrups prepared with acid. Most of the prepared invert sugar syrups possess a distinct candy gavor.

In a recent set of experiments conducted by the Water and Beverage Laboratory, Bureau of Chemistry, U. S. Department of Agriculture,† the relative sweetness of invert sugar prepared in five different ways were tested and the following table represents the results obtained:

Kind of Solution	Sugar in 100 c.c. of Solution 2 Grams	Relative Strength of Solution	Order of Relative Sweetness by Tasting (3)
		Trial A	
Sucrose 3	2.0	100	a
Sucrose 3	2.2	110	b
Sucrose 3	2.5	125	c
		Trial B	
Sucrose 3	2.0	100	a
Sucrose 3	2.1	105	b
Sucrose 3	2.3	115	c
		Trial C	
Invert 1	2.0	100	a
Invert 2	2.5	100	b
		Trial D	
Invert 1	2.0	100	a
Invert 2	2.2	110	b
		Trial E	
Invert 1	2.0	100	a
Invert 2	2.0	100	a
Sucrose 3	2.0	100	b
Invert 4	2.0	100	a
Invert 5	2.0	100	a
		Trial F	
Invert 1	2.0	100	a
Invert 2	2.0	100	a
Sucrose 3	2.0	100	b
		Trial G	
Invert 1	2.1	105	a
Invert 2	2.1	105	a
Sucrose 3	2.0	100	b
		Trial H	
Invert 2	2.2	110	a
Sucrose 3	2.0	100	b
Invert 4	2.2	110	a, b
		Trial I	
Invert 1	3.0	150	c
Invert 2	2.5	125	b
Sucrose 3	2.0	100	a

Remarks: (1) Invert 1, hydrochloric acid used for inversion.
Invert 2, tartaric acid used for inversion.
Sucrose 3, plain sucrose solution.
Invert 4, invertase used for inversion, concentrated at atmospheric pressure.
Invert 5, incertase used for inversion, contrated in vacuum.
(2) Error is negligible if figures in this column are termed per cent by weight of sugar.
(3) a=least sweet; b=sweeter than a; c=sweeter than b.

From this table we can learn the comparative sweetness of invert sugar prepared by five different methods. Trials E and F show conclusively that the four invert sugar solutions, each containing 2 per cent of invert sugar, were equally sweet disregarding the fact that they were differently prepared. Also it shows that a 2 per cent sucrose solution is sweeter than any of the 2 per cent invert sugar solutions. Furthermore, in trials G, H and I the results indicate how much sweeter sucrose is than invert sugar at a concentration of about 2 per cent. This pointing to the result that a 2 per cent sucrose solution is about as sweet as a 2.35 per cent invert sugar solution. Now then, if we calculate the units of sweetness on the basis of sucrose = 100 we find the sweetening value of invert sugar = 85, or, in other words, 117 units of invert sugar are equivalent in sweetness to 100 units of sucrose.

† J. W. Sale and W. S. Skinner, Jour. of Ind. and Engineer. Chemistry, Vol. 14, No. 6, pp. 522-525 (1922).

(Continued on page 116)



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Thousands of BROOKS CABINETS have proven their efficiency in actual service and are saving money for ice cream manufacturers every day. They are thoroughly insulated and will maintain a low even temperature that keeps your cream in perfect condition with a minimum amount of icing.

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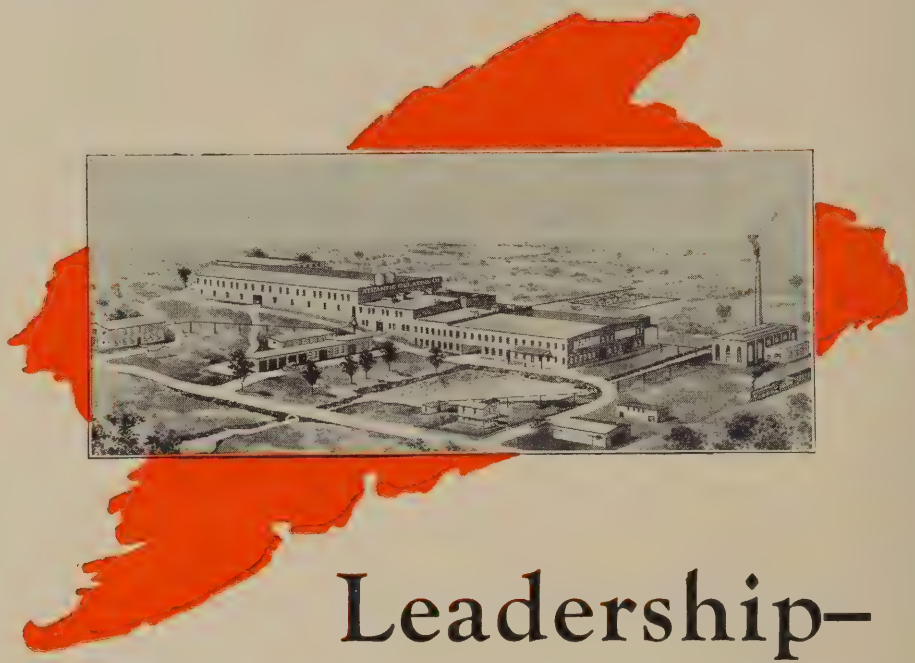
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ATLANTIC *super-clarified* GELATINE

COURSE TWO—IOWA TEN-DAY COURSE FOR ICE CREAM MAKERS AT AMES.

The ice cream laboratory is equipped with two horizontal direct motor-driven forty-quart brine freezers, one tub freezer, an over-run tester, ice crusher and hardening box. The homogenizer installation is located in a separate laboratory.

Standardization.—This will be practiced as applied to sweet cream for ice cream making and the ice cream mix using sweet butter, milk powders, condensed milk, etc.

Homogenization.—For comparison, ice cream will be made with homogenized cream and homogenized mix.

Testing.—The various tests for butterfat in milk, condensed milk, cream and ice cream will be carried on in the laboratory. Tests for fillers in ice cream will also be made.

Extracts.—These will be tested for purity.

Preparation of Special Ice Creams.—The methods of preparing the various kinds of ice cream, parfaits, mousses, puddings, etc., as well as water ices, frappes, punches, lactos and souffles will be given detailed attention.

Freezing.—This will include, among other subjects, a study of the factors which influence the yield and consistency of ice cream.

Brick Ice Cream and Fancy Molds.—Plain and fancy bricks and special molds will be made. The decoration of ice cream cakes, fancy molds, etc., will be demonstrated.

Lectures.

Afternoons will be devoted to lectures on the following subjects: Standardization, Pasteurization and Homogenization of Cream, Standardization of the Ice Cream Mix, Manufacture of Various Kinds of Frozen Products, Marketing of Ice Cream, Daily Records, Losses in the Ice Cream Plant, Ice Cream Factory Refrigeration, Bacteria in Relation to the Ice Cream Industry, Fermented Milk, Soft Cheese Making, Testing of Milk, Cream and Ice Cream.

The course runs from February 11 to 21, 1925.

EMPLOYEES INSURED.

Announcement has been made by officials of the Olympic Ice Cream Co., Inc., Tacoma, Wash., that employees of that concern have been insured against death, permanent or total disability under a group insurance policy. This applies to employees who have been in service one month or longer. The amount of insurance on each employee depends upon the length of his or her service with the company, ranging from $500 to $2,000. The insurance is presented by the company to its employees without cost.

LARGE ICE CREAM MANUFACTURER REPLACES 43 HORSES WITH ELECTRICS.

The Chapin-Sacks Corporation, one of the largest ice cream manufacturers in the South, with headquaters in Washington, D. C., ordered 12 three and one-half-ton electric trucks to replace 43 horses and 23 wagons for delivery service in Washington. The decision to replace horses and wagons with electric trucks was arrived at after a thorough investigation which proved beyond all doubt that city delivery work could be done much more economically and efficiently with electric trucks, officials say.

McLAREN'S CONES



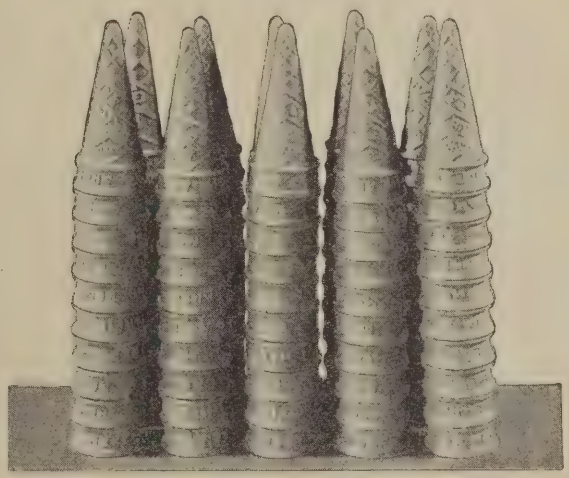
Every Cone in Every Row is Uniformly Baked

INSIDE and outside, from tip to top, McLaren's Cones are baked to an even brown color. This result can be obtained only through the scientific use of fully-automatic cone machines. Heat adjustments must be exactly right, and the finished cones must be ejected from the moulds at precisely the correct time.

McLaren's Cones have no soft spots to dry out and shrivel up. No turned points. No intermixture of light and dark colors. No steam cracks to weaken wall of cone.

You would find it a pleasure to sell these good cones,—profitable too.

Every Cone is Guaranteed



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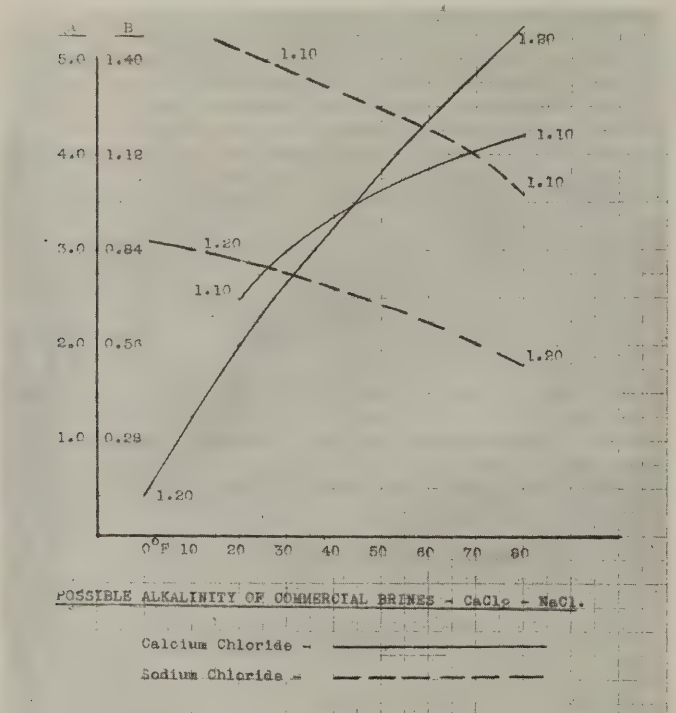
Peoria DAYTON Kansas City

CHEMICAL TREATMENT OF REFRIGERATION BRINES TO PREVENT CORROSION

Chemical Brine Control is Important Means of Inhibiting Corrosion of Metals by Contact with Brine

By EMERSON P. POSTE, Director of Laboratories, Elyria Division, The Pfaudler Company

THERE is a growing appreciation on the part of refrigeration engineers and milk plant operators that chemical brine control is an important means of inhibiting the corrosion of metals coming in contact with brine. The fact that certain experimental and



commercial observations have been made in connection with this problem warrants the publication of another paper on the subject.

Alkaline Brine.

Previously published data ("The Corrosion of Metals by Refrigeration Brines," Emerson P. Poste and Max Donauer, The Milk Dealer, February, 1923, "The Chemistry of the Brine Tank," B. S. Hull, Ice and Refrigeration, March, 1923) and various private communications from engineers interested in the problem from the several points of view of suppliers of chloride, manufacturers of dairy and refrigeration equipment, and operators of plants, all agree on certain fundamental principles which may be summarized as follows:

Alkaline brines are less corrosive than acid;

Strong brines are less corrosive than dilute;

Calcium chloride brines turn acid on contact with air;

Calcium chloride brines free from magnesium chloride may be rendered alkaline by chemical treatment;

Sodium chloride brines may be rendered alkaline.

There seems to be some difference of opinion as to the relative corrosive action of sodium and calcium chloride brines of like gravity and reaction, although data indicating a greater corrosive action from sodium chloride brines are on record.

An obvious conclusion from the above is that it is necessary to maintain alkalinity in the brine to reduce corrosion. This fact furnishes the starting point of the investigations herein.

Methods of Producing Alkalinity.

AS TO the method of producing alkalinity, the general recommendation has been to hang a bag of lime in a brine tank using 10 pounds burnt or quick lime per 1,000 gallons of brine. The less frequent suggestion is a like use of caustic soda to the amount of 13 pounds per 1,000 gallons. Occasionally the use of soda ash has been advised.

Of these three methods, the first two have commercial possibilities; the third has not. The addition of soda ash to a calcium chloride brine would cause the precipitation of calcium carbonate without the production of alkalinity. Even in a sodium chloride brine there is some calcium chloride as an impurity and this would be thrown out by the soda ash. The use of soda ash, in any event is, therefore, not to be recommended.

In discussing the treatment of calcium chloride brine with lime it is to be assumed that no magnesium chloride is present. The addition of lime produces an increasing alkalinity till a certain point is reached beyond which a basic salt separates out making further alkalinity impossible. The actual alkalinity realized before this precipitation begins depends on the temperature and strength of the brine.

In the treatment of sodium chloride brine with lime a like condition arises but the amount of alkalinity possible, again varying with strength of brine and temperature, is different from that to be had with calcium chloride.

If calcium chloride brine is treated with caustic soda the same limiting factors come in as with the lime treatment.

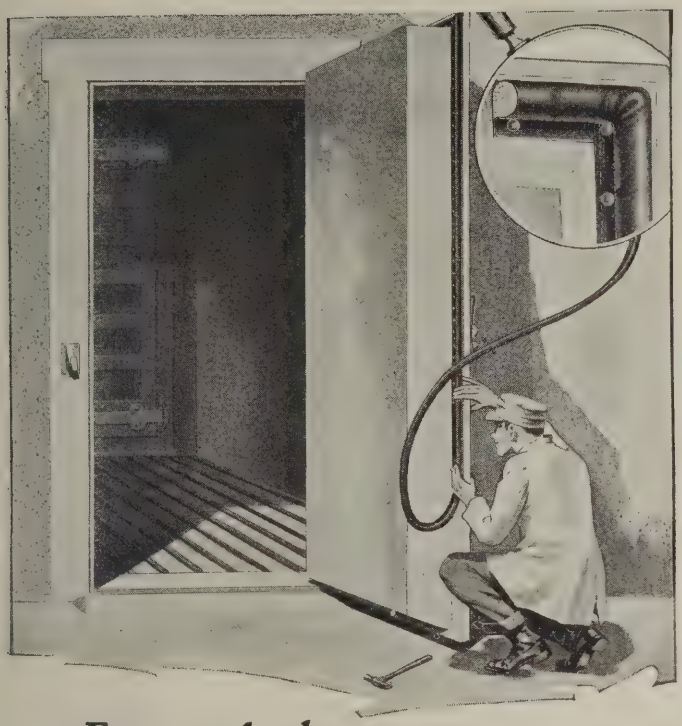
When sodium chloride brine is treated with caustic soda, however, there is no separation of an insoluble product and so higher alkalinities are possible than with lime treatment.

References in the literature and experimental work in the laboratory have made possible the summarizing of these facts in a chart.

Alkalinity is expressed in per cent normal solution and grams of lime per liter. It so happens that the former figure also represents the number of cubic centimeters of tenth normal acid necessary to neutralize 10 c.c. of the brine.

AS TO the interpretation of the curves, two temperatures will be considered. At atmospheric temperature, 70 degrees F., calcium chloride brine with a gravity of 1.10 has as its maximum alkalinity 4.0 per cent normal, while brine with a gravity of 1.2 has its max-

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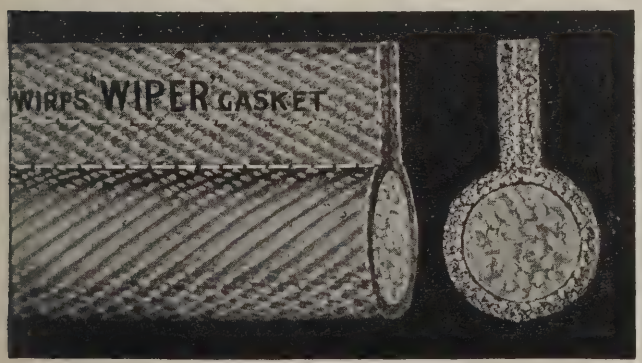
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imum at 4.9 per cent normal. At the same temperature sodium chloride brine with a gravity of 1.1 has its limit at 4.0 per cent and with a gravity of 1.2 the limit is 2.1 per cent. At 20 degrees F. the corresponding limits are: Calcium chloride, gravity 1.1, 2.5 per cent; gravity 1.2, 2.0 per cent; sodium chloride brine, gravity, 1.1, 5.1 per cent; gravity 1.2, 2.9 per cent.

The recommended treatment of 10 pounds burnt lime per 1,000 gallons of brine represents an alkalinity of 4.5 per cent normal assuming that the lime is pure and all goes into solution. Reference to the chart suggests that it is theoretically possible to get this amount of lime into solution in a calcium chloride brine with a gravity of 1.2 at a temperature of 70 degrees F. but under no other conditions of strength or temperature for this type of brine. If the brine were treated to saturation at atmospheric temperature, followed by cooling to refrigeration temperatures, the amount of alkalinity would be reduced by the precipitation of the basic salt. On the other hand, if sodium chloride brine were treated at atmospheric temperature and cooled to refrigeration temperature, the alkalinity would increase with drop of temperature. The weaker brine would take all the lime into solution finally, but not so with the stronger.

In other words, treatment of either type of brine with the prescribed amount of lime would result in saturation at refrigeration temperatures, and the prevention of any excess alkalinity in the solution by the precipitation of the basic salt. If the lime used were of commercial grade, falling well short of 100 per cent calcium oxide, the excess precipitated would be proportionately less.

Therefore, it may be concluded that with strong brines and refrigeration temperature of 10 degrees F. calcium chloride brine may be treated to produce an alkalinity of 1.0 per cent normal while that possible in sodium chloride brine is 3.0 per cent. In terms of corrosion, either of these alkalinities should be sufficient to greatly inhibit action on metal.

Experimental Brine Treatment.

Following these theoretical considerations as to the possibilities of alkalinity it will be well to see how nearly these results can be realized in practice by various methods. Several laboratory studies will be covered, followed with records of commercial cases.

The first tests involved placing an excess of slacked lime in a small canvas bag hung in a jar containing three gallons of calcium chloride brine with a gravity of 1.10. The temperature was about 70 degrees F. The brine was gently agitated with compressed air during the day-time.

FROM the chart it will be seen that the alkalinity theoretically possible in this brine is 4.0 per cent normal. The alkalinity went up to 1.7 per cent normal on the sixth day, then began to drop off. Thinking that the bag involved was too close meshed to allow circulation of the brine through it, the same charge of lime was placed in a cheese cloth bag. Again the alkalinity went up at first to 2.0 per cent normal, then dropped back. The lime used for this treatment was a commercial grade analyzing 63.0 per cent lime and 36.0 per cent magnesia. It was thought that a purer lime might produce better results. Therefore a fresh supply of pure lime was placed in the cheese cloth. The alkalinity again failed to come up to the expected. In fact on several days standing the value dropped off.

In all cases the meshes of the bag became clogged with crystals taken to be the basic salt which, under these conditions, formed around the lime and prevented reaction with the brine.

The above indicated that the type of bag and the purity of the lime were not determining factors, but that the general method of treatment would not produce results under the conditions involved.

As a check on the above test, and to note the parallel case involving sodium chloride brine, two test jars were set up as follows: A—calcium chloride brine, gravity 1.1, definite excess of burnt lime in a burlap bag; B—sodium chloride brine, gravity 1.1, same treatment. The lime analyzed 77.0 per cent lime and 22.0 per cent magnesia. The test was continued for 51 days. At first there was a gradual rise in alkalinity, followed by a drop. At no time did it approach the theoretical.

Another jar of calcium chloride brine, gravity 1.1, was treated with an excess of caustic soda in a burlap bag. In this case the alkalinity went up quite rapidly

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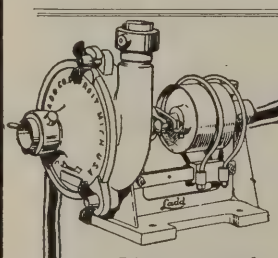
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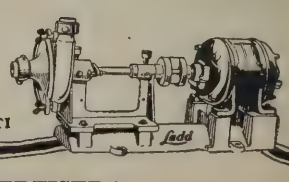
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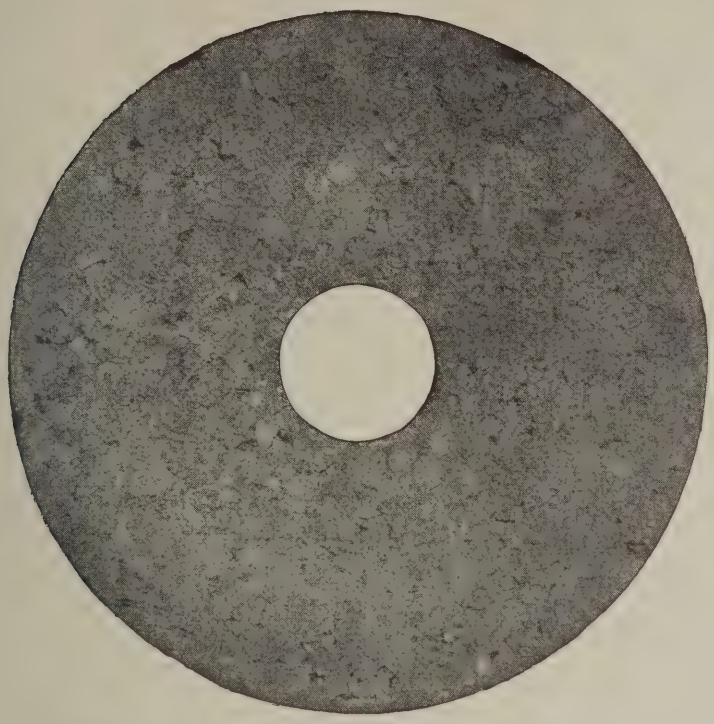
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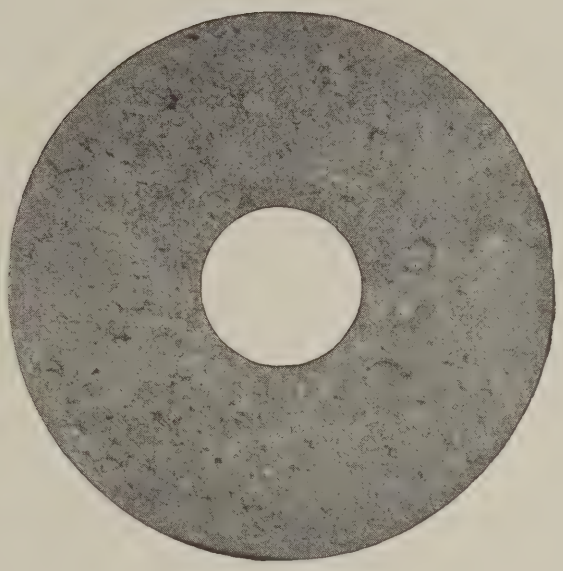
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Special Thick Brine Covering. Compare the thickness with that of Brine Thickness at the right.



Brine Thickness Cork Covering for the same size pipe.

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Special Thick Brine is the heaviest thickness in which Nonpareil Cork Covering is made. It is intended to be used, and for satisfactory results, *must* be used, on all lines carrying a refrigerant at 0° Fahr., or colder.

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Special Thick Brine gives you the extra thickness of insulation that low temperatures require. Use it on your lines for exactly the same reason that you put more insulation on a freezer than you do on a cooler. In a word, use Special Thick Brine Nonpareil Cork Covering for economy.

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at first, then increased more slowly, till after 51 days it had reached 2.95 per cent normal, much higher than had been produced in any of the other cases but still well below the theoretical.

In all cases the bag soon became hard with crystals in the meshes. At the end of the test with sodium hydroxide the bag was nearly empty.

These tests indicated the impossibility of getting results with lime in a bag, but the possibility of treating successfully with caustic soda by the same method.

Commercial Brine Treatment.

The first test with calcium chloride brine involved a small installation, using only 300 gallons of brine.

The first method to be tried was the use of lime in a burlap bag, 10 pounds per 1,000 gallons. The brine had been freshly made up and therefore was definitely alkaline. This method did not even maintain the alkalinity initially present. After 90 days the bag was removed and found to be hard with the meshes full of crystals. This treatment was followed with a bag of flake caustic soda, 13 pounds per 1,000 gallons. The alkalinity came up promptly, reaching a value somewhat below that to be expected for the strength and temperature of brine involved.

A second commercial case coming under observation involved the treatment of a brine that had become slightly acid. Burnt lime in the amount of 10 pounds per 1,000 gallons of brine was put in a bag and hung in the tank. Several weeks later the brine showed an alkalinity of only 0.15 per cent normal.

Another case has afforded valuable data. The brine, initially quite weak and about neutral, was strengthened by adding fresh calcium chloride. This was followed by treatments with lime, 10 pounds per 1,000 gallons, added as a slurry.

Alkalinity came up promptly to 1.85 per cent normal, then gradually increased to 2 per cent normal, following which it gradually dropped off. When it had reached 1.40 per cent normal another treatment, 5 pounds per 1,000 gallons, was made. This immediately produced an alkalinity of 2.5 per cent normal. After a few days this began to drop. When it had reached 1.0 per cent normal another treatment, 5 pounds per 1,000 gallons, was made and a bag of lime was hung in the tank. The figure again went up to 2.5 per cent, dropping off in a few days as before.

The lime used in the above test was a commercial grade of builders lime, quite impure. This, no doubt, accounts for the fact that it took more than the prescribed amount to produce maximum results.

In considering the above, it should be kept in mind that the theoretical maximum alkalinity for the brine involved is 2.5 per cent normal.

These studies indicate that the desired alkalinity can be reached by the use of lime as a slurry but that the treatment with the bag of lime will not even maintain previously established alkalinity, to say nothing of producing alkalinity.

Several cases involving sodium chloride brine have been noted. In the first the brine was initially practically neutral. Lime hung in bags over the side of the tank produced only a very slight alkalinity.

IN ANOTHER case brine with a gravity of 1.16 was treated by direct addition of slaked lime in water suspension. An alkalinity of 3.5 per cent normal resulted, approaching the theoretical for the brine involved. It was found impossible to maintain this alkalinity by means of lime in a bag hung in the tank but direct additions made from time to time accomplished the desired results.

The cases which have been cited are typical of a larger number on record. The conclusions to be drawn from the various studies are substantiated by all of the data at hand.

Conclusions.

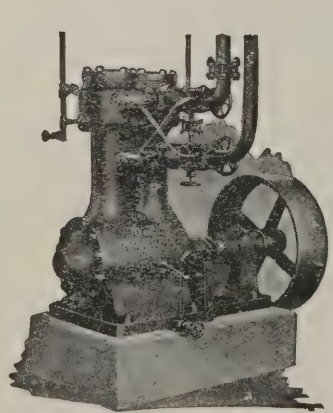
Our present knowledge of the subject of brine treatment leads to certain very definite conclusions:

1. For making calcium chloride brine a chloride free from magnesium chloride should be used.

2. The gravity of the brine should be kept in the neighborhood of 1.20.

3. Either calcium or sodium chloride brine should be treated with pure quick lime on the basis of 10 pounds

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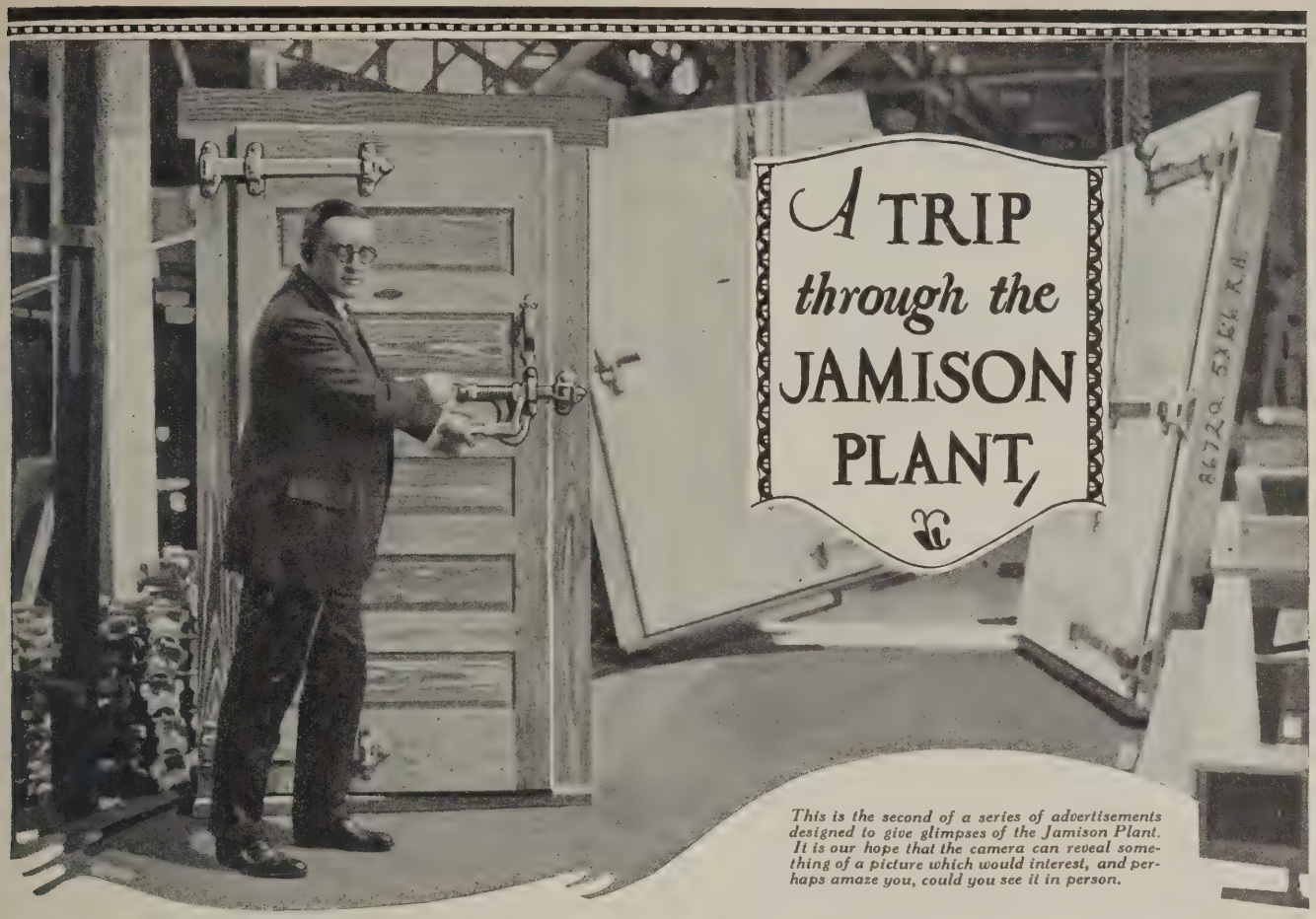


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IT HAS often been said that a ***cooler door is only as good as its hardware***—and the fact that we are repeatedly called upon for Jamison Hardware to replace hardware of other makes on other doors, would seem to bear this out. There isn't much hardware on a door, to be sure, but what there is, ***is highly important.*** That's the reason we have spent considerable time, and considerable besides time, to equip Jamison Doors with a latch that stays put.

The impracticability of cooler doors that won't stay shut dates farther back than I do. But so far as I know the Jamison Self-Tightening Fastener is the only latch which absolutely prevents a rebound, due to air compression, after the door is slammed. And equally important, it seems to be the only latch that has the inherent strength to do its hard, heavy work day in and day out, year after year, without ever once "missing fire" and without breaking down "every so often."

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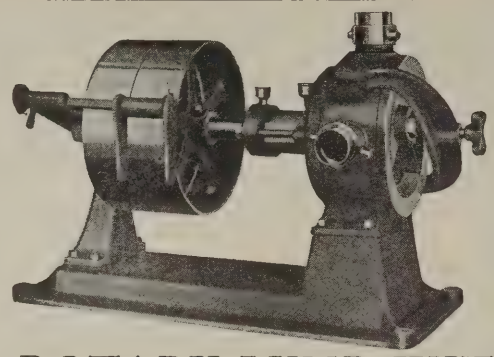
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Schirmer Co. - - - - - - - - - - - - Finance Bldg., Cleveland, Ohio
Viking Pump Co. - - - - - - - - - 549 W. Washington Blvd., Chicago, Ill.
Norton Paper Goods Co. - - - - - - 719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co. - - - - - - 204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co. - - - - - - - - 519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co. - - - - - - - - - - - - Houston, Texas
Menge Pump & Mach. Co. - - - - 862 Tchoupitoulas St., New Orleans, La
De Laval Pacific Co. - - - - - - - - 61 Beale St., San Francisco, Calif.



Use the

Nafis Improved Dividers

QUICK—ACCURATE—DURABLE

The patented feature makes the curved end grip the neck of the test bottle and hold firmly in the graduations. The needle point permits accurate reading.

If you have not tried them, order them today from your jobbers. If they do not stock NAFIS GLASSWARE write for our catalog and the names of our distributors in your territory.

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glass Apparatus for Testing Milk and Its Products

17-23 North Desplaines St. Chicago

ASK THE MEN WHO USE IT

lime per 1,000 gallons of brine or with caustic soda on the basis of 13 pounds per 1,000 gallons.

4. The above reagents should be added as a slurry or solution at a point of rapid brine circulation, though the introduction of caustic soda in a bag is reasonably effective.

5. Additional reagent should be added from time to time by the above method as may be necessary to maintain an alkalinity approaching the maximum for the brine involved as indicated in the chart.

6. Undue contact between brine and air should be avoided.

The writer wishes to acknowledge the valuable criticisms and suggestions made by the following:

J. H. Kaiser, Technical Service Department, The Solvay Process Co., Syracuse, N. Y.; F. N. Speller, Metallurgical Engineer, The National Tube Co., Pittsburgh, Pa., and A. C. White, Technical Research Department, Dow Chemical Co., Midland, Mich.

⚜

GIVING CREDIT WHERE CREDIT IS DUE.

In the January issue of The Ice Cream Review we reproduced a photograph of the delegation to the Dallas convention of the Texas Ice Cream Manufacturers' Association. We inadvertently neglected to add that the picture was taken while the delegates were attending a luncheon as guests of the Consolidated Wafer Co. of Dallas. This enterprising firm did the handsome thing by entertaining guests in their "home town," and it is with pleasure that we acknowledge our oversight and give credit where it is due. Anyone desiring a photograph of the delegation as reproduced on Page 82 of the January issue can secure it by addressing L. D. Pape, secretary-manager of the company at Dallas, Texas.

⚜

Classified advertisements in The Ice Cream Review are the dairy products man's **confidential agent.** Insert them under any of the following headings: For Sale, Wanted-to-Buy, Business Opportunities, Employee Wanted, Position Wanted. Cost is but 2c per word. Write out your advertisement and mail with check or money order to The Ice Cream Review, 5th and Cherry Streets, Milwaukee, Wisconsin.



The Dry Zero Insulation Co. Exhibit at the National Dairy Show in Milwaukee.



It *Had* to be *Steel!*

WHEN Thomas A. Edison invented the nickel-iron-alkaline battery—which Dr. Steinmetz declared "does not age and has no definite life, but its life is limited, theoretically, only by mechanical destruction"—it was necessary to find a material strong enough to equal the long life of the elements.

It *had* to be *steel!*

Every metal part of the Edison cell is built of nickel-plated *steel*—grids, tubes, pockets, poles and container.

That is why an Edison battery out-lives two or three lead-acid batteries operating under similar conditions—why it is the least expensive battery made.

Leading Electric Street Truck Manufacturers gladly furnish Edison Batteries.



The Greatest Invention of the Greatest Inventor

In 1898 Thomas A. Edison first started work on the development of a storage battery free from the self-destroying diseases of the lead-acid type. After hundreds of thousands of experiments, the Edison Steel-Alkaline Storage Battery was perfected and marketed in 1909.

Now, after 16 years, over 55% of the batteries used in heavy industrial service—street trucks, industrial trucks and tractors, and mine locomotives—are Edison Steel-Alkaline Storage Batteries. Truly a wonderful tribute to the economy and satisfactory service of the product and to the genius of the inventor.

TRADE MARK
Thomas A. Edison
A PRODUCT OF THE EDISON LABORATORIES



Built like a watch,
—Rugged as a battleship.

Edison Batteries Haul More for Less Money

EDISON STORAGE BATTERY COMPANY
ORANGE, NEW JERSEY

Atlanta.....200 Means Street	Huntington, W. Va. Hotel Huntington	Philadelphia.....2401 Chestnut Street
Boston.....702 Beacon Street	Los Angeles..400 San Fernando Bldg.	Pittsburgh .....630 Fulton Building
Buffalo .....145 Minnesota Avenue	New Orleans.....440 Audubon Bldg.	San Francisco.....206 First Street
Chicago, 3130 South Michigan Avenue	New York.....247 West 35th Street	Seattle .....Polson Building
Cleveland.....2090 East 19th Street	New York Export...26 W. Broadway	St. Louis...2088 Ry. Exchange Bldg.
Detroit.....858 Fort Street, West		Washington, D. C., 1419 G St., N. W.

Canadian Distributors: International Equipment Co., 1025 Transportation Building, Montreal, Quebec

Merchandise Thoughts Mark Arkansas Convention

Speakers See Possibilities to Develop Sales Outlets Through Advertising, Use of Iceless Cabinets and Generally Closer Co-Operation with Dealers—School for Dispensers Recommended—Arkansas Travelers Organize

MERCHANDISING of ice cream was approached from many different angles at the seventh annual convention of the Arkansas Ice Cream Manufacturers' Association. Legislation, long a flesh-thorn to the industry in Arkansas, also received considerable thought at the convention, which was held at Little Rock January 6 and 7, with a good attendance.

Recommendation of a school for training dispensers of ice cream in better methods of presenting the product to the public in the most favorable manner was an outstanding point in an outstanding address by an old friend of Southern and Southwestern associations—Prof. A. C. Baer, head of the Oklahoma A. & M. College, Stillwater, and "technical editor" of The Ice Cream Review. His speech at the Arkansas convention put this able dairy educator in new high ground in the Arkansans' esteem. His reference to merchandising methods came after an interesting discussion on production problems. It was brought out by the speaker that Arkansas manufacturers have made considerable progress in overcoming manufacturing and legislative ills in late years and that with this happy background they are in position to work out merchandising problems as never before.

He lauded the proposed national co-operative campaign which seems to be meeting with so much favor in different parts of the country. He used this proposition as a reason why manufacturers not only should strive to "get over their story" to the public but also why they should more actively work for the co-operation of dealers toward selling more ice cream.

"More intelligent manufacture of ice cream is noticeable in all parts of the country," the professor declared. "In Arkansas we are making a good product; in fact, an article in a recent issue of The Ice Cream Review shows the Southern states to be making more progress in ice cream production than are the states of other sections. This is undoubtedly due to improved manufacturing methods, for we have done little in this section to improve merchandising conditions, easily one of our truly great problems.

"In the South we have more room for development, of course. For we got away to a slow start in the upbuilding of this industry in this part of the country. But as we have gone forward and continued, year after year, to improve the quality of our product, we have grown nearer the point where we could go to the public and say, 'We have a story to tell.' For we really have an interesting story. The public knows little about our industry — exceedingly little. It is largely our fault. This must be corrected. Different new methods of distributing ice cream have been introduced in late years and have enabled manufacturers to get more ice cream into the home, the place where our greatest potential outlet lies.

"We have learned to make a good product. Some years ago conditions in different sections were not such that we could accurately call ice cream a national industry. We could not count upon finding quality ice cream uniform in different parts of the country. But our progress in the South has largely overcome this condition. Our effort now should be in the direction of fighting to maintain quality, keep high our business standards and let the public know that we have something to sell—for we have."

The iceless cabinet was featured by different speakers as an aid toward better merchandising of ice cream, particularly the keeping down of the price by dealers, a condition that is absolutely imperative to con-

NEW OFFICERS ARKANSAS ASSOCIATION.

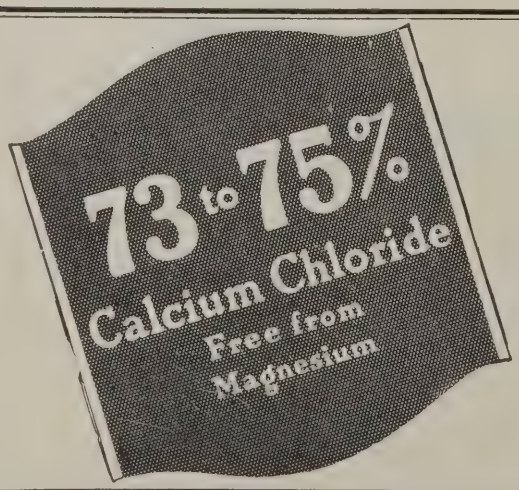
PRESIDENT
Charles Hooberry, Pine Bluff

VICE-PRESIDENT
G. F. Cress, Jonesboro

SECRETARY-TREASURER
Thurston Runyan, Little Rock

NEW DIRECTORS
J. D. Purdy and R. L. Hargrove

Next convention to be decided by directors.



Send for our Bulletins Explaining Details.

There IS an Advantage

in using a refrigerant that will give you 100% refrigeration capacity from the equipment you have installed.

Carbondale Calcium Co.
Carbondale, Pa.

Ask for Bulletins No. 5A and 36

TRADE MARK

New York
Chicago
Pittsburgh
Atlanta
Washington, D. C.

New Orleans
Philadelphia
Baltimore
Buffalo
Kansas City



Increased His Business 50%

Read what a Rochester (Minn.) Ice Cream Manufacturer states about Sealright Containers:

"We have used Sealright Containers ever since they were placed on the market. There is no question but what Sealrights have increased our sales fully fifty per cent." (Name and address upon request.)

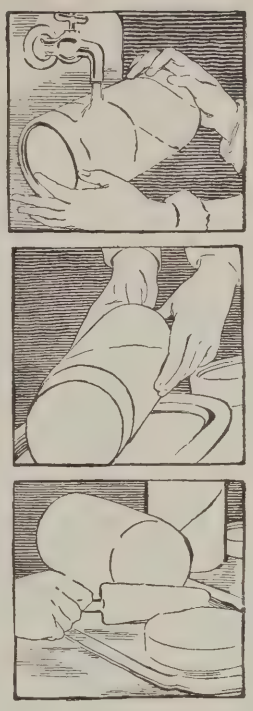
This manufacturer is not alone—in every section of the country, ice cream manufacturers tell us Sealrights are building better profits. Many write: "We would not be without them."

You, too, can increase your sales with Sealright Liquid-Tight Paper Containers—100% leak-proof and crush-proof. Your customers will like them, too. Sealrights are nationally advertised in the Saturday Evening Post.

The illustrations at the right show how Sealrights are used and why there are no containers on the market like Sealrights. For full particulars and samples, send coupon today.

SEALRIGHT CO., INC. DEPT. BB-2 FULTON, N. Y.

Also Makers of Sealright Pouring-Pull and Regular Flat Milk Bottle Caps



1.

To remove ice cream, hold Container under cold water spigot for a few seconds.

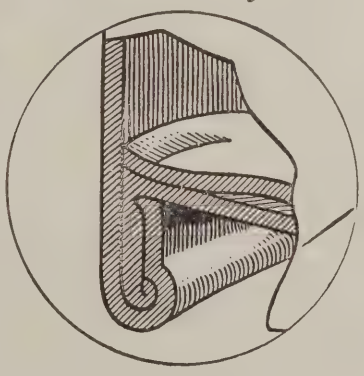
2.

Remove cover, press evenly on bottom of Container with thumbs.

3.

Cut in attractive, round slices.

"Here's Why"



Sealright Containers are absolutely 100% leak-proof. Double bottom, reinforced crimped-in flange and patented "inner seal" are exclusive Sealright features.

Sealright
Liquid-Tight
Paper Containers

SEALRIGHT CO., INC.,
DEPARTMENT BB-2 FULTON, N. Y.

Please send me Sealright Container samples and full information. I, too, want to increase my profits.

Name.....

Address.....

City.....State.....

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

tinued expansion of ice cream consumption, speakers agreed.

CONVENTION thoughts on ice cream salesmanship centered around the speech in which Will A. Schwindeler, St. Louis, chairman of the national advertising committee, related how other industries have co-operated and increased outlets for their products many times over through methods this industry can follow with reasonable assurance of increasing the consumption of ice cream by several hundred thousand gallons in the near future.

STARTLING facts concerning other industries' success with national advertising were brought out by the speaker. Particular emphasis being laid upon the success of those industries with products and conditions similar to those of the ice cream man, some of them highly seasonal, most of them perishable.

He told how the cranberry people once thought they could not sell to any great extent in warm weather, the public having formed the habit of thinking of cranberries as being for cold weather. But a national co-operative advertising campaign remedied this condition. He showed that in 1914 a test advertising campaign was



CHARLES HOOBERRY,
President.



GEO. F. CRESS,
Vice-President.



R. L. HARGROVE,
Director.

Although this campaign as now outlined centers around national advertising through national publications, the speaker explained that arrangements had been gone into for linking up the national movement with local advertising, chiefly newspaper advertising, that would directly benefit those manufacturers who actually put up money for carrying out this work. This thought was brought out by way of re-assuring the delegates on virtually the only point that has aroused opposition in any quarter. The spirit of the convention went with Mr. Schwindeler, and it was only because different members want further information on the local angle of the proposition that the association did not go farther than to endorse the proposal and agree to wait out developments before actively lining up in the crusade.

carried out in Chicago by the cranberry people. There was an increase of 57 per cent per capita consumption over the preceding year. In 1915 the per capita consumption increased 47½ per cent over 1914.

He featured the results of national advertising by the sauerkraut people, selling a product that was more or less the butt of public jokes for many years. Through this campaign the public was told about the striking food qualities of sauerkraut that never before had been impressed. The result was an increase of 257 per cent in kraut sales for the period from 1921 to 1923 over average annual sales in the past. Very pointedly he reminded the delegates that if ice cream consumption had kept pace with the development of sales in the kraut

Conserving Profits in the Ice Cream Industry!

That has been the work of

STERLING
Refrigerating Equipment
for many years

1. Thru conservative investment.
2. Maximum refrigeration delivered for rated capacity.
3. Low operation cost.
4. Dependable, thus eliminating losses on finished product.

Send for Sterling Bulletins giving details

UNITED IRON WORKS, Inc. OFFICES IN ALL PRINCIPAL CITIES Kansas City, Mo.

Gowing-Dietrich



Part of our new general and private offices at Syracuse. Here your mail orders receive prompt and careful attention.



A photograph of our old offices. We have recently been obliged to enlarge our general office space as shown above, and add several private office rooms to accommodate our increasing volume of business.

Forty years successfully serving the milk industry—

That's G-D's record; and our hundreds of satisfied patrons testify to the dependable character of our service.

When they buy a new machine, for instance, our customers appreciate that years from now G-D will still be interested in its consistent, profitable performance.

There are many other advantages in dealing with an old, established house. It will pay you to use G-D service.

GOWING-DIETRICH CO., INC.
SYRACUSE, N.Y., U.S.A.

216 E. Genesee Street
Buffalo, N. Y.

47 W. 34th Street
New York City

The HOUSE *with the* GOODS *and the* SERVICE

Trade Paper Advertisement—No. 6, 1925

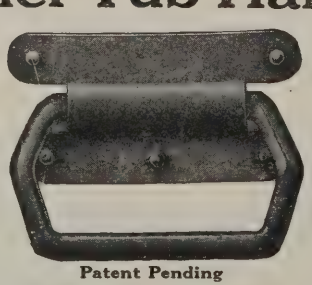
industry, production last year would have been 585,000,000 gallons, instead of approximately 294,000,000 gallons for the nation, adding even more pointedly, "Here we are, gentlemen of the ice cream industry, with ice cream, the finest and most palatable of food products, and if we cannot at least equal the achievements of men who have had to overcome prejudice and adverse sentiment to develop their industry, it will only be because we lack the vision to understand our opportunities."

Equally as interesting was an outline of the advertising achievements of the coffee people, who made no attempt, the speaker pointed out, to laud coffee for food qualities, but centered their efforts simply around the argument that coffee is not harmful. The ice cream manufacturer, with his good arguments for ice cream as a wholesome food, was reminded by the speaker that his industry has a decided advantage in national advertising. But, despite the great drawback imposed upon the coffee people, they were shown to have increased consumption to the extent that if the ice cream industry had prospered in similar manner, consumption of ice cream would have grown by now to 327,264,000 gallons, several hundred thousand gallons more than the figure estimated for the 1924 consumption of ice cream.

THE value of co-operative advertising was stressed when Mr. Schwindeler gave results of achievements in advertising ice cream in different American cities. For instance, according to the speaker's figures, if the industry generally had advanced as it had in Chicago, where ice cream men advertise ice cream, the annual production for the nation now would be around 311,000,000 gallons. If the industry, nationally, had kept pace with the advertised industry in Detroit the national annual consumption would be around 328,000,000 gallons, he said, while Philadelphia's good work, if nationally applied, would make the ice cream industry produce the startling amount of 612,000,000 gallons.

Just how conservatively the national advertising committee is figuring on results from the proposed campaign was indicated when the speaker stated that if this industry increases the per capita consumption just one-third the extent that other industries have boosted consumption of their products, the per capita figures for ice cream would show an increase most highly gratifying in every way, particularly in proportion to the amount of money to be expended. This amount, by the way, has been set a half million dollars for the first year, $5,000 of which has been appropriated by the national association, the remainder to be raised from the industry at large through contributions by manufacturers based upon one-half cent a gallon as produced in 1923.

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street ST. LOUIS MO.

THE association took steps to combat proposed legislation that members believed would show discrimination against the ice cream industry and others. The proposed tax is to raise additional funds for educational purposes in the state, an undertaking that, in itself, was lauded by the manufacturers as being praiseworthy if fairly handled. Resolutions were adopted, copies of which were forwarded to legislators, and to the daily newspapers, as follows:

Whereas, Our association is keenly interested in and deeply in sympathy with the purpose of advancing education in this state, and is willing to contribute its support on an equitable basis that will not throw an unfair burden upon ice cream manufacturers, or involve discrimination against this of other industries; and

Whereas, This association is agreed that unnecessary burdens thrust upon certain industries will hamper the advancement of those industries, and consequently will operate against the industrial advancement of our great state; and

Whereas, This association feels that unnecessarily heavy taxation against such a great food industry as ours would not encourage members to maintain high quality standards, which is a matter of greatest importance to public welfare. Be it

RESOLVED, That this association go on record as opposed to any and every movement toward special taxation against our, and other special industries, and for this reason takes the stand that any taxation for education or other meritorious purposes, should be worked out on a general and equitable basis; and be it further

RESOLVED, That this stand on our part be set forth as an unselfish wish to see this matter handled in a spirit of fairness for the best interests of our great state; and be it further

RESOLVED, That the Arkansas Ice Cream Manufacturers' Association endorse the bill for a 100 per cent valuation of personal property (real estate) and urge its adoption in lieu of the special tax bill, which is hereby opposed as unjust and discriminatory, and unfair to the ice cream and dairy industries of the state.

A REPRESENTATIVE of the local chamber of commerce welcomed the convention delegates. His address was responded to by President R. L. Hargrove, Texarkana. The president's annual address called attention to different matters facing the industry—proposed legislation, etc. He expressed gratification over the spirit shown by the membership in the past year. Secretary Charles Hooberry's report showed the association to be "in splendid working order."

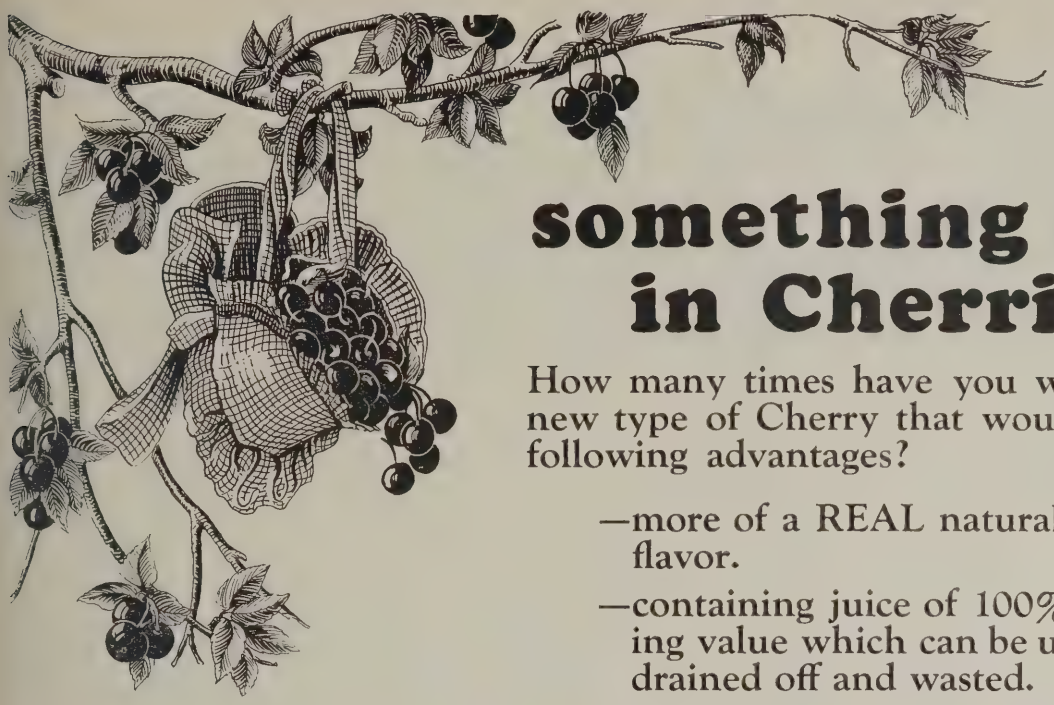
A national touch of color was given the convention by the presence of men prominent in the industry, including W. W. Campbell, vice-president of the National Association of Ice Cream Manufacturers and past president of the Southern association, and Will A. Schwindeler, who already has covered himself with glory for the splendid fight he has made to sell the idea of co-operative advertising to the industry which he so ably serves.

Mr. Campbell's address was on the subject of "Abuses in the Ice Cream Industry," and it was a strong plea for greater development of the very highest ethics in the relations of members of the industry.

The first day's session was followed by a dinner dance at the Rainbow Roof Garden for guests, as well as delegates. The supplymen of the convention were hosts.

Louis Chamberlain of the Nizer Corporation, Detroit, opened the business end of the program the last morning of the convention after the famous Earl W. Hodges of Little Rock, one of the South's great orators, and one of the nation's most gifted entertainers, had led off with one of his characteristically strong speeches, in which he told of the South's opportunities toward industrial development.

(Continued on next page)



something new in Cherries!

How many times have you wished for a new type of Cherry that would have the following advantages?

—more of a REAL natural cherry flavor.

—containing juice of 100% flavoring value which can be used, not drained off and wasted.

—only two quarts needed for a 5-gal. mix.

—no added flavor needed.

—no added color needed.

Such a Cherry is now ready! Best of all, it actually costs less to use this better Cherry.

Let us send you one dozen No. 10 cans of this new Special Cold Pack "Home Grown Cherry." If it doesn't measure up to your expectations in every way, return the unopened cans and our entire charge to you will be canceled.

Mail the coupon for prompt shipment.

The Cleveland Fruit Juice Co.

Cleveland, Ohio

Manufacturers also of Honeymoon Special, Orange Pineapple, Grape Pineapple, Black Walnut, Butter Scotch, Double-Strength Chocolate, Maple Concrete and many other flavors

Mail Coupon to THE CLEVELAND FRUIT JUICE CO., Cleveland, Ohio

Ship at once one dozen No. 10 cans of your new Cherry at $23.00 per dozen. If, after trying one can, I do not feel satisfied with results, it is understood that I may return the eleven unopened cans and the entire charge will be canceled.

Company _____

City _____ State _____

Get Your Cans Ready Now

While activity is low at your plant there is plenty of time to single out the cans that are in need of retinning, rebuilding and repairs.

You can get a lot of profitable service from rebuilt and retinned cans and an investigation of our prices for the service will prove it.

JOHN WOOD
Ice Cream Cans
Electric Weld

will give you better service than any other can. That's why so many are in use today. Are YOU using them?

Get Our Prices.



ICELESS cabinets featured the session. Mr. Chamberlain gave the history of automatic refrigeration and said it is generally estimated that 18,000 iceless cabinets are now in operation in the United States, and that "outside the average trouble one finds with machinery as a whole, the cabinets are giving complete satisfaction."

"The big question in the manufacturers' minds," Mr. Chamberlain said, "is how to install the cabinets so as to show a profit for themselves and complete satisfaction to the dealer. I have found a great many methods being used from one end of the country to the other and believe it bases down to the fact that each territory must work out a plan that suits them best, and absolutely co-operates with each other."

Mr. Galloway of the Delco Light Co., Dayton, discussed the same subject.

The round table discussion in the afternoon found delegates in an optimistic and congenial frame of mind. Officers were elected for the coming year, Charles Hooberry of Pine Bluff being promoted from secretary to president, G. F. Cress being elected vice-president, and Thurston Runyan being made secretary. Selection of the 1926 meeting place was left up to the board of directors. The two new directors are J. D. Purdy and R. L. Hargrove. A rising vote of thanks was extended to the outgoing officers in a speech by Will Terry, who lauded the officers as having "done a good work well."

* * *

Arkansas Travelers Organize at Little Rock.

THE Arkansas Ice Cream Manufacturers' Association has joined the ranks of those state associations who have enlisted the aid of the supplymen in fighting their trade battles. Under the direction of R. L. Hargrove, convention president of the manufacturers' association, with the co-operation of P. N. Miller, Jr., secretary of the Dixie Flyers, a large number of supplymen gathered at the Marion the morning preceding the opening of the convention. The purpose was set forth by Mr. Miller, who then gave way to let the body name a president.

M. E. Prewett of the J. B. Ford Co., with headquarters at Little Rock, was elected president, Mr. Miller was elected secretary-treasurer. The association did not name a vice-president.

The Ice Cream Review was named the association's official organ. The association immediately got to work by arranging entertainment for lady visitors, particularly the dinner-dance at the Rainbow Roof Garden the first evening of the convention.

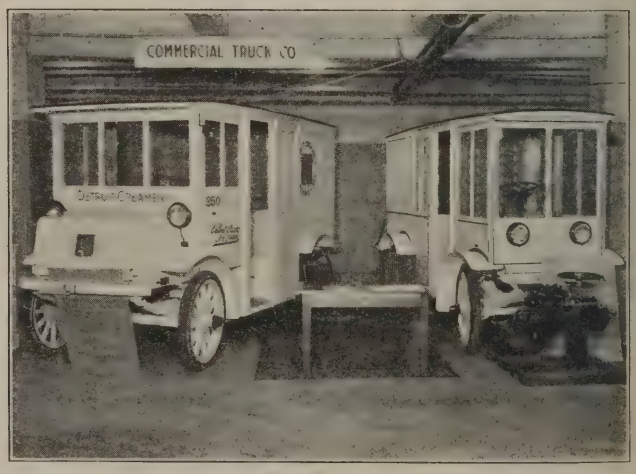


Exhibit of the Commercial Truck Co., in October, at Milwaukee during the National Dairy Exposition.



There is no substitute for the juice of a ripe California orange—it is no longer necessary to seek one.



Nothing Changed But the Label

WE COULDN'T improve on nature's products—but we have improved the name by which these products are known to the trade and the public.

In absorbing the business of our principal competitor, the Mission Orange Juice Company of Los Angeles, we have acquired a trade name of great value and appropriateness. Today the pure California fruit juice products of this corporation are known as **Mission Orange** and **Mission Lemon**.

With our greatly increased production and distribution we are now prepared to make California Mission citrus fruit juices available to ice cream manufacturers in every part of the country.

California Mission Orange Juice comes to you ready-squeezed for instant use at a great saving in cost and convenience over the juice you squeeze yourself—a cost that now makes it unnecessary to use synthetic extracts.

Calif. Crushed Fruit Corp.
LOS ANGELES, CALIFORNIA

Gentlemen:

Please send me samples and quote me quantity prices on the juices I have checked.

( ) Mission Orange ( ) Mission Lemon

It is not one bit too early to prepare for warmer days. A request on your letterhead or on the attached coupon, indicating which fruit juice you are interested in, will bring price schedules and a generous sample by return mail.

California Crushed Fruit Corporation

Crushery and General Sales Offices:
LOS ANGELES

HOME CONSUMPTION AND THE PACKAGE.

Ice cream containers are here to stay as they are the proper way to get ice cream into the home, it was declared in an address before the Oklahoma convention last fall by P. C. Mojonnier, Mojonnier Bros. Co., Chicago. This stand can be taken, the speaker pointed out, because it is in the home that more ice cream must be sold if the industry is to expand. He said, more than anything else the package will work toward making ice cream the national dessert, being served on the table of virtually every American home at least once a day.

This is a big problem facing the industry today, the speaker believed. He pointed out that just as ice cream is in a class by itself when it comes to meeting the good favor of virtually all people, young and old, that it also is in a class altogether by itself when the system of dispensing or selling is considered. Continuing, he said:

"A purchaser seldom buys the same quantity of ice cream twice for the same price when dished out over the counter and especially when dished out in bulk. I have a number of weights I will present showing the ridiculous amounts of ice cream dished out by a representative retailer in one of our large cities. In each instance (37 in all) one pint was purchased, then taken home and weighed. As you know, a pint of ice cream containing 100 per cent overrun, should weigh 9 unces or thereabouts. The actual weights dished out were as follows: One of the 37 dished out, 8 ounces to the pint; four, 9 ounces; one, 10 ounces; two, 11 ounces; six, 12 ounces; thirteen, 13 ounces; six, 14 ounces; five, 15 ounces; six, 16 ounces; two, 17 ounces, and one, 19 ounces. The variation found ran from 8 ounces to 19 ounces. The average amounts dished out on the 37 sales were 13 4/10 ounces. As a gallon of ice cream containing 100 per cent overrun should weigh about four and a half pounds, or 364 ounces, so a gallon should contain 40 4/10 pints. Taking these 37 sales as a good average out of every 40 4/10 pints of ice cream bought, there were only 27 4/10 pints sold, or a loss of 13 pints on each can, or 32 2/10 per cent dipping loss.

"If the system of dispensing bulk ice cream is correct, it is needless to worry about package ice cream. If a dealer were to buy a 45-pound tub of butter and found he could dispense an average of 30 6/10 pounds from that tub, it would not take long to show him that he is on the wrong track, and yet the fellow buying 5 gallons or 40 pints of ice cream from day to day and selling about 27 pints from that 5-gallon can, in serving that out as bulk ice cream, is just as much on the wrong track. In view of that one factor alone, it would appear as if package ice cream is bound to grow in favor, since in serving it a definite amount is measured, packed, bought and sold at a definite price."

He declared that brick ice cream is merely one method of selling package ice cream and where handled properly is selling better right along.



PLAYS SANTA CLAUS.

P. H. Baker, head of the Baker Ice Cream Co., Cleveland, helped one of his local newspapers play Santa Claus to little boys and girls of his city on Christmas day. The Cleveland News and Leader started a campaign for a fancy Christmas. Mr. Baker took it upon himself to see to it that the poor children in the district around the Baker ice cream factory on Denison Ave. were remembered by the "chimney explorer." His company gave ice cream.

In addition to this, the Baker company decided to have a little Christmas cheer of its own. A large Christmas tree was placed on the roof of the plant. It was 36 feet high and had hundreds of bright lights.



The discord in Dresden has reached such volume now there is a growing suspicion Saxony was the home of the saxophone.—Philadelphia North American.

Now—

WHEN you are turning over in your mind the various improvements which this season's business has shown to be advisable, consider **this.** That the most important and beneficial change you can **possibly** make is an improvement in the quality of your **Vanilla Ice Cream.**

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Building For A Strong Industry

New York State Manufacturers Meet at Buffalo and Discuss Subjects of Vital Importance. C. E. Kilburn, Malone, N. Y., Elected President. Ambitious Plans Made for 1925

NATIONAL advertising, cost accounting, delivery and icing costs, and other matters of considerable import occupied the attention of leading ice cream manufacturers of New York state at the annual convention in Buffalo, January 7 and 8.

The first meeting was called to order precisely at 11 o'clock, being the usual "New Yorker" custom. After several committees had reported, and others had been appointed, President P. J. Smith of Glens Falls, reviewed, in his annual address, the work accomplished by the association during the past year, most important of which was the work accomplished in preventing the passage of legislation that would be detrimental to the industry.

President Smith expressed his belief that the ice cream industry is about to begin an era of prosperity, and cited the 1924 gallonage, in spite of adverse weather conditions, as proof of his statement. He urged members of the association to "get their ears to the ground," get their heads together and work together to solve constructive problems and for the general good of the industry.

"Practically every industry," he says, "has its organizations, not to control prices or obtain a monopoly, but to work together for the good of their industry, and for greater service to humanity." The office of the New York association, according to its president, is to serve the public through the combined efforts of the large and small manufacturers of the state, welded together so as to be a power for good.

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The New York State Experimental Station at Geneva has begun some exhaustive work with the view of determining the factors that affect the texture of ice cream. The work accomplished thus far was reported by Professor A. C. Dahlberg. His address was in substance, as follows:

A theory has been advanced by certain educators that the texture of ice cream is dependent upon the size of the air cells. Texture is generally used to mean the internal structure of ice cream which in a practical way is called smoothness. A theory is a supposition based upon circumstantial evidence but lacks accurate data to prove it to be a fact. According to this theory small air cells are stronger than the large ones and they divide the ice cream into such small spaces that the ice crystals formed must be small and the product smooth. Large air cells break, thus, permitting the growth of ice crystals. It has also been theorized that the air cells are made small by mixes of high viscosity and that gelatine, fat, and milk solids not fat, exert their effect upon texture through viscosity. It is reasonable to assume that if this theory should be correct it would be possible to measure the size of air cells in ice cream soft from the freezer and accurately predict the future smoothness of the ice cream.

A microscope was placed in a hardening room held at 0 degrees F. for the purpose of measuring the size of air cells in ice cream. Sections of soft ice cream were prepared by placing a small amount of the ice cream freshly drawn from the freezer upon glass slides and striking off the surplus with a sharp edge. The ice cream was examined under low or high power lenses. It was found that the composition and texture of ice cream could be varied greatly without affecting the air cells. The fat was varied 6 per cent, the milk solids not fat 4 per cent, the sugar 4 per cent, and the gelatine 0.7 per cent without affecting the size of the air cells. The average air cell in unhomogenized ice cream had a diameter of 80 microns, but ice cream made from homogenized mixtures had an average size of 60 microns. In addition to homogenization continued freezing in the freezers reduced the size of the air cells. It is very doubtful that the effect of homogenization is exerted through the air cells and later work gave evidence of another effect. The size of the air cells in commercail ice cream did not differ from those in the experimental products. No definite relationship existed between the size of the air cells and the texture of ice cream.

Microscopic sections of hard ice cream cut with the razor showed that smooth ice cream was not materially affected by the hardening process. The air cells were round and comparatively free from ice crystals. In coarse ice cream large ice crystals and spines had formed which had greatly distorted the shape and size of the air cells.

The Effect of Sugar.

The action of sugar was studied in water ices to eliminate any effect of the milk solids. That sugar makes water ices smooth was readily determined by freezing mixtures containing 15, 25 and 33 per cent sugar, with and without gelatine. An increase in the sugar content always resulted in a smoother product.

Why does sugar make ice cream smooth? A study of super-cooling during the freezing process showed that although sugar induced super-cooling the rapid agitation and short period of freezing reduced this phenomenon to such an extent that it could not account for the effect on texture. Likewise the effect of sugar on the initial freezing point is of minor consequence because a varia-

(Continued on page 88)

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Capture the public's appetite, and your fortune is made. Win favor through flavor. It is a cold fact that

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tion of 15 per cent in the sugar content of water ices affected the freezing point only 2.7 degrees F.

It was observed that when frozen water ices containing 15 and 30 per cent sugar without gelatine were placed in the hardening room, a concentrated sugar sirup could be drained out of the water ices several days later. The greater the sugar content, the greater the quantity of unfrozen sirup. Determinations of the quantity of ice in these water ices showed that when the percentage of sugar was increased in water ices a smaller percentage of the water actually froze. If sugar reduces the quantity of ice formed in ice cream, the product with increased percentages of sugar must be smoother for this reason. The water in the water ices froze out until a super-saturated sugar solution was produced that had a freezing point below the temperature of the hardening room.

The Effect of Gelatine.

The dairy literature contains many references to theoretical considerations of the effect of gelatine in ice cream which imparts smoothness to the product. It has been assumed that since gelatine is an excellent protective colloid it must make ice cream smoother by this property. I have not been able to find any published investigation which has given this theory special attention. The value of any substance as a protective colloid has always been measured by its effect on colloidal gold and the value obtained has been designated as the "gold number." Gelatine has been found to be equal to or twice as valuable as casein in protecting colloidal gold from precipitation. Casein being present in ice cream in much larger quantities than gelatine must have a greater total protective colloid action than gelatine and the protective colloid theory seems rather dubious.

The property of gelatine to form a jell might be related to the effect of gelatine on the texture of ice cream providing it is possible to show that gelatine forms a jell in ice cream and that the effect of gelatine in ice cream is dependent upon the jell formation. The freezing point of water was lowered sufficiently by glycerine to prevent freezing in the hardening room without noticeably affecting the properties of the gelatine when dissolved in the mixture. In commercial ice cream 0.5 per cent gelatine is dissolved in a mixture containing 70 per cent or less of water and the gelatine concentration in water is 0.7 per cent or more. At 0 degrees F. in 24 hours a 0.7 per cent gelatine solution formed a very soft, yet distinctly recognizable jell. Some grades of gelatine formed a jell at 35 degrees F. in a concentration of 0.7 per cent. Gelatine must, therefore, form a jell in ice cream during or immediately following the freezing process.

Water ices were prepared containing 25 per cent sugar and 0.4 and 0.8 per cent gelatine, calculated on the basis of the water in the mixture. The water ice with only 0.4 per cent gelatine could not form a jell in the hardening room, but the one with 0.8 per cent gelatine began to gelatinize in the freezer and formed a complete jell in the hardening room. Another series of water ices were prepared containing 25 per cent sugar and 0.4, 0.8 and 1.6 per cent casein. On the basis of gold numbers the gelatine and casein water ices were exactly comparable so that the smoothness of the duplicates should have been the same unless the presence of a jell materially affected smoothness. The results in every instance showed casein to be equal to gelatine in making water ices smooth when the concentrations were low, but when the concentration of gelatine was sufficient to form a jell in the hardening room, casein was very inferior to gelatine. The action of gelatine in ice cream is dependent, primarily, upon jell formation.

Granting the accuracy of this conclusion, it should be possible to predict the effect of gelatine in water ices by a knowledge of the jellying power of gelatine. Ten grades of gelatine furnished by four gelatine manufacturers were tested for jellying power as follows: A series of gelatine solutions varying from 0.7 to 1.3 per cent were prepared with 0.1 per cent variations between samples. The solutions were stored at 35 degrees F. for 24 hours. The lowest percentage of gelatine required to form a very soft, yet completely formed jell was determined by gently tilting the bottles containing the samples. The samples of gelatine required from 0.7 to 1.3 per cent to form a jell as described. These samples of gelatine when used in water ices to the extent of 0.8 per cent affected the smoothness in direct relation to the jelly tests. Similarly it was possible to calculate the amount of any grade of gelatine required to make the water ices the same smoothness regardless of the jellying power of the gelatine with the exception of the two lowest grades.

The results of this portion of the investigation clearly indicated that the simple method of grading gelatine by the lowest percentage required to form a jell under specified conditions should prove helpful to ice cream manufacturers in selecting the better grades of gelatine. It is my opinion that all of the gelatine used in this work was good to excellent in quality and that none of it was really poor. Another observation of practical value was the fact that water ices with sufficient gelatine and sugar could be made very smooth and any desired overrun up to 100 per cent could be readily obtained. The percentage of gelatine that was used to make a

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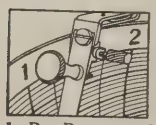
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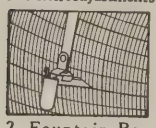


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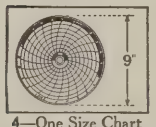
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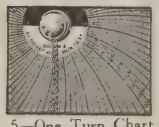
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water ice very smooth was calculated on the basis of the water alone and was the same as that required to just form a distinct jell in water at 35 degrees F. after 24 hours standing. For water ices of coarser texture the percentage of gelatine was reduced 0.1 or 0.2 per cent or the percentage of sugar was decreased below 30 per cent.

The Effect of Milk Fat.

The effect of milk solids in preventing ice crystal growth was studied in three ways: First, the effect of fat in water ices; secondly, the effect of milk solids not fat in water ices, and lastly, their combined effect in ice cream. It was readily determined that a smooth frozen product could be made from unsalted butter, sugar, and water, if they were homogenized together in the proportions of 30 per cent fat, and 13 per cent sugar. When 0.5 per cent gelatine was added the body resembled that of normal ice cream very closely. Since the solids not fat in this product did not exceed 0.3 per cent in the finished product they can be considered of minor importance. Milk fat has no chemical effect in sugar solutions by which the smoothening property could be explained. The probable explanation of the effect of fat alone in water ices is that the fat globules which were so hard and close together, mechanically interfered with the growth of large ice crystals.

The Effect of Milk Solids not Fat.

Water ices were made containing 30 per cent milk solids not fat and 10 per cent cane sugar. When these mixtures were drawn from the freezer they were exceedingly smooth and buttery in consistency. It was very surprising to find that after hardening these mixtures became very coarse in texture. Even with gelatine and extra sugar these mixtures were much coarser than normal ice cream, a result which was very different from that obtained with fat in sugar solutions. The solids not fat from milk, homogenized or unhomogenized, when frozen without fat had very little effect upon the smoothness of the water ices. It should not be forgotten that in normal increases the proteins stabilize the fat emulsion and the incorporated air during the whipping, so that their presence in proper quantities is fundamental even though they alone do not materially affect texture.

The Combined Effect of the Milk Solids.

The fact that ice cream of fine texture can be made from mixtures containing 18 to 24 per cent of total milk solids combined in proper proportions, whereas, it required 30 per cent of fat alone to make a smooth texture and 30 per cent of milk solids not fat alone did not make a smooth product, it appeared that the fat and solids not fat work together to improve the texture of ice cream. A correct balance of the milk constituents seemed to be more essential than the total quantity of either. Furthermore, although homogenization greatly affected the texture of ice cream it had no noticeable effect upon the texture of products which did not contain both fat and milk solids not fat.

A clue to the probable combined action of the milk solids was noted in the preparation of slides or microscopic examination of the air cells in fresh ice cream. Ice cream made from unhomogenized mixes spread evenly like a heavy paste, but ice cream from homogenized mixes often cracked and rolled like dry window putty. Observations were made to learn if the dryness of the homogenized ice cream could be detected by taste, with the result that the difference between the two products was readily distinguishable by this method. Data to establish the exact effect of homogenization on

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THEREFORE,—do what is best to do and display true wisdom by using—

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THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

the condition of the ice cream constituents including water, is very difficult to obtain and I can present to you only theoretical considerations based on circumstantial evidence.

When ice cream mixtures were homogenized the fat globules were reduced in size and the extent of the exposed fat surfaces was greatly increased. The quantity of protein absorbed on the fat surfaces was also greatly increased. Using these two facts as the basis for an hypothesis, I have reasoned that some water must be held between the surfaces of the round fat globules and the round protein particles that cover them. When homogenization increased the proportion of protein that was on the fat it also increased the water mechanically held or occluded on the fat by the protein. Numerous efforts were made to gather evidence to establish this theory, but only one method of attack gave any results. If a colloid is added to an ice cream mixture containing occluded water the collidal particles are too large to reach the occluded water and would not be dissolved by it. Therefore, the concentration of the colloid in the free water would be greater than it should normally be.

A certain brand of gelatine in a concentration of 0.9 per cent formed a distinct soft jell in water at 35 degrees F. when held undisturbed for 24 hours. When this same brand of gelatine was added to an unhomogenized ice cream mixture only 0.7 per cent gelatine, calculated upon a water basis, was required to form a jell. After homogenization the same ice cream mixture required only 0.5 per cent gelatine to form a jell. The theory of occluded water would explain these results. If this theory is correct and if gelatine and milk proteins have the same absorptive powers on fat surfaces then the order of adding the ingredients should affect the concentration of gelatine in the water of ice cream mixes. It was found that if pure milk fat was homogenized in a gelatine solution so that the gelatine became dissolved in all the water before the homogenized milk solids not fat were added, a weaker jelley was formed than when the gelatine was added after the fat and milk solids not fat had been homogenized together. This evidence again tended to show that some water was occluded by fat and proteins in a manner that prevented a colloid subsequently added from being dissolved in it. Occluded water must be finely divided and when it froze the ice crystals formed were so small that they were not detected when eaten, and the product was said to be of a fine texture or smooth.

A complete report of this work will be published in bulletin form and distributed from the Geneva station in about two months.

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

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Guaranteed to Comply with all National and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED

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WHAT is the matter with the ice cream business? Professor W. W. Fiske of Cornell University at Ithaca told the delegates in a few plain simple words just what he thought is wrong in the ice cream industry. He recalled, in the beginning of his talk, conventions held years ago, when he first began to look upon such old timers as Ed Sutton, Ed Lewis, and Al Hoefler with respect, considering them geniuses, and believing they knew all about the ice cream industry. He supposed they at that time considered him a sort of "upstart." He has now come to the conclusion that no one knew much about the ice cream business in those days, and have a lot to learn now.

The average ice cream man seems to be tired with so many suggestions to improve the quality of ice cream. There are so many methods of improvement offered that the average ice cream manufacturer, were he to try them all, would not have time to make any ice cream.

Professor Fiske advocated a clearing house for the dissemination of information in most concise form. He made the suggestion that the national association issue bulletins monthly, placing before the ice cream manufacturer, in the briefest possible form, new ideas that will enable him to produce a better quality product, cut costs, render better service, etc.

He cautioned ice cream men to remember in the processing of their mixes that the greater the acidity of the mix, the less is the viscosity, in other words, the sweeter the mix, the better will be the ice cream, and the more uniform the overrun will be. It was intimated that the occasional sour tasting ice cream may be due to the belief of many ice cream manufacturers that the acid must be developed in the mix to a high degree in order to obtain viscosity and uniform satisfactory overrun.

The consumer, he believes, is going to take a keener interest in the production of ice cream. He is going to make the ice cream manufacturer live up to certain requirements, governing the amount of swell, fat, solids, etc.

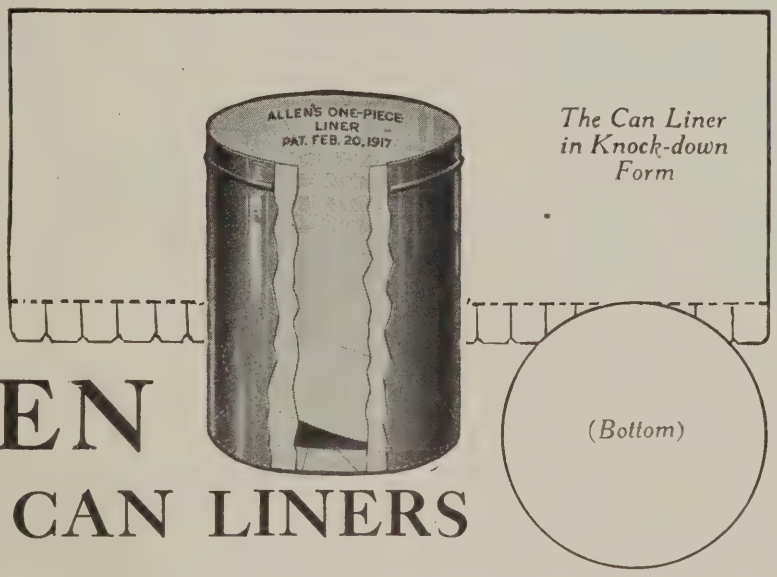
With remarks on the merchandising of ice cream, the ice cream manufacturer at this session swallowed his bitterest pill. He was told how the ice cream business started, with a small plant or two in the city, delivering to a few retailers nearby. Then shipments were made by express, the motor truck followed, and in the meantime, the city business was maintained regardless of cost by furnishing dealers with soda fountains, cabinets, advertising signs, free ice and salt, and a lot of other things more or less necessary. Cash discounts and gallonage discounts followed with equally heavy losses to the industry.

On the refrigerated cabinet question, Professor Fiske stated he believed the ice cream men would put in ice-

Safest, Sanest, Most Sanitary!

The Allen One Piece Sanitary Can Lining enables you to use your old ice cream cans with perfect propriety. Absolutely the safest and most sanitary way to put up your cream. In it the food cannot possibly touch any metal. Linings in stock to fit any size cans. And just see how simple these protectors are. Note the illustration.

Linings of best paraffined paper are easy to put into cans, and ice cream can be taken out more readily when they are used.



Give patrons tangible proof you wish to protect them. Packing ice cream directly into discolored and rusty tins will not do it.

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Rochester, N.Y.

less cabinets unless they do what they say they will do. But they don't. They go to conventions, make a lot of good resolutions, promise this and that, and go right home and do what they say they wouldn't do. The ice cream manufacturer, he believes, is too willing to give away good money, or its equivalent, for business that returns a questionable profit.

Another angle to the iceless cabinet question which the professor brought out was the possibility of the dealer installing a freezer and making his own ice cream. With a good refrigerated cabinet, he has a miniature hardening room, just about as efficient as in the most modern ice cream plant. The next step he fears will be the installation of freezers in the dealers' windows with the big cabinets to take care of the product.

The practice of sending out expensive trucks to deliver a few gallons of ice cream here and there received its full share of the criticism.

MR. C. H. KIMBERLY of the Dairy Laboratories, Philadelphia, New York and Baltimore, spoke on the food value of ice cream, reviewing investigational work done by Dr. McCollum, Dr. Weis and others on the food value of milk and its bearing on the food value of products made from milk. Dr. Kimberly observed that the ice cream industry has developed for a century, but only during the last few years has the food value of it been brought out in ice cream advertising, and very feebly at that. Dr. Kimberly's address will be published in full in a later issue.

A VERY instructive and interesting talk on the growing and handling of vanilla beans was given by Robert Rosenbaum of David Michael & Co. of Philadelphia. Moving pictures illustrating methods employed by the native Mexicans in developing the finest quality vanilla beans were shown in connection with this address. A complete report of it will be published later.

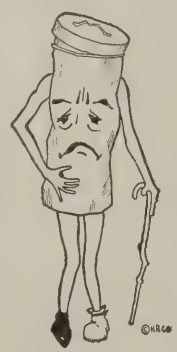
In his address on "Our National Association" Thursday morning, Vernon F. Hovey of Schenectady, president of the national association, outlined briefly the benefits derived by the association of those engaged in industry. He stated, in substance, that the association is the only agency that can successfully promote co-operation. This has been proven true in other industries, and the ice cream industry is no different. Co-operation is brought about largely through contact with each other, and the opportunity thus offered to meet each other at the conventions.

"I do not believe," he said, "that there is any one thing the matter with the ice cream industry more than greed on the part of its members, and this is also true in many other industries. There is always a disposition to get out and get extra gallonage, some part of which is unprofitable. Branch plants are established in localities where there is a present capacity to produce as much as a hundred per cent more ice cream than the people demand. Stepping on toes of competitors has resulted in practices that are not at all profitable. We owe it to ourselves, the public and our stockholders to consider carefully whether proposed expansions will be profitable or unprofitable, and whether they are fully justified.

"Supply men have encouraged the building of new ice cream plants, induced newcomers to enter the business and build factories where the field was already overcrowded. Such practices are excusable when they get their money, for they cannot be criticised for creating all the business they possibly can, but the supply men cannot be excused when they finance the building of an ice cream plant and expect their returns out of the profits that may or may not be created. Supply houses show little judgment when they encourage the building of new plants where they are not needed, and we need a farther sighted vision on the part of the machinery men. The National Association of Ice Cream Manufacturers is working very closely with the Association of Ice Cream Supply Men, and I believe that some influence can be brought to bear, whereby capacity will not be increased in a territory where there is already sufficient capacity to supply demands 100 per cent greater than they are at the present time.

"The national association has done some protective work, part of which was on express rates. A request has been made of the Interstate Commerce Commission to have the billing weight reduced to 100 pounds on five-gallon shipments. The Interstate Commerce Commission sent out inspectors to determine the actual

HOPWOOD
RETINNING CO., INC.



High Quality And Quick Service At The Right Price



Before After

Ship Your Cans To Us For Retinning

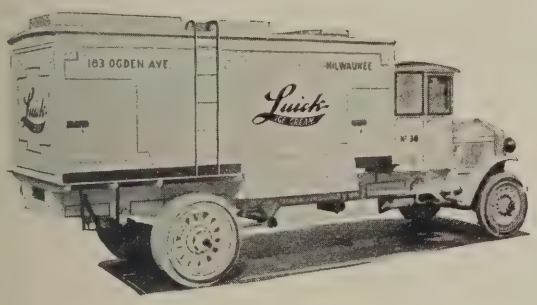
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Fancy Ice Cream Forms
(Imported and Domestic)
Featuring
Washington's Birthday and *St. Valentine's Day*
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Miller Refrigerator Bodies

"We SELL you one—you BUY more"



Using four Millers

RIGIDLY CONSTRUCTED

PROPERLY INSULATED

EFFICIENTLY REFRIGERATED

NO BRINE DRIP

NO INCREASE IN BODY WEIGHT



Using seven Millers

We also build single compartment bodies for iceless routes

THE JOSEPH MILLER COMPANY

507-9-11 Ninth Ave. South
MINNEAPOLIS, MINN.

Manufacturers of Refrigerator Bodies and Ice Cream Storage Cabinets — Using Miller Patented Tanks for Refrigerating.

(WE ARE NOW LOCATED IN OUR NEW FACTORY AT THE ABOVE ADDRESS)

Dependable Refrigeration at low cost

that pays for itself by eliminating the cost of spoilage as well as the ice-bills, to say nothing of the dirt and continuous bother of using ice. Has a capacity of one-quarter ton.

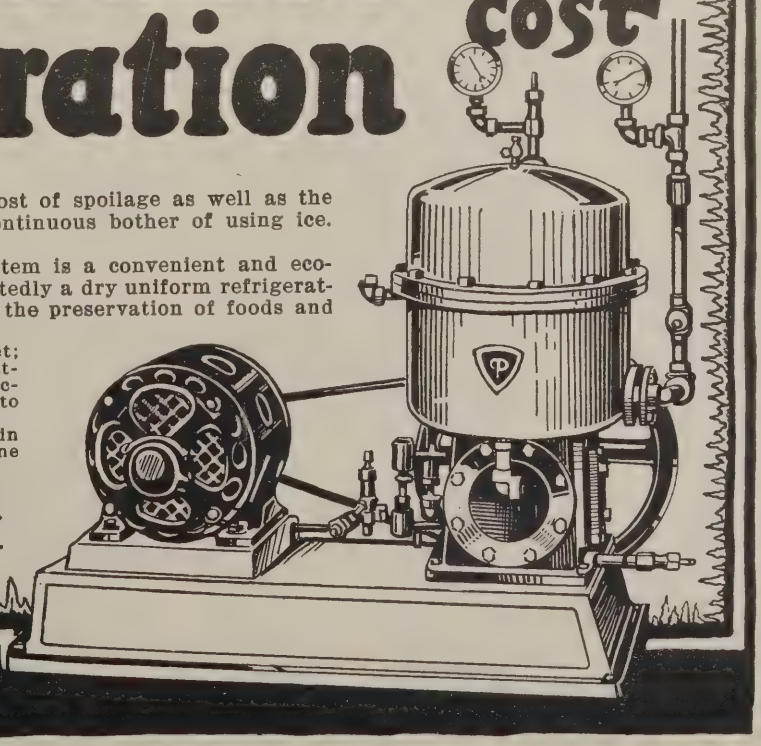
The *CP* Electrical Refrigerating System is a convenient and economical method of producing uninterruptedly a dry uniform refrigerating temperature, which is necessary for the preservation of foods and food flavors.

Connects with your electric light socket; regulates and controls temperature automatically; furnished complete with all the accessories and equipment, ready to connect to ice box or refrigerator.

We have 5,000 refrigeration systems in successful operation and guarantee this one in every respect.

Write for descriptive folder.

THE CREAMERY PACKAGE MFG. COMPANY
61-67 W. Kinzie St. Chicago, Ill.



weight. The association sent questionnaires to members, but so few replies were received that the commission believes the apparent lack of interest on the part of the ice cream manufacturer indicates a reduction is not justified at this time. I believe the reduction would have been obtained if the association had had the support of the members. If service is expected from any association the members must contribute some measure of support. We will have another hearing in the next few weeks, and I believe the members who fail to answer questionnaires are to blame if we are not successful.

"Then there is the ice cream standard as proposed by the joint committee on definitions and standards. A 12 per cent fat standard is wanted because it seems to be a public preference, but it would be a mighty poor policy to fix a minimum standard of 12 per cent, when 75 per cent of the ice cream is made in states having a minimum standard of eight per cent or less. It is a notable fact that the per capita consumption of ice cream in states having an eight per cent standard is 2½ to 4½ gallons, and in states having 12 per cent standard or higher, the per capita consumption is only three-fourths of a gallon. In this standard proposition, we seem to have the opposition of the butter men. They want a high standard for ice cream because they consider the ice cream industry a good outlet for butterfat. Professor MacKay of the American Association of Creamery Butter Manufacturers says, we cannot say that butterfat is not a good, essential ingredient in ice cream. We don't say that. We admit that to a certain degree butterfat is necessary, and I wonder what Prof. MacKay would say to our suggestion that he exclude milk from his children's diet, and give them butter instead.

"I believe the failure of the South to develop the same per capita consumption of ice cream as has been developed in the North is not entirely due to lack of education of a part of the South's population. I believe the warm climate creates a reaction against rich foods. When people go North they want rich foods. It is known that people living in the Arctic regions relish fats and oils. In the South, on the other hand, they are consuming enormous quantities of soft drinks. The hot climate is responsible for the demand for liquid refreshments. I believe the more richness that is put into ice cream in the South, the lower will be the per capita consumption. Practically all of the best nutrition experts in the United States have endorsed an eight per cent standard for ice cream. Professor Fiske of the New York Life Extension Society recently said the health of many business men has been impaired not only by lack of proper exercise, but by the eating of over rich foods.

"As to the proposed weight standard, there is not necessarily any relationship between weight and value. An ice cream high in fat and solids, and with 100 per cent overrun or more, has a higher food value than ice cream with low fat and solids, and less overrun, with a consequent greater weight.

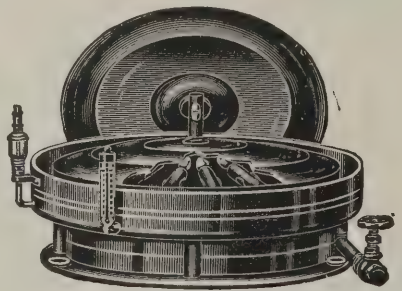
"Although there was so much discussion of the refrigerated cabinet, those in charge of the program at the new Orleans convention believed there must still be some interest in the ice and salt cabinet. We wanted to determine whether or not it is possible that an ice and salt cabinet could be built that would keep ice cream 48 hours. If such a cabinet can be developed, it will effect an enormous saving for the ice cream industry. The saving will not be only in ice and salt, but in the time required for icing, delivery, number of trucks required, efficiency of delivery equipment. We have asked Mr. List of Newark, to conduct an investigation on this, and the results obtained demonstrate there is a difference of 50 per cent or more in the efficiency of cabinets. These cabinet manufacturers know their cabinets are under test, and if we don't accomplish anything more, we do know that those cabinet men are going to make better cabinets.

"One of the speakers at the New Orleans convention said, there is a law against carrying dangerous weapons; there is a law to take care of the fellow guilty of reckless driving, but there is a fellow more dangerous to business than the wielder of the weapon or the reckless driver, whom the law cannot touch. He is the reckless business man, who has no system of accounting, knows nothing of his costs, and apparently cares less. The national association is now trying to formulate a system of accounting that will tell what costs in various departments are, and provide some means for determining what they should be. We want a system that will be



Butyrometer (Test Tube) for Cream

ICE CREAM TEST
BY
"TROY-FUCOMA" METHOD
a new practical, ACCURATE and QUICK method to determine butterfat.
CREAM TESTING
with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.



Centrifuges: STEAM, ELECTRIC, HAND for 2 to 36 Tests
Skimmed--Condensed--Whole Milk
Quick and Accurate results will be obtained with our method.
Other Specialties:
Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.
FUCOMA COMPANY, Inc.
154 Nassau St. *Specialists in Testing Apparatus* NEW YORK
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The Gaulin HOMOGENIZER
Guaranteed 100% more efficient than any other HOMOGENIZER
"Only Gaulin Can Build a Gaulin"
Send for descriptive Literature
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ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

ACME

Custard Flavor *for* Ice Cream

It Costs 1½c to flavor 1 gallon Ice Cream.

To make

FRUIT CUSTARD

Use 2 oz. Custard Flavor and add a *small* quantity of desired fruit to a 40 qt. batch.

PERFECTO

The perfect Ice Cream Power.

It improves and stabilizes Ice Cream and Ices.

We do claim Perfecto will make Delmonico Ice Cream out of Hokey Pokey mix, but we can convince you it will improve any mix.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS

HANOVER, PA.

"VALUE"

The value of a dairy cleaner depends upon the nature and quality of the service it performs.

Creameries, dairies and cheese factories demand the highest degree of safe, wholesome, sanitary cleanliness because the products they handle are the easiest foods to contaminate, and therefore require the most careful handling.

This need for dairy sanitation is being adequately met in thousands of dairy plants by the use of

Wyandotte
Dairyman's
Cleaner and Cleanser

Indian in Circle



In Every Package

a cleaner that for over eighteen years has performed a distinctive service to the dairy industry.

Every day the unvarying quality and dependability of Wyandotte Dairyman's Cleaner and Cleanser is greatly assisting the production of vast quantities of milk products of uniform high quality, and this valuable service is performed at no increase of cleaning cost.

An order on your supply house will bring this service to your use.

It Cleans Clean

The J. B. Ford Company *Sole Manufacturers* Wyandotte, Michigan

simple, yet complete, and which will be as valuable for the small ice cream manufacturer as the large. We want to know what the cost of all the different operations are. In the paper industry, for instance, a system has been developed that is very satisfactory, and the paper people have gone so far as to have an accounting bureau to study cost sheets. When costs in a department appear to be excessive, a study of methods is made and a means for bringing the costs in that department down is devised. The ice cream manufacturer must determine his costs and bring them down to the lowest point to render a greater service to the public. I hope the ice cream manufacturers will take an active interest in the work of the accounting committee of the association.

"As I see the ice cream industry, I do not believe it is making any progress. It is practically at a standstill. I believe if we can teach the public the food value of ice cream, it will eat more of it, and that very little progress will be made toward this end except through the national association. Ice cream men have been guilty of doing the rankest sort of advertising. Food value of milk, the principal constituent of ice cream, seems to be forgotten entirely in ice cream advertising. The consumption of milk has been increased to a great extent by advertising it as a food; it is now commonly known that milk is a good food, and I believe that little progress will be made in the ice cream industry until the public has been told to buy ice cream because it is a good food."

UPON conclusion of Mr. Hovey's address, National Advertising was discussed by K. W. Snell of Malone, who stressed the value of the national slogan, and pledged the support of his company to the campaign. Mr. Gentleman of the Gardner Advertising Company of Chicago, illustrated his talk with samples of the advertising of the citrus growers, walnut growers, pineapple, orange, and the walnut and mahogany associations, and explained what results the ice cream manufacturers might expect from a similar campaign, and why it would be conducted. Members of the advertising committee of the association, Mr. Schwindeler, chairman, and Mr. Kenison, also spoke. Mr. Schwindeler has attended many of the state conventions enlisting the support of their members. Iowa is behind the movement with 80 per cent of the gallonage of that state, and Secretary Crowley has promised 90 per cent before his work is completed. Kansas is 75 per cent for national advertising; Arkansas, 90 per cent; Texas and Oklahoma, 100 per cent.

The electric truck was given an unqualified endorsement in the address of Edward J. Sheridan, in charge of transportation for the Hoefler Ice Cream Co. A resume of his talk will be published elsewhere in this issue.

FOLLOWING Mr. Sheridan, W. A. Dart of the Lake Shore Ice Cream Co., Erie, Pa., spoke as follows, regarding his experience with dry pack shipping containers:

"We have used the jackets for shipping ice cream for six or seven years, possibly eight. We have never used anything else, and we have used these jackets on shipping customers that it takes six or seven hours to arrive at destination. We also use them in town. On interstate shipments there is a 25 per cent allowance on the express. The express on a tub is 115 pounds, and in what is known as the first zone it is 84 cents. That jacket of ice cream, 5 gallons, would go for 44 cents. If you shipped two it would go for 67 cents. If you

AT NO COST TO YOU

A LIBERAL SAMPLE
OF
IMITATION —ATLAS VERTEX— VANILLA
FLAVOR

Enough to flavor 100 GALLONS of ice cream will be sent you absolutely FREE in order that you may have the opportunity to try out this wonderful flavor.

NO STRINGS—NO CATCH—NO OBLIGATION

Just an honest effort to get you to try this perfect flavor
WITHOUT COST TO YOU

TEAR OUT THIS AD AND MAIL TODAY

Name .....
City .....
State .....

H. KOHNSTAMM & CO. INC.
ESTABLISHED 1851
NEW YORK: 83-93 Park Place CHICAGO: 11-13 E. Illinois Street

GLASCOTE



Type "J" Tank

The "Glascote Type 'J' Tank" has proven its worth in all operations as a pasteurizing unit, its proportions, heating efficiency, agitation and dependency has made it an extremely popular piece of equipment especially where 500 gallons or less are to be handled. The modern readily cleansed spray coil and the scientific jacket construction not only insure a most positive cooling operation but present the ideal conditions for holding.

In purchasing Glass Lined Tanks for Pasteurizing, see that the proper spray coil for checking the heat at the fixed temperature you wish for your pasteurizing standard has been incorporated. Without this proper spray coil you cannot arrive at the definite temperature which is essential to keep and preserve your cream line. This is done perfectly in "Glascote Type 'J' Tanks."

THE GLASCOTE COMPANY
EUCLID, OHIO

[WRITE AT ONCE FOR PARTICULARS OF THIS LATEST IMPROVED GLASS LINED PASTEURIZER]

How Are You Doing Your Tying?

Others have found that hand tying always means a big loss of time and money—to say nothing of waste string which Machine Tying Saves.

The "Saxmayer" Bundle Tyer is entirely successful with your kind of work because it is

Simple
Fool Proof
Requires no experience to operate
Ties as fast as any operator can pass the packages across the platform.

Many of the best equipped plants in the country are tying with Saxmayers.

It will cost you nothing to give one a Free Trial —Ten Days—No Obligation.



The National Bundle Tyer Co.
Blissfield, Mich.

shipped three it would go for 97 cents. And in the second zone it is $1.08 for a tub, one jacket 56 cents, two jackets 85 cents and three jackets $1.24. In what is known as the third zone the tub would cost $1.26, one jacket 67 cents, two jackets $1.08 and three jackets $1.58.

The American Express Company have a bulk tariff rate where the more jackets you ship the cheaper the cost per jacket. Of course, that is a big saving to our shipping customers as we do not pay the express.

We have had some difficulty, of course, with the ice cream. In the summer time we bring our hardening rooms down to at least 15 below, and then this last summer we got to wrapping them with paper and shipping. Another good stunt is to turn the can upside down, putting the lid down. Then when they take it out it slips out easier. Whether that saves any shortage or shrinkage I do not know, but we got a little better result that way. I believe we were the first ones to use jackets, and while they have not been used by a great many shippers, this last year they were. We are paying 15 cents for return empties on a jacket and a can. It is 16 cents on a tub. As soon as more of you people use jackets, I believe, we should get to work and reduce this return express.

In regard to the saving of ice and salt on tubs, there is not a tremendous saving, but there has worked in our territory an allowance that some of our competitors are giving, and they are giving too much. So that if you do not start using jackets, do not let your customers work you into giving an allowance, or if you do not make it too big. We have been making an allowance in our territory for a jacket shipment of 25 cents, which is wrong, but we are forced to it.

I might add that we have made a dozen brick caves. We have taken a brick cave and lined it with cork, and then put another brick cave around it and put a cap on that, and are using that some in shipping bricks. You save considerable in that way. They go for about 55 pounds and the bricks arrive in nice shape without salt or brine in them. I know that Montgomery-Washington are putting out a brick cave jacket. That we have not used. We have used our regular round jackets by putting a 16 or 12-quart cave in the jacket and ship the bricks that way. But on the whole, the jackets have worked fine with us and we like them.

Service Charges

By L. M. McGINLEY, Schenectady, N. Y., at Buffalo Convention, Jan. 7, 8, 1925

BUSINESS executives from all sections of the United States will meet in Washington on Jan. 14 and 15 of this year, under the auspices of the United States Chamber of Commerce in a convention to devise plans to cut down distribution costs. These business executives will represent retail, wholesale and manufacturing establishments.

The call to this national conference has resulted from a survey by investigators who have found that nearly 50 per cent of the cost of commodities is traceable to the cost of distribution.

The purpose of this conference will be to discuss methods by which expenses in this field may be reduced. Periods of high prices bring about an insistant demand on the part of the public as to why the cost of articles should be double or even treble between producer and consumer. Some economists estimate that 60 per cent of the energy of mankind is expended in moving goods.

We are all pretty well satisfied with our present policy of operation, up to the point our product leaves the platform, but from there on we seem to develop ills, These ills certainly need correction, if we wish to merit the public's confidence, that we are conducting our business in economical and efficient manner. A consideration of the cost of our product to us at our platform, ready for delivery, and the cost to the consumer, should drive home to our manufacturers the thought that we are asking the public to pay for either our lack of knowledge in the economical fundamentals of efficient operation, or for the lack of sufficient confidence in our convictions to put them in operation.

A charge for service as pertaining to the ice cream manufacturers was once referred to as a fundamental change of policy. After actual observation and experience, the manufacturers of Schenectady are of a very firm opinion that a charge for service similar to the one in operation in Schenectady is fundamentally sound.

A brief synopsis of the service charge to the Schenectady dealers is as follows:

On April 1, 1923, we instituted a charge for service of $1.25 per cabinet hole per week, for the period from April 1 until October 1, and for the other six months a charge of 75 cents per week per cabinet hole. At the time the service charge was introduced we lowered the price of ice cream to the dealer twenty cents per gallon. From its inception we have not in any way changed the original plan.

There are, of course, many important factors which any progressive manufacturer should consider very carefully before making any changes and with that



Write for complete list of standard molds and prices

Telling's Idea for Brick Ice Cream

A different brick each week in the year. Choose some design and see the results. Something new is the life of business. If you have an idea, send it in and we will advise whether mold is practical. Sherbets and water ices used as a Center are always appreciated and save butter fat.

C. B. TELLING 10325 EMPIRE AVENUE **Cleveland, Ohio**



PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Early Preparation

for the

1925 Cone Season

Will, on account of high costs of raw materials, save both yourselves and your dealers money.

Havacone

REG. U. S. PAT. OFFICE

The purity and better taste of Havacones brings out the full quality of your ice cream.

Preserve the Prestige of your Quality Product.

Get our 1925 quotations on your requirements NOW

Cone Co. of America

CHICAGO - 6001-33 So. Western Ave.
NEW YORK - - Long Island City

Havacones are made under the most sanitary conditions.

They are absolutely pure.

—CONTAIN—

No Animal Fat.
No Binder.
No Preservative.
No Coloring Matter.
Baked to their own color.

SOLVED!

The Pioneer Manufacturers of ICE CREAM CABINETS Now Present the Solution of Your Most Trying Problem

"TRAY-PACK"

The 100% DRY-PACK Cabinet

(PATENT PENDING)



TRAY-PACK with its absolutely new and exclusive system of packing marks the greatest advance that has ever been made in ice cream cabinet construction.

TRAY-PACK eliminates the big objection to ALL other iced cabinets — the disagreeable mess and clutter of packing. With TRAY-PACK all packing is done at the delivery truck in the street. Even the brine is disposed of away from the fountain. TRAY-PACK does away with the old troublesome faucet. THINK WHAT THIS FEATURE will mean to your trade.

But that isn't all! READ THIS: BY ACTUAL TESTS made with standard recording instruments and covering a long

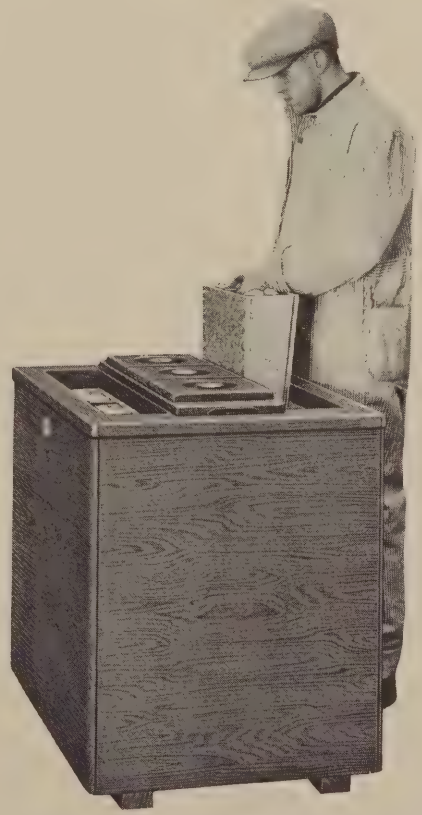




PRICES REASONABLE

period, TRAY-PACK conclusively demonstrated its improved refrigerating qualities. TRAY-PACK maintains uniform consistency of ice cream (whether can is full or one-quarter full) WITH LESS ICE than any other cabinet made.

In all other details of construction these cabinets are up to the high standards of quality which for over a quarter of a century have made Grand Rapids Ice Cream Cabinets leaders in the field.



WRITE FOR FULL PARTICULARS

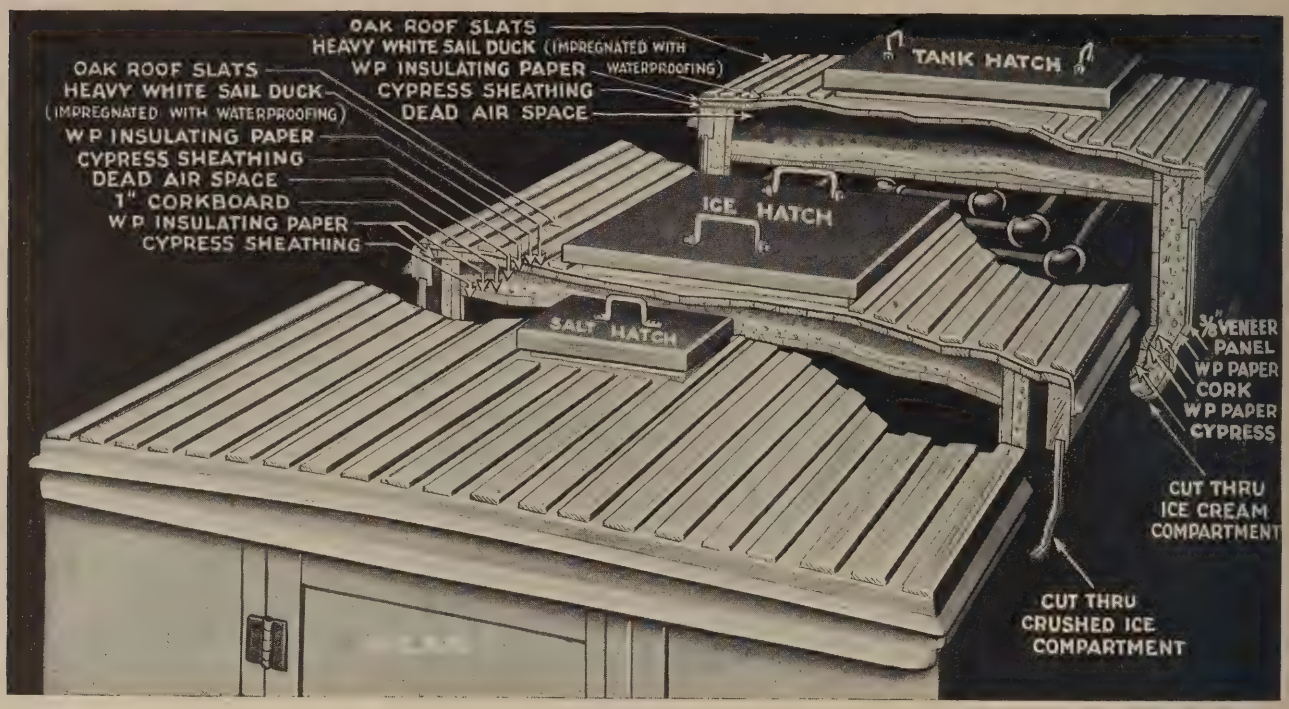
Grand Rapids Cabinet Co.
55-59 Alabama Avenue, N. W.
GRAND RAPIDS, MICH.

World's Largest Manufacturers of Ice Cream Cabinets

USE THIS HANDY COUPON

Gentlemen:
Send me at once complete descriptive literature and prices on your new TRAY-PACK Cabinet.

Name .....
St. Address .....
City ..... *State* .....



Pay-load protection—

from a roof sun-heat can't penetrate

Your entire pay-load stays at the exact temperature desired under the superb roof of an ABC Refrigerator Truck Body. Blistering summer heat can't slip past that splendidly insulated protector—even in a driving rainstorm, not a drop of water can get thru. Moisture-proof, plug-type hatches fit snug and tight, and are insulated to give the same positive protection as the roof itself.

This means perfect refrigeration regardless of outside temperature or weather conditions. It means that the added weight of a water-soaked body is eliminated. It means that delivery costs are cut to the lowest possible level—*and kept there!*

Every part of the ABC Body matches the excellence of its roof. All the good, cold brine is retained in a seamless brine tank and circulated over and over again. Brine drip, the cause of rust on truck chassis, is eliminated, and the useful life of the chassis itself prolonged. This seamless brine tank is an exclusive ABC feature.

ABC Refrigerator Truck Bodies are adaptable to any type or size truck from 1-ton to 7-ton capacity.

Write for complete details and prices.

Paul W. and Guy F. Minnick
Eastern Sales Representatives
280 Madison Ave.
New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Bldg.
Los Angeles, Cal.
458 Natoma Street
San Francisco, Cal.
617 Pioneer Bldg.
Seattle, Wash.
216 U. S. Nat'l Bank Bldg.
Portland, Ore.

ABC Refrigerator Motor Truck Bodies and Wagons

ANHEUSER-BUSCH, *Builders,* ST. LOUIS, U. S. A.

MODERN PLANT COMPLETED IN ST. LOUIS.

The new ice cream plant of the City Dairies Co., 4200 Laclede Avenue, has been completed. The building, which cost $100,000, is constructed of reinforced concrete and is located on a lot 100 by 100 feet. It is two stories high. Hellmuth & Hellmuth, architects, designed the building which was erected by the Gamble Construction Co.

The capacity of the plant is 2,000,000 gallons of ice cream yearly. The hardening room capacity is 18,500 gallons. There is 19,000 feet of ammonia expansion coils in the hardening room. The salt bin in the building has a capacity of four carloads.

The new plant is one of seven operated by the City Dairies Co. Other plants are located in Ohio and Indiana. The first factory was opened five years ago.

A garage which adjoins the main building has a frontage of 90 by 60 feet. W. L. Jones of Fort Wayne, Ind., is president of the company, J. M. Antrim of Indianapolis, vice-president, and P. Holly of St. Louis, secretary-treasurer.

BREYER ICE CREAM CO. PLANNING ANOTHER MAMMOTH STRUCTURE.

When the Breyer Ice Cream Co. completed its splendid new plant in Philadelphia early in 1924, thereby tripling its production capacity in that city, it was believed at that time that this plant would be sufficient properly to care for the requirements of all the distribution stations for many years to come. Now comes announcement of that company's plans to erect another model plant in New York better to serve its customers in that section. The company's steady increase in business in the state of New York pointed out the advisability of establishing a third large plant. The Breyer Ice Cream Co., one of the biggest producers of ice cream in the world, has purchased the newly-constructed four-story concrete building on Queens Boulevard and Moore St., Long Island City, N. Y., from the Ridley Candy Co., and has also purchased the plot of land adjacent to the new building, thus acquiring ownership of the entire block. On this plot will be constructed a mammoth plant to give additional manufacturing facilities to the Breyer company, it is reported.

The Breyer Ice Cream Co. operates two plants in Philadelphia, having sales and service stations in main centers reaching from New York to Washington, D. C., and reports have it that the company serves the people of seven states with its product.

You'll make better ice cream if you subscribe for "The Ice Cream Review." It is a standard authority.



Partial View of Handsome New Plant of N. D. Brookshire, Meridian, Miss.



There's No Argument About It

Practical use has proved that DREW'S Egg Yolk makes better ice cream and increases demand. Your gallonage will prove it—Your profits convince you of its continued use.

CERTIFIED Egg Yolk sold in original CERTIFIED Cases

JAMES F. DREW & CO.

320 Broadway **New York City**

Let the good judgment of some of America's largest ice cream manufacturers guide you. Write for particulars today.

SERVICE CHARGES.

(Continued from page 100)

thought in mind I asked the other manufacturers of Schenectady the following questions and from their answers find that their opinions and experiences were identical with ours.

Let us consider just what effect the service charge has had upon:

First, the Consumption of Ice Cream. We find that the service charge has had no apparent effect upon the consumption of ice cream, and we believe that the sale of ice cream would have been neither more nor less had there been no service charge in effect.

Second, Elimination of Dealers. Placing a product as convenient as possible before the consuming public certainly has had a great deal to do with the increase in the amount of our sales during the past few years, and we should feel satisfied with a policy that places our product convenient for nearly every purchaser. But when we find two or three dealers convenient to every purchaser then we must admit we have developed an ill that certainly needs correction. Any one of you can recall when there was but one dealer in a certain territory and today, in the same territory, we find four or five dealers. But when you analyze your sales for that particular territory you will find your sales have not increased proportionately with the number of new dealers. We find that the service charge has had the effect of limiting the new dealers so that the proportion of sales to the increase in dealers has been kept rational and economical. The service charge has never failed to give us as complete a distribution as we desire.

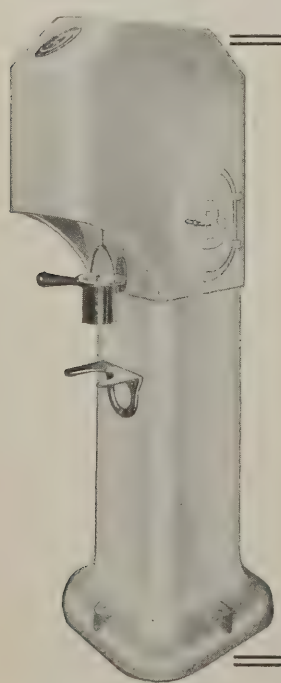
Third, Cabinet Space. When we curtail cabinet space we eliminate ice, salt, cabinets and time for packing, which means that a driver will be able to take care of more customers during a specified time. Our experience, based upon record, shows we have enjoyed a saving in cabinet space of 30 to 40 per cent. From a standpoint of economical operation this factor of saving is of great importance, and the elimination of cabinet space in our dealer's store has resulted in what we believe is a more favorable condition, namely, that we are selling more ice cream per cabinet hole, which assures our product of reaching the consumer in a fresher and more favorable condition, thereby holding its original flavor, than we can expect when our product is permitted to stay in the cabinet for a long time because a dealer is handling more flavors than he should. Let us disregard all other advantages of a service charge. The sole fact that we are obtaining a quick turn-over of our product in the cabinet holes is giving us a very satisfactory method in merchandising ice cream properly. Another very great advantage of a service charge is that the dealer does not add extra flavors earlier in the spring than is desirable, and it has a very decided effect upon his reducing cabinet space in the fall.

I have here a chart (see table below) showing number of cabinet holes serviced by our company, on one route, on June 1, 1922, before a service charge of 75 cents per cabinet hole was introduced, and the number of holes used in 1923, after the service charge was effective. You will note a reduction in nearly every case, and some that were not profitable were discontinued entirely. Although the total number of holes serviced was reduced from 140 to 90, and the number of stops reduced from 38 to 31, a greater amount of ice cream was sold on this route in 1923 than in 1922. This route is not cited because it is exceptional in any way. It is just an average route picked at random.

Cabinet Space History for 1923.

No. of customers	No. of cabinet holes packed 1922	1923	
1	3	2	Reduced to one hole November 1.
2	4	.	.....
3	5	3	Continued with 3 holes during the year.
4	5	4	Reduced to 3 holes Oct. 13; reduced to 2 holes Oct. 20; reduced to 1 hole Oct. 27.
5	3	2	Reduced to 1 hole Sept. 1; discontinued Oct. 13.
6	3	.	.....
7	3	3	Continued with 3 holes the year round.
8	3	.	.....
9	3	2	Continued with 3 holes during the year.
10	3	2	Continued with 2 holes during the year.
11	5	3	Continued with 3 holes during the year.
12	3	3	Reduced to 2 holes June 23.
13	3	3	Increased to 4 holes June 9; reduced to 3 holes Sept. 4; reduced to 2 holes Oct. 27.
14	4	4	Reduced to 3 holes Oct. 27.
15	8	5	Reduced to 4 holes Oct. 13; reduced to 3 holes Nov. 23.
16	7	5	Reduced to 3 holes Oct. 4.
17	6	5	Reduced to 4 holes June 23; reduced to 3 holes Oct. 29.

(Continued on page 108)



Sommers Ice Cream Over-run Tester

Simple in Construction—Quick Acting and Accurate

SMOOTH, SIMPLE CUP IS USED.

No loose weights or adjustment on Cup necessary.

Adjustments for variation in specific gravity of the mix are easily made on the Tester itself.

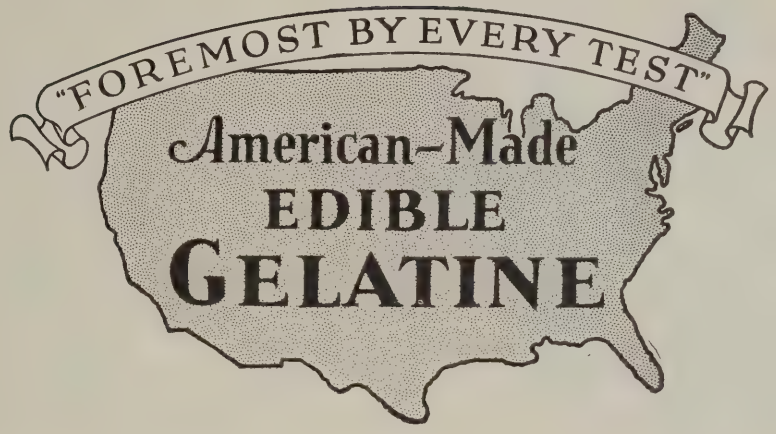
The Cup hanger is easily accessible.

The reading is always made at one place, right under your eye as you stand in front of the Tester and tilt your head slightly forward.

Write for Descriptive Literature and Price

MANUFACTURED BY

Damrow Brothers Company, Fond du Lac, Wis.



Something to Remember

THE pure food laws of the United States are more exacting than those of any other country in the world.

American-made edible gelatine surpasses in cleanliness, purity and quality, the highest standards of the U. S. Government and the U. S. Pharmacoepia.

Now that the stabilizing and health values of our edible gelatine in ice cream and confectionery have been fully established by scientific authorities, the above facts should be remembered by all gelatine users who are proud of their product.

"Foremost by Every Test"

ATLANTIC GELATINE CO.
Boston, Mass.

CRYSTAL GELATINE CO.
Boston, Mass.

JAS. CHALMERS & SONS
Williamsville, N. Y.

ESSEX GELATINE CO.
Boston, Mass.

KIND & KNOX GELATINE CO.
Camden, N. J.

MILLIGAN & HIGGINS GELATINE CO.
N. Y., N. Y.

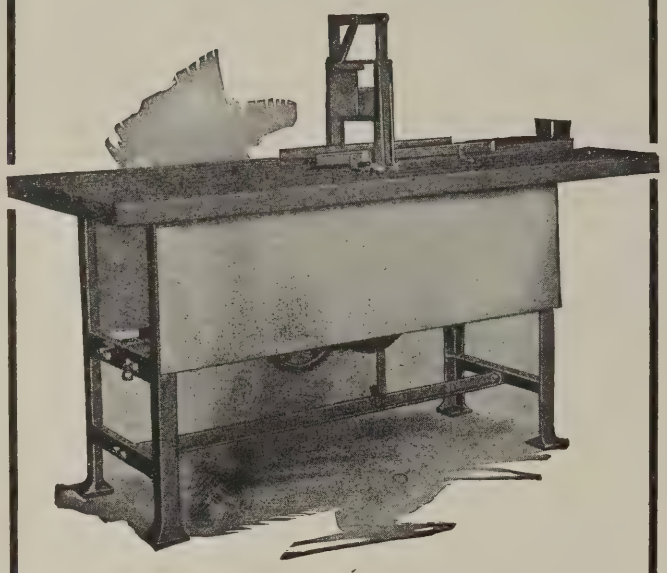
SWIFT & CO.
Chicago, Ill.

UNITED CHEMICAL & ORGANIC PROD. CO.
Chicago, Ill.

UNITED STATES GELATINE CO.
Milwaukee, Wis.

J. O. WHITTEN CO.
Winchester, Mass.

Edible Gelatine Manufacturers' Research Society of America, Inc.



The New Era
Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten days' trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.
Columbus, Ohio
Cleveland, Ohio
Cincinnati, Ohio ..... **John W. Ladd Co.**

Philadelphia, Pa.
Baltimore, Md.
Pittsburgh, Pa.
New York City
Syracuse, N. Y. ..... **Cherry-Bassett-Winner Co.**

Cedar Rapids, Ia.
St. Paul, Minn. ..... **J. G. Cherry Co.**

Chicago, Ill.
St. Paul, Minn. ..... **A. H. Barber-Goodhue Co.**

San Francisco, Cal. ..... **Geo. W. Prising Co.**
Salt Lake City, Utah. ..... **Cannon Supply Co.**
Louisville, Ky. ..... **Standard Milk Machinery Co.**
Boston, Mass. ..... **Wright-Ziegler Co.**

The New Era Co.
146 MERRITT STREET
Oshkosh, WIS.

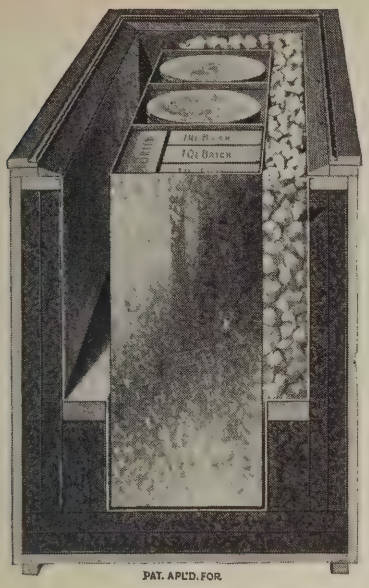
18	6	6	Reduced to 4 holes June 23; reduced to 3 holes Oct. 29.
19	3	.	.....
20	5	4	Reduced to 3 holes Sept. 20.
21	3	.	.....
22	3	.	.....
23	3	3	Reduced to 2 holes June 29; discontinued July 21.
24	7	2	Reduced to 1 hole Oct. 1.
25	2	.	.....
26	2	1	Discontinued Sept. 1.
27	2	2	Reduced to 1 hole June 9; discontinued Sept. 15.
28	3	3	Reduced to 2 holes June 9; discontinued Sept. 15.
29	3	.	.....
30	2	1	Discontinued October 2.
31	2	2	Discontinued August 4.
32	2	2	Discontinued August 25.
33	4	4	Reduced to 2 holes Sept. 1; reduced to 1 hole Oct. 1.
34	4	3	Reduced to 2 holes Sept. 1; discontinued Oct. 20.
35	3	2	Reduced to 1 hole Sept. 1; discontinued Sept. 30.
36	3	2	Reduced to 1 hole Sept. 8; discontinued Sept. 29.
37	4	3	Reduced to 2 holes Nov. 16.
38	3	2	Reduced to 1 hole Sept. 8; discontinued Sept. 29.
Total,	140	90	

Total number of customers served June 1, 1922, before packing service was introduced 38
Number of cabinet holes 140
Total number of customers served June 1, 1923, after packing service was introduced 31
Number of cabinet holes 90
Decrease in number of customers served 7
Decrease in number of cabinet holes ..... 50, or 35%

Fourthly, On the Attitude of Dealers. Many manufacturers, including those who consider themselves progressive, have ignored as far as possible the attitude of the dealers and consumers. I believe we shall increase our sales constantly in proportion as we do our utmost to gain the good will of our dealers by helping them solve their problems. With a service charge we have been able to show the larger and worth-while dealers where they can save money. Of course our smaller dealers have not tendered us any rising vote of thanks because of the service charge. But you will find that any dealer will show consideration for the wants of his customers. The small dealer cannot say he is being discriminated against, because our larger dealers pay exactly the same base price and the same service charge per cabinet hole as our small dealers.

Lastly, On Special Delivery. It would not be unusual if such a change of policy possessed some unattractive factors and we have learned from past experience that the service charge has increased our special delivery. But the more recent experienc of our particular company has shown that this condition can be reduced to a minimum. We have found that by doing a great deal of missionary work among our customers and by showing to them in a frank manner that special delivery is an uneconomical operation, and that, if not curtailed, would result in an extra charge for special delivery, we have secured the co-operation of our dealers so that special deliveries are of minor importance with us. We have also instructed our drivers to leave ice cream packed in tubs, whenever it will be needed within a few hours. This increased special delivery is due to the fact that the service charge has encouraged many of our dealers to get along with less cabinet space than they really require.

In making a charge for service I would recommend that it be based upon a weekly charge, and not upon a



Test one

alongside any other cabinet and you will adopt them for regular use.

STOUT

Brine Well Cabinet

It bridges the serious problem between the costly ice and salt system of ordinary cabinets and the tremendous investment required to do away with them completely.

It Saves Money—Uses 30 to 50 percent Less Ice and Salt—carry that much more "cream" in your trucks.

It holds the proper temperature, evenly.

No brine comes in contact with the cans.

No sloppy dripping when removing them.

Holds either Bulk or Brick without changes.

Insulated with three to six inches cork board alternating with three layers of heavy asphaltum paper.

Here's How One Manufacturer Feels About them:

"When we adopt this cabinet exclusively, which we intend doing,we will be able to reduce our load cost materially."

Let Us Tell You All About Them.

STOUT MFG. CO., 610 Sycamore St., Milwaukee, Wis.

daily charge, because with a daily charge there is more or less friction and dissatisfaction when you ask a dealer to pay for service on a day he happens to be closed. It will serve your interests better to have a service charge less than your service costs, because a lower service charge will be more serviceable than a higher service charge if you, as manufacturers, intend to pass along a reduction of price that is any way consistent with a service charge you intend making. You cannot, and should not, expect the enthusiasm and co-operation of your dealers without an adjustment in price fair to them. In arriving at a proper base charge, do so with the utmost thought and consideration, as a proper base price is of the most importance.

The reason for a service charge of $1.25 per cabinet hole, per week, in the summer months and 75 cents per cabinet hole in the winter months is obvious when you consider that about 75 per cent of your business is done between April 1st and October 1st. And, of course, your ice consumption per cabinet hole is much less during the winter months and it would seem that a small service charge during the winter months might retain business when your distribution is none too great.

A charge for service has been tried out in other localities and, I believe, in most cases with little success, due, perhaps, to the fact that the proper fundamentals were never considered and that there may have been lacking the proper co-operation of all manufacturers. In some sections there has been an attempt to charge a certain sum, usually $1.00 per week, for service, regardless of the number of cabinet holes packed, when the dealers take less than a certain number of gallons per week. Under this arrangement the average deoler is not asked to pay for service rendered and the charge is the same whether little or much service is demanded. Where there is no reduction in the price of ice cream the smaller dealer will resent any such charge because he feels he is being discriminated against and, realizing that he is paying for service, he will demand more service than ever before, and because the service charge is so small it is negligible in the amount of money collected. There is nothing to commend the adoption of such a policy because a manufacturer is placing himself in a position that will bring forth a great deal of criticism by the dealer and a manufacturer cannot truthfully defend himself.

I remember one time the manufacturers of ice cream in a large city in this state were considering the adoption of a service charge. A representative delegation of these manufacturers called upon Mr. Hoovey of the International Ice Cream Company for his theory of a charge for service similar to ours. Following their interview with Mr. Hovey they sought out our dealers' opinion of such a charge. They interviewed our dealers at a time after the service charge had been in operation about three or four months and had not sufficient time to show the average dealer its real advantage. The delegation returned to its native city firmly of the opinion that, theoretically, the service charge was perhaps correct, but from a practical point of view it was unworkable, because of the attitude of our customers at that time. Generally speaking, it is a known fact and particularly among the medical profession, that castor oil is beneficial to the health of a child. However, I have yet to see any testimonials signed by children put forth by any castor oil companies. It has been neither my intention nor my desire to sell anyone the idea of a service charge, but merely to present thoughts, experiences and observations of others and myself. Our thoughts must always be to give the consuming public the biggest possible value for its money. This means the elimination of unnecessary service, the performance of necessary service in an efficient manner and the making of the best ice cream we know how to make.

As for showing a dealer whereby he may effect a saving by a service charge, let us consider the following:

Assuming a dealer selling 40 gallons of ice cream a week requires 3 holes of cabinet space.

Without a service charge: 40 gals. at $1.35 per gal. . . $54.00
With a service charge: 40 gals. at $1.15 . . . . . $46.00
3 holes $1.25 . . . . . 3.75
$49.75

Saving passed on to dealer, 11 cents per gallon.

Assuming a dealer selling 20 gallons of ice cream a week requires 2 cabinet holes.

Without a service charge: 20 gals. at $1.35 per gal. . . $27.00
With a service charge: 20 gals. at $1.15 . . . . . $23.00
2 holes $1.25 . . . . . 2.50
$25.50

Saving passed on to dealer, 7½ cents per gallon.

Assuming that a dealer in the winter sells 15 gallons of ice cream a week, requires 2 cabinet holes.

Without service charge: 15 gals. at $1.35 per gal. . . . $20.25
With a service charge: 15 gals. at $1.15 . . . . . $17.25
2 holes at 75c 1.50
$18.75

Saving passed on to dealer, 10 cents per gallon.

The afternoon session for members followed. This was given over to committee reports, discussions and election of officers. Thus closed one of the most instructive and helpful conventions held by the Association of Ice Cream Manufacturers of New York State.

Order

PRINTED TIN-FOIL
WRAPPERS
AND
GLASSINE
BAGS

for CHOCOLATE COATED BARS

WRAPPERS and BAGS for
IMMEDIATE DELIVERY

Eastern Paper and Box Co.

"The Paper and Box House for Ice Cream Men"

46 Portland St. **Boston, Mass.**

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad for you and insert it in the next issue of "The Ice Cream Review." Then you can stay at home and wait for results. You'll soon have your hands full.

at last—a successful Chocolate Malted Milk ICE CREAM

with a distinctive malted milk flavor never before achieved

Increase your sales by offering a new and distinctive frozen dainty—something new and attractive to develop fresh interest. Malted Milk Ice Cream had been tried without success until a formula was made with THOMPSON'S Entirely Soluble Malted Milk (double malted).

By the use of Thompson's in the manufacture of ice cream, the distinctive malt flavor and aroma was at last achieved and Malted Milk Ice Cream has become a commercial success.

Thompson's MALTED MILK "DOUBLE MALTED" REG U.S. PAT. OFF.

The Windsor Farm Dairy Company of Denver says—"We have received the Malted Milk and are well pleased with same. Please ship 8 25-pound tins." Malted Milk Ice Cream has made a hit with their dealers and customers.

Others are cashing in on the new special. Be the first to come out with it in your territory. If you want some interesting dope on this "Special" write to

THOMPSON'S MALTED FOOD CO.
Waukesha, Wisconsin

Miller Miller

THE
H·H·MILLER INDUSTRIES CO.
CANTON, OHIO.

MANUFACTURERS OF.....

THE MILLER BRINE
ICE CREAM FREEZERS
MILLER PASTEURIZERS
MILLER HEATERS AND HOLDERS
MILLER CENTRIFUGAL PUMPS
INTERNATIONAL SANITARY PIPE, FITTINGS, ETC.

ALSO MANUFACTURERS OF.....

CHILLY KING COOLERS
SKIDD MILK HEATERS
SKIDD ROTARY BOTTLE FILLERS AND CAPPERS

CATALOGUE ON APPLICATION.

FORTUNE PRODUCTS TRADE MARK

FORTUNE'S THINFLOW

for

Coating Eskimo Pies and all chocolate covered ice-cream bars.

The largest selling chocolate coating for ice-cream dipping on the market.

If you are not a Thinflo user let us make you a trial shipment, and see the difference.

In 100-lb. cases and 250-lb. barrels, (broken).

Fortune Products Co.
416-22 S. Desplaines St. CHICAGO

STOUT

Schroeder—Perfection Cabinets

for 1925 are now ready. Check over your stock and send us your requirements early.



★ ★ ★

"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. MILWAUKEE, WIS.

PHILADELPHIA CONCERN TO COVER WIDE TERRITORY.

The United States Dairy Products Corporation, Philadelphia, recently announced the purchase of the Burdan Bros. & Co. of Pottstown, Pa. The sale price was said to be nearly $1,500,000. The company manufactures and distributes ice cream throughout Pottstown, Harrisburg, Lebanon, Reading, etc., in Pennsylvania, and in Wilmington, Del.

C. C. Burdan, who has been in charge of the Burdan company, will continue as a director and will be in charge of the ice cream department of the corporation, which will consist of the Burdan property just acquired. and the Colonial Ice Cream Co. of Philadelphia, was also acquired by the United States Dairy Products Corporation a short time ago. The combined capacity of the two companies runs into enormous figures.

The United States Dairy Products Corp. owns the Scott-Powell Dairies, Inc., the Gloucester Sanitary Milk Co., and other properties which are now combined under one operating head and supervised by Harry W. Scott. The milk department distributes to Philadelphia and suburbs, and in Candon, Gloucester, Collingswood, Audubon, and other cities in Philadelphia as well as New Jersey. Its distribution also covers a large number of hotels, restaurants and hospitals in Philadelphia.

THE GUEST OF HONOR.

Those fellows on the Pacific Coast are always doing things differently. This is just another way of saying that they are very original when it comes to working up for a dairy function.



At the Pacific Slope Dairy Show they pulled off a banquet as one of the outstanding social features of the big doings. Now a banquet is a banquet most times and men who have been charged with the job of arranging for them have a mighty hard job to make one banquet different from all the rest.

So what did that bunch of Westerners do? They just invited the foundation of the whole dairy business to come and sit with them at the banquet table as guest of honor. Mrs. Helm Veeman Woodcrest, whose latest photo accompanies this brief story, marched into the big banquet hall as one of the late arrvials and took her place on the stage to the blare of many trumpets and the cheers of over 700 assembled delegates. She was escorted by a couple of winsome lassies, posing as dairymaids, and she bore her honors without blushing.

In fact a returned pilgrim assures us that Mrs. Woodcrest seemed to be expecting the plaudits that came her way and was very much at home as the guest of honor at the big banquet.

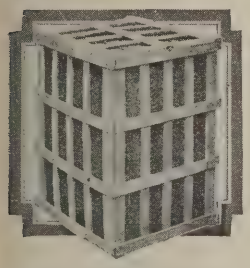
The barreling of peaches for use in making ice cream was advised by Dr. J. S. Caldwell, physicologist, in the bureau of plant industry of the department of agriculture, at a meeting held in Macon, Ga., under the auspices of the Georgia Peach Growers' Exchange and the Macon Chamber of Commerce.



A Chinese Tomb



You inspect the *inside* of every sheet of **NOVOID Corkboard**



Every sheet 12″x36″
All material crated—No breakage

The **second** of a series; read it and watch for the next!

No "Hidden Secrets" in NOVOID!

Recognizing that "green-centers" (the under-baked center of a sheet of corkboard) — so disastrous to any insulation job **only** after the corkboard has been erected and in service for some time — CANNOT BE DETECTED BY INSPECTION when the corkboards are made in 12″x36″ molds, and that it is virtually impossible to regulate the baking process so that **all** "green-centers" are avoided, it is obvious that the usual factory inspection is insufficient to guarantee **every** corkboard of UNIFORM HIGH QUALITY.

In a word, there is no stable bond between the cork particles in an underbaked or "green" sheet; and if moisture enters the imperfect sheet, as it surely will under cold storage temperatures, disintegration will follow. To overcome this weakness in manufacturing process, it is necessary to bake in double-width molds and split the corkboard sheets in half so that these "culls" may be discarded.

NOVOID CORKBOARD, manufactured in conformity with this principle—one of six basic principles followed by Manufacturas de Corcho, S. A., at their modern plants in Spain, home of cork—is justly entitled to be known as a UNIFORM HIGH QUALITY insulation, absolutely dependable in **actual** service. Manufactured 24½″x36½″, SPLIT and finished full standard 12″x36″ in 1″, 1½″, 2″, 3″ and 4″ thicknesses. NO OTHER CORKBOARD is made in this way, with consequent **complete** protection to user against dangerous and costly "green-centers."

Furthermore, proper processing eliminates all voids between particles and confines the "dead-air" entirely to the hermetically sealed microscopic air cells contained in the cork bark itself. The elimination of these "air-ways" offers still another barrier against the ever present destructive forces encountered in cold storage work, and makes Novoid Corkboard the first choice of discriminating buyers.

CORK IMPORT CORPORATION

Junius H. Stone, General Sales Manager

345-349 West 40th St. NEW YORK CITY

BOSTON NEW YORK BUFFALO PHILADELPHIA ATLANTA ST. LOUIS CHICAGO

Distributors in principal cities and localities of the U. S. Jobbers everywhere

You *pay* for GOOD INSULATION, why not get NOVOID

CORKBOARD and CORK COVERING also STONEWALL FINISH and ENAMELS

TRADE MARK MANUFACTURAS DE CORCHO S.A.

Palamos
Palafrugell
Barcelona
SPAIN

CERELOSE

CERELOSE is a pure white refined corn sugar which has been found to be of advantage to ice cream manufacturers for use in conjunction with cane sugar in the proportion of 25 to 50% Cerelose instead of 100% cane sugar, for the following reasons:

1.—Cerelose emphasizes the richness of the butter fat with the result that Cerelose develops the natural flavor of ice cream.

2.—Cerelose produces a smoother cream.

3.—Cerelose is the new solid builder for ice cream because it improves the body and texture. It will not crystallize nor form sandy cream.

4.—Ice cream made with Cerelose is more digestible than when made entirely with cane sugar because Cerelose is a dextrose sugar being directly assimilated by the blood, therefore, more ice cream may be consumed, particularly by infants and invalids.

5.—Cerelose is approximately 25% cheaper in price than cane sugar.

Cerelose should be used in the same manner as cane sugar, the amount depending upon the type of cream desired. 25 to 50% is recommended.

CORN PRODUCTS REFINING COMPANY
17 Battery Place New York City

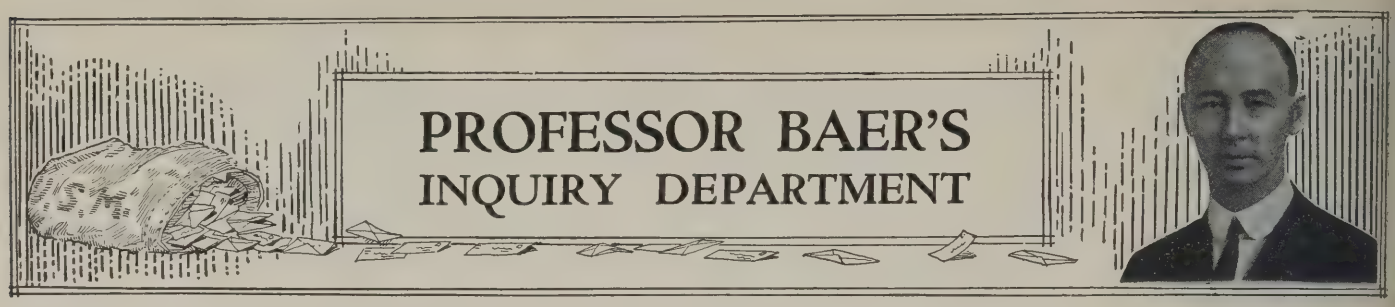
CORN
PRODUCTS
REFINING CO.
17 Battery Place
New York City

WE accept your offer to send us FREE ten pounds of Cerelose to try out in our plant. This puts us under no obligation to your Company.

Yours truly,

Name .....

Address .....



Replies to Inquiries

Dear Sir:—Will you please publish in your next issue the percentage of butterfat contained in the formulas written below? Also let me know if table two is correct. If not, please inform me how I can remedy this.

Table 1.

10 gallons of cream, 40 per cent.
10 gallons condensed milk.
10 gallons sweet milk.
24 ounces gelatine.
42 pounds sugar.

Table 2.

5 gallons cream, 40 per cent.
10 gallons condensed milk (whole).
10 gallons sweet milk.
20 ounces gelatine.
35 pounds sugar.

Trusting you will give me an immediate reply and thanking you in advance for the information desired.

—J. E. J.

Reply: You will find the calculations of your two formulas given below in table one and table two:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
10 gal. or 80.00 lbs. 40% cream	32.00	4.28	36.28
10 gal. or 92.00 lbs. cond. 8%	7.38	16.56	23.94
10 gal. or 86.00 lbs. 4% milk	3.44	7.35	10.79
42.00 lbs. sugar	.....	.....	39.90
1.50 lbs. gelatine	.....	.....	1.42
301.50 lbs. mix	42.82	28.19	112.33
Per cent	14.20	9.01	37.30
Per cent sugar	14.00		

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
5 gal. or 40.00 lbs. 40% cream	16.00	2.14	18.14
10 gal. or 92.00 lbs. cond. 8%	7.38	16.56	23.94
86.00 lbs. milk 4%	3.44	7.35	10.79
35.00 lbs. sugar	.....	.....	33.25
1.25 lbs. gelatine	.....	.....	1.12
254.25 lbs. mix	26.82	26.05	87.24
Per cent	10.60	10.20	34.30
Per cent sugar	13.80		

You will notice that there is considerable difference in the composition of these two formulas, one of them testing 14 per cent butterfat and 37 per cent total solids, and the other 10.5 per cent butterfat, a little higher milk serum solids and 34 per cent total solids. Your number two formula is very well balanced for a 10 per cent butterfat ice cream and you should get good results using formula number two.

You stated in your letter you wanted to know whether number two was correct. I do not understand just what information you want about this formula, except as stated above.

* * *

Reply to A. R.: I have your letter which apparently seems to indicate that you are having considerable trouble in getting a satisfactory ice cream and also a satisfactory overrun. I have analyzed your three mixes and you will find this analysis given below in tables one, two and three:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
63.00 lbs. sugar	.....	.....	59.850
2.50 lbs. gelatine	.....	.....	2.375
18.00 lbs. skim powder	.....	17.10	17.10
40.5 lbs. butter	34.02	.....	34.02
326.00 lbs. 3% milk	9.78	28.13	37.91
450.00 lbs. mix	43.80	45.23	151.255
Per cent sugar	14.00		
Per cent gelatine	.55		
Per cent	9.73	10.00	33.60

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
56.00 lbs. sugar	.....	.....	53.20
3.00 lbs. gelatine	.....	.....	2.85
16.00 lbs. skim powder	.....	15.20	15.20
36.00 lbs. butter	.....	30.24	30.24
286.00 lbs. 3% milk	8.58	24.66	33.24
4.00 lbs. water	.....	.....	.....
400.00 lbs. mix	38.82	39.86	134.73
Per cent	9.7	9.96	33.68
Per cent sugar	14.00		
Per cent gelatine	.75		

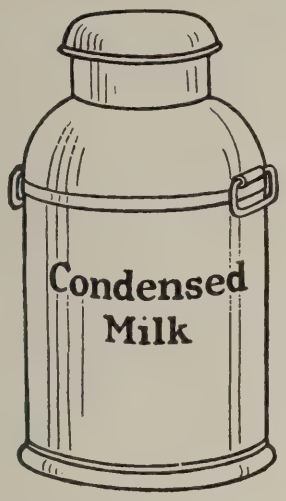
Table 3.

Ingredients	Fat	Serum Sol.	Total Sol.
42.00 lbs. sugar	.....	.....	39.90
2.25 lbs. gelatine	.....	.....	2.13
12.00 lbs. skim powder	.....	11.40	11.40
27.50 lbs. butter	23.1	.....	23.10
228.50 lbs. 3% milk	6.84	19.60	26.40
312.25 lbs. mix	29.94	31.00	102.93
Per cent	9.6	9.9	32.98
Per cent sugar	13.4		
Per cent gelatine	.7		

You will notice that there is very little difference in the composition of these mixes and you should have gotten similar uniform results. I noticed, however, that you have used different amounts of gelatine between mix Number one, two and three. I believe that the difficulty you have is due to reasons other than your mix.

First, give me the method of processing. Is your mix processed through a viscolizer, homogenizer or emulsor? If you use an emulsor, what type of emulsor are you using? If a centrifugal emulsor, how is the machine working? Where do you keep the mix when you age it for two days? What is the temperature at which it is aged? What type of freezer do you have? At what temperature of brine do you freeze? How long does it take you to complete a freezing? How do you draw the cream from the freezer, soft, medium, stiff, or frozen quite stiff, How do you harden the cream after drawing from the freezer? Have you hardening room or are you packing in salt and ice? Does the mix with the two varying amounts of gelatine look comparatively thick or does the mix appear thin?

I believe if you will give me this information I can assist you in solving your difficulty.



Spoils easily
Not uniform
Uncertain supply
Uncertain quality

Compare!

MERRELL-SOULE Powdered Milk provides the solids-not-fats which give body and texture to ice cream, making it smooth, velvety, palatable.

Here are the 4 other distinct uses in the ice cream plant:

1 **Standardizing the milk solids in the mix.**
2 **Producing milk or cream by the addition of butter and water.**
3 **Producing skimmed milk from powder and water.**
4 **Blending butter and powdered skimmed milk with liquid whole milk for the complete total milk solids of the mix.**

Send formulae and methods of mixing. Let us discuss your problem from a new angle



Always sweet
Guaranteed pure
Always ready
Absolutely uniform

THE ASSOCIATION OF ICE CREAM SUPPLY MEN ★ MEMBER

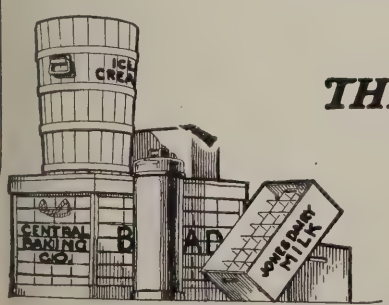
MERRELL-SOULE CO. **SYRACUSE, NEW YORK**

You are the "Judge" when you use Enamelad

Heads You Win; Tails We Lose

We take all the chances, you haven't a chance to lose. We want to convince you like we have hundreds of customers that ENAMELAD is the most durable, lasting and most attractive package enamel on the market.

Buy as much or as little as you want; use 25% of it—if it isn't better than any you've ever used, send back the rest and no charge will be made, nor questions asked. Doesn't this show what we think of ENAMELAD? There are no fair words or "before and after using testimonials"—



THE GARLAND COMPANY
Cleveland Ohio U.S.A.

ENAMELAD
THE EVER READY ENAMEL
for Tubs-Cans-Cases

Please send color-charts and samples to:

.....
.....
.....

Reply to S. G.: I have your letter of recent date stating that you have difficulty with the re-standardizing of your ice cream mix. I am glad to give you below what would be my method of re-calculating your 300 pound mix and re-standardizing so as to be exactly 10 per cent fat and 36 per cent total solids. I believe that if you will look this over carefully you will understand how this was done and how in a similar manner you can re-standardize any mix.

Step No. 1. To correct fat.

3000 pound mix, 10.4 per cent fat, contains 312 pounds of fat.

To test 10 per cent fat it would require 3120 pounds of mix. If fat was the only ingredient to correct the addition of 120 pounds of water to make the 3120 pounds of mix would be all that is necessary.

Step No. 2.

To add 120 pounds of non-fat ingredients it is also necessary to add some sugar. If you use 13 per cent sugar, 13 × 120 would be 15.6 pounds sugar.

3120 × 36 per cent = 1123.2 pounds total solids required. Subtracting 1089 from 1123.2 leaves 34.2 per cent of solids extra for the addition of 120 pounds of ingredients.

15.6495 = 14.83 pounds solids furnished by sugar leaving 34.2 less 14.82 is 19.38 pounds milk solids to be furnished. 19.38 divided by 95 per cent equals 20.4 pounds of skim milk powder.

The correction then is:

15.6 pounds of sugar.
20.4 pounds of skim milk powder.
84.0 pounds of water.

120.0 pounds total added to mix.

Or if plain condensed skim milk 27 per cent serum solids is used it would require 19.38 divided by 27 or 72 pounds of condensed in place of the skim powder. It would then be:

15.6 pounds sugar.
72.0 pounds condensed.
32.4 pounds water.

120.0 pounds.

The mix would then be:

3120 pounds containing 312.0 pounds fat and 1123.2 pounds total solids and test 10 per cent fat and 36 per cent total solids.



If you are tired of your business, don't worry over it. Advertise it for sale in "The Ice Cream Review" Want Department. A sure result getter.

NEW HAVEN DAIRY EXPANDS.

A very handsome building has been purchased in Norwalk, Conn., by the New Haven Dairy Co. of New Haven, Conn. According to officials, the company will build additions for the storage of ice cream, ice storage, ice manufacturing tanks, engine room, garage, offices, etc., with a total floor space of 10,134 square feet.

Ice cream will not be manufactured at the Norwalk branch. That plant will be used as a distributing station only, with facilities for manufacturing ice. The equipment will consist of 60 tons of refrigeration, twenty-five ton ice making tank and storage space for 6,500 gallons of ice cream, which will be supplied from the company's plant at Bridgeport, Conn.

Besides the three plants mentioned above, the company operates branches at Hartford, Meriden, New London, New Britain, Waterbury and Middletown. Headquarters of the New Haven Dairy Company are located at 201 Hazel St., New Haven. This company is reported as one of the oldest and largest dairy products manufacturing companies in the New England states.



INVERT SUGAR-SPLITTED SUGAR SWEETENER.

(Continued from page 64)

The information presented in this article is an endeavor to bring to light the essential make-up of invert sugar, and its rank in comparative sweetness. Bearing in mind the fact that ice cream makers at times resort to the use of other sweeteners than cane and beet sugar it is desirable to get acquainted with the most reliable facts concerning the sweetener in question. In the case of invert sugar the references discussed in this article "meet the bill."

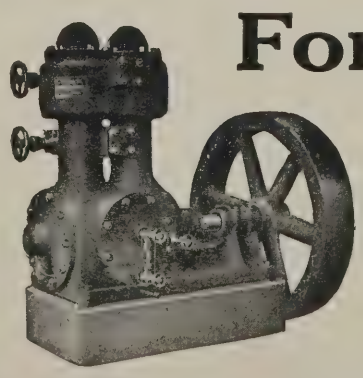


CALIFORNIA COMPANY EXPANDING.

The Benham Ice Cream Co. is not only to enter the Bakersfield and Kern county territory, but proposes to erect there a plant equally as large and which may later be made larger than the one in Visalia. This announcement came following the announcement from Bakersfield that the company had acquired land there for the building, and is coupled also with the statement made in Visalia that Charles Martin, will become chief electrician for Benham, installing and maintaining the electrical refrigerating and storage cabinets.



You can't afford to miss a single copy of The Ice Cream Review. Have you sent in your renewal?



For Lasting Satisfaction

York
Refrigerating Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, *Wisconsin Manager*
1016 Majestic Bldg. Milwaukee, Wisconsin

BISCHOFF'S PUREST MADE PRODUCTS

GUARANTY

Our purpose is to have every pound of Chocolate or Cocoa sold by us exactly as represented. We absolutely guarantee that if any product purchased is not satisfactory it can be returned and either will be exchanged for other merchandise, or your money refunded, as you prefer.

F. BISCHOFF, Inc.

COCOA

Using the right Cocoa for your Ice Cream or Fountain means much for your success.

It is stated, SPA COCOA is fairer priced and more delicately flavored, being rich in color, with very pleasing taste, which only a good cocoa can have.

Make More and Better Eskimo Pies

There is no Chocolate manufacturer making products purer in food value, than the Bischoff lines now are, have been and always will be.

Chocolate Coatings Made Especially for Holiday Mold Work.

WHEN YOU BUY CHOCOLATE OR COCOA THAT HAS BISCHOFF'S NAME BACK OF IT, YOU ARE ASSURED SATISFACTORY RESULTS, FROM THE STANDPOINT OF MERIT AND PURITY OF YOUR FINISHED PRODUCT

F. BISCHOFF, INC.

148-150 SANDS ST., BROOKLYN, N. Y.

Serving the Trade 32 Years

Factories, Brooklyn and Ballston Spa, N. Y. Branches, Chicago and Boston

MILK CONDENSING *and* MILK DRYING (*Spray Process*) MACHINERY

A SIZE TO FILL YOUR REQUIREMENTS

C. E. ROGERS

8731 WITT STREET
DETROIT, MICHIGAN

Prospects for the Dairy Industry in 1925

By E. W. CHANDLER, President of The Creamery Package Manufacturing Company

NINETEEN TWENTY-FOUR is now history and has passed into oblivion. But we are face to face with another promising year that is pregnant with possibilities. Can we tear the mysterious veil of the future aside for a moment and foretell what the new year has to offer?

Surely the giant dairy industry with an income of over two billion dollars is at the gateway of unlimited opportunities. Despite the fact that our industry ranks fourth in size in the country, it is in many respects only in its swaddling clothes.



E. W. CHANDLER.

For only a small percentage of farmers in the country appreciate the profit-producing possibilities in a herd of good grade or pure bred cows.

On the other hand only a small percentage of the people in the country fully appreciate the economy and the health giving quality of pure dairy products.

The U. S. government will continue its invaluable assistance to the dairy farmer and the National Dairy Association is planning on broadening its activities during the coming year, teaching through the dairy show and other ways to the one crop farmer the value of dairying and teaching the diversified farmer ways and means of more profitable dairying.

There will be drives from various directions to educate the public to use more dairy products during 1925. The National Dairy Council will increase the splendid work it has been doing, the National Ice Cream Makers' Association is planning a national advertising campaign on a huge scale and various associations of creameries in different parts of the country are preparing territorial butter advertising campaigns. All of this activity will stimulate the advertising of local dairy products manufacturers and distributors and will result in considerable increase of dairy products consumption all along the line.

For the first time since the great European conflict the new year has arrived with the world at peace. Consequently the exports from this country will show considerable growth with marked benefit to everyone.

The farmer is now sitting on the top of the world, figuratively speaking. He has received good prices for his autumn harvests and the prices he must pay for many necessities have been lowered. His prosperity will be reflected in the prosperity of everyone in the country.

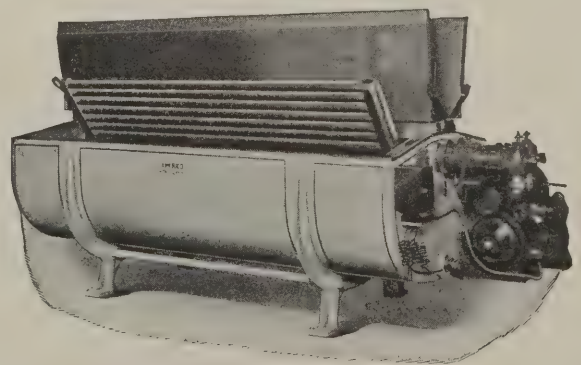
The railroads have had a prosperous year and now that the fear of government ownership has been removed, for the present at least, they will go ahead with many needed improvements. This, too, will help the prosperity of the country.

In fact, in whatever direction we care to gaze we find encouraging signs and while most of us will have to work for what we get, the opportunity for profitable activity will not be lacking.

And no man is in a more favored position than the man in the dairy industry.

Several years of prosperous times are ahead of him. He can go ahead with needed improvements and additions to his business with the full confidence that the public needs his product and will generously reward him for supplying it. He will prosper most who is prepared the best.

"AMERICO" Pasteurizer—Ripener Mixing Vat—Holder
MOST SANITARY VAT ON THE MARKET
No Stuffing Boxes—No Churning or Foaming
UNIFORM TEMPERATURE



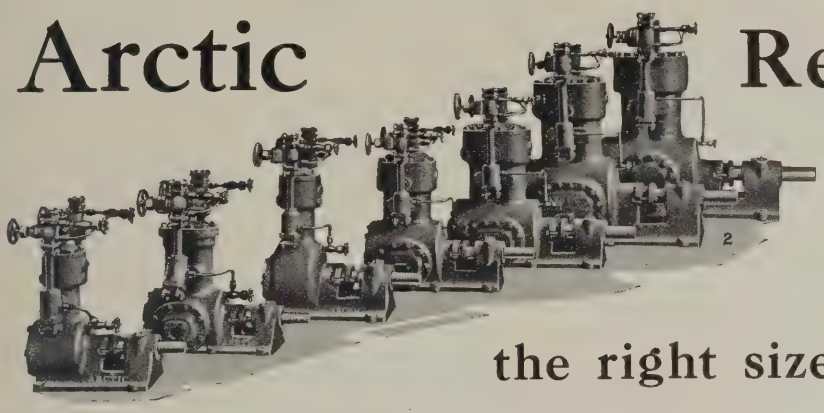
Side view of "AMERICO" showing Coils raised out of Vat giving access to interior for quick and thorough cleaning.

5 REASONS WHY IT SHOULD BE AN "AMERICO"

Most Accessible Coil Vat on the Market
No Stuffing Boxes to Contaminate Your Product
Uniform Temperature
Water and Brine Used for Cooling
No Metal in Contact with the Cream when Used as a Holder

American Copper & Brass Works
610-616 E. Front Street CINCINNATI, OHIO
MANUFACTURERS OF DAIRY EQUIPMENT

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention. *Better*

Write for the Arctic Bulletins.

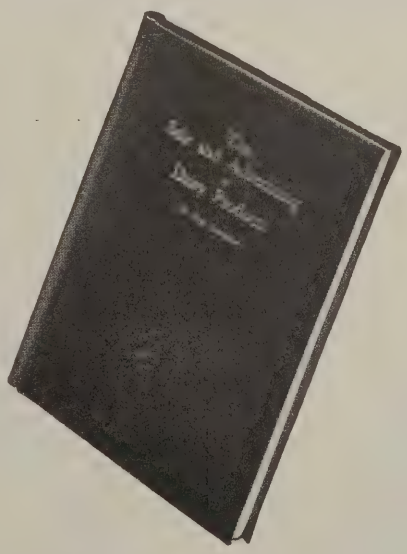
The Arctic Ice Machine Co., Canton, Ohio

Increase Your Business in 1925

By Judicious Advertising

Resolve now to go after business aggressively during 1925. You can use the magical power of advertising to build your business just as successfully as Wrigley of chewing gum fame, Gillette of the safety razor or Ingersoll of the dollar watch. Let the public know early and often that you can serve them well and that you want their business and your reward is certain.

Send today for a copy of "The Sale and Advertising of Dairy Products." It will tell you how to plan an advertising campaign that is within your means and it will show you how to conduct it every step of the way.



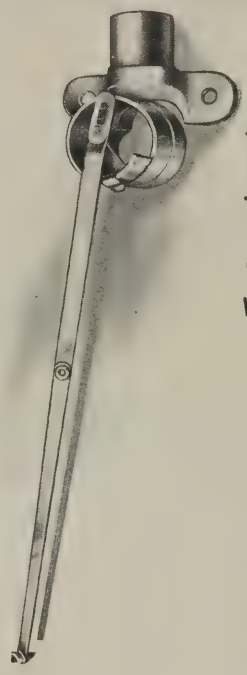
This book contains hundreds of sales creating ideas that are carefully explained—any of which are worth several times the cost of the book. In addition it has scores of charts and illustrations which explain the subject matter with crystal clearness.

"The Sale and Advertising of Dairy Products" consists of over 100 pages, is abundantly illustrated with reproductions of actual ads and is well bound in blue cloth, lettered in gold.

It contains chapters on Milk, Ice Cream, Butter, Cheese and Dairy Farm advertising. It has become by far the best seller among dairy books. Send for your copy today.

THE OLSEN PUBLISHING CO.

Fifth & Cherry Sts., Milwaukee, Wis.



Pen-Arm Simplicity

The basis of Correct Records

The more direct the variations in temperatures reach the point of record the more sensitive and accurate will be the recording.

No investment in recording instruments is necessary to get "approximate" temperatures. What you need is EXACT temperatures and there is no better means of recording exact temperatures over a period of time than through

BRISTOL
RECORDING INSTRUMENTS

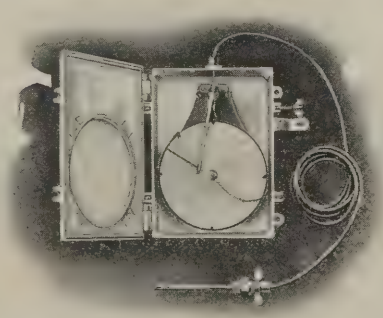
—because, all records are produced by a DIRECT actuated penarm. Notice the illustration. The penarm is directly connected to the coil which is the recording terminus of the bulb.

Let us tell you what this direct action means to accurate records and life of a recording instrument.

THE BRISTOL COMPANY
WATERBURY, CONN.

Canadian Service Laboratory
THE BRISTOL CO.
Toronto, Canada

Midwest Service Laboratory
THE BRISTOL CO.
Monadnock Bldg., Chicago, Ill.



ERECT MODERN PLANT.

Announcement was recently made of the erection of a brick structure, 60 by 40 feet, by the Magnum Ice Cream Co. of Magnum, Okla. The plant will have a capacity of 800 gallons of ice cream, and a five-ton ice plant will be installed. The installation of other equipment had not yet been definitely decided upon when the announcement reached The Ice Cream Review offices. Among the equipment to be added will be engine, motors, 40-quart freezer, pasteurizer, homogenizer and cooling coils.

The plant will be completed about March 1, 1925. Officials of the company are: G. M. Cowan and Chester Wicker.

PREPARING FOR EXPANSION.

Purchase of a two-story building at 2923 Hennepin ave., Minneapolis, Minn., occupied by Chapman's, ice cream manufacturers, was announced recently by Ralph H. Chapman, owner of the company, providing for expansion of the business next fall with a new equipment and additional floor space. The building was bought by Mr. Chapman from H. V. Mercer for $60,000, and a 100 year lease was closed on the property, which has 45-foot frontage on Hennepin Avenue.

RAW MATERIALS FOR SEVEN MILLION GALLONS OF ICE CREAM.

Figures on the raw materials used in the production of seven million gallons of ice cream, the reported production for last year of the Breyer Ice Cream Company, Philadelphia, proves interesting reading. It is stated that the company purchased for its 1924 production over six million pounds of granulated cane sugar, fifteen thousand pounds of real vanilla beans, one million pounds of fresh fine strawberries, fifty thousand dozen oranges and larger quantities of other fresh fruit used in season; three thousand pounds of real chocolate is used annually. The Breyer Company maintain its own creameries in Pennsylvania, Delaware, Maryland and New Jersey, where its veterinarians constantly inspect cows and see that the strict sanitary code of the company is maintained on the farm, while its field men, mostly college graduates, educate the farmer up to the company's standard of milk and cream production. Business is done with over two thousand farmers who own approximately fifteen thousand cows.



Exhibit of the Nizer Corp., Detroit, at the Pacific Slope Dairy Show, Oakland.



Plan now for greater summer profits

"Rush season" days will soon be here—days when the high expense of inefficient equipment and methods cuts deeper into profits.

Now, while there is time for changes in plant layout or equipment, plans should be made for reducing operating costs this summer.

The five views above show but five plants of many hundreds that are making greater summer profits through the use of one or more types of G-W Equipment.

Our engineers will be glad to tell you how ice cream plants of all sizes, in all parts of the country, are using G-W Equipment to crush their ice and automatically convey it to waiting trucks, hoist it to overhead storage bunkers, or take it to any point in the factory where it is to be used.

May we help you make this summer more profitable by using the proper type of G-W Ice Crushing and Crushed Ice Handling Machinery? Just address the nearest office below.

G-W PRODUCTS

Crushed Ice Elevators
Salt and Sugar Elevators
Ice Breakers
Ice Carts
Ice Cans
Ice Tools
Can Tongs
Ice Handling Machinery of all types
Coal Handling Machinery, etc.

MAIN OFFICE;—5 HILL ST., HUDSON, N. Y.

NEW YORK: 50 CHURCH ST. CHICAGO: 565 W. WASHINGTON ST.
BOSTON: 222 STATE ST. PITTSBURGH: PEOPLES BANK BLDG.

Plants: HUDSON, N. Y., and OAKMONT, PA.

Gifford-Wood Co.

BUILT STRONGER LAST LONGER

ICE HANDLING MACHINERY AND TOOLS

See Gifford-Wood Ice Cans and Self-Opening Tongs on pages 35 and 58

Mississippi Manufacturers See Dream Come True

National Advertising Program, Similar to One Urged by Mississippi Association in 1923, Endorsed at Vicksburg. Higher Retail Standards Urged

A DREAM came true when the plan to advertise ice cream on a national scale was outlined at the Mississippi convention in February. The Mississippi association had been looking forward to such a development for two years. Its convention president, W. D. Seale, long an enthusiast over possibilities through national advertising, two years ago set in motion action looking to that end.

Unfinished business faced the ice cream manufacturers of the Magnolia state when the matter was brought up at the annual convention of the Mississippi Ice Cream Manufacturers' Association at Vicksburg. The convention was held January 13 and 14. It was featured by 100 per cent endorsement of the program launched by the national association, a step which the Mississippi association probably was the first to urge upon the industry. This action was sought in Mississippi at the 1923 convention at Jackson. At that time a resolution was adopted providing for the Mississippi association to join in such a movement should full national support be assured.

It did not take officials long to bring this resolution to light from their records and to see that the present movement tallies in virtually every respect with the plan outlined in Mississippi two years ago. For this reason the association wasted no time in pledging its full support.

In following the lead of the Texas, Oklahoma, California, New England and other associations, the Mississippians wiped off a piece of unfinished business that ended an earnest fight for co-operative advertising advocated by W. D. Seale, the convention president of the association. The plans of the national advertising committee were presented by W. W. Campbell, vice-president of the National Association of Ice Cream Manufacturers, in the absence of J. F. Finneran, who was to have represented the national advertising committee.

UPON Mr. Campbell's request that the association line up in this program, President Seale asked the secretary to refer to the records of the 1923 convention, and from those records Mr. Brookshire read the following resolution adopted at that time:

"In connection with Mr. Seale's paper. In the matter of national advertising as discussed by Mr. Seale, the Mississippi Ice Cream Manufacturers' Association go on record as being ready to join with all other states in the United States in a constructive campaign of national advertising, providing that not less than 80 per cent of all ice cream manufacturers of the country join in said campaign on an equal basis, and further provided, that the pro rata cost of such advertising shall not exceed one-half cent a gallon on the total amount of ice cream made, and provided further that this association have equal representation in the United States in administering such national advertising."

The regular pledge presented by the national advertising committee expressed the matter in different language.

ICELESS cabinets were discussed. Representatives of iceless cabinet firms told the manufacturers that the cabinets are a permanent fixture in the industry, and that, although changes will come about from time to time, there is no likelihood of the present type of iceless cabinets soon becoming obsolete. They stressed the importance of manufacturers having a thorough understanding before embarking upon this venture.

Mississippi is going forward in the upbuilding of the ice cream industry with the same enterprise that characterizes the state's forward development in virtually every line of industry and agriculture, delegates were told by C. C. Cromer, representing the office of P. P. Garner, commissioner of agriculture, who was unable to fill his place on the program.

Not one prosecution of an ice cream manufacturer for making cream not of the proper standard, or for any infringement of the state laws governing the manufacture of the product, was made last year, Mr. Cromer said.

ACTION looking to checking up on retailers of ice cream was indicated at one stage of the convention. Recommendation was made by A. A. McLeran for the passage of a law enforcing every man who makes mix to have a recording thermometer. This was not taken up definitely, but Mr. Cromer at this juncture expressed the opinion that he hoped "to see the time come when no drug store will manufacture ice cream." He urged the manufacturers who possibly can to buy their milk locally, to enable dairymen of the state to tide over.

The association gave a vote of confidence to the Dixie Flyers and the men traveling the Mississippi territory. This action followed discussion in which officers and members of the Mississippi association paid tribute to the Flyers' expostion at New Orleans last fall. President Harry A. Benners promised that every effort would be made to make the Lexington exhibition even better next year.

W. W. Campbell, vice-president of the National Association of Ice Cream Manufacturers, one of the feature speakers, told the convention that constructive work outlined for the ice cream industry, such as national ad-

New Officers and Committeemen Mississippi Association

PRESIDENT,
D. S. Cox, Columbus.

VICE-PRESIDENT,
Charles McNair, Jackson.

SECRETARY-TREASURER,
N. D. Brookshire, Meridian.

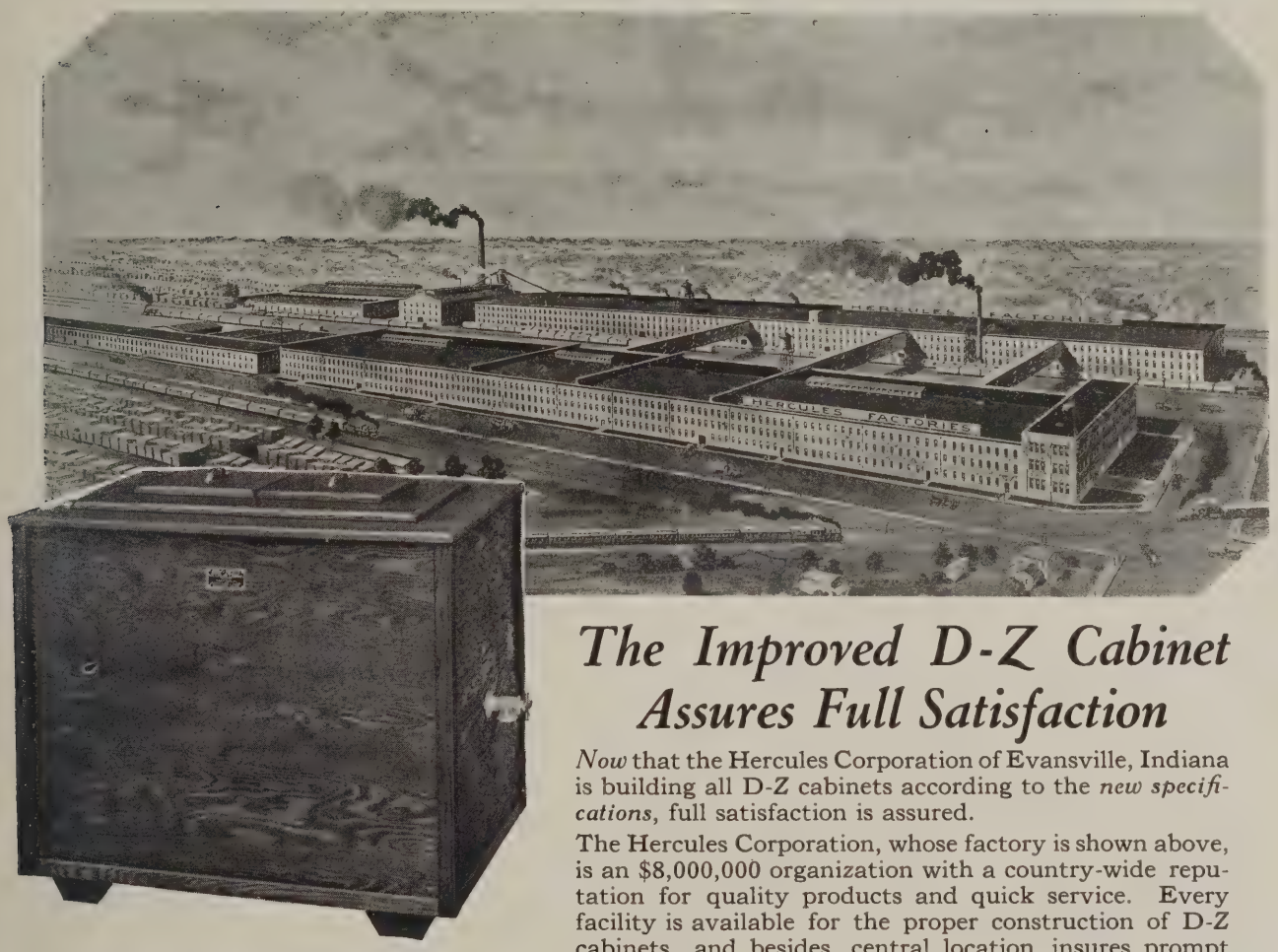
NEW DIRECTORS,
N. C. Pearson and W. C. Cooper.

CHAIRMAN OF BOARD OF DIRECTORS,
W. D. Seale, Jackson.

MISSISSIPPI MAGNOLIAS
President, Byron Morris, Jackson, Miss.
Secretary, T. P. Hogan, Kentwood, La.

Next Convention—Meridian.

As built by HERCULES—



The Improved D-Z Cabinet Assures Full Satisfaction

Now that the Hercules Corporation of Evansville, Indiana is building all D-Z cabinets according to the *new specifications*, full satisfaction is assured.

The Hercules Corporation, whose factory is shown above, is an $8,000,000 organization with a country-wide reputation for quality products and quick service. Every facility is available for the proper construction of D-Z cabinets, and besides, central location insures prompt deliveries.

To give you an idea of the type of firm we have as our sole manufacturer we cite these interesting facts:

1. The Hercules Corporation annually consumes 20,000,000 feet of lumber.
2. The Hercules Corporation annually uses 9,350 tons of steel.
3. The Hercules Corporation owns and operates its own paint factory in order to assure getting paints most suitable for the particular requirements of their products.

Substantially constructed D-Z cabinets are now, more than ever before, an absolute reality. Just as ice cream manufacturers have found that the D-Z cabinet actually cuts icing costs 40 to 50%, so will manufacturers all over the country find that every new D-Z cabinet incorporates those construction features which *guarantee* longer and better cabinet life.

Construction Features

1. Panels are of a 3 ply rotary cut fir laminated with waterproof vegetable glue.
2. Tops are made of good solid oak.
3. Veneer joints are protected by hardwood strips.
4. Smith and Mann one piece spigots are used exclusively.
5. Tank joints are heavily sweat soldered and thoroughly tested for pinhole leaks.
6. Tanks are surrounded with insulating lumber allowing them to be removed whenever necessary without disturbing the insulation.
7. Cabinets are made with 3" solid oak legs to provide more and better ventilation.
8. Cabinets are finished in old mahogany.
9. Stains, varnishes and shellacs have been rigidly tested for heat and salt water resistance.

Mail This Coupon

DRY-ZERO INSULATION CO.,
50 East 42nd St., New York City.

Gentlemen:

☐ Send one of the new D-Z cabinets built by Hercules.

☐ Send more information about Hercules built D-Z cabinets.

Name .....

Address .....

DRY-ZERO INSULATION
COMPANY
50 EAST 42nd STREET
NEW YORK

SOLE MANUFACTURER: HERCULES CORPORATION, EVANSVILLE, IND.

vertising, the advent of the iceless cabinet, a national standard and a uniform cost accounting system, "show progress and the great possibilities of our industry."

ICE CREAM'S COMPETITORS ADVERTISE.

The tea people have spent about $120,000 to investigate tea and ascertain selling points to convey to the public, delegates to the Mississippi convention were told by W. W. Campbell. Mr. Campbell suggested that maybe the ice cream men some day will wake up to find another competitor at the soda fountain, lined up with coffee and soft drink, other commodities more or less widely advertised. Mr. Campbell did not say anything about the extensive national advertising carried on by a certain soft drink company of the South, probably the largest organization of its kind in the world.

RESOLUTIONS adopted expressed the association's thanks to the newspapers, which gave the convention splendid publicity; to the National Park Hotel, local officials, and to Mr. and Mrs. S. N. Sutton, who set an extremely high mark for convention hospitality. Delegates were high in praise of their official host and hostess for what they termed "hospitality unsurpassed at any previous Southern convention. The trade journals were thanked in the resolutions.

"Co-operation is an economic necessity, and when we cultivate this thought among our competitors we are casting bread upon the waters that will not return unto us void," the convention was assured in a speech by Mr. Sutton, who is president of the Southern association of Ice Cream Manufacturers, and for two successive terms president of the Mississippi association.

The consumption of ice cream will show a marked increase after the national advertising campaign gets under way, according to the speech of J. W. Clopton, secretary of the Southern association of Ice Cream Manufacturers, and one of the Mississippi association's annual feature speakers. His subject was "Progressive Aims and Accomplishments," and the advertising proposition was lauded by the famous secretary as one of the great forces figuring in the industry's present development.

In referring to the growth of the Southern association, Mr. Clopton said, that after beginning 12 years ago with a half dozen members, the Southern has grown to be next to the national association in both membership and prestige.

"We are today recognized as an active, wide-awake organization and we expect to keep pace with progress, to do our part in the advancement of this great industry, to co-operate with our brothers in the North, the East and the West that we may more firmly establish the ice cream industry throughout the country at large, and that it may be recognized as an industry that is operated to the highest standard of ethics."

OTHER interesting speeches were delivered by H. F. McWilliams, Hattiesburg; A. A. McLeran, Tupelo, speaking on the subject "Mutual Interests of Employer and Employees; V. L. King, West Point, speaking on the same subject; D. S. Cox, Columbus, "Specialties in the Ice Cream Business, and the representatives of two trade publications, who spoke on "Organized Thought in the Ice Cream World." These speeches will be dealt with in subsequent issues.

Meridian won the next convention after a spirited contest in which Jackson, Vicksburg and Columbus fought for this honor. Mr. Cox was unanimously elected president. He was elected vice-president of the association at the convention at Laurel last year. N. D. Brookshire, who has been secretary-treasurer since the organization of the body, was unanimously re-elected.

Entertainment features were provided at the convention for lady visitors. The first day of the convention found the ladies guests at a luncheon at the home of Mrs. S. N. Sutton, followed by an auto ride through the National Park. There was a theater party the afternoon of the next day.

The association's annual banquet was held at the National Park Hotel the evening of the first day. Convention President Seale presided.

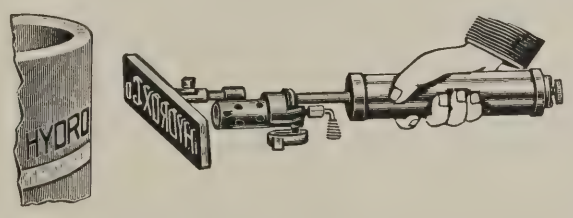
"Mississippi Magnolias."

THE Mississippi Magnolias is the name of an organization of supplymen formed at Vicksburg in February to co-operate with the Mississippi Ice Cream Manufacturers' Association. The association was formed by Harry A. Benners, secretary of the Dixie Flyers. Byron Morris, Jackson, Miss., widely known among Southern supplymen, was elected president of the organization. F. W. Hooton, Birmingham, was elected vice-president, and T. P. Hogan, Kentwood, La., was elected secretary-treasurer.

The association's first act was to buy a bouquet to present to the president of the Mississippi association at the annual banquet.

Among the supplymen represented at the meeting were Thomas Bernstein, P. N. Miller, Jr., secretary of the Dixie Flyers; Howell D. Taylor, Andrew Thompson, Jr., L. Harry Evers, Herman Allenberg, A. H. Anderson, Paul Mojonnier and others.

(Continued on page 126)



Positive Identification

avoids:

—Loss by theft
—Personal appropriation of your property
—Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands help advertise your business.

Priced as low as $14.00

EVERHOT
America's Brand Makers
MANUFACTURING CO.
MAYWOOD, ILLINOIS

STEEL SIDEWALK SIGNS

THAT HAVE NEVER FAILED TO STAND UP

Three powerful advantages have made Beacon Signs famous:—

1. Superior workmanship.
2. Unequalled lasting qualities.
3. Prompt shipments.

A few of the satisfied users of BEACON SIGNS

J. M. Horton Ice Cream Co.....New York, N. Y.
Reid Ice Cream Co.....Brooklyn, N. Y.
Kirk-Maher Co.....Malone, N. Y.
Burdan Bros.....Pottstown, Pa.
Fries Ice Cream Co.....Reading, Pa.
Boyce-ite.....Long Island City, N. Y.
H. P. Hood & Sons.....Boston, Mass.
Huber Ice Cream Co.....Bridgeport, Conn.
Utica Ice Cream Co.....Utica, N. Y.
International Ice Cream Co.....Schenectady, N. Y.
Polar Ice Cream Co.....New York City, N. Y.
Poughkeepsie Ice Cream Co.....Poughkeepsie, N. Y.
Albany Ice Cream Co.....Albany, N. Y.
Amsterdam Ice Cream Co.....Amsterdam, N. Y.
Purity Ice Cream Co. .....Binghamton, N. Y.
Hall Ice Cream Co... .....Glens Falls, N. Y.
Vasilow Bros.....Nyack, N. Y.
Robert Schmitt Co.....Nyack, N. Y.
Grenelle & Schanck.....Asbury Park, N. J.
Dairy Made Ice Cream Co.....Paterson, N. J
Eck & Fisher.....Allentown, Pa.
Dewart Ice Cream Co.....Dewart, Pa.
Chas. Becker's Ice Cream.....Wilkes-Barre, Pa.
Cameron Ice Cream Co.....Lowell, Mass.
Made-Rite Ice Cream Co.....New Bedford, Mass.
Sorners Creamery Co.....Springfield, Mass.
The City Creamery.....Danbury, Conn.
Miami Ice Cream Co.....Miami, Florida
The Flynn Dairy Co.....Des Moines, Iowa
Jewell Ice Cream Co.....Mt. Vernon, Ohio
McCangherys Ice Cream Co.....River Point, R. I.
DeLuxe Ice Cream Co.....Amsterdam, N Y.
Russell Creamery.....Superior, Wisc.
Standard Ice Cream Co.....New Bedford, Mass.
Schwen's Ice Cream.....Blue Earth, Minn.



Weight 25 pounds
"Holds the Sidewalk"

NATIONAL EMBLEMS FOR YOUR TRUCKS



IN BEAUTIFUL COLORS

13 in. Disc - - $3.00 Per Pair
18 in. Disc - - $4.00 Per Pair

Write for Quantity Prices.

WE ARE THE **ORIGINATORS, SOLE MANUFACTURERS,** AND **PATENTEES.**

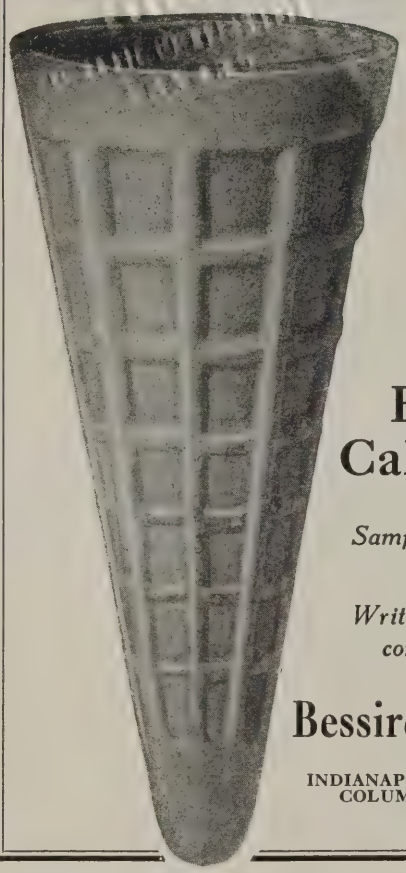
WRITE FOR BOOKLET AND ATTRACTIVE PRICES

BEACON MFG. & SALES CO. Inc.

EAST MERRICK ROAD

FREEPORT - - N. Y.

ICE CREAM CONES



As a jobber you know that first orders are seldom profitable.

You must have repeat orders. Repeat orders are assured when you handle

BESCO Cake Cones

Samples and Prices on request.

Write us today about a contract for 1925.

Bessire & Company

Incorporated

INDIANAPOLIS LOUISVILLE
COLUMBUS MEMPHIS
ATLANTA



Patented Jan. 21, 1923

Texas Barrel Company has installed one of the largest Barrel, keg and Ice Cream Tub plants in the South and will be ready to serve its tub customers at an early date. Texas Barrel Company had the misfortune to lose its Tub plant by fire in August but in its place has arisen a magnificent factory capable of serving a wider territory.

Service and good workmanship our motto.

TEXAS BARREL COMPANY

Box 665 HOUSTON, TEXAS

Registration List — Active Members Present.

Tom Norman, Exchange Drug Store, Yazoo City.
V. L. King, King Ice Cream and Creamery Co., West Point.
D. S. Cox, Columbus Ice Cream and Creamery Co., Columbus.
Jas. W. White, Purity Ice Cream Co., Brookhaven.
A. A. McLeran, McLeran Ice Cream Co. Tupelo.
Jno. H. Garmon, McLeran Ice Cream Co., Clarkdale.
W. D. Seale, Seale-Lilly Ice Cream Co., Jackson.
N. C. Pearson, Pearson Ice Cream Co., Laurel.
Chas. M. McNair, McNair Ice Cream Co., Jackson.
C. A. Kent, Jr., Thos. P. Hogan, Kentwood Ice Mfg. and Bottling Works, Kentwood, La.
T. S. Shields, Dennis-Shields Ice Cream Co., Greenville.
F. C. Cooper, Cooper's Ice Cream and Creamery Co., Meridian.
N. D. Brookshire, Brookshire Ice Cream Co., Meridian.
S. N. Sutton, Sutton's Ice Cream Factory, Vicksburg.

Associate Members Present.

C. S. McDorman, Pillsbury-Becker Engineering Co., Memphis, Tenn.
K. M. Dingwell, Bessire & Co., Memphis, Tenn.
W. H. Becker, Brookhaven Creamery Co., Brookhaven, Miss.
Herman Allenberg, Alco Cone Co., Memphis, Tenn.
N. P. Gouker, B. Heller & Co., Chicago, Ill.
J. J. Murphy, J. J. Murphy & Co., Jackson, Miss.
J. L. Roberts, Tropical Paint and Oil Co., Memphis, Tenn.
Howell D. Taylor, Nizer Corporation, Detroit, Mich.
Theo. Bernstein, Blanke-Mfg. & Supply Co., St. Louis, Mo.
Andrew Thompson, Jr., Emery Thompson Mach. & Supply Co., New York, N. Y.
L. H. Evers, Pfaudler Co., Rochester, N. Y.
Paul C. Mojonnier, Mojonnier Bros. Co., Chicago, Ill.
B. G. Fulkerson, Hershey Chocolate Co. Hershey, Pa.
N. E. Horton, Eskimo Pie Corp., Louisville, Ky.
J. V. Chadick and P. H. Williams, Myles Salt Co., New Orleans, La.
M. Simon, Well-Made Jacket Co., New Orleans, La.
Jim Moore, F. C. Mathews Co., Detroit, Mich.
A. H. Anderson, Massey & Massey, Chicago, Ill.
Byron Morris, Creamery Package Mfg. Co., Chicago, Ill.
P. N. Miller, Jr., Crown Fruit & Extract Co., New York, N. Y.
F. W. Hooton, Meyer Dairy Equpment Co., St. Lous, Mo.
H. A. Benners, The H. A. Benners Southern Selling Service, New Orleans, La.
J. G. Musgrove, Morton Salt Co., Chicago, Ill.
R. G. Bringhurst, Morton Salt Co., New Orleans, La.
Craddock Goins, The Ice Cream Review, Milwaukee, Wis.
L. M. Savell, Ice Cream Field, Atlanta, Ga.

Ladies Present.

Mrs. Chas. M. McNair, Mrs. D. S. Cox, Mrs. N. D. Brookshire, Mrs. W. D. Seale, Mrs. Byron Morris, Mrs. S. N. Sutton.

Visitors Present.

R. G. Allbritton, A. B. Tyne, B. B. Wiggins, Jr., Jackson, Miss.; J. W. Clopton, secretary Southern Ice Cream Mfrs. Associaton; W. W. Campbell, vice-president national association; Paul Cromer, department of agriculture, Jackson, Miss.

MY IDEA IS—DON'T PAY THE DRIVER A BONUS.

By F. J. Bridges, Hydrox Corp., Chicago.

We do not pay our ice cream drivers a bonus, owing to the fact that their rate of pay is really higher than they are entitled to in comparison with what we are able to pay our other employees. Nor do we pay a bonus, except on Christmas, to any of our other employees.

We are not sold on the value of bonus plans for employees, as from our observation we feel that they are not appreciated by employees, who look upon them more or less as, you might say, deferred compensation, and which they would much rather receive each payday. when they think they are entitled to it.

The Hydrox Corporation has all of its employees in various departments in conference frequently throughout the year, and plans are discussed freely by both employer and employee.

There is no doubt about it, that the best interests of everybody can only be maintained by a spirit of close cooperation.

Flavor Strips Positively Sell More Ice Cream

Ryan & Timberman, Inc.
Ice Cream Advertising Headquarters
WILKES-BARRE, PENNSYLVANIA

Stick our Flavor Strips on the windows and back-bars of your dealers this season, then see your gallonage jump up like a thermometer under a sizzling July sun. Only a few weeks more until robins and blue birds are flying northward again. This means that NOW is the time to make out your Flavor Strip order, so as to be ready for the new season.

Write today for our illustrated circular and Special Flavor Strip Club Plan, so there will be no delay in delivery.

And speaking in particular of these wonderful Flavor Strips as an advertising medium. No guesswork at all about what they do in boosting business for the Ice Cream manufacturer.

Our records show scores of testimonials, actually reporting the doubling and trebling of business through the use of this "point of sale" advertising.

If you count yourself among the live ones; if you want to succeed as other Ice Cream manufacturers are succeeding; if you want a short cut to bigger gallonage and bigger profits, do as hundreds are now doing regularly. No business is too big, no business too small, to profit immensely by the Flavor Strips.

If you're sold on the idea get busy now. If you want further proof, ask us for names and experiences of many of America's best known Ice Cream manufacturers.

All the Samples You Want FREE
If You Write on Your Stationery

Another Triumph for Frick Equipment

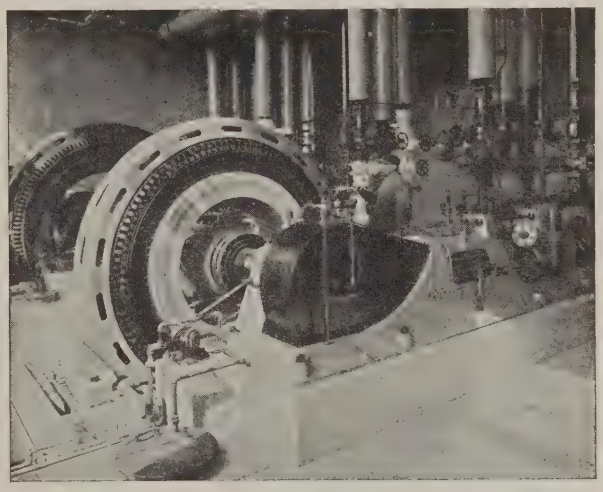
—the New Plant of Seattle Ice Cream Company

The refrigerating equipment installed in the Seattle Ice Cream Company's new plant is modern to the last bolt.

The main ammonia compressors are very heavily built and work on the long stroke principle. They are equipped with central and forced-feed oiling systems, metallic packing, plate valves, and triple suction connections.

A 5"x5" enclosed ammonia compressor is installed for standby service. The condensers, ice tanks, brine coolers, and room coils are built on most recent designs.

Frick machinery was chosen by the owners after extended inspection trips, covering all types of machines. The plant is a living testimony to the worth of Frick Equipment.



Frick Horizontal Compressors at Seattle Ice Cream Company, Seattle, Wash.

"Ice and Frost" Bulletins on Request

Frick Company
WAYNESBORO, PA., U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882

Distributors in all Principal Cities.

THE WHAT AND WHY OF UNIFORM COST ACCOUNTING FROM PRACTICAL OPERATING STANDPOINT.

(Continued from page 26)

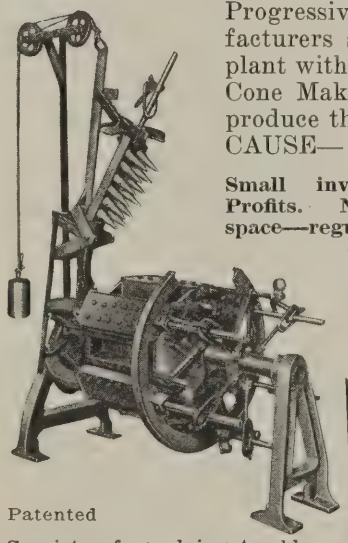
and delivering ice cream on rural packing routes in comparison to our packing routes maintained in the city.

A GREAT many of us, I know, have a pretty strong conviction that special delivery costs are quite high in comparison to regular delivery costs for the same volume of ice cream delivered or sold. We shall, therefore, expect to see these special delivery costs separated out and know what this all amounts to.

We shall further analyze our delivery costs for the various kinds of outfits, for instance, what are the costs for delivery by horse-drawn vehicles in comparison with gas or electric trucks. Under what conditions is it profitable for us to use one method of delivery and under what conditions is it profitable for us to use the other? In setting up our service costs we will probably want to show them per cabinet hole serviced, and while we are talking of service or cabinet costs we will most certainly want to know in detail the cost of these new mechanically refrigerated cabinets.

I believe that you will agree with me that we will want to know the cost of manufacturing a ton of ice, and of building refrigerated bodies so that we can compare quotations from outside manufacturers with our own costs when we build these bodies ourselves in our own shops. We will want to know the cost of painting a wagon and how we can reduce our wagon painting costs.

NEW FIELD Opens for Ice Cream Manufacturers



Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones BECAUSE—

Small investments net big Profits. No extra labor or space—regular salesmen solicit orders — helpers bake cones. Fresh, Crisp, Delicious Cones increase ice cream consumption.

This machine saves time, space and positively produces a better cone at less cost than any other machine on the market — Write for details today.

Patented

Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

THE PHILADELPHIA ICE CREAM CONE MACHINERY AND ART METAL WORKS.

68 N. Fourth St. Philadelphia, Pa.

THEN there are the various departmental costs such as receiving at the country stations and at our city plant, pasteurizing, storing and cooling and homogenizing. We will want to know these things to be able to determine accurately the cost of our mix as it is ready to go to the freezers. Many manufacturers sell mix to other smaller manufacturers and perhaps some ship it to branch plants where it is there frozen and in order to keep any accurate check on the operations of these branch plants it is of course necessary to know accurately the cost of this mix which is turned over to them.

It is our aim to establish for the ice cream industry a uniform system of cost finding by working through this national association. We mean that for all of the members who participate in this work, it shall be made possible for them to obtain all the advantages of cost accounting that I have tried to outline to you.

We mean to prepare a system whereby there will be a uniformity in the cost finding methods of all the members adopting this plan. We mean that for all of the members working under the proposed system that,

1. Their business will be departmentalized substantially in the same manner.
2. That the same elements of cost are included in these figures.
3. That there is a definite control of raw materials.
4. That there is the same distribution of labor.
5. That a common method for distribution of burden is used.
6. That there is a tie up between financial and cost records.

We do not mean that the accounting of each one of these plants must be done in exactly the same way nor do we mean that it will be necessary to destroy much, if anything, of that which is good in your present financial accounting system. We do not mean that you must throw out all of your present books and install new books.

What we do mean is that the accounting facts and figures in any one plant using this system, will be arrived at in substantially the same manner or rather will include the same elements as those of the other manufacturers using this system, and that it will be possible and practicable for one plant to compare their costs with another plant and that in these comparisons both will be talking the same language and will mean the same thing when they speak of certain items of cost.

I do hardly think that it is necessary for me to argue the case of cost accounting. There are, however, a few points which come to my mind which I should like to give you.

First, the fact that we go seriously into the matter of cost accounting will bring to our attention a great many refinements all along the line and suggest many improvements which we can make even in our financial accounting records. We will find that our financial accounting will be much improved through having to tie in with a good cost accounting system.

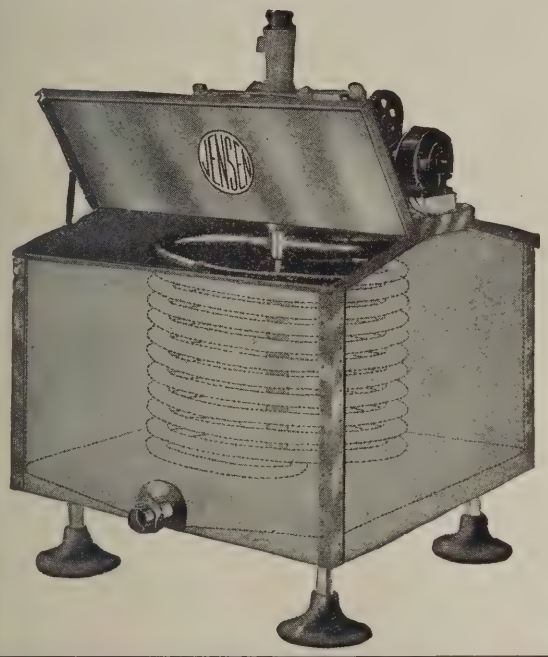
The cost system will give us the maximum of business information concerning all of our operations.

It will suggest the proper course of action concerning the many and various problems which confront us every day and it will enable us to avoid the many pitfalls that lie in our paths.

SUPPOSE that we want to purchase a new plant or sell one of our present plants, or change in a fairly large and important way, any of our operations. I believe that our cost accounting system will give us the data and information which will make it possible to fore-

JENSEN

The Mark of Merit



"20 to 50%" "GREATER OVER-RUN"

A Mix Free From Air as It Comes to the Freezer Will Give a 20 to 50% Greater Over-Run

This statement was made before a meeting during a convention of ice cream manufacturers of two Eastern states. The man was fully qualified to make such a statement and had charts and experimental data as proof thereof.
JENSEN REVOLVING VERTICAL COIL BATCH MIXER is the only ice cream batch mixer that expels air and gases. The verticle (entirely suspended) coil always revolving from the bottom up constantly pulls the air and gases out. This is accomplished before pasteurizing temperature has been reached. Therefore undesirable odors are not cooked into the product, thus the mix is delivered at the freezer free from air and having a pure natural flavor.
The action of the vertical absolutely prevents air incorporation through eddies during the ageing period.

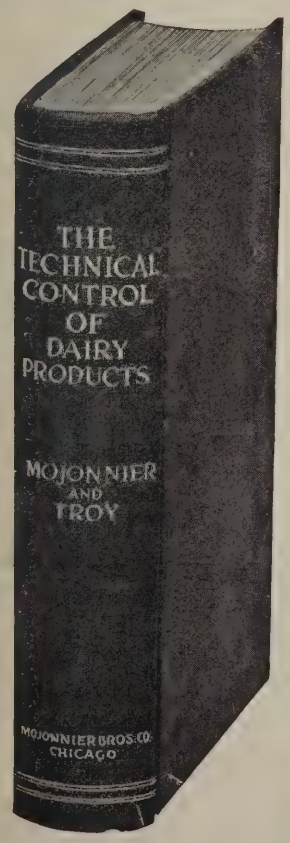
Complete Elimination of Stuffing Boxes

SQUARE CONSTRUCTION REQUIRES ONE-HALF FLOOR SPACE NECESSARY FOR OLD STYLE MACHINE.
OPERATING POWER REDUCED ONE-HALF.

Jensen Creamery Machinery Company

Builders of "Equipment of Practical Efficiency"

BLOOMFIELD, N. J. OAKLAND, CALIF.



— An Encyclopedia on Dairy Products Manufacturing

Covers every known angle of Dairy Products Control in plain simple English so that any ordinary manufacturer of dairy products can understand it. No matter what products you make

You Need This Book

It would take four magazine pages to just outline the contents of the many chapters.

Everyone striving for success in the dairy products business needs these 900 pages of information. Much of the material in this book has never before been published.

GET YOUR COPY NOW

and benefit from the information gained during the next rush season. Sent postpaid anywhere on receipt of $10.25.

The Olsen Publishing Company

5th and Cherry Sts. Milwaukee, Wis.

case quite accurately what will be the effect on our business as a whole of such a purchase, sale or change in method of operation.

It certainly will enable us to determine definitely which are the profitable and which the unprofitable customers. The same will be true with our various routes and with the various products we manufacture and sell.

I believe that our cost accounting system will give us the real knowledge which we desire concerning the details of our business, worked out in the proper form. This information moreover will be readily forthcoming without our having to ask for it and then wait days to have the information dug out from the records and even then have our questions answered somewhat on guess.

It is perfectly possible, of course, that each of us in our own plants might have very good cost systems and still these systems might not be uniform, but for each of use to develop them ourselves would be quite a costly project. The first reason then for the development of the uniform cost accounting system within the ice cream association, is that for the industry as a whole and for each one of the manufacturers participating in this system, it will be immeasurably cheaper to do it in this manner.

In the second place, by bringing together the accounting brains throughout the entire industry we will certainly get a much better system than we would if we had only one or two or three accountants working on the problem.

THEN comes the question of the comparison of costs as between one plant and another plant. Every year we meet in a national convention, and most of you meet in state conventions also. And why do we hold these conventions? Certainly it is for no other reason than that we may come together to talk over and discuss our problems, exchange ideas, and give to our brother manufacturers the benefit of our experience, and take back to our plants in turn, the combined experience of the other men engaged in this industry.

We see machinery exhibits and we are told by the exhibitors the many advantages of their equipment and that one machine costs less to operate than another machine.

We discuss our problems from the convention floor, and, no matter what angle the discussion may take, if you go back a step or two you will find that it all focuses on the matter of costs and profit and loss.

It seems to me, then, to be quite fitting that we, as manufacturers, be able to come together and discuss our problems from a cost standpoint. In other words, that we are able to compare one with another the costs of our various products. Then we shall be able to learn from each other how we can reduce those costs and thus earn more profit for ourselves and still serve the public better and cheaper.

If we are able to do this it is necessary that we have a uniform cost accounting system. When we set out to discuss certain costs, it is essential that we know when we talk about a certain cost that we all mean exactly the same thing, and that each knows what he other is talking about. If we do not have a uniform accounting system this will not be true. **I know, for I have tried it,** —and you know that many of the discussions that you have heard between members from the floor of this convention would have been much clearer and more to the point had each man understood the other man.

There is value to be gained also from uniformity in the matter of taxation, with special reference to federal taxation. I believe that the great majority of manufacturers are willing, and do not object to pay their fair proporion of the taxes. They want to, and try to render fair and proper income tax returns. There are, however, a great many unpleasant situations which do arise, the great majority of which I firmly believe would be averted by the manufacturers adhering to a standard system of accounting adopted generally throughout the industry.

We must give proper consideration to the fact that we do have to deal with the regulatory bodies. In our convention session on Monday you heard from Mr. Brink that certain Eastern manufacturers had been forced to combat a rather stubborn legal proceeding. You heard from Mr. Matlin that the commissioners of his city had passed certain regulations, and from our president you had the statement that the federal government was expecting action to be taken by us within our own industry looking toward the elimination of certain undesirable conditions.

In dealing with these regulatory bodies certainly it could not help but be of great value to us to have available at all times our various costs divided up into their elements in the right form for presentation to such regulatory bodies as we may find it advisable or necessary to do so. Such figures when presented would, of course, be of much more value and carry much more weight were they arrived at in accordance with standard accounting methods, and if, in addition, they could be substantiated by figures from other manufacturers in other parts of the country arrived at in the same manner.

THIS proposed system is to be built by, installed and operated by, the accountants, engineers, managers and other practical men within the ice cream industry. It will not reflect the theoretical ideas of any one account-

The Success of your Ice Cream Depends Much on the Way in Which it is Served

PEERLESS CAKE CONES



Crispness and Sweetness Accentuates the Quality of the Product they Contain.

We Sell to Jobbers Only

Turnbull Cone & Machine Co.
Chattanooga, Tenn.

Samples and Prices on Request

Wrapped in Heavy Paraffin Paper



We Specialize in Printing for the Dairy Products Industries

In our modern building we have housed an array of equipment of the first order to turn out in volume, with precision and dispatch, an endless variety of advertising material.

Specializing in printing to the dairy products industries, we are in a position to lend advertisers the benefit of a long experience and association with this trade, its requirements and peculiarities.

Our volume production should also make our prices worth your investigation. Submit your next printing job to us for suggestion and quotation.



Booklets
Catalogs
Broadsides
Tags
Mailing Cards
House Organs
Circulars
Letters
Envelopes
Enclosures

THE OLSEN PUBLISHING COMPANY · *MILWAUKEE, WIS.*

Fifth and Cherry Streets

ant who may have ideas of accounting that do not fit our own practical operating conditions. The system will be built to fit exactly our needs. It will aim to include everything of value that we do need and to exclude everything that may be superfluous.

In the building of this system, and in the continuance of it in operation after it has been built, there will be brought togeher scores of ice cream accountants from all parts of the United States. The system will not be allowed to become antiquated but will be kept right up-to-date and will meet changing business conditions as they arise. This will be done through what we term cost council work, or the bringing together of the accountants periodically to discuss their problems, the value of which from my experience in the milk association work, I cannot overestimate.

In the discussions yesterday you heard put forward the propositions of developing an experimental laboratory for the study of technical problems of general interest to the industry, and that is fine. You passed a resolution placing your O. K. on the continuance and development of a certain phase of this work.

You also heard the recommendation that the programs of our convention be so arranged as to permit the dividing up into sectional group meetings.

In the development of the cost council work, to which I refer, we will do this very thing. We will divide off for group accounting meetings, and in this way we will develop the finest cost investigational laboratory which it is possible to produce.

In conclusion, let me review briefly:

We need uniform cost accounting, because in this present day of keen composition our very ability to exist depends on a definite knowledge of our costs.

It is necessary for us to know what these costs are first, so that we can take action to reduce them, and our ability to reduce these costs will come very largely through the comparison of experience, one plant with another, and in finding out how some one does a certain operation cheaper than we do it.

We stand between the producer and the consumer, and have a social and economic purpose to serve to the extent that we shoulder that responsibility. Just to that extent will we minimize the attention that will be paid to our industry by the regulatory bodies.

However, we cannot compare our costs and thereby reduce them unless we are able to talk in a common language.

We cannot talk the common language unless we have uniformity in our cost finding methods.

If we will all take this matter seriously and work the proposition out, I believe that we will stabilize our business, and I also believe that we may look calmly and with an assurance which comes through knowledge, on the problems which have heretofore been upsetting and agitating us. We will have a more secure and stable return on our investments and we will have a satisfaction that we are conducting our business in accordance with basic economic principles and in the beneficial interests of the general public.

I have now tried to give you what I conceive to be the meaning of this uniform cost accounting proposition. I have tried to give you a practical look at it and tell you just what it means to me.

I have pointed out what we do mean and what we do not mean by cost accounting and uniform cost accounting, and why we need both. I unhesitatingly say that I believe it to be a very vital, practical proposition which should command the attention of every manager who is here.

"Standard of Quality"

STOLLWERCK

CHOCOLATE
Coatings, Liquors
AND
Cocoa Powder

Specially Manufactured for the
Ice Cream Trade

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY
Factory, Stamford, Connecticut
NEW YORK CHICAGO LOS ANGELES

A MODERN SCOTTISH CHIEFTAIN IS SUCCESSFUL ICE CREAM MAN.

(Continued from page 28)

DEFINITE reasons are given for the steady growth of this fine business. The main one, according to the writer in the magazine "Milk," who is none other than J. J. Mojonnier, is that Mr. Cunningham always maintained highest standards of quality. This writer declares that Mr. Cunningham always has produced his raw materials from the best source possible.

It was due to his interest in high standards for dairy products that the manufacturers of Illinois delegated Mr. Cunningham as a member of the food and drug committee to meet with federal food officials, of whom Dr. Wiley was the chief, his purpose being to establish a standard of quality. This was accomplished.

Mr. Cunningham was rewarded for his efforts by being made president of the National Association of Ice Cream Manufacturers at the convention held in Chicago in 1908. The following year, at Pittsburgh, he was re-elected. Some time later he was made head of the executive board of the National Dairy Association, which post he has held for the past ten years.

NO CREDIT.

"God rest you, merry gentlemen,
Let nothing you dismay."
He never heard of charge accounts
Who wrote this Christmas lay.

* * *

IN NEED OF WATER.

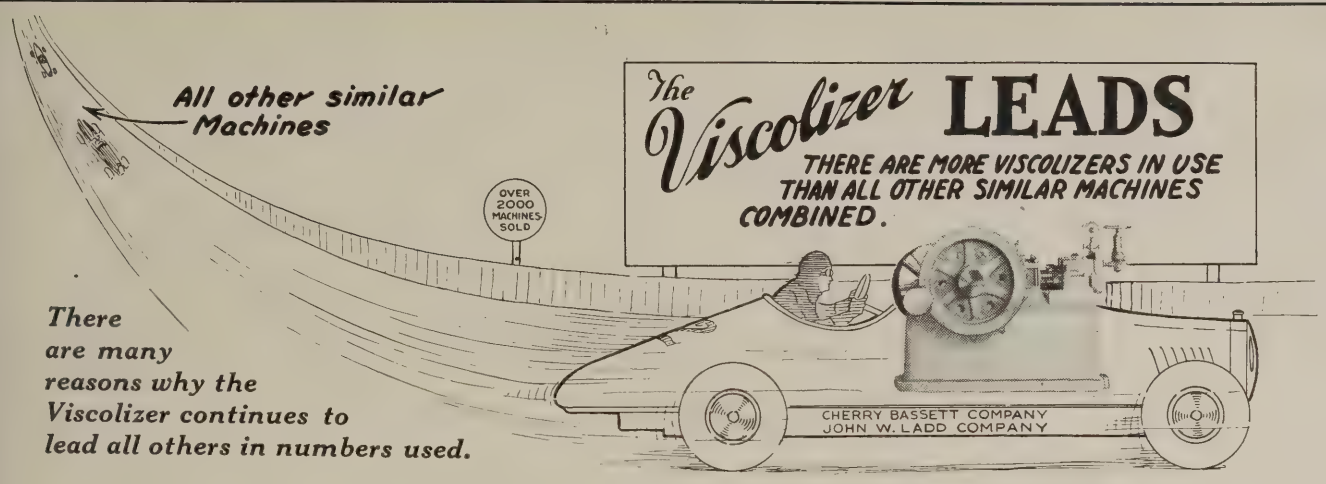
Every year in London newsboys are given an outing on the Thames River, where they can swim to their hearts' content. As they were getting into the water on one occasion, a street urchin called, "Tommy, you're pretty dirty."

"Yep," replied Tommy, "I missed the train last year."

* * *

"Did you tell father that you intend to marry me?" asked the girl.

"Yes," answered the young man. "All he said was that he wasn't very well acquainted with me, and he didn't see why I should tell him my troubles."—Moulton's Live Wire.



There are many reasons why the Viscolizer continues to lead all others in numbers used.

1. The Viscolizer is the Best regardless of Cost.
2. The Viscolizer manufacturer and jobbers all over the country of high financial standing, back the machine.
3. The Viscolizer gives complete satisfaction.
4. The contagious enthusiasm of Viscolizer users forces the machine to remain in the lead.

NATIONAL DISTRIBUTORS

John W. Ladd Co.
Detroit Columbus Cleveland Cincinnati

Cherry-Bassett Co.
Philadelphia Baltimore Pittsburgh Syracuse New York City



We recommend "UNEEDA BAKERS" Ideal Wafers. National Biscuit Branches thruout the U. S. can supply Ideal Wafers for Sanisco Machines at $1.70 per container of 725 wafers, or you can order direct from us.

"Results Surpass All Claims"

"In all my experience," says Wm. Tarr of Orchard Island Beach, Ohio, "we do not know of any article but this machine that surpassed in our estimation what was claimed by its manufacturer."

HERE'S EVIDENCE ENOUGH

"While much more profitable than ice cream cones, the rapidity with which a customer could be served makes it ideal for a place where people gather. In spite of the cold season last year, the fact that the operator actually had blisters on his hands would indicate the popularity of Saniscos, and this ought to be evidence enough of their popularity. For that reason it will be quite necessary to place an additional machine there next summer."

Are YOU Letting Such Selling Opportunities Slide By?

Get in touch with us today on the different ways you can get Sanisco machines into your territory.

The Sanisco Company, 1019 Third Street, Milwaukee, Wis.

ADDRESS BY EDWARD J. SHERIDAN, ON "ELECTRIC TRUCKS," AT NEW YORK CONVENTION.

(Continued from page 32)

more efficient unit than the old one, because the drive is direct and consumes much less current than the old-time chain drives, besides which, of course, motors and batteries have improved in their efficiency. Old-time electrics were limited to short routes, but the improvements that have been made, particularly during the past ten years, have brought the electric vehicle up to the point where it is a dependable unit on routes of 40 miles per day, or less. Such mileage is being given on trucks in service of such companies as the Iroquois Gas Corporation, National Biscuit Company, and others. Such tow-ins as occur with modern electric trucks on an average city route are infrequent, either winter or summer, and we usually find in such an instance that the truck for some reason or other was not fully charged the night before.

2. How many miles is it possible for a truck to travel on one battery charge? This question comes up frequently, and is about as difficult to answer as it is to tell a man how many miles he can drive a truck with a given amount of gasoline. The consumption of electric current, as also with gasoline, is influenced by several factors; namely, the load carried, the type of driver, the physical road conditions, the number of stops and starts, etc. The electric truck manufacturers try to find out, before selling a truck, what the job consists of and then apply to the vehicle a battery of sufficient size to carry the required amount of energy. In other words, the battery is comparable with the size of a gasoline tank. A small battery will do certain short jobs while an oversize battery will yield a correspondingly greater mileage per battery charge. In this snow territory we do not figure it is safe or satisfactory to use electric trucks for routes of over 40 miles, but the truth is that 25 per cent of the average city routes, outside of large cities like Chicago and New York, do not amount to anything like 40 miles per day—the average delivery service is parcelled out in such a manner that trucks are not driven needlessly, and a day's work runs anywhere from 20 to 30 miles, which is easily within the capacity of a good storage battery.

3. Speed Comparison. Of course no one is going to say that the electric truck will not get over the ground as fast as horses, but there will be some doubt as to the comparative speed of the electric against the gasoline truck. In computing this speed, people forget that it takes quite a while for a driver to crank the engine of a truck. Of course, the average truck stands with the motor running, and in this way this loss of time is overcome, but at the expense of gasoline, oil and the wearing out of parts. Then, with the gas car, after the engine is started, there is a period of gear shifting. With the electric, the driver steps from the sidewalk immediately to a driving position, and has the truck at its top speed with a minimum of delay. In filtering his way through the traffic, there is no gear shifting to do. In a recent speech of the president of the American Railway Express Company, he says: "They (electric trucks) are the fastest trucks there are on short haul or frequent stop routes." A 3½-ton Walker electric is rated to run at 11 miles per hour under complete load. Since the average city route embraces only 20 to 30 miles, you can see that the wheels would be in motion only a small part of the day. On this question of speed, our drivers tell us that the electric picks up savings of time in a number of other ways. In the first place, it goes out of the garage at the scheduled hour of the morning and there are no last minute defects discovered or adjustments to make, as with a gas truck. Further, after it gets on its route, the truck goes along steadily, day in and day out, completing each day's work without interruptions for mechanical repairs.

4. What is the probable economical life of electric trucks in the ice cream business? There are electric trucks operating today that are 25 years old and, of course, these were built at a time when truck materials were not of the quality that can be obtained today. The Express Company of Buffalo has a fleet of thirteen electrics which were purchased in 1912, and this fleet is intact and likely to be in operation a good many years to come. They have expressed the opinion that the life of the electric, as built today, is undoubtedly twenty years, and they point to the fact that the first electrics purchased by the Express Company in 1907 are all in operation. This applies, of course, to the chassis.

Our own experience in the operation of these vehicles has been that the most reliable battery, and the one which gives us almost no trouble at all is the Edison battery. Its life is guaranteed by the makers at not less than ten years, and adjustments are made in the failure of any of its cells to comply with the guarantee.

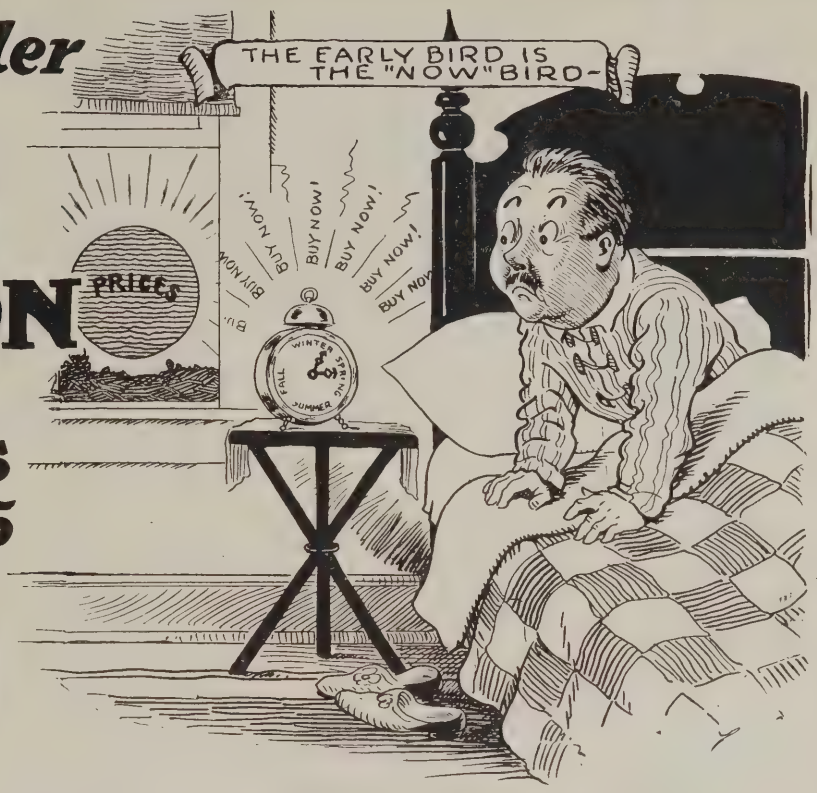
You will be interested in the practical demonstration of the proof of some of these claims made concerning the operation, maintenance, etc., for the electric truck in terms of exact figures, which are the result of records kept by the speaker personally. First—we will compare the original cost of a standard 3½-ton gasoline chassis with a 3½-ton electric chassis—it being understood that both machines will be equipped ready to run, with operator's cab, etc.. There is no necessity for taking into consideration the cost of the body because it would be



RE-TINNING
ICE CREAM & MILK CANS
By Our Special Sanitary Process Makes
OLD, WORN OUT CANS LIKE NEW
Tinning of All Kinds Including Cast Iron
SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.

It's time to order those new EMERY THOMPSON Ice Cream Freezers for bigger 1925 business

Write for this new catalog



FIRST thing you know it will be half past Summer! And hundreds of ice cream factory managers will come to the realization that their lack of capacity is robbing them of substantial profits they ought to be banking this year—and in the years to come.

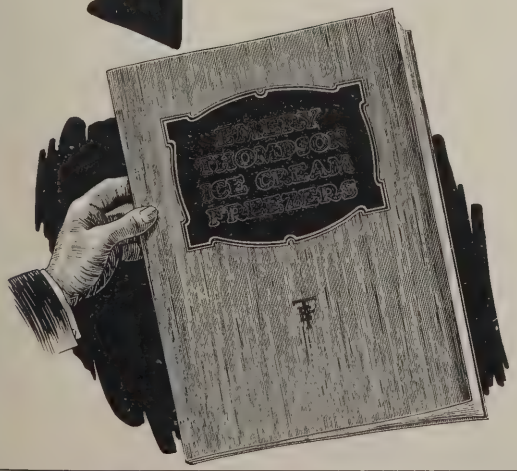
The demand for ice cream will never recede—it will grow tremendously as greater and extensively organized sales efforts are put behind the promotion of the industry. The slogan, "Serve it — and you please all" will increase the demand by millions of gallons.

This is just a "gentle reminder"—a soft-voiced Baby Ben!—suggesting that it's time for you to order those new Emery Thompson Ice Cream Freezers to take care of your bigger 1925 business.

If you will mail the catalog request—drop us a postal—or write a line—a copy of the new catalog illustrating and describing our complete line will be mailed you right away.

Emery Thompson Machine & Supply Co.

271-275 Rider Avenue
New York City



CATALOG REQUEST.

Emery Thompson Machine & Supply Company,
271-275 Rider Ave., New York City.

Gentlemen:

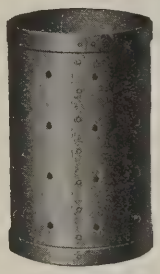
Send me at once your 1925 catalog.

Personal Name .....

Firm Name .....

Address .....

Wall Super Service Steel Cylinders



Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

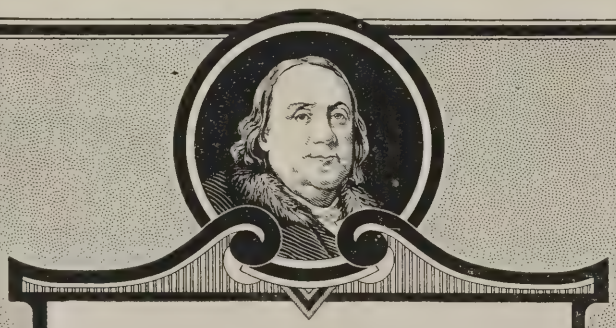
Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

WALL SUPERIOR PRODUCTS SINCE 1864

P. WALL MFG. SUPPLY COMPANY

3058-3098 Preble Ave., N. S.
PITTSBURGH, PA.

SINCE 1864



To Keep Your Customers Your Ice Cream Must Keep Its Quality

No one thing is more important if you are to attain this end than the —SUGAR YOU USE.

FRANKLIN CALIFORNIA A after much experimenting, has proven to be a necessity for perfect ice cream.

If you will write our Service Department, we will give you the scientific reasons.

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

the same in either case. Neither are we figuring on war tax.

The 3½-ton gas chassis, and cab, $4,400.00; 3½-ton electric chassis, and cab, with necessary batteries, $6,550.00. For the man who has never operated an electric truck, it is necessary to add a further cost in the way of the necessary charging machinery for charging the electric truck batteries. This runs at approximately $550.00 per truck, making the total electric investment cost $7,100.00. This shows a saving of the gas car on the original investment of $2,700.00.

Operating Cost.

	Electrics	Gas
License	$ 80.00	$ 64.00
Gasoline—electric current	90.00	388.91
Repair parts	87.18	132.74
Repair labor	147.24	174.29
Tire replacements	40.00	160.00
Oil	None	43.62
Total	$444.42	$963.56

Saving in favor of the electric, $519.14. Interest on investment figured at 6 per cent on the electric, $426.00; on the gas, $264.00. Saving in favor of the gas car, $162.00. Depreciation: average life of gas car, six years; average life of electric, ten years. Average life of electric battery, ten years; average life of charging machinery, ten years.

One-sixth of the gas car cost is $733.33; one-tenth of the electric trucks and batteries and charging outfit is $710.00. These two items would constitute the yearly depreciation charge against the investment, making a saving of $23.33 in favor of the electric car. The recapitulation of these costs show the following:

	Electric	Gas
Operation	$ 444.42	$ 963.56
Interest	426.00	264.00
Depreciation	710.00	733.33
	$1,580.42	$1,960.89

Saving in favor of electric trucks, $380.47.

Now, at the end of six years, the gas truck is exhausted and worn out and has no value, except as scrap, which may be from $300.00 to $500.00. At the end of six years the electric truck is still going strong and has approximately five to six years or more active service ahead of it. During the six years it has saved the owner $2,282.00 in operation costs over the same capacity of gas trucks and at the end of ten years will have saved over $3,800.00, or a net saving of over $1,100.00 over the extra purchase price, as compared with the original purchase price of the gas car.

The question of depreciation is one which cannot be absolutely stated because, as a matter of fact, no one knows the absolute life of the modern electric truck. The figures which have been given herein are not for the operation of one individual truck, but are the average figures for the operation of the entire fleet of them, as compared with the entire fleet of the same capacity gas trucks. No attempt is being made to show the saving in hauling cost per ton or per ton mile, because in the ice cream business those figures do not mean anything. It is our hauling cost per gallon which counts, and these are determined by the volume of our business and by the total of the operating and maintenance costs of the vehicles.

From the standpoint of safety in the city streets, the electric truck is far superior to the gas truck—its insurance rate is lower than the gas truck for this reason.

As these facts become more generally understood the electric truck will replace the gas truck in many city delivery routes.

ECONOMICAL TRANSPORTATION

Achieved by the use of

ZERO REFRIGERATOR BODIES

They are

LIGHTER THAN ANY OTHERS

FIRST *LAST* *ALWAYS*

When a competitive salesman tells you anything else,
do a little thinking for yourself.
Get your information from an ice cream manufacturer who has used both makes in question.

OUR FLEET OWNERS CAN TELL YOU

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

JOHN J. GROTHE CO. Inc.
ZERO BUILDING WOBURN, MASS.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

Minnesota Manufacturers Will Decide Cabinet Matter

Special Committee Appointed at December Meeting to Report at Minneapolis Convention this Month

WHEN the ice cream manufacturers of the North Star State meet in Minneapolis in annual convention on February 19 and 20, they will be especially concerned with their future policy toward the refrigerated cabinet problem.

On December 16 a special meeting was held in Minneapolis and a full and free discussion of the cabinet question followed. At the close of the meeting the following agreement was signed by every member present:

AGREEMENT.

(Reads): "We, the undersigned, agree to support, financially and morally, a program of investigation to be conducted by a committee of five members of the Minnesota State Ice Cream Manufacturers' Association, two from the Twin Cities and three from other points, to be appointed by the members at large; said investigation to be confined to a thorough and conscientious analysis of the practical and economic value of diverse refrigerated cabinets and fountains; detailed report of committee to be submitted to members of this Association and to all others subscribing hereto, for their disposition, in convention in Minneapolis, February 19 and 20, 1925; report to include recommendations as to financing and distribution:

"Said committee expenses to include a reasonable charge for heated room space, power and light for mechanical experiments, postage and stationery for correspondence, traveling costs of committee members between points within this state, and consultation fees of practical refrigerating engineers; functioning of committee to cease with submission of report February 19 tnd 20, 1925, and expenses prorated and absorbed as follows: Fifty per cent by subscribers from St. Paul and Minneapolis in equal amounts and fifty per cent by other subscribers in equal amounts.

"We, the undersigned, in consideration of our faith in the worthiness of this investigation do also hereby agree to refrain from or immediately cease purchasing for, distributing to, or otherwise interesting in refrigerated cabinets or fountains any customer of other subscribers hereto, until said report is submitted, February 19 and 20, 1925."

Dated at Minneapolis, this 16th day of December, 1924.

The special committee provided for in the above agreement is hard at work and will be prepared to recommend a definite policy at the coming convention.

The following contract form has also been prepared by the committee and will be presented for consideration at the Minneapolis convention:

TENTATIVE CONTRACT.

THIS AGREEMENT, made and entered into this..... day of....., 192.., by and between....., hereinafter known as the Company, and....., hereinafter known as the Customer.

WITNESSETH, That said Company in consideration of the rents and covenants hereinafter mentioned does hereby lease and let unto said Customer and said Customer does hereby hire and take from said Company the following described personal property, viz: One.....hole mechanically refrigerated.....No.....for the purpose of preserving ice cream and sherbets exclusively upon the following terms and conditions, that is to say:

1. This lease shall be for a term of three (3) years from and after the date of the installation of said cabinet as endorsed hereon.

2. The Company agrees to forthwith superintend the installation of said cabinet in space to be provided therefor by said Customer in the store of said Customer situated as No.....Street, in the City of....., State of....., and when installed to maintain the same in repair and working order for a period of one (1) year from and after date of installation, except where repairs thereto are made necessary by the negligence of the Customer. The Customer agrees to pay all plumbing, electric wiring, freight, cartage, labor and other charges necessary for the installation of said cabinet, and to permit the Company to have access to his said store at any time during the life of this agreement for the purpose of inspecting said cabinet. Said cabinet shall not be removed from said store room without the written consent of said Company.

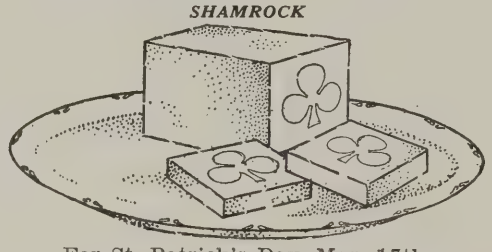
3. The Customer, as one of the considerations for this agreement, agrees to buy ice cream exclusively and to the full extent of his requirements from said Company at its regular wholesale prices, f. o. b. shipping point for a period of three (3) years from and after the date of the installation endorsed hereon, and to return all containers to said Company within twenty-four (24) hours after emptying the same, having previously rinsed the same out and removed all liners from the cans. And said Customer further agrees to pay for said ice cream and all other merchandise purchased from said Company promptly each week for and during the full term of this agreement.

4. Said Customer further agrees to and with said Company to pay said Company as rent, weekly in advance for the above mentioned personal property as follows: the sum of $....., April to September, and $....., October to March, commencing with the installation of said cabinet and continuing for the full term of three (3) years thereafter; provided, however, that said Customer may at his option at any time after one (1) year's rental has been paid hereunder, and said Customer not being otherwise in default in any of the terms or conditions of this contract, purchase the said cabinet by paying to said Company in cash Eighty (80) per centum of the rentals then remaining unpaid hereunder, whereupon this contract shall cease and terminate.

5. It is further hereby distinctly agreed that in case said customer shall make default in any of the rents herein re-

Holiday Specials in Cassell Center Molds

SHAMROCK



For St. Patrick's Day, Mar. 17th,
Dark Green Center in White Brick

EASTER EGG



For Easter Sunday, April 12th
We also have Easter Cross and Star of Bethlehem.
Price of any of these $1.35 each or $16.00 per Doz.

ORDER NOW

Through Your Jobber or Write

W. W. CASSELL

VINCENNES INDIANA

served or in any of the payments by him to be made or in any of the conditions or requirements herein on his part to be kept and performed, then and in that event, the said Company is hereby authorized and empowered, at its election, to at once without notice resume possession of its said property and to take the same from the premises of said Customer herein above described, or from any other premises to which they may be removed, and said Customer hereby gives the said Company, its agents, servants, or employees full and free right of ingress and egress to and from any premises of said Customer which it may be necessary or desirable to enter in resuming possession of said leased property.

6. It is understood that if, at any time during the continuance of this agreement, the said Company shall deem said property or its rights therein insecure, or said property shall deteriorate or be damaged more than by ordinary wear and tear, then and in that event, it shall be entitled to resume possession thereof at once, without notice and in the same manner as if default had been made by said Customer in any of the other conditions of this agreement.

7. In case it shall become necessary for any reason above herein provided for said Company to take possession of said leased property, then and in that event, all the expenses of removing the same from the premises of said Customer to the home of said Company shall be paid by said Customer to said Company upon demand.

8. The said Customer hereby agrees during the entire term of this agreement to keep said cabinet covered by insurance against loss by fire in the name of said Company in at least the sum of $....., pay the premium therefor and to deliver the policy to said Company; and in case the said Customer shall fail or neglect to so insure said property in the name of said Company the said Company may effect such insurance, and the sum or sums necessarily paid as premium therefor by said Company shall immediately become due and payable from said Customer to said Company and shall be paid by said Customer to said Company with the next weekly installment of rent falling due hereunder thereafter.

9. This contract and all conditions therein shall be binding upon the heirs, legal representatives, successors and assigns of said Customer, and said Customer agrees to secure acceptance of his successors and assigns thereto by proper endorsement hereon in event of a sale by him of the business conducted by him at the above described location; any such assignment of this lease, however, to be subject to the written consent of said Company.

10. At the end of said three (3) years period, all rents reserved hereunder having been fully paid by said Customer and said Customer not then being in default in any of the terms and conditions of this agreement, upon the payment of the sum of One Dollar ($1.00) by said Customer to said Company, the said Company shall execute and deliver to said Customer a Bill of Sale of the above described rented property. Until all said payments are fully made and said Bill of Sale given, the title to said cabinet shall at all times be and remain vested in said Company.

11. The date of the installation hereunder shall be endorsed hereon in writing under the signature of said Company.

IN TESTIMONY WHEREOF, the parties hereto have hereunto set their hands and seal in triplicate the day and year first above written.

.....
.....

Executed in the presence of:

.....
.....

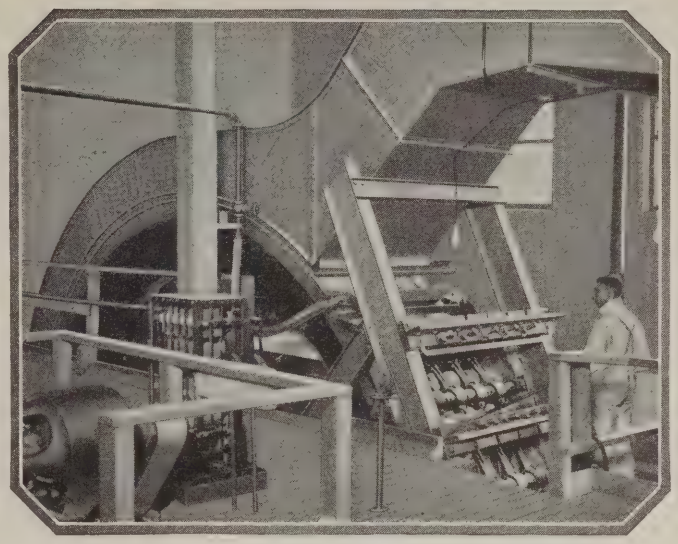
Installation completed this.....day of.....192..

.....
Customer.

ANOTHER ACKNOWLEDGMENT.

A very serviceable calendar for 1925, a little late but none the less useful, comes from the Creamery Package Mfg. Company. Each page carries the calendar of the current month, also the one preceding and succeeding. At the top of each page is the cut of an important item of factory equipment, a different one featured each month.

Sing a song of sixpence, when a country's dry,
A sixpence wouldn't buy enough to put into your eye.



When filtered the liquid gelatine is hurried to these great wheels and after a single turn is dropped directly into barrels. Our patent process requires less than 5 minutes from filters to barrel. The old tunnel drying process requires 16 to 48 hours.

The Preference of the Industry

Because of the matchless quality, adaptability and uniformity, produced only by our highly scientific wheel-dried process, *Ucopco* Wheel-Dried Gelatine is now *outstanding!* Already the choice of a predominating number of manufacturers in the gelatine-using industries, it is constantly gaining ground as each new user becomes convinced of its merits. Investigate *Ucopco* at once.



Let this trade-mark which appears on every barrel be your guide in selecting gelatine.

United Chemical & Organic Products Co.
Home Office: 4200 S. Marshfield Avenue, Chicago

Branches:
New York City New Orleans San Francisco
Milwaukee Detroit

Ucopco
Wheel Dried
Gelatine

Cabinets and Winter Consumption Feature Carolina Convention

National Advertising Endorsed and Committee Appointed to Study Iceless Cabinet Proposition at Seventh Annual Convention

ADOPTION of the national advertising campaign and steps to make a serious inquiry into the matter of iceless cabinets featured the annual convention of the North Carolina Ice Cream Manufacturers' Association at Charlotte, January 13 and 14. Certain restrictions are carried with the adoption of the advertising program and with a satisfactory working out of present plans, the association's support will go to this movement, which was endorsed by the delegates.

The report of the committee on refrigerated cabinets was sent back to that committee for further consideration after it was submitted. Another report will be made to the officers.

The seventh annual convention was one of the most interesting of all previous meetings of the association, which has grown to be one of the outstanding trade organizations in the country. In thanking The Ice Cream Review for co-operation in connection with the convention, Secretary A. E. Dixon, who has become famous in national ice cream circles as one of the industry's most alert officials, added that it "was the best one we ever had, our membership being materially increased, and I am quite sure our members are closer together than ever before."

New Officers

PRESIDENT.

George H. White,
White Dairy Products Co.,
Raleigh, N. C.

VICE-PRESIDENT

Thomas C. Reed,
Chapin-Sacks Corp.,
Greensboro, N. C.

SECRETARY-TREASURER

A. E. Dixon,
Carolina Ice Cream Co.,
Fayetteville, N. C.

DIRECTORS

Geo. L. H. White, Raleigh; A. E. Dixon, Fayetteville; Thomas C. Reed, Greensboro; L. A. Corning, Hamlet; Leslie L. Taylor, Rutherfordton; J. G. Baldwin, Durham, and A. H. May, Charlotte.

ICE cream men all over the nation, are virtually agreed that the installation of iceless cabinets is a matter requiring the closest kind of co-operation among manufacturers in their respective territories, and although it is a popular opinion that the expense of the cabinet should be borne by the dealers, it is not likely that this plan will be found to be practicable at just this time. These thoughts were brought out in one of the outstanding addresses before the convention, delivered by T. C. Reed, district manager of Chapin-Sacks Corp., Greensboro. Mr. Reed had made an exhaustive investigation, having sent circular letters to prominent ice cream manufacturers in various parts of the country, including officials of different associations of ice cream manufacturers.

A SUPPLYMAN, L. O. Lindeman, representing one of the large manufacturers of iceless cabinets, told how members of the bread industry slowly educated themselves away from the ruinous habit of giving away profits through premiums, prizes, etc. After stopping these foolish practices, the bakers' national association, through the co-operation of a large yeast manufacturer, instituted a national advertising campaign that is materially increasing the consumption of bread. Similar results can be brought about for ice cream, the speaker pointed out, but at this time, according to the speaker,

"Ice cream manufacturers still are in the old rut, giving the assets of their business to the dealers in efforts to take away each other's customers. They are selling less ice cream than would be sold if an equal expenditure would be made to increase the consumption of ice cream through co-operative advertising."

REFRIGERATED cabinets are known to have increased consumption in given communities from 50 to 100 per cent, "for ice cream is served better, more sanitary, and in better and more uniform condition from the cabinets." He added that dealers like the new cabinets because there is less loss through shrinkage.

Mr. Lindeman mentioned two methods of handling the cabinets; first, let the dealer buy the cabinet if he has the money. He recommended that ice cream manufacturers not contract for the exclusive right to the use of iceless cabinets in their territory, for another manufacturer soon would make a similar offer, and competitive ice cream manufacturers would find themselves weighed down with heavy investments in dealer equipment. The second plan suggested is to buy the cabinet and sell it outright to the dealer, charge the regular price for ice cream and credit the dealer with the icing saving of 10 cents a gallon till the cabinet is paid for. Some cabinets are being placed on this plan, he said. The dealer makes an initial payment of 20 per cent of the price, and the balance in 10-cents-a-gallon installments.

DELEGATES were welcomed to Charlotte by Clarence Kuester, manager of the Charlotte Chamber of Commerce, who lauded the idea of national advertising. The response was by Charles E. Landreth, Winston-Salem, past-president of the association, who stressed the importance of working for the development of more winter business.

North Carolina has a foundation "for a real association," it was brought out in the secretary's report, Mr. Dixon declaring that splendid co-operation has been given by members. He reviewed the work of the national advertising committee.

A MAN is wanted who will tell the North Carolina ice cream manufacturers how to sell ice cream all the year around, declared President W. S. Obenshain, Charlotte, in one of the best addresses by a convention president that one hears taking the rounds of the convention from year to year. On this point he said:

"Manufacturers all over the United States have had original ideas of all sorts—they get out unique advertisements, they get up wonderful specials, they go 'over the top' in the hot summer time—but the man has not yet been discovered

in this section who can put over an idea that will SELL ice cream all the time during the cold winter months.

"It is true that some of the Northern ice cream manufacturers have worked out ideas whereby they have a good year-round business, and it is up to us to so educate the people that ice cream will be in demand as a year-round food.

"We all know this is not an easy matter, but if we all get together and discuss ways and means we should be able at least to make some headway. 'Rome was not made in a day,' and of course we don't expect to make such wonderful increases in our winter business in one season, but by continually carrying on we should be able to say 'day by day in every way our winter business is getting better and better.' "

Another point he stressed was co-operative advertising. He had noticed that wherever advertising is carried on in this way each competitor has profited as much or more than before and it gives the public a greater confidence in them, "since being fair and square with each other would in turn lead them to be fair and square with their customers."

Uniform accounting should also come in for consideration, he said. By this term he meant each manufacturer should keep an account of his manufacturing cost, his delivery cost—in fact, the cost of his entire output of ice cream, figuring in depreciation on machinery, equipment, etc. In this way an accurate account can be kept of every dollar spent and every dollar made—and when this is done, he felt quite sure, manufacturers will have no more "cutting prices," as the manufacturer will be able to see that "when he cuts prices he is only cutting his own throat in the end." "There isn't enough money made in GOOD ice cream for any manufacturer to cut prices—he should have a uniform price and stick to it," he added.

He felt that in the future more stress should be laid on the food value of ice cream. Everyone knows that good ice cream is delicious, but it is surprising the number of people we run upon who know nothing whatever about the food value of ice cream, he pointed out, adding:

"A great many manufacturers seem to think the proper thing to do is to decrease the price of their ice cream. I say IMPROVE THE QUALITY and if necessary raise the price. There is nothing better than good ice cream and to my mind nothing worse than inferior ice cream. I have this to say about the man who is always reducing and cutting prices—he not only reduces the price but he also reduces his quality.

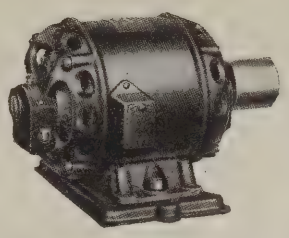
"In other words, the customer gets just what he pays for—a mixture called ice cream but a disgrace to the name. If he does not do this he will not be able to stay in business long, for a manufacturer cannot meet his expenses if he sells ice cream for practically what it costs him to put it out. Therefore, let us all make a New Year's resolution to IMPROVE THE QUALITY of our ice cream, if this is possible."

Roberts Everett, secretary-manager of The Association of Ice Cream Supply Men, delivered an address before the association, which is to be dealt with in another connection.

"Group Insurance" was discussed by G. L. Glendenin of Wilmington, representing the Metropolitan Life Insurance Company.

AN OUTSTANDING address was that by F. W. Gentleman of the Garden Advertising Co., who spoke on national advertising, using charts showing increases in sales effected by associations of walnuts, citrus fruits, pineapples, etc., and the lead and cast iron pipe manufacturers through co-operative national advertising. The subject of his address was the same as that delivered at the New York State Convention the week before.

With regard to the gain in sales enjoyed by those who do not participate in the campaign he said that the Walnut Growers' Association members' sales in 1915



¼ h. p. Century Repulsion-start Induction Single-Phase Motors

"They Keep a-Running"

QUIETLY

The brushes of Century Repulsion-Start Induction Single-Phase Motors are in contact with the commutator only during the period of starting. In many classes of service this means that the brushes ride the commutator only 1/900th of the time the motor is running. **Quiet operation**—no brush-friction noises, squeaks, sparking or chattering.

All iron and steel entering the motor assembly is liberally proportioned. **Quiet operation**—no electrical hum.

The "natural period of vibration" of these motors has been kept unusually low. **Quiet operation**—no induced or transmitted vibrational noises.

Every Century Type RS motor armature is given a very accurate dynamic or "running" balance test, during which mechanical vibration is eliminated. **Quiet operation.**

Because of these Century "quiet" features, these motors are widely used for organ blowers, household refrigerating systems, oil burners, house pumps and similar service where continuous and quiet operation is essential.

Built in all standard sizes from ⅛ to 40 h. p. Temperature rise not more than 40° Centigrade.

Send for Bulletin No. 29

In Bulletin No. 29 you will find a complete outline of the superior characteristics of Century Type RS Motors. Send for your copy today.

Century Electric Company

1827 Pine Street ST. LOUIS, MO.

29 Stock Points in the United States and More Than 50 Outside Thereof.

⅛ to 75 H.P. Century MOTORS ⅛ to 75 H.P.

FOR SALE

New and Used Equipment for Immediate Shipment

2—40 qt. Cherry Perfection brine freezers with 220 volt, 3 phase, 60 cycle motor.
1—40 qt. Miller motor driven freezer.
4—40 qt. Emery Thompson horizontal brine freezers, two belted and two motor driven.
1—300 gal. Perfection ice cream batch mixer, Model No. 1.
2—300 gal. Cherry coil pasteurizers.
2—200 gal. Cherry coil pasteurizers—(new).
1—300 gal. per hour Viscolizer.
2—400 gal. Cherry Jensen cream ripeners.
50 and 100 gallon Cherry upright batch mixers.
2—Champion No. 11-H hopper type ice crushers.
1—No. 125 white enameled 2-compartment cabinet.
3½ ft. and 5 ft. copper vacuum pans.
15, 20 and 90 ton shell and coil brine coolers.
145 ton shell and tube brine cooler.
15,000 lineal feet of 2" hardening room piping.
Refrigerating and ice-making systems can be furnished from our own stock of good used equipment.

Send us your inquiries

ROBERT P. KEHOE

7 East 42nd Street New York, N. Y.

Telephones: Vanderbilt 9594-9595

amounted to 15,000,000 pounds. This was increased in 1922 to 48,000,000 pounds, or an increase of 220 per cent. Sales of non-members of the association grew from 50,000,000 in 1915, to 100,000,000 in 1922, or an increase of only 100%. A similar difference in increase might be noted in the ice cream industry, he said. It must be remembered that increases in ice cream sales would be made without adding any additional "stops."

Representatives of different trade publications had proposed addresses, one being delivered in person and others being read by the secretary. The business meeting was held the afternoon of January 4.

California Legislative Committee in Session

The legislative committee of the California and Southwestern States Ice Cream Manufacturers' Association, recently appointed by President Frank H. Ames, was preparing for a meeting at San Francisco on January 31 as this issue was going to press. The personnel of the committee consists of Carl Plaut, chairman, Oakland; W. A. Hosking, Sacramento, and C. J. Alfred, Los Angeles. As the California legislature is now in session, members of the association, in a bulletin from the secretary, Jay H. Kugler, have been urged to carefully watch for any proposed legislation that might affect the ice cream industry and to report to the legislative committee.



CARL PLAUT,
Chairman,
Oakland.



W. A. HOSKING,
Sacramento.



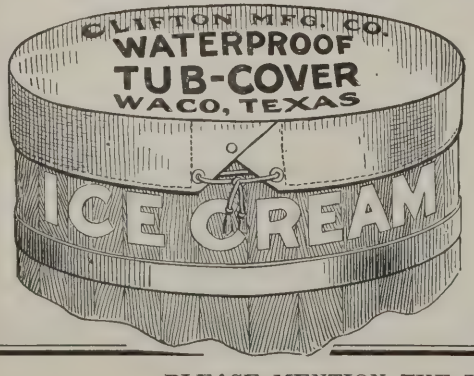
C. J. ALFRED,
Los Angeles.

MINNESOTA CONCERN TO ERECT PLANT IN IOWA.

About $100,000 will be spent for erecting and equipping a modern ice cream and dairy plant in Des Moines, Iowa. The Northland Milk and Ice Cream Co., capitalized at $3,000,000, with headquarters at 11 W. 28th St., Minneapolis, Minn., recently purchased the Fairlawn Milk Products Co. of Des Moines, Ia., and the vacant property at the corner of East Grand Avenue and Sixth St., and, according to Edwin S. Elwell, president of the company, a modern structure will be erected, although definite plans are not yet completed.

It is estimated that the plant will employ about 200 people in the creamery, ice cream and dairy departments. A large fleet of trucks and wagons will be placed in service, it is reported.

Get Better Satisfaction This Year!



Our customers state from past experience

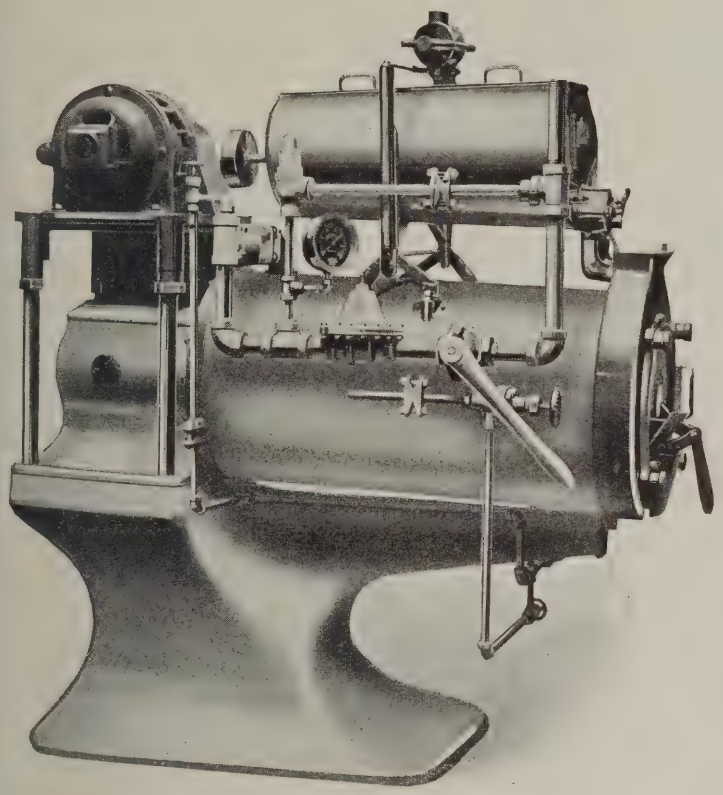
Clifton TUB COVERS Fit Better

than any ever purchased and their repeat orders prove it.

Prove to yourself the better fit and quality of Clifton Tub Covers by ordering a trial lot.

CLIFTON MANUFACTURING CO., Waco, Texas

U. S. HEAVY DUTY—ICE CREAM FREEZERS DIRECT EXPANSION



Absolute Pressure Control

One of the many exclusive features in the U. S. AUTOMATIC PRESSURE REGULATOR; simple and positive in its action, and maintaining absolutely at all times a uniform pressure in the freezer cylinder. Extremely simple, and can be set by the operator at any temperature desired.

May we prove this to you?

CATALOGUE AND TECHNICAL INFORMATION ON REQUEST

DISTRIBUTORS EVERYWHERE

U. S. FREEZER & MACHINE CORPORATION

General Offices: 241-243 W. Broadway, New York City
Factory: North 11th St. & Driggs Ave., Brooklyn, N.Y.

ICELESS CABINETS TO FEATURE MINNESOTA CONVENTION.

(Continued from page 12)

WILLIAM F. LUICK, Milwaukee, past president of the National Association of Ice Cream Manufacturers, and one of the best posted men in the ice cream industry on the subject of interurban deliveries, will discuss delivery costs. Prof. H. A. Ruehe of the University of Illinois, a popular authority on ice cream making, will deliver one of the feature addresses. Fred High of Chicago will discuss organization.

The Minnesota Gophers, the body of supplymen affiliated with the association, will provide attractive forms of entertainment for the delegates. The association will give a banquet the first evening and on the second evening the Gophers will entertain.

J. J. Farrell of St. Paul is secretary of the Minnesota state association. Nels Baden of Wadena is treasurer, and C. E. Kester of Hutchinson is vice-president. The directors are President Munn, C. E. Kester, Nels Baden, Riley Thompson of Albert Lea, Charles W. Kiewel of Crookston, D. T. Carlson of Willmar, and Ralph Nelson of Hibbing.

H. E. Stinchfield, secretary of the Minnesota Gophers, has made the following announcement:

With respect to the Minnesota Gophers' part of the program, it has been arranged that the Gophers will handle all the entertainment of the convention. Thursday evening, February 19th, the ice cream manufacturers will be our guests at an affair which was originally planned for a stag party, but, on account of so many of the ladies having threatened to storm our party, we have decided to admit all the ladies who arrive at the doors before 7:30 p. m. This is going to be a stag party for both ladies and men, and we certainly hope that the ladies will wear their shock absorbers. It is going to be a real bowery party, with apaches 'neverything.

The following will give you just a rough idea of part of our program:

1. 7:00 p. m. Buffet supper, with orchestra and plenty of smokes.
2. Many cabaret stunts. Bring your opera glasses or wear blinders.
3. Jazz music (but you can't dance yet.)
4. SONGS: Solos, duets, trios, quartets, cabaret dancing, impersonations, 'neverything.
5. Big mystery act—very different and entirely new.
6. We all dance to the Nicollet Radio Orchestra.

We expect to make a record attendance at this convention, and we request every manufacturer and supply man to be present at this convention. It is the one big get-together party of the year, and we certainly feel that this convention this year will be well worth the while and money spent to attend it. We want everyone to bring a lady so that everybody can dance for the winding up of this party on Feb. 19th.

NEWS FROM FAR AND NEAR.

Sulphur Springs, Tex.—Frank Webster, experienced ice cream manufacturer, has consolidated with a syndicate of butter and ice cream manufacturers from Oklahoma and will put in operation an up-to-date factory with a capacity of 1,000 gallons of ice cream daily.

Winters, Tex.—A. M. Sparks has completed preparations for the manufacture of ice cream on a wholesale basis.

Salt Lake City, Utah.—A loss of $1,500 was suffered by the Keely Ice Cream Co. when its plant was damaged by fire.

Honaker, Va.—The Russell County Creamery was incorporated to develop the dairy industry in that section. The creamery will manufacture "Blue Grass Butter" and will also make ice cream. The capital of the new company is $10,000, and Ira Thompson is president, H. R. Davis, secretary and D. M. Hubbard, treasurer.

Auburn, Wash.—The Auburn Ice Cream Co., was recently organized with a capital stock of $30,000. The incorporators are Frank Lochridge and Frank Fulmer.

SALES CAMPAIGN CENTERED AROUND ICELESS CABINETS BY ARKANSAS MANUFACTURER.

(Continued from page 8)

most up-to-date in the South. He is past president of the Arkansas Ice Cream Manufacturers' Association, and for a long time has been prominent in Southern association activities, at different times being director and serving on important committees.

This idea of shifting to the dealer the share of his burden that the ice cream manufacturer has unfairly been carrying so long has been a popular convention subject for a long time. Ice cream manufacturers in virtually every part of the country have expressed themselves in convention speeches against the condition that has led many dealers to feel that ice cream is something they don't have to sell unless they want to. Mr. Terry's plan, for this reason, is sure to be watched with wide interest.

Readers will be interested in the form of contract to be used by the Terry Dairy Co. Accompanying each contract will be a special letter of explanation. A copy of the letter and the contract form follow:

Little Rock, Ark.

To the Dealer:

In order to increase the volume of ice cream sales, we contemplate purchasing and supplying to our customers, iceless cabinets for handling ice cream at the customers' place of business.

To do this will involve an outlay of approximately $25,000 for these cabinets and the necessary equipment for manufacturing and packaging brick ice cream in quarts and pints.

It is also proposed to erect large billboards in various parts of the city with attractive posters announcing the sale of these packages of ice cream at popular prices. A neat reproduction of these posters in small size will be furnished each customer for placing in his window, stating that these packages are for sale at his place of business. In addition to this, a campaign of newspaper advertising will be carried on, showing these posters and advising the public that this package ice cream can be purchased at your place of business. Before making the heavy outlay of capital necessary to carry out this plan it is necessary that we know whether you wish to take advantage of this or not.

Attached is contract outlining the conditions of this plan, submitted to you for your consideration.

Terry's Ice Cream—"That Good Kind."

Contract.

This agreement made this ——— day of ———, 192—— by and between the Terry Dairy Co. of the county of Pulaski and the state of Arkansas, hereinafter called owner, and ——————— hereinafter called customer.

Said owner agrees to install one Nizer mechanical ice cream cabinet, hereinafter called cabinet, in the store or place of business of said customer.

The customer agrees to provide the electrical and water connections to the point of installation of the equipment and to supply the necessary electric current and water to operate the equipment at his own expense and to provide a space ——— by ——— by ——— for a ——— hole cabinet. The owner agrees to keep the said cabinet in repair and in good condition, except where repairs are made necessary by the negligence of the customer or his employees, when the repair shall be made by the customer.

Said customer agrees to hold said owner harmless from any loss, cost or damage, by reason of leakage or alterations made necessary to install said cabinet, or for any other cause or reason due to the installation and use of said cabinet.

It is hereby mutually agreed and understood that said cabinet shall be used for the express storage of the ice cream sold by said owner, and shall not be used for any other purposes whatsoever.

It is further agreed by the customer to use his best endeavors to sell all the packaged brick ice cream at a price of 50 cents for quarts and 30 cents for pints, and said owner agrees to furnish customer said ice cream at a price of 35 cents per quart and 20 cents per pint.

It is hereby mutually understood and agreed that this agreement can be terminated by a written notice of 30 days from said owner to said customer or by a written notice of 30 days from said customer to said owner. Said owner shall have the right to enter the premises of said customer for the purpose of examination of said cabinet, to repair said cabinet, to remove said cabinet, without being liable for doing so.

It is hereby expressly understood and agreed that said cabinet shall be the sole property of said owner, and shall remain the property of said owner and shall not become the property of said customer, or his heirs, assigns, or any other person.

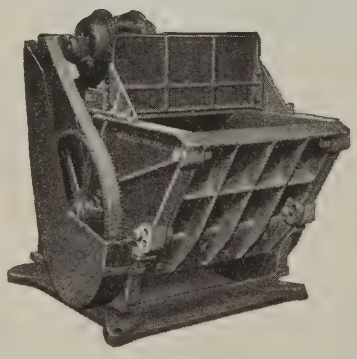
Witness our hand and seal this ———day of ———, 192—.

———————————

OWNER

———————————

CUSTOMER



When Breaking Ice

A CREASEY ICE BREAKER will quickly and conveniently, without muss or noise, break ice for use in your cabinets, for cooling drinking water, for making ice cream, for icing foods and drinks, etc.

It breaks the ice to just the size you want it and involves no sloppy tubs and makes no muss from flying pieces. The Breyer Ice Cream Co., Colonial Ice Cream Co., French Bros., Bauer Co., Huyler's, Schraft's, Liggett Drug Co., Borden's Milk Co., Reid Ice Cream Co., Herschey Creamery Co., Benham Ice Cream Co., etc., etc., have for years made Creasey Ice Breakers a standard part of their equipments.

Write for catalogue R-1125, prices and name of nearest dealer.

COCHRANE CORPORATION

Creasey Ice Breaker Dept.

3178 North 17th St. Philadelphia, Pa.

165

BULLETIN OF EVENTS

Michigan Dairy Boosters—Exhibition in connection with convention of the Michigan Allied Dairy Association, Lansing, February 2, 3, 4, 5 and 6, 1925. Exhibition headquarters, Kerns Hotel. Secretary, C. J. W. Smith, 502 Lenox Ave., Detroit.

Michigan Allied Dairy Association—Annual convention, Lansing, February 2, 3, 4, 5 and 6, 1925. Convention headquarters, Michigan Agricultural College. Secretary, R. F. Frary, Lapeer.

Ice Cream Manufacturers' Association of South Dakota—Annual convention at Sioux Falls, February 3, 4, and 5, 1925, in conjunction with the State Dairy Association convention. Convention headquarters, Hotel Cataract. Secretary, C. C. Totman, Station A, Brookings.

Minnesota State Association of Ice Cream Manufacturers—Annual convention at Minneapolis, February 19 and 20, 1925. Convention headquarters, New Nicollet Hotel. Secretary, J. J. Farrell, 620 Hamm Bldg., St. Paul. President, W. W. Dunn, Jr., 506 Partridge St., St. Paul.

USE THE "REVIEW" WANT DEPARTMENT

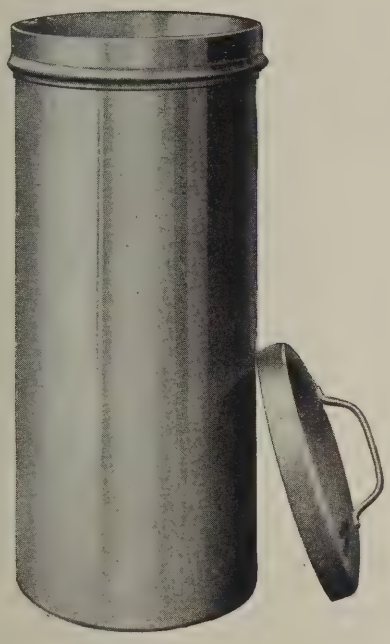
for securing a position, desirable help, business opportunities, buying or selling equipment

Rate 2c a word per insertion,
15c per insertion extra for blind address.

THE ICE CREAM REVIEW, Milwaukee, Wis.

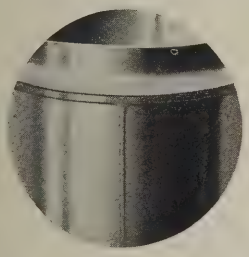
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

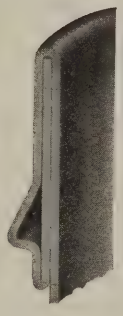
Now Ready for Delivery-



The New
Ultra-Weld

NO SOLDER-NO RIVETS-NO HOOPS





This newly developed ice cream can we are offering to those who prefer the solderless or welded type. The bottom is made an intregal part of the cylinder by a continuous electric weld; it cannot leak, become loose, or drop out. The side seam joint is a genuine electric arc-weld and is built up with steel to securely bind the cylinder edge together; also notice the triple folded, rounded, "crackless" Ultra top band and bead.

Our new Ultra-Weld is exactly the same as our regular Ultra, except it is welded throughout instead of soldered. By all means see the excellent Ultra cans before buying your requirements for next season.

WELDED →



SOLAR-STURGES MFG. CO.

FACTORY AND GENERAL OFFICES:

MELROSE PARK ILLINOIS

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.



ROY S. JENNINGS.

JENNINGS JOINS BESSIRE & CO.

Roy S. Jennings, Atlanta, Ga., has severed his connection with the Creamery Package Manufacturing Co., and has joined the Southern division of Bessire & Co., with headquarters in Atlanta. Mr. Jennings, who is widely known in the Southern trade, will cover part of South Caroline, south Georgia and Florida. For many years he was connected with Mojonnier Bros., leaving that company in 1923 to join the Creamery Package Manufacturing Co. He resigned this place to go with Bessire & Co. on January 1.

* * *

JOSEPH MILLER CO. MOVES TO LARGER QUARTERS.

The building at 919 Third Ave. North, Minneapolis, Minn., has been vacated by The Joseph Miller Co., and the company now occupies a spacious plant at 507-9-11 Ninth Ave., South. Four times as much floor space is available at the new place, and officials of the company advise that several new machines have been added to the equipment to meet the company's steady growth in business. W. H. Nein, secretary-treasurer, advises that "business is exceedingly fine."

* * *

PFAUDLER'S NEW PRODUCT.

The Pfaudler Co., Rochester, N. Y., is putting on the market a new line of sanitary fittings. They have been designated the Pfaudler "Hand-tight" fittings, and officials of the company claim that they have many features not duplicated in other lines. The valves are the compression type as contrasted to the ground-key type. The company believes that the compression type valve is an improvement. It is claimed that it will not only withstand pressure in the tank, but also will hold vacuum. A distinctive feature claimed for this valve is that it can be sealed by hand and does not have to be tightened continuously by wrenches. In sealing the valve, officials say, a knife edge seats against a special alloy ring seat cutting into the metal, and they say that this explains why there cannot possibly be any leakage. These alloy seats can be taken out of the valve and replaced when necessary. The average life of these seats is about three years and the price is only 35 cents.

* * *

RIEF IS FREE AGENT.

Although it was announced in the January issue of The Ice Cream Review that Anton Rief, formerly connected with Joe Lowe Co., had not accepted a place that he previously had been reported to have accepted, Mr. Rief announces in January that he had severed his relations with Joe Lowe Company. At that time he had not decided upon his future connections.

* * *

CALIFORNIA COMPANY EXPANDS.

"Suncrush Orange" is now "California Mission Orange Juice." The California Crushed Fruit Corp. of Los Angeles adopted this new copyrighted trade name recently when it absorbed the Mission Orange Punch Co. of that city. The new name will be applied equally to all the products of the merged company, including orange, lemon and grapefruit juices, and the peel by-products.

For several years these two California concerns have been big factors in the pure citrus juice field. Together, they are effecting many economies of manufacture and distribution. The principal officers of the Mission company are now executives in the California Crushed Fruit Corporation. W. R. Thomas remains president of the corporation, with C. F. Blattner, vice-president; W. T. Evans, secretary, and J. E. Hennessy, treasurer.

* * *

COLUMBIA METAL PRODUCTS CO. DESIGNS NEW MIXER.

A new type of mixer, known as the Dayton Mixer, is designed for mixing food products, and may be used with either wet or dry ingredients.

The new mixer has a capacity of 12 quarts. It is made by the Columbia Metal Products Company, which has designed it for mixing thoroughly and quickly any product for which it is adapted. A special feature is a spiral mixing element which lifts all ingredients from the bottom of the container towards the top. At different heights the materials are thrown out into the path of rapidly rotating and revolving beater blades which also are syiral in shape and tend raise the ingredients towards the top.

All mixing blades are removable and easily cleaned. General Electric motors are used in the new model.

* * *

PATENT PENDING ON NEW BROOM.

Visitors to the New Orleans convention were very much interested in a strongly constructed push broom designed by a practical ice cream manufacturer that claims the old style broom is not practical, when used on floors where there is lots of water and slush.

Everyone realizes that it is the water and filth which accumulates in the base of the wood block (which is also very unsanitary) that causes the fibre to rot, and the broom soon falls to pieces. These inefficiencies are said to be overcome in the Rainbow Push Broom by using a rubber skirt to protect the fibre from getting wet, and helps to keep the broom in a dry and sanitary condition; the rubber skirt also grips the floor and cleans thoroughly.

These brooms were on exhibit by The Rainbow Push Broom Company, Plaquemine, Louisiana, and they pledge to replace any of their brooms that wear out within four months. It is claimed that some factories are getting good service out of these brooms after eight months' usage.

* * *

UNGERER'S SIXTIETH ANNIVERSARY.

The House of Ungerer, purveyors of basic flavoring materials, essential oils, etc., this year will celebrate its sixtieth anniversary, basing this upon the hitherto temporarily forgotten fact that the late W. P. Ungerer first started in business in Rochester, N. Y., under the name of Ungerer Brothers, in partnership with his brother, Henry Ungerer.

The present firm of Ungerer & Company was incorporated under that name in 1901, succeeding the firm of W. P. Ungerer, which was first established by the late W. P. Ungerer, father of the present members of Ungerer & Company, in 1893. The business has remained in the family, passing from Ungerer Brothers, 1865, to W. P. Uugerer, and later to Ungerer & Company, incorporated. The members of the firm of Ungerer & Company, William G. and Frederick H. Ungerer, are sons of the late W. P. Ungerer, original founder of W. P. Ungerer Brothers, and the firm is still essentially Ungerer Brothers, although not doing business under that name.

* * *

FROZEN SUCKERS.

Frozen suckers are being used to good purpose by Southern ice cream manufacturers, it was indicated at recent con-

ventions. H. A. Benners, head of Southern Selling Service, 702 United Fruit Building, New Orleans, is national agent for Radford's frozen sucker units in that territory, manufactured by the E. H. Radford Sheet Metal Works, Los Angeles.

* * *

ALCO CONE COMPANY LOOKS FOR ACTIVE SEASON.



Increased manufacturing facilities have made it possible for the Alco Cone Co., Memphis, to extend its sales operations according to recent announcement. Herman Allenberg, head of the company, reports that the outlook is for an unusually active season in the Southern states this year. His company is making preparations for a large output of ice cream in the South, which section is rapidly developing its ice cream industry. Mr. Allenberg has been engaged in the manufacture of cones in Memphis for the past 15 years.

SAME TO YOU.

Among the greetings of the past yuletide season that reached the editorial department of The Ice Cream Review were those from Adolf J. Marschall, National Dairy Association, The Paterson Parchment Paper Co., Chr. Hansen's Laboratory, Inc., The Farrar Advertising Co., Indiana Manufacturers of Dairy Products, R. L. Hammond, general secretary; Horine & Bowey Co., The Abbott Laboratories, J. P. Dorsey, F. B. Fulmer., John J. Grothe Co., Inc., Franklin Co-operative Creamery Association and H. E. Van Norman, president of the National Dairy Association, and Westerlin & Campbell.

In this issue the Solar-Sturges Manufacturing Co. of Chicago, are calling attention to the new Ultra-Weld ice cream can. H. A. MacLaughlin, assistant general sales manager, reports that their regular ultra can has proved the most popular they have ever offered to the trade. They say there are approximately 1,000,000 of these cans in active, everyday use.

On the new Ultra-Weld can they are using the same inserted rolled bottom, except that instead of being soldered it it is welded in by continuous electric weld. This electric weld makes the bottom an integral part of the cylinder, and the absence of a separate top hoop and bead makes the can practically one piece. The side seam of the new Ultra is also electrically welded. The two edges of the cylinder being drawn together and welded before tinning, eliminating the overlapping side seam. The top hoop and bead of this can consist of the Solar-Sturges well-known triple fold, which is said to never crack or come off. The company is not intending that the new Ultra-Weld can shall replace its regular soldered ice cream can, but it has brought this out for those in the trade who prefer a welded or solderless type of can.

PRINTING
Anything from a Card to a Catalog
The Olsen Publishing Co.
Fifth and Cherry Sts. Milwaukee, Wis.

Trade Literature

INCREASED SIZE FOR ICE CREAM TRADE JOURNAL.

The January issue of The Ice Cream Trade Journal, published in New York by Thomas D. Cutler, appeared January 15 in larger size. The type page of the magazine has been increased to 7 5/16 of an inch in width, and to 9 15/16 inches in length. Space on the front cover is given over to a list of the feature articles in that issue. There is no change in the make-up of the magazine.

* * *

HEAT TRANSMISSION OF INSULATING MATERIALS.

Under the title, "Heat Transmission of Insulating Materials," The American Society of Refrigerating Engineers, 35 Warren St., New York, N. Y., has just issued in book form the formal report of its insulation committee.

This book contains 114 pages of text, including charts, drawings, tables and half-tone illustrations; the page size is 8½x11 inches, the cover is paper; the price is $2.00 per copy. The subject matter of the book is divided into eleven sections, each of which is the contribution of a competent authority, and, with but one exception, each contributor is a member of the committee.

One of the main purposes of the committee was to suggest methods of testing the heat transmission of insulating materials; for this reason Section VI, which covers the **plate method,** and Section VII, which covers the **box method,** form the hub around which all the other sections revolve. The overall conclusion of the committee is (1) that both methods have merit, while each is not without some fault; (2) that the plate method is essentially adapted for determining the conductivity from which the transmittance may be computed; (3) that the box method is essentially adapted for determining the transmittance from which the conductivity may be computed; (4) that the plate method lends itself to the maximum evaluation of error.

While Sections VI and VII are each quite complete in the treatment of their respective topics, yet each of these two sections assumes that the reader has what is so essential to a profitable reading of these sections, namely, (1) a clear mental picture of the mechanism of heat transfer; (2) a correct understanding of heat transfer nomenclature; (3) a full appreciation of the significance of surface effects; and (4) a familiarity with the technique of temperature measurement. For this reason, Sections II, III, IV and V are provided, respectively, to cover the foregoing topics in the order indicated.

WASHINGTON—MAINE

News From Far and Near

CALIFORNIA—FLORIDA

ICE cream industrials in the central South section are fairly active for the winter season. There was in January a decided touch of cold weather felt in the South, though by no means so extreme as that reported in the lake sections. The temperature at its coldest was some five degrees above, and most of the time 12 to 14 degrees above.

The ice cream factories and wholesale interests enjoyed a good holiday trade and they put on the market many specially molded designs that found popularity at dinners, weddings and social entertainments. Many fine hotels and cafes have been opened in Tennessee and Arkansas this season, and others are to be built in 1925. These are a good source of trade for the very highest class of product. The Memphis, Nashville, Little Rock and Jackson, Miss., ice cream manufacturers also ship for quite a little distance both by rail and truck. The business by motorized trucks has not amounted to much but the building of hard roads in many localities, and the new viaduct on the Arkansas side of the Mississippi river at Memphis, where the Harahan bridge spans the river will develop some business by truck inaugurated to some extent the past year.

* * *

The development of ice cream factories in the larger cities and towns has been considerable. There are some large plants and many small ones. The cone business is a large and popular one at Memphis, Nashville and Little Rock.

The Alco Cone Co., who recently moved to 124 North

Front St. from 480 N. Front St., Memphis, and conducted by H. Allenberg, is a pioneer in the cone manufacturing business.

Bessire & Co., Inc., of Tennessee, has a large wholesale supply house in Memphis, and the Bessire Co. is also at Louisville, Atlanta and other cities.

Fortune's, Inc., Union Avenue, Memphis, is one of the largest shippers of ice cream from Tennessee. They cover a wide range of territory in the tri-states neighboring. Their plant on a fashionable boulevaard is modern in its arrangements, and their product is widely sold in Memphis.

* * *

The Clover Farm Dairy, on Walnut St. and Union Ave., several months ago completed the first unit of their ice cream department, and have been operating it something over a year. The refrigeration, icing, shipping and other departments are very fine. Several new retail distributing depots for their ice cream and dairy products have been opened recently near the plant on Union Avenue.

* * *

The Lilly Purity Ice Cream Co., on Madison, is a large and old established ice cream wholesale manufacturing company at Memphis. Their business has grown much in the past year, local and shipping. They get out bulk, small carton, and a variety of flavors in their product.

The Magnolia Ice Cream Co., at 234 Vance Ave., Memphis, Tenn., is one of the younger factories that does both a retail and wholesale business shipping some to neighboring states. O. M. Ingram is now the manager of this place. They use a beautiful magnolia design on their trucks and cartons and their business has developed considerably during the year.

The Liberty Ice Cream Co., Walker Ave. and College St., Memphis, is an active concern under a new management since the early part of 1924.

The Poplar Ice Cream Co., 806 Poplar Ave., is one of the younger wholesale organizations conducted by Mr. Coleta, an experienced ice cream man.

A. S. Coletta Ice Cream Manufacturing Co. at 1290 Jackson Ave., Memphis, is also active in the wholesale trade.

McNair Ice Cream Co., at Jackson, Miss., enjoyed a large holiday trade and enters the new year auspiciously.

The Gem Ice Cream Co., at Jackson, Tenn., is active in the wholesale trade; about three years established.

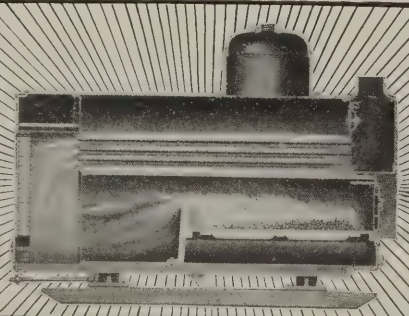
for Economy—

Leffel Creamery Boilers

Examine the cross section illustration below and you will readily see how it is possible for users to report 35% to 50% fuel savings with the Leffel Creamery Boiler. Every heat unit is used to make steam as the hot gases of combustion travel *twice* the full length of the boiler through water-surrounded passageways.

These boilers are made particularly to meet the needs of the milk handling industry, and creameries, dairies; and ice cream factories all over the country testify to their efficiency and economy. Leffel Creamery Boilers are made in a range of sizes from 6 H. P. to 100 H. P. and meet the requirements of all state boiler laws.

Write for descriptions and prices.



The James Leffel & Co. BOX 333 SPRINGFIELD OHIO, U. S. A

Smith ice cream factory is an old concern at Jackson, Tenn., and covers neighboring counties by express and truck for seventy-five to eighty miles. They also have ice cream parlors in Jackson, which is a city of about 20,000 people. These two factories have the advantage of five steam railway lines for such shipping business as they do, and both have developed considerably during the past year.

Nashville abounds in large and well organized ice cream plants. John Decker & Son, on Church St., originally candy, retail and wholesale people, are now wholesale candy and ice cream manufacturers, making the very best.

The Union Ice Cream Co., on Broad St., Nashville, Tenn., one of the pioneers in the South, have, perhaps, the largest plant in the city of Nashville in ice cream lines, built about two years ago and very fine and complete.

Los Angeles, Cal.—Employees of the Globe Ice Cream Company were entertained by A. A. Comey, vice-president and general manager, at a banquet, given in Paulais banquet hall February 8. This banquet is a regular annual affair. Entertainment was provided, and a very interesting program arranged. The various department heads delivered short talks on topics pertaining to co-operation, efficiency, loyalty, and "a bigger and better business for 1925."

Christmas Day was an enjoyable one at the Globe ice cream plant. Departmental bonuses and Christmas remembrances in the form of cash, were distributed among each and every employee of the company.

Washington, D. C.—A combination in the ice cream business, embracing Wisconsin, Minnesota, Iowa, Nebraska and probably other Middle Western states and Pennsylvania, New York, New Jersey and other Eastern states, is a possibility that is being watched with interest. New York banking interests have already merged four large manufacturing concerns in New York City, Jersey City, Pittsburgh and Chicago, and that with this nucleus the promoters expect to take into the combination many other concerns in this territory. The prime mover in the deal is declared to be the National Dairy Products Co., which was formed by the amalgamation of numerous Middle West companies.

DeKalb, Ill.—Work is progressing rapidly on the new building being erected by the Peerless Ice Cream Co.

Marengo, Ill.—The Russell Ice Cream Co. of Cedar Rapids, Ia., purchased the ice cream business of the Iowa Valley Produce Co., Marengo Ave. and Miller St.

Jeffersonville, Ind.—The American Ice Cream Co. is enlarging its storage capacity and adding up-to-date apparatus to its research laboratory on East Chestnut St. The improvements will cost approximately $3,000, according to Mr. Miller, president.

Glascow, Ky.—Brown Bros., proprietors of the Glasgow Ice Cream Co. will erect a 50 by 85 feet plant on East Main St., at an estimated cost of $30,000. A fifteen ton refrigerating machine, mixing machines and large storage and hardening rooms of great capacity are included in the new equipment.

Lynn, Mass.—Jersey Ice Cream Co. is building a concrete factory with a 50-ton refrigerating machine, a six-thousand capacity hardening room, and a garage to accommodate fifteen 5-ton trucks. An ice house with a capacity of 6,000 tons of ice is also being built, according to L. C. Boehner, manager.

St. Louis, Mo.—The White Owl Ice Cream Co., 1410 S. Broadway, has increased its capital from $40,000 to $70,000.

Batavia, N. Y.—A three-story, brick and concrete building, 30 by 39 feet, will be erected by the Batavia Ice Cream Co., according to Warren B. Fargo, president. John Lennon Sons' Co. will be in charge of construction.

Brooklyn, N. Y.—The Reid Ice Cream Co. will build a three-story brick storage and garage building, and will add one story to its present plant on Waverly Ave. and Fulton St., at an estimated cost of $20,000.

New York, N. Y.—Articles of incorporation were filed by attorney H. Krauss, 198 Broadway, for the organization of the Grand Martin Ice Cream Co., with capital of $112,000. The incorporators are L. Oestreich, D. Besem and P. Chernick.

Saranac Lake, N. Y.—To meet increased demands for Purity ice cream in Lake Placid and Saranac Lake, the Kirk-Maher Co. is planning to construct a modern ice cream storage plant at the latter place.

Scottdale, Pa.—The Scottdale Dairy Co. has taken over the City Dairy Co. John I. McCurdy will manage the new concern and Wm. C. Mosch will be in charge of the plant. The new concern will manufacture ice cream and other dairy products.

Scranton, Pa.—The Nallin Coleman Ice Cream Co. has changed its name to the Nallin Ice Cream Co.

Wisconsin Committees Studying Cabinets and National Advertising

Associations Hear Prominent Manufacturers from Two Other States on Subject of Cabinets

MANUFACTURERS of two other states were called in to help members of the Wisconsin Ice Cream Manufacturers' Association get a full insight in the important matters now facing the ice cream industry. The thought and study that Minnesota manufacturers have given to iceless cabinets were fully brought out by the president of that body, W. W. Dunn, Jr., St. Paul. Mr. Dunn gave an outline of the ground covered on this subject as a special meeting of members of his association in December.

L. W. Roszell, widely known for the thorough study he has given to mechanical refrigeration, gave his listeners some interesting points on the subject, adding the same warning that he sounded at the national convention as to the ecessity for fair play in installing the cabinets, as well as intelligent advance thought.

As the result of the discussion on cabinets, there is likelihood that many Wisconsin manufacturers will be on hand for the Minnesota convention at St. Paul this month to go further into this matter with members of the industry in that state, who already have covered so much ground in their study of the proposition.

In the meantime, a committee from the Wisconsin association is giving some study to iceless cabinets.

ANOTHER committee appointed at the Wisconsin convention is thinking over the matter of national advertising, which was presented by Frank W. Gentlemen of the Gardner Agency, representing the national association's advertising committee.

The meeting was not open to the trade press, and for the first time in the history of the association supplymen were barred from attending the convention. For this reason the Badger Flyers, the association's affiliated body, did not hold its annual convention. Officials of the Badger Flyers announced last month that the association probably will not meet this year.

At the close of the Wisconsin association's convention it was announced that A. H. Kramer, Madison, had been re-elected president, and that Arthur H. Graeszel, Milwaukee, had been re-elected secretary. D. Bleser, Manitowoc, was elected vice-president, and Howard L. Carver, Oshkosh, was elected treasurer.

The directors are J. Fess, La Crosse; J. D. Hughes, Milwaukee; J. A. Kleinheinz, Wausau, and O. A. Elliott, Chippewa Falls.

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezers to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening rooms.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

Style	Diameter	Capacity	Freezer Opening	F.O.B. Price
A	28½ in.	6 cans	30 in.	$50.00
B	23 in.	4 cans	24 in.	45.00
C	34 in.	8 cans	36 in.	62.50
D	40 in.	10 cans	42 in.	75.00

Two or three can containers, placed so that two or three freezers can discharge at one time, can be mounted on one truck, increasing capacity, making less trips to the hardening room necessary. Prices for these special trucks made on application, specifications required.

One regular size truck will be shipped, acceptance on approval.

UTILITY MFG. CO. FARIBAULT, MINNESOTA

A. H. Barber-Goodhue Co., Chicago, Ill., St. Paul, Minn.
Howe Scale Co., St. Louis, Missouri
Wright-Ziegler Co., Boston, Mass.

LOUISIANA MANUFACTURERS FACE CURRENT PROBLEMS

LOUISIANA ice cream manufacturers ran the gamut of popular trade topics at the state association's annual meeting at Shreveport January 15. The meeting originally was scheduled for New Orleans, following the Southern and national conventions, but it was postponed.

The association was the guest of W. W. Campbell, who made a hasty return trip from New York to be on hand and tell members the latest information on the status of the national co-operative advertising campaign, which is regarded in many quarters as the most progressive step ever taken by the industry.

C. A. Tooke, Arcadia, La., was elected president of the association. N. F. Manning, Monroe, for several years secretary, was made vice-president. He was succeeded as secretary-treasurer by Jack Seymour, Baton Rouge. The directors are: S. A. Dickson, Dickson Ice Cream Company, Shreveport; C. A. Kent, Kentwood Ice & Manufacturing Co., Kentwood; C. J. Pope, Bunkie Ice & Bottling Co., Bunkie, and Phil Draiss, Shreveport Ice Cream Factory, Shreveport. E. B. Geisel, Anheuser-Busch Corp., was named director for the national association.

It was a splendid meeting throughout, harmony and spirit of co-operation prevailing.

SUIT FILED IN DISTRICT COURT.

The Dry Zero Insulation Company of New York City intends to zealously guard its patent rights, according to a statement recently made by an official of the company. Right now a suit is pending against a truck body manufacturing firm in a U. S. district court, in which an injunction is asked in addition to payment of damages.

NEW ENGLAND MANUFACTURERS HOLD GOOD CONVENTION.

(Continued from page 16)

"I feel that the president's job is not near so much of a task as it was before we had a paid secretary, as it is very easy to pass over to him to handle, and from my experience, I have always found him very willing to co-operate and do everything which seems to be of benefit to the members of the association. While I was talking to him a while ago I asked him if he kept any track of the time he spent for the association, and he showed me a record which was kept in his office of the number of hours each day which were put in for the ice cream manufacturers' association.

"In going over this and totaling it up I found that he actually put in 750 hours time in the year 1924, which I figured more than one-third of his time when you figure 7½ hours each day, which most of the offices work in Boston, and when you take out for Sundays and holidays. I feel that we have a very efficient secretary, and would recommend that the new board of directors look the situation over very carefully and see if it would not be wise to give him an increase in salary for 1925."

THE report of the treasurer, W. H. Snow, followed, which showed a balance on hand in the association treasury of $7,203.40 after the year's expenses of $10,-713.29 had been paid.

Secretary Lockwood reported a registration at the 1924 convention of 313, and an active membership at the present time of 75. The actual gallonage of members of the association for last year was 9,030,000 gallons. This year the gallonage being reported to the association for 1924 will undoubtedly be less, due to unfavorable weather conditions.

One of the things Professor Lockwood mentioned of which the New Englanders should be proud is the fact that 16¾ per cent of the slogans suggested for adoption by the national association came from New England, or a total of over 18,000.

A new set of by-laws, or a constitution, as it was preferred to have it called, was adopted. It embodies all the features of the old constitution, and a few new ones which were deemed necessary at this time. Eligibility of membership was changed to allow all firms of fair repute making or selling ice cream in New England to become members. The words "of fair repute" were added, and eligibility extended to those who may be manufacturing in other states, but selling ice cream in the New England states.

Membership dues are fixed at one-tenth of one cent per gallon of ice cream manufactured, with a maximum membership fee of $750.

A REWARD of $100 is to be paid, according to the constitution, by the New England Association of Ice Cream Manufactureres, to anyone giving evidence leading to the detection of poisonous or unwholesome substances, or foreign fats as a substitute for butterfat in ice cream made in New England. This clause was first drafted to include only poisonous or unwholesome substances, but upon suggestion of several of the members, the foreign fats were included.

A new clause in the constitution provides that the new constitution may be amended by a two-thirds vote of members attending any annual meeting, or a special meeting called for the purpose of amending the constitution. Members are to be notified at least ten days in advance of any such special meeting. Charles G. Morris of New Haven, chariman of the committee on constitution and by-laws, reported for his committee.

MR. MORRIS next read a splendid paper on "Methods of Avoiding Heart Disease Over Your Business," from which we quote as follows:

"I HAVE nothing new to bring you—merely a new presentation of ideas that have been talked about and then perhaps forgotten. The old Greek motto, 'Know thyself,' is the text as applied to the medicine for business headaches. 'Know your business.' Do you think you do? When ice cream sales drop off in August do you know how much of the drop is normal and expected? Can you analyze your business well enough to know, not only whether the rate is more rapid or less rapid than normal, but what the cause of its variation from normal is? Now I'll tell you a secret. I don't begin to know as much about my own business as I should like to. My theory and my practice are wide apart. But once in a while when I feel my head fitting my hat band too snugly after a big season, and sometimes when I get cold chills running up and down my spine at the way business is dropping off, I set to work to cure my disease.

"The first medicine to apply to business heart disease is cold facts. A cost accounting system is immediately valuable. Without it, a business is groping in the dark. Two manufacturers competing without cost systems are like two blind men walking in opposite directions on a city street who ran into each other and both exclaimed angrily, 'Why don't you look where you are going.' The manufacturer who has no cost system is blind to his own interests. But on the other hand, a cost system can be overdone. A cost system can be overdone and give a business indigestion, but most of us would be better for more cost system than we have. It is not much to say that you are in a position where you don't care whether



From Forest to Finished Tub

Richmond White Cedar Tubs

Out of the primeval forests, dense with giant Virginia White Cedars, come the select logs that go to make Richmond Tubs.

Direct from these extensive forests through our acres of wood-working machinery, these logs are fashioned to make Richmond Tubs the best that you can buy, yet the savings in manufacture and direct handling makes their price very reasonable.

MAKE A COMPARISON

RICHMOND CEDAR WORKS, Richmond, Virginia



you are making money or losing it, so long as you know the truth about it and the reason why. The first remedy, therefore, is hard, cold facts. If you must make a mistake, do it deliberately so that the faults or losses will be emphasized, rather than the gains. Rose-colored glasses have their place in the world. They are great to use when you look through them at a landscape, but they are worse than a hoodwink when you look through them at the historical facts of your business. When you have your facts, however, you may not be able to see them correctly. This is the next medicine needed for business heart disease.

"I KNOW nothing better in most cases than a graphic chart. But you can spoil a graphic chart. I had to learn a few fundamentals before I could use a graphic chart. Here are a few of them. 1. A graphic chart is the best method of comparing records of a series of events or values, because the eye can grasp the relationship of many pictured figures which the memory could not hold. 2. Never compare more than three groups of facts and figures on a single chart. The eye becomes confused at the cossing of the lines. If you are comparing a series of figures that never cross, such as the growth of a business year after year, it may be possible to use more lines without confusion, but it is dangerous. 3. Always do the charting yourself. You can hire somebody else to keep the books, to give you the statistics you need, but the few moments spent in locating your points and drawing the lines will impress the truth on you as nothing else can. Now let's go back to a question I asked you earlier in this talk. Do you know how much of the drop in sales in August is normal?

Take a chart, for instance, of one factory's business showing its sales progress by months. If the manager of that plant had any fool ideas about what a competitor was doing to him in August and expected to set out to cut his competitor's throat to pay for it, that chart might cure his heart disease. We used to have heart disease over the way our milk business dropped off in the late spring. We prepared a chart showing the normal course of our spring drop. If the drop runs too fast the manager can start on a tour of investigation. If it runs too slow he can congratulate his employees on doing good work. And he won't go into insane dreams about a competitor's crimes or scold men in his own organization who are in fact doing better than average work, because of his own ignorance of the facts. He won't ruin his own business through ignorance or take the heart out of good workers through nervous or unjustified fear.

"So here is the cure for your business heart disease. Know your costs, know your facts. Make a picture of them, for the Chinese proverb says, 'One picture tells more than a thousand words,'' and then remember that the other fellow is no more a criminal and no less a fool than you are yourself, so deal as kindly and as intelligently with him as your own folly and limitations permit.''

VERNON HOVEY of Schenectady, president of the national association, full of suggestions and ideas and brimming over with enthusiasm, spoke of the work accomplished by the national association, and laid out a program of work to be accomplished during the year. He reviewed the work of the standards committee in preventing the adoption of a federal standard of 12 per cent butterfat in ice cream, using only sucrose for sweetening, no corn sugar or colors. He recommended that some action be taken by the New England association

TRIAL ORDERS

We will be glad to submit samples of any of our grades, sufficient for practical or laboratory tests, without charge. Trial orders are shipped subject to customer's approval with privilege of return if for any reason found unsatisfactory.

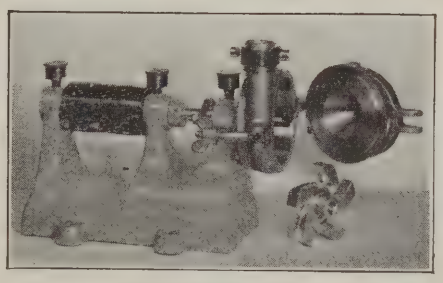
THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

CRYSTAL GELATINE CO.

121 Beverly St. BOSTON, MASS.

BRANCH STORES

New York 14 Ferry Street
Philadelphia 418 Arch Street
Chicago 3630 Iron Street
St. Louis 408 Elm Street
San Francisco Fairfax Ave. and Rankin Street



W-Z Super-Sanitary Milk Pump

But one part to clean—requires no tools—no places for milk to lodge—monel metal shaft—big capacity—low in power requirement.

Write for illustrated circular and prices

WRIGHT-ZIEGLER CO.

BOSTON, MASS.

regarding the federal standard, expressing their wishes so the standards committee may have greater influence with the national association. It seems the standards committee of the national association convinced some of the members of the food and drug departments of the different states the 12 per cent requirement is too high, and of these, some now favor an 8 per cent standard, and some 10, while others stick to the old theory that it should not be less than 12 per cent. It must be understood, as Professor Lockwood pointed out, that the committee is really not working for an 8 per cent standard, but an 8 per cent minimum legal limit. The association went on record as recommending whatever standard or minimum legal limit as the standards committee might decide upon.

The express rates proposition has again become active, and during the early spring representatives of the express companies and ice cream manufacturers will make tests in 116 representative cities to determine the actual weight of packers of ice cream.

Regarding selling ice cream by weight, President Hovey stated that a bill had been drafted by the Attorney General of New Jersey requiring the sale of ice cream by weight. The national association committees are watching the progress of this bill very closely, but Mr. Hovey believes the ice cream industry will not get very far with the New Jersey legislature by telling them of the difficulties in attempting to sell ice cream by weight. He believes it must be put before the legislature from the standpoint of the public.

THE general public will not be satisfied with a weight standard. They want to buy by volume. A lady serving four or five guests, for instance, will be thoroughly disgusted if she sends to her dealer for a couple of pounds of ice cream, happens to get a heavy bodied cream, and has scarcely enough for the required number of servings. The opinion of the public will be won by the ice cream manufacturer who gives greatest volume for a given weight, which will be to the disadvantage of both the ice cream manufacturer who is selling a normal cream, and to the general public. The weight principle is economically unsound. Dealers will demand ice cream with all the volume they can get, for they can give their customers a greater quantity for a pound. Many troubles will develop, such as a dealer sending back a can of heavy ice cream, demanding something lighter in weight.

Mr. Hovey also spoke briefly on the discussion of the ice and salt cabinets at the national convention, and the use of refrigerated cabinets. He also mentioned the work of his organization in the development of a uniform accounting system. This system shall be a simple one, equally valuable to a large or small ice cream manufacturer. In doing this work the advice of 50 of the best ice cream accountants in the country will be sought, men who are actually doing the accounting work for the executives in the industry today.

In Minnesota, he said, the manufacturers held a special meeting several weeks ago, and agreed that whatever they do regarding the installation of iceless cabinets, they would do collectively. They have appointed a special committee in that state to investigate the cabinet proposition, and report to the regular annual meeting in February.

IN HIS own state, he said the association adopted resolutions declaring that it is unethical for any ice cream manufacturer to offer refrigerated cabinets to dealers of competitors, also that a manufacturer should not feel privileged to adopt a general policy of furnishing refrigerated cabinets to his own dealers without the consent of competitors in his territory. The reason for this is that competitors would soon be forced to also furnish the new cabinets to their dealers, and the manufacturer who furnishes refrigerated cabinets would have an unfair advantage in securing all the new accounts. This was qualified to the extent that when a route becomes so unprofitable that iceless cabinets must be installed to make it profitable, the ice cream manufacturer may feel justified in installing the cabinets after securing the sanction of other manufacturers in that territory. Mr. Hovey stated he believed the refrigerated fountain is the only solution for the larger store and that the refrigerated cabinet is only part of the problem.

REGARDING the national slogan, Mr. Hovey reported the executive committee of the national association has restricted its use to only those who are members of the national association, but believed it probable that the use of it will be allowed also to those who participate in the national advertising program. It was found that most of the active members of the New England association are members of the national association also. There were only seven executives of non-member firms present, and one of these offered to join.

GEORGE W. KENISON of the Jersey Ice Cream Company spoke on national advertising, urging members of the New England association to join in the campaign. Mr. Gentleman of the Gardner Advertising Co., who has attended many past conventions, gave his talk on the increase in sales secured by other industries through national co-operative advertising. It is not necessary to report this in detail here, as this data has been given in previous issues.

Several members immediately signed pledges of support to the national campaign. One of the associate members, Glen W. Cowan of the Nizer Corporation, also general manager of the Arctic Ice Cream Co. of Detroit, signed the pledge for his firm, representing a production of 5,000,000 gallons.

The variation in weight of ice cream at the factory, and at the retail store, effects the overrun on shrinkage, and experiments with improvers were discussed by Dr. H. A. Ruehe of the University of Illinois. A synopsis of Dr. Ruehe's talk will appear in a subsequent issue.

At the buffet luncheon held on Thursday evening all keenly enjoyed the showing of the ice cream film which is owned by the association. A pleasing human interest story is the basis for the picture. A young couple wanted to be married but had no money. They saw an announcement in a paper that a prize of $1,000 would be given for the best story on how ice cream is made, and how it should be served. They decided to try for the prize. The young man wrote the story about the manufacture of ice cream (which was a part of the film, showing the different plant operations, equipment, etc.) and the girl wrote the story of how it may be served (on pies, cakes, cantalope, dressed with fruits, chocolate, etc.), and this was shown in the pictures. One day about two weeks later she received a letter from the New England association announcing that she got the prize, and of course, they lived happily ever after.

FRIDAY morning C. A. Reynolds of Tait Bros., Springfield, Mass., lead the discussion on special sales of ice cream. These special one-cent sales appear to have been originated by the chain stores, and have spread throughout a large part of New England, causing

Greater Volume Possible Through -:- -:- Mechanically Refrigerated Cabinets

Consumer Gets Product in Essentially Same Condition as it Leaves Factory

*By GLEN P. COWAN**

WITH mechanical refrigeration a degree of regulation of temperature is made possible that cannot be obtained in any other manner, with the result that the crystallization and loss of flavor which attends wide variation of temperature is eliminated. The consumer gets the product in essentially the same condition that it leaves the factory, and the manufacturer is not blamed for making a poor product, when as a matter of fact the low quality is a result of short comings in the method of preservation.

Another factor quite largely responsible for the adoption of the iceless cabinet is the convenience it affords the dealer. His ice cream is always at the right temperature for serving, much labor is eliminated, and the mess made by the salt and ice is done away with. When he opens his store his ice cream is ready to be served, when he closes at night there is no re-packing and covering up to be done. That the shrinkage and loss is greatly reduced is testified to by hundreds of dealers using iceless cabinets. A survey of dealers using successful iceless cabinets will disclose a great degree of enthusiasm for the cabinet, many of them have said they would discontinue handling ice cream if they had to go back to the old methods.

WE HAVE had many reports of increased sales of ice cream by the individual dealer after having been equipped with an iceless cabinet. This is attributable to the improved quality of the ice cream and in no small degree to the increased interest of the owner of the ice cream business.

Not all of these advantages accrue to the dealer, however. The manufacturer's delivery and service problems is simplified by the use of iceless cabinets, he renders a greatly superior service to his customers and the cost of distribution, after figuring in all proper charges on the investment in the cabinets is reduced.

This point, that is the reduction in delivery costs, will undoubtedly be dealt on at some length in papers to follow on this subject by manufacturers using iceless cabinets. While on this subject I would like to state briefly the experience of the Arctic Dairy Products Company of Detroit, in this respect. For the first nine months of this year the total delivery and service costs (I mean by this the total expense of distribution including ice, salt, garage and automobile expense, drivers' wages, cabinet maintenance and depreciation, maintenance of cans, workmen's compensation insurance on drivers, and including cost of electric current for cabinets—which is usually paid by the user) was seven cents less per gallon than for the corresponding period two years ago.

A comparison of the same items with last year shows a reduction of four cents per gallon. However, about one-half of the refrigerated cabinets used by that company in Detroit were installed last year, and the other one-half this year. The cabinets were installed throughout the year in both instances, and the full benefit of all the cabinets were not enjoyed for the entire period. Furthermore, these reductions are spread over the total gallons sold and would run higher per gallon if applied only to the gallons sold through the refrigerated cabinets. It should also be borne in mind that the deliveries per customer this year were smaller than they would have been had we had a normal season, which, of course, made the delivery cost per gallon higher than it would otherwise have been.

You will note that the distribution costs referred to include the cost of current. Considering the many advantages accruing to the dealer, there is every reason why he should pay the operating expense of his cabinet, and this is the practice in most places.

THERE has been much discussion as to the proper basis of putting out refrigerated cabinets by the ice cream manufacturers and quite a variety of opinion expressed, although a very large percentage of all refrigerated cabinets in use today are owned by the ice cream manufacturer.

We feel that it is very much to the advantage of the ice cream manufacturer to own the cabinets and in turn to loan or lease them to his dealers. In this way he establishes a closer relationship with his dealers and stabilizes his business. Where daily packing service has been rendered the cabinet is loaned to the dealer and mechanical refrigeration substituted for salt and ice refrigeration. Where daily packing service is not given, it is customary to collect a rental or make an advanced price for ice cream to cover the rental.

It is true that the investment is large, but to a certain extent that is offset by the elimination of additional investment in other equipment rendered unnecessary by the use of cabinets, or by the fact that sufficient of this other equipment is released to permit handling an increased volume of business without additional investment in such equipment.

We also think that the ice cream manufacturer furnishing cabinets is in the best position to render maintenance service on the cabinets he puts out. This service can be given more satisfactorily by the ice cream manufacturer and at less expense, and it is then under his own control.



Why did Ford offer real money for Muscle Shoals, when the product is free and unlimited along the Western Coast?

* * *

At the age of 40 an Eskimo woman is very old. In our own country a woman at that age would be about twenty-two.

* * *

Italian who killed himself because he was unable to learn English in New York seems to have thought it was spoken there.—Pittsburgh Gazette Times.

* * *

"How much whisky can a Scotchman drink?"
"Any **given** amount."

*General Manager, Nizer Corp., Detroit. Submitted before National Convention at New Orleans in November.

ADVERTISERS USE "THE REVIEW" BECAUSE IT REACHES YOU. READ THE ADS.

(Continued from page 152)

considerable unfavorable comment among manufacturers and dealers. Mr. Reynolds asked to have the cards laid on the table and that a decision be arrived at regarding the continuation of the practice.

Among the disadvantages given by Mr. Reynolds were lack of profit, failure to develop permanent larger consumption, disorganization of selling agencies, and adverse public opinion. Under the one-cent sale plan, that is selling an additional pint brick for an extra cent, the manufacturer is forced to gamble with profits. The increase in the use of ice cream under the one-cent sale plan is superfluous, one dealer's sales increasing enormously while the sale is in progress, while the other dealer's sales fall off, and when the sales are over, consumption goes promptly back to normal. On the disorganization of the selling agencies, Mr. Reynolds found that the transfer of the retail ice cream business from one dealer to another temporarily caused a great deal of dissatisfaction, demand is unsteady, and the total volume of sales is not affected. He doubts if the special sales have increased the per capita consumption of ice cream. Regarding public opinion, he stated the dealers and the consumers as well draw the conclusion that if the manufacturer of ice cream can afford to sell his product for such a low price at certain times, he can afford to do it all the time, and when there is no sale on, they believe they are paying too much for ice cream, and don't buy it.

Later on, one of the members brought out the point that the one-cent sale was the cause of shipments of ice cream being made from New York. Some of the dealers bought on the one-cent proposition, selling one brick for 30 cents, two for 31, and found they could buy ice cream cheaper in New York, something like 20 cents a brick. The one-cent sale caused the dealer to look for a source of cheaper ice cream.

Another member gave a resume of his experience, stating they had kept a record of expenses and revenue from one-cent sales, and have found that in almost every instance, the one-cent sale did not increase the sale of either brick or bulk ice cream, in fact, he believed that the sale did them considerable harm. At one particular town, he said they put up a thousand gallons of brick cream on the sale, and did not believe they have sold ten gallons of brick there since that time. He found the sale proposition of no benefit at all in the development of permanent greater sales.

Mr. Sheehan said he believed the special sale idea is sound, but he did not approve of the way the sales have been conducted in some localities. They should be conducted in a sane and business like way, say on a 20-cent basis, and not too frequently. He believes sales conducted every week or two have done great harm to the industry. Their purpose in conducting the sales is to get people to eat more ice cream, get them to eat it once a day instead of once a week, get every man, woman and child in the community to eat more ice cream. He said that with proper advertising, and proper preparation, the special sales are a good thing. His company is in the ice cream business only, and they have plenty of time and opportunity to help dealers prepare for sales, get them enthusiastic over it. His dealers, he says, make preparations for it, tidy up the store, re-arrange the goods, and as a result they report an increase in business in other lines of 20 to 25 per cent, which helps to retain the good will of the dealer. He suggested about three sales a year. They usually have sales along one route at a time, or part of a route, whatever a salesman can properly develop and conduct successfully. Mr. Sheehan found that the sales have increased the sales of brick ice cream. They have conducted such sales successfully for the past ten years.

Tait reported the opposite experience. He said their sales have caused people to expect to get ice cream for less money. People began to call up the factory to find out where sales were being held, and would go a mile to buy ice cream at that store. The business increased tremendously, but only for the period of the sale, then people seemed to have enough ice cream for a while, and sales slumped. Mr. Tait is not in favor of special sales.

At New Bedford, someone stated, the manufacturers held a meeting to decide what would be done about the special sales. Their competition had become so keen, brick cream was being sold as low as a dollar a gallon, and dealers demanded bulk cream for the same price. It was decided to discontinue the sales entirely.

President Platt stated the Ligget drug stores pressed them for a one-cent sale. They insisted, so they granted the request, but there was no noticeable increase in the sale of brick ice cream.

THE suggestion was made by Mr. Reynolds that if sales are going to be conducted, that they be held at the same time by all manufacturers in New England, and let the sale extend over three or four days. Call them "Health Days," or "Health Week," or whatever you like, advertise it throughout the whole of New England, and sell ice cream on its merits as a beauty and health promoting food. His company has furnished one-fifth pint of ice cream to a group of orphan children, and noted increases in weights and general improvement in health. As a result they have prepared some special advertising, "Kiddies—a Dollar a Pound," which he offered to the association to be used if desired before any concerted sales are to be conducted. The title, "Kiddies —a Dollar a Pound," was arrived at after it was discovered that the cost of the ice cream consumed was about equal to the weight gained by the children at the rate of a dollar a pound.

He recommended that sales, if conducted by the members as a body, be held about in March and November—in March to open the fountains and stores a little earlier and get people started eating ice cream a little earlier in the season, and in November, to hold the fountains open longer for the same reason. It was voted that the president appoint a committee to investigate and report upon the sales proposition.

GEORGE B. CHANDLER of the Connecticut Chamber of commerce, spoke on the "General Business Outlook for 1925." He gave eight reasons for his belief that business will be good for several years hence:

1. Business men have confidence in the government at Washington, which releases capital that keeps factories running.
2. Capital is abundant and reasonably cheap.
3. Crops have been good and prices relatively high. Fundamental basis of prosperity of business is production of the soil. Wheat and other farm products have mounted to a figure which insures profits for the farmers.
4. Industries, generally, are thriving and employing.
5. Wages are good and consumption great.
6. At the present time labor conditions are fairly satisfactory. Strikes are few and labor is efficient.
7. Radicalism in this country is apparently on the decline.
8. Affairs in Europe are approaching some measure of composure.

(Continued on next page)

A TALK on the experience of bonding and surety companies in the theft and embezzlement of money from employers was given by Dr. B. F. Battin, vice-president of the National Surety Co. of New York. Burglary and theft, he said, are on the decline, while embezzlement is increasing.

H. F. Fogelman, formerly personal director of the Thomas Cusack Co., Chicago, delivered about the same address on "Personality in Salesmanship" as he did at the national convention in New Orleans. Mr. Fogelman is now in the real estate business in Chicago. We venture the guess that if he is as successful in selling real estate as he is in holding the attention of his audience, the transfer of real estate in Chicago will increase 500 per cent this year.

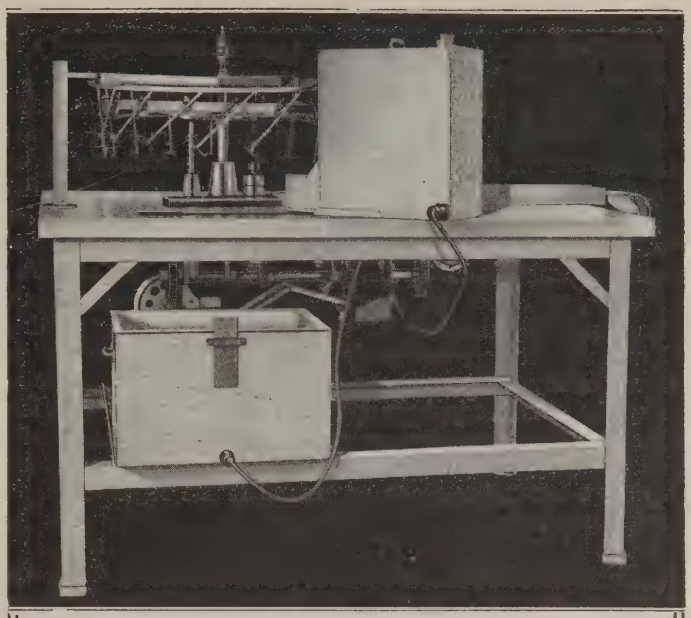
THE work of the national committee on ice and salt cabinets was outlined by W. H. List of the Puritan Ice Cream Co. of Newark, N. J. Mr. List is chairman of that committee. Actual tests have been made using eight makes of cabinets, and more tests will be made as soon as new type ice and salt cabinets, which four cabinet manufacturers have promised since the tests were begun, are ready for delivery to the committee. In the meantime, Mr. List urged ice cream men to write the committee suggesting what particular problems they have encountered in the use of the ice and salt cabinet, so tests on all phases may be made at one time. Mr. List believes if no other good is accomplished, the ice cream industry will at least get better cabinets, as four cabinet manufacturers have already made improvements. The purpose of these tests is not only to conserve on ice and salt, which is probably 12½ per cent of the delivery expense, but to determine if there are cabinets that will preserve ice cream satisfactorily 48 hours, and to make possible every other day deliveries in summer and every third day in winter in sections where more frequent deliveries are not required.

Discussions on the question of whether the dealer or the ice cream manufacturer should own the refrigerated cabinets were led by J. C. McNamara of the Producers' Dairy Co., Brockton, Mass., declaring the manufacturers should own them, and by E. W. Guardinier, New Haven Dairy Co., arguing the other side of the question. Both had good reasons.

Mr. McNamara said the Detroit Creamery Co., with 1,200 iceless cabinets in use, find them profitable when the dealer is selling 1,000 gallons or more of ice cream a year. Cost of installation for this company has varied between $430 and $450. They charge the cabinet account with $27 interest on investment, $38 a year for service, and $90, or 20 per cent, for depreciation, making a total of $155 for maintaining each cabinet in operation. If the dealer sells 1,000 gallons of ice cream, this is a cost of 15½ cents for each gallon sold; if 2,000 gallons, 7¾ cents; and 3,000 gallons, about 4 cents. If an allowance of 10 cents a gallon is made where the dealer owns the cabinet, the 2,000 and 3,000 gallon accounts prove very profitable.

On the question of service, Mr. McNamara said the average small dealer has very little mechanical ability. As a rule, he cannot even install a pipe to drain the brine from an ice and salt cabinet and he would be helpless if anything would happen to the mechanical cabinet. He wouldn't know anything was wrong till his cream began to get soft, and the cream would be returned or sold in poor condition.

Training of help would be difficult because of the tendency of employers of this class to move from one store to another. Employees of ice cream manufacturers



Two Problems Solved

Production

The production of the 5c Eskimo Pie nets a profit on the Northwestern Cutting and Dipping Machine because its big capacity of 120 dozen pies per hour and complete investment cost of only $375.00 keep the cost down to a profitable basis.

Distribution

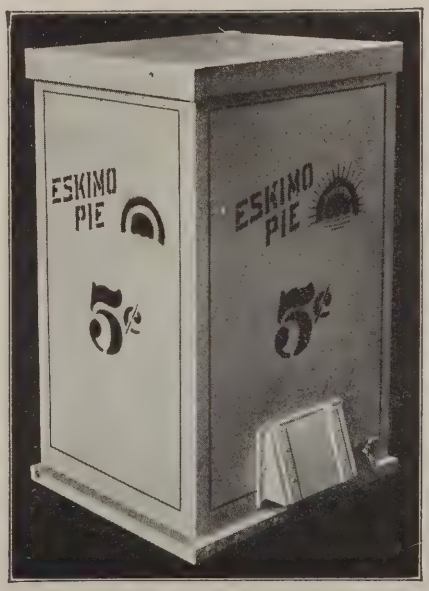
The Northwestern Bar Cabinet is a means that enables distribution of Eskimo Pies through all sorts of varied channels that are impracticable without this cabinet. They are the sales boosters that make production possible.

The success that over 300 users have had with this combination can be yours.

Send for complete details and list of users.

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are trained in the handling and care of this type of equipment and would service the cabinets properly if owned by the ice cream manufacturer.

According to Mr. McNamara's belief, the manufacturers owning the cabinet would insure control of the sale of the product. There would be less changing in brands of ice cream, for the dealer would feel under moral obligation to the manufacturer because expensive equipment of this type was installed. He mentioned the policy of the Standard Oil Co. years ago to sell gasoline to everyone, and the recent change to the new policy of controlling the sale of the product, and demanding that their dealers sell only their gas. Dealers in ice cream owning the cabinets, he believes, would result in frequent changes in brands of cream sold, and considerable ill feeling among the manufacturers. They would sell several kinds of cream at one time, hailing a competitor's truck for a can of cream, if the regular driver were a bit late.

MR. GARDINER, who favored the dealer owning the cabinet, said most installations in New England have been made to please the dealer. He does not know of any other manufacturing business that gives retailers so much service and equipment as the ice cream industry does. He believes if ice cream manufacturers will delay the installation of cabinets as long as possible, competition will force the cabinet manufacturers to produce cabinets for less money, so they will be profitable for small dealers who are in the large majority.

Depreciation, he said, would be greater if the manufacturer owned the cabinet than if the dealer owned it. He (the dealer) would take a great deal of pride in the new machine. Sixty to seventy per cent of the fountains sold today, he said, are mechanically refrigerated, indicating the general trend of dealers getting away from ice and salt methods. The saving of 10 cents a gallon in the cost of the ice cream would net the dealer a good interest on his investment, and it would not be very difficult to sell the idea to the larger customers. The saving to them would warrant the installation of the equipment and produce a fair return.

If the manufacturer owned the cabinet the dealer would not be satisfied to use it 8 or 10 years. It would be out of date and he would demand a new cabinet. The pressure of competition would force the manufacturer to take out the old cabinet and install a new one, and he would have the old cabinet on his hands with no one to accept and use it profitably.

When the average business man invests several thousand dollars in equipment, he employs a competent man to take care of it. Mr. Gardiner wondered what the banker would have to say regarding the placing of that equipment in many different charges, incompetent to take care of it. He wondered what the banker would have to say if he knew that so many of the cheaper ice and salt cabinets were distributed freely among dealers, and come back at the end of the season in an almost wholly wrecked condition. Mr. Gardiner recommended that ice cream manufacturers consider not only his own opinion, but that of competitors as well, before installing mechanically refrigerated cabinets.

Discussion among members followed. President Platt pointed out that it would be necessary to run special trucks to take care of the refrigerated cabinets, which would be costly unless the stops were close together.

Mr. Semon said at the New York convention, a refrigerating engineer told him he knew of refrigerating plants installed in meat markets 20 or 25 years ago, still giving satisfactory service. The butchers owned the machines and took proper care of them. He believed the ice cream dealer would also see to it that long and satisfactory service is obtained from a mechanically refrigerated cabinet. If the cabinet belongs to the ice cream dealer he will take proper care of it. He said one of his customers bought a frigidaire cabinet upon his recommendation and later said he didn't realize how careless he had been with Mr. Semon's ice and salt cabinet till he put in the new type as his own property.

Mr. Sheehan of the Plymouth Dairy, North Abingdon, Mass., said if he were to install refrigerated cabinets, he would do it very slowly, determining cost of electricity, water, installations, etc., and would place them only on the contract drawn up by the association. He would install a limited number of various types of cabinets, and put in others only after he was convinced conditions warranted it.

Mr. Platt said he found dealers would put in novelties sold by other manufacturers, no matter who owns the cabinet.

Mr. Kenison offered the opinion that no one knows what may take place in the future, or what effect the cabinet may have on distribution and that the association cannot take a stand one way or another as to who should own the cabinet. If it is necessary for a dealer to have a cabinet, try to induce him to buy it outright. If that cannot be done, sell it to him, allowing ten cents a gallon on the purchase price until paid for. Handle shipping customers the same way, charging ten cents a gallon extra till the machine is paid for.

Mr. Tait is anxious to get away from the old practice of giving cabinets of any kind away. The giving of chairs, tables, awnings, decorations, etc., he said, was disposed of during the war, and now is the time for the New England manufacturers, as an association, to dispose of the cabinet question the same way.

OLIVER S. JORDAN, president of the Association of Ice Cream Supply Men, addressed the convention on modern sales problems. He discussed difficulties encountered nowadays in securing proper representation instead of misrepresentation by salesmen.

Professor Fisher of the agricultural college reported for the committee appointed to investigate causes for shrinkage of ice cream, and the relation between overrun and shrinkage. His summaries, together with several interesting tables, will appear in our next issue.

Officers for the new year were elected as follows:

President: J. C. Tait, Springfield, Mass.

Vice-President: Paul Harmon, Portland, Me.

Treasurer: W. H. Snow, Somerville, Mass.

Secretary: W. P. B. Lockwood, Boston, Mass.

Executive committee: G. B. Platt, New Haven, Conn.; T. J. Hancock, Chelsea, Mass.; J. G. Turnbull, Orleans, Vt.; W. R. Libolt, Waterbury, Conn.; W. J. Sheehan, North Abingdon, Mass.; Frank E. Boyd, Everett, Mass.; Weston Haskell, Auburn, Me.; C. A. Russell, Middleton, Conn., and E. W. Parks, Boston, Mass.

National Association Director: G. W. Kenison, Lawrence, Mass.

Just before adjournment Mr. Kenison reported that he had received pledges from ice cream manufacturers in New England, for the national advertising campaign, representing 7,100,000 gallons, or 75 per cent of the gallonage of the New England association membership. Pledges signed by manufacturers from other states brought the total gallonage signed up at the New England convention to 12,600,000 gallons.



MORDEN NIELSON.

Study This Out Yourself



NIEL MORTENSEN.

No, gentle reader, Morden Neilson is not the same man as Neil Mortensen. Some members of the industry who know both of these gentlemen are always confusing their names, especially those excitable people who try to hurry-up their words when talking.

The strange similarity between these two does not altogether stop with their names, as can be seen by a study of their photographs. But one of them, Mr. Neilson, lives at one extreme end of the continent in the North, residing in Canada, whereas Mr. Mortensen lives at another end of the continent, residing in the South, Louisville, Ky., being his home.

Both of them have performed distinguished service in the industry. Mr. Neilson has served as vice-president of the National Association of Ice Cream Manufacturers, probably being the only Canadian manufacturer ever to hold office in the American association. Mr. Mortensen is a past president of the Dixie Flyers, an association of supply representatives affiliated with the Southern Association of Ice Cream Manufacturers.

We did not ask the permission of either of these gentlemen to make these personal remarks, but although most people dislike comparisons, there are times when comparisons are extremely interesting, and this is one of them.

Mr. Neilson is just as fond of his great country in Canada as Mr. Mortensen is of that splendid Blue Grass country in Kentucky. You can study it out yourself as to which one of the two is the better looking.

Midnight on the Ocean

It was midnight on the ocean,
Not a street car was in sight;
The sun was shining brightly,
And it rained all day that night.

'Twas a summer's day in winter,
And the snowflakes fell like grass,
A barefoot boy with shoes on,
Stood sitting on the grass.

'Twas evening and the rising sun,
Was setting in the west.
And the little fishes in the trees,
Were huddling in their nests.



The rain was pouring down,
And the moon was shining bright,
And everything that you could see,
Was hidden out of sight.

While the organ peeled potatoes,
Lard was rendered by the choir,
As the sexton rang the dish rag,
Some one set the church on fire.

Holy smoke, the preacher cried,
In the rain he lost his hair,
Now his head resembles heaven,
For there is no parting there.



Chas. McNair, Mrs. Brookshire, Herman Allenberg, "Review" Representative, Mrs. McNair, N. D. Brookshire.

Byron Morris, Pres., Mississippi Magnolias.

D. S. Cox, President Mississippi Association; Mrs. S. N. Sutton, Convention Hostess; N. D. Brookshire.

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

Many Flavors vs. Quick Turnover

Very Few Sales Are Lost Because of Dealer Not Having Certain Flavors, Declares Southern Manufacturer

TO CARRY several flavors of ice cream profitably a dealer must have a turnover that will justify moving his product so that each individual flavor will not remain in the fountain or cabinet for a period of more than two or three days, according to E. B. Geisel. Ice cream that has been in the dealer's fountain or cabinet for any length of time becomes icy, Mr. Geisel said, in a speech before the Southern convention on the subject of "Should a Dealer Carry Several Flavors of Ice Cream?"

The speaker declared that, contrary to the belief of most ice cream dealers, there are very few, if any, sales of ice cream lost due to a dealer not carrying a certain flavor of ice cream. He said in the majority of cases where the customer specifies his wish for a certain flavor, it has been found that the dealer by using a little diplomacy can, in most cases, have the customer try a flavor that he is carrying.



E. B. GEISEL.

The speaker illustrated just how most people order ice cream in the following manner:

"Suppose you asked me to have a plate of ice cream, and I consented—we then proceeded to a soda fountain. In going to the soda fountain, I did not have any idea as to what flavor of ice cream I was going to eat. My whole thought at the time was that I was going to enjoy a plate of ice cream. After arriving at the soda fountain we naturally ask the soda clerk what flavor of ice cream he has, and he mentions chocolate, vanilla, strawberry, tutti frutti, pineapple and any other flavors that he may have. After he has mentioned all flavors we finally decide on one of them, after giving it some thought.

"The next day you will again ask me to have some ice cream, and we proceed to another soda fountain. We approach the soda clerk and naturally ask him what flavors of ice cream he has. The soda clerk answers that he has vanilla and chocolate. You order chocolate and I vanilla. We both leave the soda fountain perfectly satisfied with having eaten a plate of ice cream. In both instances we were perfectly satisfied in having a dish of ice cream; however, at the soda fountain where the dealer was serving five or six flavors of ice cream, he could have just as well satisfied us with two or three flavors and a sale would have been made. In carrying the five or six flavors that he has in stock, the soda clerk loses a great deal of time mentioning the various flavors that he has, and if their stock of ice cream does not move rapidly, the ice cream is held in the fountain for too long a period and in most cases is not in condition to serve. I do not believe that a customer will walk out of a soda fountain place of business simply because the soda fountain has not the flavor of ice cream that is desired."

IF ICE cream manufacturers can work along the lines of getting dealers to use fewer flavors a considerable saving to the manufacturers could be affected, Mr. Geisel declared. This company has found that by handling fewer flavors the ice cream is in better condition to sell. Even though a dealer may be equipped with a refrigerated cabinet or fountain, the speaker will not recommend his carrying too many flavors.



BATAVIA CONCERN EXPANDING.

The Fargo Dairy, Batavia, N. Y., has made wide strides in the ice cream industry, as is evident by the announcement that the company will erect a three story concrete and steel structure, which will be devoted exclusively to the manufacture of ice cream. The building will be 30 by 40 feet.

The company's present plant, at 208 East Main St., will be maintained for the distribution of Grade "A" pasteurized milk and cream. C. L. Fargo is in charge of affairs.

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Sent post paid anywhere on receipt of remittance

The Book of Ice Cream

A New Revised and Enlarged Edition

By W. W. FISK

The new edition of this standard Book on ice cream making is just recently off the press. It is right up-to-date and a good practical Book for every one interested in the ice cream industry.

THE OLSEN PUBLISHING CO.

Fifth and Cherry Sts. **Milwaukee, Wisconsin**

Boosting Sales Through Plant Team Work

Co-operation Should Begin at Home, Says Convention Speaker, Who Shows Manufacturers Why Salesmen Should Know Something of Bosses' Plans

CO-OPERATION, like charity, should begin at home. That is the viewpoint of Harry A. Cuscaden, Louisville, Ky., who told delegates to the 1924 Southern convention an interesting story about results obtained in his company's ice cream plant through co-operation with and among employees. He stressed the value of encouragement, claiming it is the best tonic to produce good results.

One of the striking things brought out in Mr. Cuscaden's speech was that ice cream manufacturers are not getting the full benefit of their advertising. He says that although a large sum is being spent in advertising, some manufacturers fail properly to follow through because the selling organization is not properly co-operating with the advertising division, and therefore is not furthering the advertising campaign. This can be corrected through bringing the members of the department closer together from time to time, the speaker declared. "Each man knows his own line best," Mr. Cascaden said, continuing—



HARRY A. CUSCADEN.

"Therefore, when you are contemplating an addition or change of some sort in a certain department, call in your manager of that department and talk the situation over with him and get his views. It will prove to him that you have confidence in his judgment and that you do consider him a part of the backbone of your plant. Remember this, two heads are better than one, and ofttimes this judgment may change your viewpoint which may prove highly beneficial.

"A large sum is spent each year in advertising, but how many of us really cash in on it as we should? Call in your sales force, show them your advertising campaign for the year, and ask for suggestions. Go clear to the bottom and thrash out each point. After you have bought, tell them the cost and the results you expect from your advertising. Our product being a perishable one, it cannot be displayed, but our advertising can, so tell your salesmen it is up to them to display it and help you cash in. When your salesmen lay down on the job, it will soon be time to close shop.

"Now, we come to the drivers, and I believe we all will admit that this is quite a problem. This subject in itself is worthy of lengthy discussion, but time will not permit, so I will only attempt to give a few of the outstanding points which come to mind at this time. First, explain to them how to take care of their truck or teams, their cabinets and all other equipment. Let them know you have real money tied up in that equipment, and that it is their duty to look after it and to be as proud of it as if it were their own. Next, he must be taught the proper way to pack a cabinet, the correct amount of ice and salt to be used to each compartment to keep the cream in good salable condition. It is always well to inform him that the ice is to be used for packing ice cream and not soft drinks. Explain to him how necessary it is to be neat and careful when packing a cabinet. Don't spill ice, salt and water all over the customer's floor, be careful and considerate—it pays in the long run. A careless driver can lose more accounts in this way than your salesmen can obtain in a month."

HE STRESSED the importance of courtesy among drivers. He urged putting on a drivers' contest to create enthusiasm. His suggestion was that three prizes be offered on a weekly or monthly basis, prizes to be awarded to the driver scoring the highest number of points, a point to be awarded on the following items:

Gallonage, least ice and salt, least complaints, least special deliveries, return of empty cans and lids, general care of truck, equipment and personal appearance, and accidents.

A daily bulletin board on which to post the standings of the competitors each evening would do much to create interest. It was recommended that a special commission be offered for bringing in new accounts on each driver's route.

NEW MICHIGAN SECRETARY.

Lloyd L. Hughes Succeeds R. F. Frary as Secretary of the Michigan Allied Dairy Association.

When R. F. Frary, who served as secretary of the Michigan Allied Dairy Association so long and well, found it necessary to give up his work on account of failing health, the directors of the association engaged Lloyd L. Hughes of Detroit to take his place.



LLOYD L. HUGHES.

Mr. Hughes is president of the Hughes Gelatine Company of Detroit, and will, we understand, give whatever time to the association work as his business will permit. He is well known, especially among the ice cream manufacturers of the state, having been associated with his father in the gelatine business since 1907.

Mr. Hughes is a young man, full of energy and ambition, a splendid organizer and fully alive to the needs of the state's dairy industry. He has been a director of the Michigan Dairy Boosters for the past three years and is thoroughly familiar with trade association work.

One of the big jobs just ahead of him is directing the annual convention and show which will be held in Lansing, Mich., Feb. 2 to 6, in connection with Farmers' Week at the Michigan Agricultural College.

SOLID MAHOGANY.

"Captain, I'll have to go to the doctor; I have a splinter in my finger."

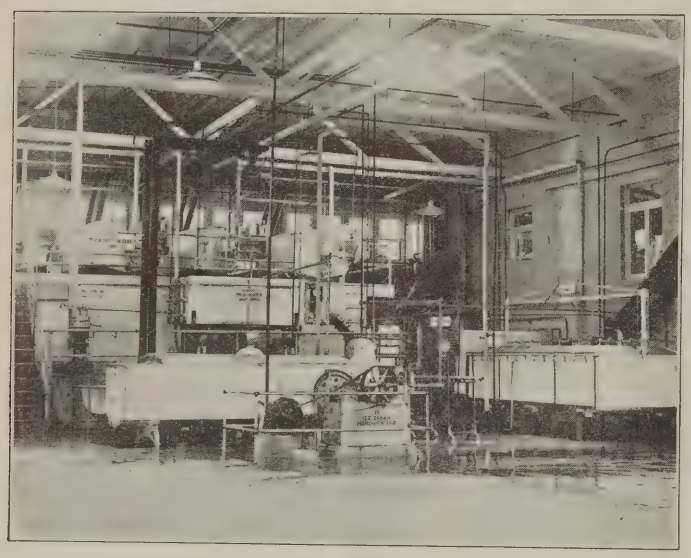
"Ye ought to have more sense than to be scratching your head," was the caustic reply.

Modern Policies Followed in California Dairy Plant

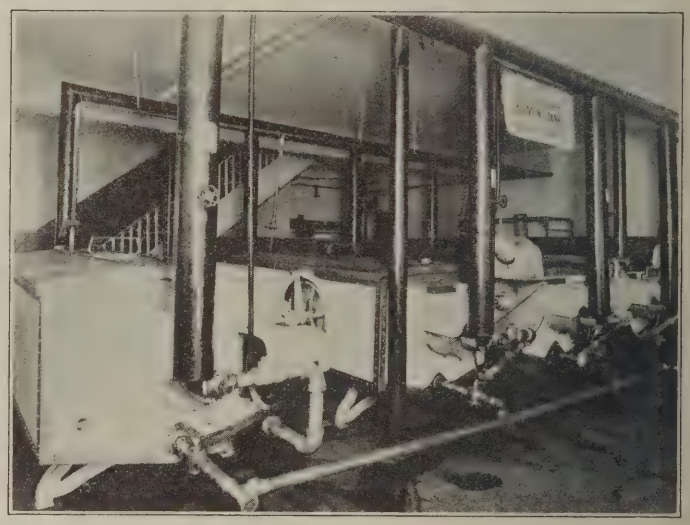
EDITOR'S NOTE—The November issue of The Ice Cream Review carried an interesting article about the Pure Milk Dairy Co. of San Diego, Cal. It is reproduced at this time because of typographical errors. This plant, a $750,000 plant, is one of the most up-to-date, not only on the Coast, but of the entire country.

THE last year has seen a number of modern milk plants built in Southern California, each new plant being a little more modern and embodying new policies. In this connection it is well to call attention to the Pure Milk Dairy Co. of San Diego, Calif., and their new milk and ice cream plant.

The Pure Milk Dairy Co. organized in 1912 by Henry F. Schnell, president, and managed by Wayne A. Hood, vice-president and general manager, has developed from a small business of $250,000.00 in 1913, to one of the leading businesses in San Diego today, the present volume of business being nearly $3,000,000.00 a year and having some 150 odd employees with a payroll of approximately $275,000.00 a year, owning and operating three modern dairy plants, a milk and ice cream plant, a butter plant and a sweet cream, condensed milk and casein plant, representing an investment of about $800,000.00. The company also operates two large producing dairies composed of some 600 odd registered and grade Guernsey and Holstein cows, all tuberculin tested and having a herd average extending over a period of two years, of forty pounds butterfat per cow per month.



Pasteurizing Room.



Ice Cream Mix Storage Room.

The Pure Milk Dairy Co. are distributors of certified milk, guaranteed milk, grade A raw milk, grade A raw-pasteurized milk, goat's milk, acidophilus and bulgarian cultured milks, modified baby milk, churned buttermilk, condensed milk, butter, eggs, cheese and ice cream, manufacturing about one and a quarter million pounds of butter, two hundred thousand gallons of ice cream and two hundred and fifty thousand pounds of cheese and casein, annually.

The management has been actively engaged in the dairy business for over thirty years, taking an active part in improving dairy conditions throughout the county, with the co-operation of the San Diego board of health, they have succeeded in eliminating all known tubercular market milk cows from the county, San Diego county having a 100 per cent supply of tuberculin tested milk and in addition has succeeded in lowering the bacteria content of milk to a very low degree. The raw milk received by this company averages less than 20,000 per C. C. This has been accomplished by buying only milk from tuberculin tested herds and paying for milk on a combined bacteria, butterfat, sediment and temperature grading basis, paying a premium for clean flavored milk of low bacteria content.

That the results have been satisfactory can be seen by a recent state and city milk scoring contest, samples were taken by city dairy inspectors from the company's delivery wagons for a period of six months, the final results being as follows: P. M. Dairy certified milk, 97.3; guaranteed milk, 98.0; P. M. grade A pasteurized, 96.3.

The stockholders of the Pure Milk Dairy Co. are actively engaged in the business, being officers and department heads. A surplus dividend is paid annually, out of the company earnings to non-stockholding employees, the amount depending on earnings of the company and length of service of the individual employee.

Contract price of milk to milk producers are based on retail price of milk, a maximum spread of 5½ a quart being the limit allowed the company. This spread was cut in October to 4½ a quart, the producer receiving $1.00 a pound butterfat of 8½ a quart for 4 per cent milk and the retail price being 13 cents a quart.

Milk producers are encouraged to feed a heavy balanced ration of concentrates consisting of raisins, rolled barley, oil cake meal, wheat bran, beet pulp, etc. Approximately 200 ton of raisins were used this last year as cow feed. The Pure Milk Dairy Co. assist their shippers by advancing money for hay and feed, permitting the producer to buy feed when market conditions are most favorable, the producer repaying the company by monthly payments. Frequent meetings are held with the producers and the most friendly feeling exists between the producer and the distributor.

In considering milk prices, Wayne Hood, manager, says, "We believe in and try to follow the four-square policy; pay the milk producer a price for his milk that will enable him to produce clean, healthy milk and yield him a fair price for his investment and labor, pay our

employees a fair wage, sell to the consumer at the lowest possible price that an efficiently run plant can sell for and return the stockholders a fair dividend on their investment, which we consider from 12 to 15 per cent a year.'' A comparatively low return for this class of business where a highly perishable product is handled and fluctuating market conditions are faced continually as is the case in the handling of butter, eggs and cheese.

The plants are models of efficiency and modern sanitation, large high ceilings, well lighted and ventilated, white enameled. The machinery and equipment is kept spotlessly clean, all exposed metal being kept polished to a mirror like reflection. A special glass enclosed milk cooling and a special enclosed milk bottling room, kept under lock and key, only the men employed in these departments being allowed to enter these rooms and a medical and physical examination certificate being required of all employees coming in direct contact with dairy products, are outstanding features.

A large and most completely equipped milk laboratory is maintained and is capably operated by E. L. Packenham, milk chemist and bacteriologist, and Omar Carrillo and assistants, a careful check being maintained on all dairy products sold by the company and analysis made of supplies purchased. All cultures and special milks are also prepared by the laboratory force, Mr. Packenham having entire charge and the responsibility of maintaining a uniform standard of quality of all dairy products handled.

A modified milk department and welfare educational department is in charge of Dr. W. O. Weeden, well known as a former manager of Walker Gordon Company and of the Fairfield Certified Dairy Co. of Montclaire, N. J. Dr. Weeden is actively engaged in visiting and conferring with the various medical, civic welfare and public health bodies.

The plant is well arranged for efficient operation and includes well-advertised dairy equipment; Meyer Dumore, Jr., bottle washers, Lathrop Paulson, can washers, 14 Wizard vitrified enamel pasteurizers, Creamery Package progress, 12,000-pound pasteurizing system, Davis and Milwaukee bottle fillers, Fort Atkinson freezers, viscolizers, Weibatch scales, Toledo overhead scales, Pfaudler glass-lined tanks, Mojonnier vacuum pans, brick filler, overrun control and laboratory equipment, New Era brick cutter and other equipment equally well known.

The advertising department in charge of Wayne Hood, is well worthy of mention for it's completeness, and to quote Mr. Hood, ''Our ambition has been to prepare clean, healthful, safe dairy products. Our problem has been, how to acquaint the public with the goodness of our products. We have nothing original, we have copied and in some cases improved on methods used by our best dairy product advertisers. Our best advertisement is our own plant, and we are accomplishing today our greatest results by inviting the public to inspect our plant and be our guests at noon-day luncheons.''

A MODERN dining room seating some 175 people is located on the top floor of the building. Invitations are given out by milk drivers to their patrons and to prospective patrons with an added invitation to bring a friend for inspection and luncheon on specified days. These invitations are given out until a group of 130 to 160 guests can reasonably be expected. These guests on arrival are conducted by department heads and officers of the company throughout the plant, the end of the inspection tour being the dining room, and there they are served with a piping hot dairy luncheon consisting of six courses, starting with creamed tomato soup and ending with ice cream and cake.

These luncheons have become so well advertised that a large waiting list is now maintained and invitations are mailed to those requesting them as fast as the company can serve the luncheons, which are being limited to three a week. Special luncheons to civic organizations, such as the Rotary, Lion, Advertising Club, Parent Teachers Association, being held once a week in addition.



One of the Company's Four Ice Cream Hardening Rooms.

A special educational newspaper advertising, a monthly milk magazine, milk bottle ringneck ads, window display signs, special window trims by a rapid fire water color artist, educational leafllets, outdoor advertising, direct mail, the gift of silver baby spoons and letters of congratulation to newly made mothers, special educational letters to doctors and educators are some of the many methods used in calling attention and building good will to this modern San Diego dairy plant, and a hearty welcome is given to all visiting dairymen.

MODERN PLANT AT GLASGOW.

A new plant, 50 by 90 feet, one story high, will be erected at Glasgow, Ky., by the Elizabethtown Ice and Ice Cream Co., whose headquarters is located at Elizabethtown, Ky. Claud Brown, proprietor, advises that the new plant will have a capacity of 1,000 gallons a day and will be equipped with latest type machinery. The contract for refrigeration equipment has been let to the York Company, and the Armstrong Cork & Insulation Co. will equip the cold storage and hardening rooms.

The new plant will cost about $30,000, and Mr. Brown expects it to be ready for operation on June 1st.

The Best Results From -:- -:- -:- The Ice Machine

Improved Refrigeration an Important Factor in Ice Cream Industry's Development with a Major Machine

*By H. P. HOSPE**

REFRIGERATION is as old as the ages. History informs us that in the days of Nero slaves were bidden to go to the mountains, obtain snow and ice and to use these in making frozen dainties for the king.

In India the Hindu made ice by placing pans of water in shallow holes, which were lined and insulated with dry stalks of cane. On clear nights, the rapid evaporation of the water caused thin layers of ice to form. The natives gathered the ice in the morning, carrying it to their crude warehouses in baskets.

The Americans Indians were accustomed to placing porous earthen-ware jars filled with water out in the air. The evaporation of the water on the surface cooled the contents and thus they obtained refrigeration.

In more recent times ice has been harvested in wholesale quantities from lakes and rivers during the winter, and stored for subsequent delivery and use where and when needed during the summer. This practice is still in existence and large fortunes are invested in ice harvesting and storage plants. The absorption and compression system of refrigeration for artificial ice making in large quantities mark the next step in progress.

Today we have the individual refrigerating plant in all its ramifications from the preservation of food stuffs and perishables, and its very important application to the manufacture of ice cream, its preservation for, and delivery to the consumer.

The education of the public in the food value of ice cream, the prohibition movement, the progress in the industry itself by you enterprising individuals and companies in the business, have made ice cream manufacture one of the major industries, and as such you are seeking every available means of possible assistance to increase your efficiency and improve your product.

You have learned from others, as noted in your program, of the importance of the various other phases of your business, and possibly last but not least, you are interested in refrigeration, the ice machine, and its operation to obtain the best results.

These may be tabulated as follows:

Guarantee of per cent of overrun.

Guarantee of smoothness of ice cream.

Guarantee of minimum losses of raw and finished products.

Guarantee of economical operation of ice machine.

Guarantee of freedom from trouble, accessibility for repairs.

Moderate investment.

We will first review the principles involved in the refrigerating system and then apply them to these important points.

Component parts:

High pressure or compression side: compressor, condensor, ammonia receiver, gauges, oil separator and seal trap, valves, fittings and connecting lines.

Low pressure or expansion (evaporation side): Expansion valve, operating coils, and shut-off valve.

For brine work a brine tank and circulating pump with piping.

Mechanical refrigeration, by the compression system, is based on the natural law of physics that a liquid in changing to a gas absorbs heat. Water boils at 212 degrees F., at sea level, and gives off steam at atmospheric pressure. The boiling point is slightly lower at higher altitudes where the air is lighter, which means less pressure than at sea level. A thermometer will show that this steam is the same temperature as the water, or 212 degrees F. A fire is necessary under the boiler to convert the water at this temperature into steam at the same temperature. Heat is absorbed from the fire in the process of changing the liquid into the vapor.

ALL liquids require heat to convert them into vapor. Some liquids have very low boiling points, a few below the freezing temperature of water. Alcohol boils at 173 degrees F., sulphur dioxide at 14 degrees, ammonia at 28 degrees under ordinary atmospheric pressure. The ammonia compression system is most practical on account of the heat-absorbing capacity and low boiling point of liquid anhydrous ammonia. Anhydrous means free from water. Ammonia at ordinary temperatures and atmospheric pressure is a gas which can be liquified under moderately high pressure. The liquid ammonia in turn boils when the pressure is relieved and through the process of evaporation changes to a gas at temperatures considerably below that of freezing water and varying with the pressure. (Note table showing, Temperature and Pressure, A. B. C. of Refrigeration.)

In the process of simple refrigeration the liquid is vaporized or allowed to boil in the expansion coils placed in the refrigerator or other medium to be cooled. As the liquid changes to a gas or in the process of evaporation, heat is absorbed from the refrigeration or other medium just as heat is absorbed from the fire when water boils or evaporates into steam, except that ammonia evaporates at a much lower temperature. The gas leaves the expansion coils at a temperature slightly below the temperature of the refrigerator or other medium.

If it were not true that ammonia is expensive to manufacture and offensive when liberated, it would not be necessary to go any further with the process. In other words, the refrigerating effect is complete when the surrounding atmosphere in the refrigerator or the surrounding brine in case it is used as a medium of heat transfer has given off its heat to the ammonia.

IN ORDER to conserve the ammonia, it is necessary to confine it within the system and use it over and over again. It is, therefore, necessary that the heat absorbed by the gas in the coils must be removed in order to reconvert the gas to a liquid and use it again. Water used through a double pipe condenser or similar ap-

* Refrigeration engineer, Baker Ice Machine Co. An address at the 1924 Ice Cream Manufacturers Roundup, Lincoln, Neb.

paratus is used to remove this heat. The temperature of the incoming and outgoing water of the condenser will govern the pressure of the ammonia. (Note table, Temperature and Pressure.)

Again, referring to a natural law that heat will not flow from a cold body to a warm one any more than a liquid would flow up-hill without some mechanical means, work is necessary to transfer the heat from the cold am- gas compressor propelled by some prime mover such as monia to the warm water. This is done by means of the a motor or engine which exerts the necessary mechanical work of compressing the gas. The gas, when compressed, rises in temperature. Thus the cold gas coming from the refrigerator is compressed, increasing its temperature and pressure until it has reached a point higher than the temperature of the cooling water which is circulated through the condensers. The heat will then flow readily from the heated ammonia gas to the water which is cooler. The warm water is then carried to a drain. The heat from the refrigerator or other medium is, therefore, removed by the water through the medium of the ammonia compression system.

This completes the cycle and you have in your receiver located at the bottom of the condensers a supply of fresh liquid to be liberated in the expansion coils for use again. This process may be continued indefinitely as long as the ammonia is not contaminated with some foreign substances introduced into the system through oil, scale or from outside air. Or if it is not superheated and broken up into its component parts, as it is not only of the elements, but is made up of nitrogen and hydrogen. Its chemical formula being HN_3. Carbon dioxide gas as well as sulphur dioxide gas have been used in the compression system with partial success, but considering the latent heat of vaporization and operation pressures under which ammonia can be used, it has proven the most universally used. The term heat of vaporization merely means the amount of heat that one pound of liquid ammonia will absorb evaporating into ammonia gas at the same temperature. It is about four times that of ice melting. In the last year or so, sulphur dioxide has come into more popular use in its application to house-hold refrigeration on account of the very low pressure and the moderate temperatures needed, al- gas compressor propelled by some prime mover such as a motor or engine which exerts the necessary mechanical though its actual refrigerating effect and efficiency is far less than that of ammonia.

The foregoing is the complete cycle and covers all of the process involved in simple refrigeration. There are, of course, a great many elaborations of the application of this process for the sake of convenience, such as the freezing of ice cream, the manufacture of ice, the cooling of air for circulation in distant rooms, etc.

There is a mathematical relation between temperatures and pressures, and the consequent weights of ammonia gas under those conditions. The refrigerating effect or the absorption of heat units is, therefore, in reality measured by the weight of the gas which is used and not its volume.

Do not let this statement confuse you. A machine of two cubic feet volumetric displacement per revolution, will do twice the work of a machine of one cubic foot volumetric displacement, if both machines are operated at like pressures. However, the two cubic foot machine at four pounds suction pressure does only as much actual refrigerating work as the one cubic foot machine will do at twenty-four pounds suction pressure in actual heat units.

The returning gas from the evaporating coils in the case of four-pound pressure, is approximately minus twenty degreese Fahrenheit, while the gas at twenty-four pounds pressure, returning from the evaporating coils, is approximately ten degrees above zero, Fahrenheit. It is plain to be seen, therefore, that for hardening room purposes the lower pressure must be used, while for temperatures of thirty degrees and upward a twenty-four pound suction pressure, carried on the machine would be far more efficient. In both cases we are assuming sufficient evaporating coils to absorb the surrounding heat.

YOU will probably wonder why it is necessary to have the temperature of the returning ammonia gas twenty degrees below zero, when you desire only a temperature of from zero to ten above, and why it is necessary to have a ten-degree ammonia gas, where a temperature of thirty degrees or higher only is required. The explanation of this is very simple.

The heat must be absorbed through the medium of the steel pipe in which the gas is confined, and the atmosphere or other medium, which surrounds the coils. The steel pipe is, by its nature, a good conductor of heat. On the other hand, atmosphere is a poor conductor unless it is in circulation.

You often hear the expression, "We have insulated our room with boards and paper and a four-inch dead air space." To you who appreciate it, the four-inch dead air space is, of course, a huge joke, as we all know that unless air is confined to a very small area, it sets up a circulation, due to the heat or cold coming in contact with it. Reducing the volume of the gas in cooling and increasing the volume when the temperature rises, thus the heavier air falls and the warm air, which is lighter, rises. This circulation continues as long as heat and cold reach the air. This principle is used in transferring the heat of the room through the medium of the steel pipe to the ammonia gas circulating through the pipe.

YOU can readily appreciate that in the hardening room, where it is pretty much filled with coils and is not large in any event, that about the only circulation of air is caused by opening and closing of doors and by the very slight heat leakage through the heavily insulated walls, in addition to the heat in the ice cream to be hardened. It is placed in the hardening room at 20 degrees or above and is cooled further in the harden- room. Therefore, the transfer of the heat from the ice cream in the hardening room to the air, and from the air to the ammonia is very slow. For this reason considerable difference must be maintained between the temperatures of the ammonia gas and the room to cause the ammonia to boil. In the case of the thirty-degree room, where you store your cream and other raw products, there is usually provided an overhead bunker or a set of air deflecting baffles, upon which the coils are placed. Thus a considerably better circulation is set up on account of the up-draft on the sides of the refrigerator to the high side of the baffle and a down circulation from the lower side of the baffle to the center of the refrigerator.

It is true, also, that the tension or ability to hold together of gasses as higher temperatures is less than at low temperatures, and even without deflecting baffles a better circulation would prevail than where lower temperatures are maintained. It is, therefore, very important that the compressor be operated at the most efficient suction pressure to obtain proper gas temperature and the best and most economical results.

The evaporating coils should be defrosted frequently,



A Private Affair

THERE are times when you want privacy in operation — buying — selling—seeking—or acting in any way; when for a short time you would prefer to act independently of those associated with you.

At such times a classified advertisement will prove to be an ideal agent, working discreetly and privately. It will not reveal your identity nor disclose more details than you are willing to have disclosed. It operates silently and efficiently, introducing you to other individuals with whom you can negotiate by mail or in person.

Classified advertisements in The Ice Cream Review are the dairy products man's *confidential agent.* Insert them under any of the following headings:

Wanted-to-Buy
For Sale
Business Opportunities
Employee Wanted
Position Wanted

Cost is but 2c per word. Write out your advertisement and mail with check or money order to The Ice Cream Review, 5th and Cherry Streets, Milwaukee, Wisconsin.

Classified Advertisements are found in the last pages of this issue.

as a heavy accumulation of ice and frost insulates the pipe and seriously hampers the heat transmission or flow from air to ammonia.

The starting and stopping of the machine is, no doubt, more or less familiar to all of you, at the same time a review of a few of the details might prove of value and in this connection you may have some questions that you wish to ask and you may not entirely agree with me in some respects. The best operating engineers differ on many points.

Some of the smaller machines are not equipped with starting valves, but most machines which you have anything to do with have what is termed a starting valve, which is really a bypass from the high pressure line to the low pressure line, and is opened in starting the machine to relieve the motor of the entire load except the mechanical friction in the compressor. Therefore, the first thing to do is to open this starting valve and release the water into the condenser. After starting the motor the discharge valve is opened, then the suction valve opens slowly, while the starting valve is being closed. Both gauges should be noted, and a check made from your table to see that your condenser pressure stands about as it should for the temperature of the water.

The low pressure gauge should be watched until the pressure reduces to a few points lower than that which you ordinarily operate. For example, if you are accustomed to running fifteen pounds back pressure, before opening the king valve, run the machine until the back pressure registers thirteen, then open the king valve, which is the main valve on your liquid receiver. Allow the liquid to flow unrestricted to the expansion valves, assuming that on closing down the day before you have left the expansion valves set so that they will need little or no adjustment.

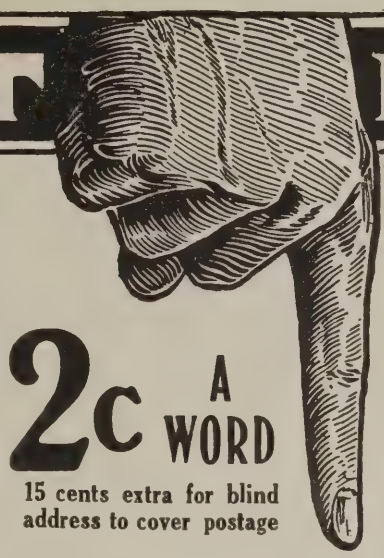
An occasional glance at the machine to see that it is not frosting back too heavily, is a very good practice, and it is a very good precautionary measure to feel the discharge line to see that it is warm or hot. The more you open your expansion valve the more liquid is allowed to flow through the coils, and the more frost will accumulate back to the machine. On the other hand, closing the expansion valve will cut off the flow of liquid and take away the frost from the machine.

If the discharge line is allowed to get cold, you obtain a condition which will not give good results, because in order for the condenser to do its work, the gas being pumped into it must be warmer than the water, so that the water will absorb the heat from the ammonia gas. In other words, in order that the heat will flow from the warmer to the colder body.

There is danger, however, indicated by a cold discharge of carrying liquid into the compressor, which may cause the high pressure relief valve to operate, raise the safety-heads or possibly spring the head or bend a connecting rod, and it must be remembered that even though the pressure relief valve is intended for emergencies, that in order to give a tight seal under operating conditions there must be a lead seat in the valve, and each time it operates decreases its efficiency.

In closing a machine down the reverse process, of course, takes place, namely, close down the king valve at the liquid receiver, leaving the expansion valve set as in operating position, which should be from a quarter to a half turn open. Continue to operate the compressor until the low pressure falls half way between operating pressure and zero, unless you are operating with a vacuum on the machine, which is done only in extreme cases, and where very low temperatures are required.

WANT DEPARTMENT



2c A WORD

15 cents extra for blind address to cover postage

HELP WANTED

WANTED—Ice Cream Salesman. Give age, experience and salary expected in replying. 1924 gallonage 350,000, being largest of several plants in city of 325,000. Modern plant, iceless cabinets and large advertising appropriation. Address: R-65, The Ice Cream Review. 2-25

WANTED—Superintendent or manager for ice cream and market milk plant in California. Reply giving references and experience to R-48, The Ice Cream Review. 2-25

WANTED—Ice cream maker who can make butter and is also good in the line of milk. Write to Virden Creamery Co., Virden, Ill. 2-25

POSITION WANTED

POSITION WANTED — As superintendent of production in ice cream plant, 20 years experience, 6 years at present position, but desire to make a change. Thoroughly understands all branches of the business—both plain and fancy creams. Best of references furnished. Address: R-70, The Ice Cream Review. 2-25

POSITION WANTED—By butter and ice cream maker, 15 years experience as foreman in co-operative and centralizer plants. Understand latest methods and know details of modern and high grade butter and ice cream making. Also experience in city milk plant and cheesemaking. Danish, 32 years old. 30 days notice. Address Chris. Johannessen Boget, Moultrie, Ga. 2-25

POSITION WANTED—As plant manager or superintendent. Understands all phases of the creamery business. 32 years of age, college graduate, experienced in all lines as milk, butter, ice cream, refrigeration, mechanic. Can handle men. Best of references. Wish a position with a future of permanence. Can come on short notice. Address: R-791, The Ice Cream Review. 2-25

POSITION WANTED—By young married man as manager of ice cream factory. Competent to handle production as well as business management. Have had 10 years experience as such. At present am employed as manager of a chain plant owned by a large concern. Can come on 30 days' notice. References. Address: R-788, The Ice Cream Review. 2-25

POSITION WANTED—Ice cream maker with 5 years practical experience in mixing, freezing, standardizing, Mojonnier and Babcock tests, with knowledge of mechanical refrigeration and business management, desires position as foreman or superintendent of ice cream plant. Write R-787, The Ice Cream Review. 2-25

POSITION WANTED — As ice cream maker. 7 years experience. Make fancy ice cream and sherbets, etc. References. Address: R-785, The Ice Cream Review. 1-25

POSITION WANTED — As ice cream maker. Have had 9 years experience in creamery and 5 years in charge of manufacture. Short course graduate Oklahoma state college 1920. Thoroughly understand all the technical and practical points of ice cream making. Good reference. Address: R-66, The Ice Cream Review. 2-25

POSITION WANTED—By freezer man, capable of handling four or five freezers. Some experience on mix. Also buttermaker. Willing to work where needed. Can come at once. Address C. C. Newby, 1705 Ferry St., La Crosse, Wis. 2-11

POSITION WANTED — As ice cream maker. Experienced large and small plants. Dairy school course. Understand standardizing, testing, pasteurizing, freezing and overrun control. Make fancy ice cream and sherbets. Best of references. Go anywhere. Address: R-762, The Ice Cream Review 2-25

It Pays to Advertise

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

We reserve the right to refuse to accept advertisements which we believe are detrimental to the ice cream industry.

POSITION WANTED — Manager of ice cream plant that can produce finest quality ice cream. Have all requisites necessary. Offers must show opportunities for a good future. Address: R-62, The Ice Cream Review. 3-25

POSITION WANTED—In state of California by young man 30 years of age. 7 years experience in the ice cream business. Capable of standardizing, testing, pasteurizing and operating freezers. Can take complete charge of the manufacturing end of the business. Address: R-40, The Ice Cream Review. 2-25

POSITION WANTED—Production manager of ice cream desires change. Experience confined to plants of 100,000 to 300,000 gallons annual output, milk plant experience, university training. Thoroughly acquainted with the theoretical and practical phases of the ice cream business. Understand artificial refrigeration and all laboratory work. Available upon reasonable notice to present employers. Sober, efficient and trustworthy. References. Address: R-35, The Ice Cream Review. 3-25

POSITION WANTED — As ice cream plant superintendent. Experienced in modern methods. College graduate. Prefer location in Middle West. Address: R-32, The Ice Cream Review. 2-25

POSITION WANTED—In buttermaking and milk plant. Have had three months dairy course and 8 years experience. References furnished. Can begin work at any time. Address: R-18, The Ice Cream Review. 2-25

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial —it's the best way to get results.

FOR SALE BARGAINS

BUSINESS

FOR SALE—The only ice cream plant in one of America's most famous amusement centers. Does $40,000 business in five months' season. Community has 80,000 all year round population, and draws daily during season up to 500,000 people. Up-to-date factory, 12 ton refrigerator, hardening rooms, 100 qt. freezers, Anderson Eskimo pie machine, etc. Reason for selling—owner wishes to retire from active business. Address: R-33, The Ice Cream Review. 2-25

FOR SALE—Small ice cream plant complete with hardening room, brine freezer and up-to-date machine. Very good condition. I will sell this for small cash payment, balance in 10 equal monthly notes. B. D. Arthur, 105 S. Oakland Ave., Ventnor, N. J. 4-25

FOR SALE OR LEASE—Ice cream business in western New York doing about 50,000 gallons per year. Certain conditions make it possible that this business could be secured and operated with small capital to reliable parties. Address: R-4, The Ice Cream Review. 2-25

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 2-25tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 2-25tf

FOR SALE—Freezers at special reduced prices. Miller 40 and 80-qt., Ft. Atkinson 40 and 100-qt., Cherry, Thompson, new, used and re-built, belt and motor drive.. Guaranteed. Free trial period. Homogenizers, viscolizers, vats, etc. Send for list and illustrations. Philadelphia Retinning Co., North Philadelphia, Pa. 2-25tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago. 2-25tf

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad. for you and insert it in the next issue of The Ice Cream Review. You just stay at home and wait for results. You'll soon have your hands full.

FOR SALE—One Cherry 300-gallon steel body ice cream batch mixer in excellent condition. Address: R-711, The Ice Cream Review. 2-25

FOR SALE — One Type "B" Sealright packaging machine. Price is right. Address J. G. Trumbull Co., Orleans, Vermont. 2-25tf

FOR SALE—500 gallon Cherry metal body pasteurizer.
300 gallon Jensen pasteurizer.
200 gallon Reed pasteurizer.
40 qt. Emery Thompson horizontal motor drive freezer.
40 qt. Emery Thompson vertical belt drive freezer.
40 qt. Progress vertical belt drive freezer.
Creasy ice breaker, 55 "Y".
450 gallon Manton Gaulin homogenizer, motor drive.
400 gallon Progress homogenizer, belt drive.
Also other freezers, brine boxes and crushers. All above machinery guaranteed to be in first class mechanical condition, and priced right. Address Dairymen's Mfg. & Supply Co., 403 N. Main St., St. Louis, Mo. 2-25

"You'll make better ice cream if you get the "Ice Cream Review."

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

FOR SALE — The following equipment acquired through purchase of other plants and for sale at bargain prices.
1 Mojonnier Model B brick machine.
5 Davis Watkins direct expansion freezers, with 5 h.p. motors.
4 40-qt. Miller freezers.
1 1,000-lb. Racine chocolate melter with motor.
1 450-gal. direct drive viscolizer.
1 200-gal. homogenizer.
2 300-gal. glass coated aging tanks.
1 Davis Watkins cooling coil; 10 water tubes, 14 brine tubes.
1 cooling coil; 14 tubes.
1 Davis Watkins brick cutting machine, power driven.
2 Miller twin mixers.
1 25-gal. jacketed copper kettle.
1 40-gal. jacketed copper kettle.
1 150-gal. mixing tank.
1 Type 1 Creamery Package can washer.
2 Manning brush ice cream can washers.
1 30-gal. churn.
1 Steam driven steam separator, 50-gal. tin supply tank.
1 9-bottle electric driven Babcock tester.
1 6-bottle hand driven Babcock tester.
500 2-gal. brick pans, 26⅝ in. long, 6¼ in. wide, 2¾ in. high, inside dimensions.
100 brick pans, 26 in. long, 6⅞ in. wide, 2 13/16 in. high.
All equipment with motors and in good condition. If interested in any part of this equipment, inquire of Hydrox Corporation, 2400 Lake Park Ave., Chicago, Illinois. 2-25

FOR SALE—5,000 pounds 100 per cent pure milk or butter fat equal to finest creamery butter for use in ice cream manufacture, packed in 50 pound tins. Apply R-64, The Ice Cream Review. 4-25

NOTICE—Ice cream cabinets for sale—second hand. All sizes, also brick cabinets. Cypress wood. Write for prices. Detroit Creamery Company, Detroit, Mich. 3-25

FOR SALE — 20 Eskimo pie cabinets made by Northwestern Corp., Morris, Ill. These are now being replaced by iceless cabinets; some of these cabinets have never been unpacked; all less than a year old. Cost $37.50. These are priced for quick sale. How many? Address Rex Coal & Ice Co., Creston, Ia. 2-25

FOR SALE—1 40-qt. Champion freezer.
4 2-hole cabinets
1 3-hole cabinet.
1 1-hole cabinet (white enamel Economy cabinets).
40 20-qt. ice cream cans (electric weld).
40 20-qt. size tubs.
All equipment except the tubs have been used but one season and are in good condition. Address W. I. Dennis, Canisteo Ice Cream Co., Canisteo, N. Y. 2-25

FOR SALE—One D. A. Malot Everkeep freezer No. 6 for brick, one year old. Cost $100.00, will take $50.00. 100 Western Style ice cream tubs, $1.00 each. Good staves and bottoms. Address O'Neil Dairy Co., Ames, Ia. 2-25

FOR SALE—York 4x4, enclosed, belt driven refrigerating plant, complete, excellent mechanical condition. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 2-25

FOR SALE — Motor—Wagner, 40 h.p., A. C., Type B. W., like new. Berryman Bros, 305 Drexel Building, Philadelphia, Pa. 2-25

FOR SALE—Refrigerating and ice making machinery. We have all kinds. Every piece guaranteed. Prompt shipments. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 2-25

FOR STLE—Larsen 10 ton, belt driven, enclosed refrigerating plant, complete, used but six weeks. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 2-25

FOR SALE—One 9x9 vertical enclosed York compressor, belt driven, high sides, complete, hardening room, coils, cooler, complete ice cream plant. Reasonable price for quick disposal. B. D. Arthur, 105 S. Oakland Ave., Ventnor, N. J. 3-25

FOR SALE—One 7x7 vertical enclosed double cylinder York complete with motor, hardening room, coils. Complete ice cream plant. Reasonable price, quick disposal. Victor McFadden, Glenside, Pa. 3-25

FOR SALE—One of the finest wholesale ice cream businesses in Chicago. Centrally located. All new, modern, up-to-date equipment of the finest kind. Sales 250,000 gallons. Sickness reason for selling. This is an unusual opportunity. Address: R-777, The Ice Cream Review. 3-24

The Sale and Advertising of Dairy Products

The only book of its kind for dairy products manufacturers. Order a copy today and learn of a hundred ways to increase the sale of your products and make more money out of your business.

Sent postpaid anywhere on receipt of $2.00

The Olsen Publishing Company,
5th & Cherry Sts., Milwaukee, Wis.

WANTED TO BUY

NOTICE—I am in the market for a milk or ice cream plant, or a plant that handles milk and ice cream together. Prefer one doing a business of about $50,000.00 annually. Interested parties write: R-775, The Ice Cream Review. 2-25

WANTED — Ice cream hardening room coils. Also cold storage doors suitable for hardening room and ante room. Write what you have with conditions and price. Address Arcadia Farm, Pass Christian, Miss. 1-25

WANTED — One 800 gallon Progress homogenizer or viscolizer. Must be in good condition and price right. Address: R-8, The Ice Cream Review. 1-25

WANTED—To lease with option of buying small ice cream plant. Prefer one where there would be good opportunity for pasteurized retail milk business. Address: R-47, The Ice Cream Review. 2-25

FROM AN ENGLISH FRIEND.

In a letter just received from F. J. Orth, 114a, Fortess Rd., Tufnell Park, N. W., London, he states, "The Ice Cream Review reaches me regularly and I should like to place on record my appreciation of its contents from which I have derived considerable and useful information especially in view of the great development of the American ice cream in this country."

⚜

REMODELED.

"That a new girl you're paying attention to?"
"No, dad—just the old one repainted."—Sydney Bulletin.

* * *

Miss F.: "Who is that you just bowed to?"
Miss B.: "Oh, she's our next-door neighbor!"
Miss F.: "But she didn't return your bow?"
Miss B.: "No, she never returns anything."—London Opinion.

Mary had a little Ford
She kept it very well,
She ran into a telegraph pole
And now it looks like—rain!

* * *

"Laugh and the world laughs with you,"
Snore and you sleep alone;
For the truest bride will leave your side,
To seek a bed of her own.—GYM.

⚜

NEWS FROM FAR AND NEAR.

Auburn, Wash.—The Auburn Ice Cream Co. was incorporated with a capital of $30,000. Incorporators are Frank Lochridge and Frank Fulmer.

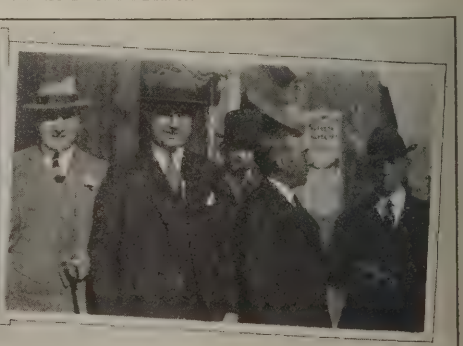
Wheeling, W. Va.—The Imperial Ice Cream Co. of Parkersburg, has purchased the Diamond Ice Cream Co. It is reported that the Imperial company has plants in six states.



Andrew Thompson, Jr., Howell D. Taylor, Pete Miller and Local Friends.



A Convention Group.



Anderson, Morris, Miller, Cox and Benners.

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The ICE CREAM REVIEW



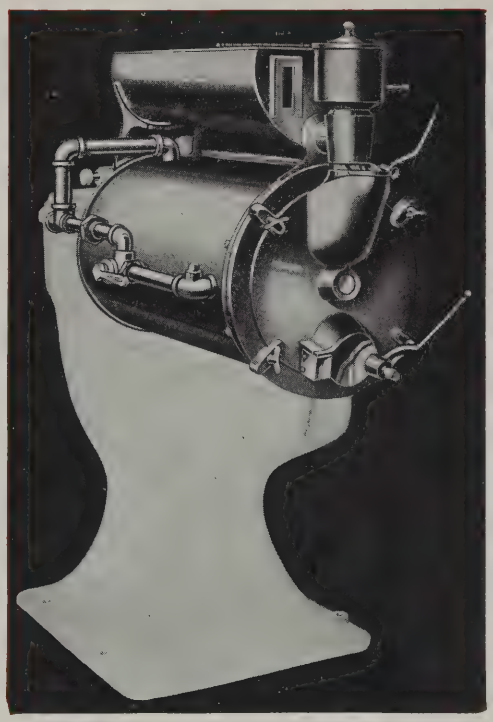
MARCH
1925

With apologies
to McManus & Jiggs

THE CHERRY 40 QT. FREEZER

THIS freezer is the most talked of unit among the trade today. Experienced users marvel at our ability to produce such a finished machine at the price.

Cherry's manufacturing facilities and Cherry's skilled and experienced workmen are the only reasons that made it possible to build the "World's Finest Low Priced Freezer."



EVERY improvement and practical refinement has been included in this wonderful unit. It has the advantages of more costly machines.

The Cherry 40 Qt. freezer is entirely without competition—you need only to examine its specifications to appreciate this statement.

"The World's Finest Low Priced Freezer"

FOR many, many years the wheels in the big Cherry factory have been busy turning out freezers. The name "Cherry Freezer" has become a synonym for high quality freezers, capable of long service and hard usage.

More recently it became our ambition to give the trade a low priced freezer that was just as dependable and which had most of the refinements and improvements of our larger and more costly units.

Here is truly the "World's Finest Low Priced Freezer"—but to fully realize how different it really is and how much better it is than other freezers of similar capacity, you must read the interesting illustrated bulletin which describes this freezer in detail.

Send for Bulletin 2060.

J. G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama Iowa. Peoria, Ill.

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SOME persons expect a trade association to guarantee their business profits. An association can only help.

Some expect a trade association to regulate —the other fellow's business. An association can regulate only impartially, by consent of its members.

A trade association ***can*** help make a field of business bigger. It ***can*** save it from attack and unfair exploitation. Its members then have bigger chances in that field —they are also saved substantial losses.

Should ice cream manufacturers belong to trade associations? They, of course, alone can answer.

But it is noticeable that many of them who do belong to state and regional ice cream associations, and to the National Association of Ice Cream Manufacturers, do not hesitate to say it pays.

The Seal

THE ASSOCIATION OF ICE CREAM SUPPLY MEN

1328 Broadway New York City

of Safety

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS. MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors, nor for news sent us for publication, nor for statements made by advertisers in their advertisements.

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

Subscription in United States . . . . . $2.00 per annum in advance
Canadian and Foreign Subscriptions . . . . $3.50 per annum in advance

OFFICIAL ORGAN

Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Mississippi Magnolias
Minnesota Gophers
Arkansas Travelers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

MARCH 1925

BULLETIN OF EVENTS.

National Association of Ice Cream Manufacturers—Twenty-fifth annual convention to be held at Detroit, Mich., the week of October 19, 1925. Convention headquarters, Hotel Statler. Secretary, Fred Rasmussen, Telegraph Bldg., Harrisburg, Pa.

Southern Association of Ice Cream Manufacturers—Annual convention at Lexington, Ky., December 1, 2, 3 and 4, 1925. Convention headquarters, Phoenix Hotel. Secretary, J. W. Clopton, Decatur, Ala.

ICE cream manufacturers who are also in the milk bottling business enjoy a splendid opportunity for telling the story of ice cream to their milk customers. Not long ago we asked an ice cream man, who is thus situated, whether he made use of his opportunity. He replied that he had not. Never thought of it, but considered it a good idea.

The ice cream manufacturer who sells milk should have little difficulty in securing the interest of his milk customers in his ice cream. They have confidence in him and his wares or they would not be his milk customers. He has the opportunity to not only sell them on the food value of ice cream, but on his particular brand of ice cream. Why pass up this opportunity?

THE progressive milkmen in our larger cities have "turned a trick" the last few years that our ice cream manufacturers might well copy after. We dislike second hand things as a rule, even second hand ideas, but here is one that we believe is good.

Something that happened in our home town recently brought forcibly to mind the fact that the milkmen have been capitalizing public interest in milk. They have gone even further. They have lent financial and moral support to public health movements that have emphasized the importance of milk in a health program.

A five year old boy in our neighborhood came home from kindergarten one day and demanded a big glass of milk, in spite of the fact that he has never enjoyed drinking milk. His mother had even worried about his aversion for milk.

Here is the reason. A health worker had visited the school and had told the children that, in order to grow up healthy men and women they must drink plenty of milk. Now, this little boy's mother had repeatedly told him the same thing, and this little boy had abundant faith in his mother's judgment, but he had never become impressed with the importance of mother's advice. When he went to school he accepted everything told him at par value. What was told him "sunk in." The seed fell on fertile soil. It was more than advice in his childish mind, it constituted an order from headquarters, and he was there to obey orders.

This was pleasing to the mother, of course. Perhaps she felt just a bit incompetent when she learned that a health lecturer in the public school could do in a few minutes what she had been unable to do in many months, viz, induce that five years of precociousness and limitless possibilities to enjoy a glass of milk.

The results of this lecture were also pleasing to the man with milk for sale. That youngster's sudden conversion to milk drinking, along with hundreds of others, increased milk sales. Why shouldn't he be pleased?

Isn't it about time, friends, to admit that our milk friends have stolen a march on us? Isn't it about time for us to "cash in" on the fact that ice cream is a dairy food, therefore just as suitable as a health food as any other dairy product?

The milk dealers of the country have, through their advertising and co-operation with health authorities, "sold" their product to the mothers of the country. They are even reaching the five year olds and selling them on their wares. What mother will refuse her five year old a big glass of pure, wholesome milk if it is within her power to get it?

But what will the average mother do when that same five year old comes toddling home from kindergarten and begs for a dish of ice cream or an ice cream cone? Possibly he may get it, probably not. Possibly he has indulged in ice cream once before during the week and his little "tummy" can't endure ice cream so often, she believes. She finally compromises with him and he gets a piece of candy to satisfy his craving for sweets. The piece of candy probably contains more sugar than the ice cream he craves.

The mothers of this country are not, as a rule, sold on ice cream. To them ice cream is a dessert and desserts are not, as a rule, included in health diets. At least the mothers of five-year-olds are not just sure that ice cream is good for the little tots.

The ice cream manufacturers of the country have been selling dealers while the milkmen have been selling mothers.

The milkmen have an advantage, we admit, because they are, in most cases, dealing directly with the mothers, but this is not a good reason for the ice cream manufacturer to entirely ignore them. He knows where they live and even though his representative does not make daily trips to the homes of these mothers the mail man does make daily trips.

Haven't we been too interested in the dealer and too little interested in the home? Isn't it time to realize that any big increase in ice cream consumption in this country must come from home demand? That is where the milkmen have found their increased consumption and not so much by taking customers away from each other. Why shouldn't ice cream manufacturers profit by their experiences?

Let's sell ice cream as a pure dairy food, rich in vital elements, good for little "tummies" as well as old ones.



NOW that the conventions are over it is perhaps pertinent to ask ourselves where we are "at" in this industry, especially in reference to some of the big problems that have been so prominently "before the house" at these various conventions.

The question of a national advertising campaign is one of these. Prominent men in the industry have given generously of their time and funds to arouse interest in this national advertising program and to solicit support for it. The response has been encouraging in some sections and very discouraging in others.

We are heartily in sympathy with such movements. Besides advertising ice cream, general participation in such a co-operative program will surely result in a better feeling among men in the industry. They will get a taste of working together in a common cause—a result much to be desired in this industry.

Then, too, such a program will necessarily advertise ice cream to the consumer—another result much to be desired. The ice cream dealer will necessarily be lost sight of except as he takes a place in the picture as the distributing agent. No money will be spent in making the dealer dissatisfied with his present contract with the manufacturer. No money will be spent trying to induce a dealer to leave one manufacturer and take up with another. No money will be spent on dealer equipment and service in order to buy his good will. No money will be spent on painting a whole store in order to get a sign painted thereon, along with a contract.

No, all these things will be lost sight of in a nation-wide effort to educate the consumer relative to ice cream as a good food and a delightful dessert. We see abundant opportunities to popularize ice cream and in other ways benefit the ice cream manufacturing industry.

The milk bottling industry has greatly benefited through its co-operation with the National Dairy Council. With comparatively little money the story of milk has been told over and over again until not only has the per capita consumption of milk been increased in this country, but milk is now accepted everywhere as a good food. The milk story gets "first page next to reading matter" in our big metropolitan newspapers.

After talking with many ice cream manufacturers, some of whom have expressed disapproval of an advertising movement of this kind, we have reached the conclusion that the objections that have been raised can be easily eliminated. All seem to recognize the need of popularizing ice cream in the minds of consumers. All seem to be willing to spend money to do it. The means proposed form the basis for any objection we have heard raised.

Some manufacturers are of the opinion that magazine advertising costs too much money for the results possible to obtain. They want to see the money spent for direct advertising that will go right into the homes. Others are just as firmly of the opinion that best results will be obtained by depending largely on space in magazines of national circulation. Others propose other methods. We confess sympathy for the plan of carrying an individual message right into the home, but we don't want to see the whole movement endangered in order to see any particular plan forced through.

We have confidence in the men who will actually spend the money to spend it to the best advantage. We understand that the plan proposed by the national advertising committee is a flexible one and that it will be adjusted to carry out the advertising suggestions of the men who put up the money. On such a basis it should not be difficult to enlist the hearty support of the men in the industry. As matters now stand there is some objection to the plan submitted, and as we understand it, these objections can be met by changing the plan. We have heard no objections to **a** plan of national advertising. All objections seem to be aimed at **the** plan.

With the industry "sold" on the idea it should not be impossible to carry it through with great profit to the industry. There is danger in the fact that the busy season will soon be upon us. It's easiest to keep up interest in such a subject during convention season.

MIGHTY ICE CREAM EXPOSITION IN PROSPECT.

A mammoth exhibit of ice cream supplies, machinery, etc., is in prospect in connection with the national convention at Detroit in October, according to unofficial information reaching The Ice Cream Review just before time for this issue to go to press. Official confirmation of this report is expected soon. According to present information, the Detroit exposition will far surpass anything The Association of Ice Cream Supplymen has yet undertaken, even eclipsing the two great Cleveland shows.

LAST month we called attention in these columns to the fact that much good can be accomplished for the industry through trade organizations in the industry. We pointed out many trade abuses, centering largely around the ice cream dealer who has been pampered and petted in hopes of holding his patronage, or securing it at the expense of some other manufacturer, as the case might be.

Several have commented on that editorial. An eastern subscriber writes "as I read your first editorial in the current number I said to myself, 'well someone is waking up to the whole trouble in the ice cream business.' You have hit the nail on the head so far as the basic trouble is concerned."

Our friend further called attention to a statement recently made by Secretary Hoover as follows, "industries must do their own housecleaning or the government will step in."

There is nothing to be gained by ignoring the wasteful, ruinous trade practices that prevail in some sections. Instead of working together to build up the ice cream industry they have been, and are, trying to destroy each other. The way out is through the right sort of a trade organization agreement. Such agreements need not smack of illegality. There is no law to prevent business men agreeing among themselves to use business-like methods in building an industry.



A PROMINENT middle western ice cream manufacturer has for years used the slogan, "It's a Food, not a Fad," in advertising his ice cream. We have always liked that slogan, in fact we believe it carries the message that must be carried to the consumer, and impressed upon him, before ice cream will be consumed in the home in quantities satisfactory to the ice cream manufacturer.

Ice cream long ago passed the "fad" stage, but it is still looked upon as an unnecessary article of human diet in the average American home. Money spent for it is charged up on the family budget under the item of luxuries—at least mentally.

Why should this condition prevail? Ice cream is a dairy product and dairy products are looked upon as wholesome, even necessary human foods. Why should the addition of comparatively small quantities of ingredients put there to please the palate cause it to lose its identity as a dairy product? Butterfat is the most expensive ingredient in any dairy product, ice cream included. Why is its presence in ice cream so little appreciated?

These questions suggest their own answers. The ice cream manufacturers of this country, as a rule, have been content to let their product compete with unnecessary articles of human food instead of insisting upon having it listed as one of several manufactured dairy products all of which are accepted in the American home as valuable foods with one exception—ice cream.

The milkmen of a far western city have pooled their advertising money for a period of four months. They will advertise milk, but no particular brands of milk. Of course, they will emphasize the food value of milk. The thought behind the national ice cream advertising movement is the same. We hope that in carrying out any such advertising campaign the men who are in authority will keep in mind the fact that ice cream is a milk product, and that the favorable attitude of the consumer toward milk may be cashed in on—why not?



IT'S time to get everything in readiness for the busy months ahead. A better way is to keep ready all the time, but it's the "get ready" time of year in many dairy plants. During the next few weeks there will be much tearing down and building up, installing new equipment, painting, primping and slicking up in general. Men in the ice cream business are anticipating their requirements and laying plans for larger sales.

Any time of year is a good time to do these things, but the early springtime is perhaps the most suitable season for a general overhauling. The wear and tear incident to the winter months, when weather conditions generally prevent any extensive repairs, and the accumulation of debris, both material and mental, make the coming of the springtime a season of "housecleaning."

It is more than a habit. It is a response to one of Nature's laws. It is the loosening of fetters forged by Old Man Winter. It is the shout of freedom expressed in a practical way. It is the expression of renewed faith in industry, especially the dairy industry. It is the ice cream manufacturer's challenge to the business world that he is going after a bigger business in a bigger way.

So let us encourage a still greater observance of this "get ready" season. It is good for us. It is good for business. It is good for the ice cream business.



THERE are some retail dealers of ice cream who are taking advantage of the widespread interest in refrigerated cabinets to play one ice cream manufacturer against another. The retailer tells the manufacturer who is furnishing him with ice cream that "So-and-So" has offered to put in a free cabinet, and "what are you prepared to do to hold my business?"

Of course, not all retail dealers are liars when they report such a proposition, but some of them are. It's a good plan to call Mr. Competitor on the telephone and verify such a report before getting excited. Let everybody keep their feet on the ground and this refrigerated cabinet problem is going to be solved to the everlasting benefit of the ice cream manufacturing industry.

NORTH DAKOTA ASSOCIATION OFFICERS.

The following officers were elected at the ninth annual convention of the North Dakota Ice Cream Manufacturers' Association, held at Fargo, Feb. 17 and 18, 1925, as follows:

H. C. Schulte, Mandan, president; Frank O. Knerr, Fargo, vice-president; Harry K. Geist, Grand Forks, secretary-treasurer. In addition to the above officers, who automatically become directors, the following two directors were elected: M. Nielson, Rugby, and Harry Christian, Fargo. The delegate and director to the national convention is Harry K. Geist, Grand Forks.

How many Ice Cream Cans have you bought since 1919

?

That was the year the *Electric Weld* can was brought out.

Since that time there has been nearly as many **New Type** cans put on the market as there are "new model spring hats."

All of them "were" the "best," but most of them have fallen by the wayside.

The "Electric Weld" has been on the market five years. There are over a million in use and each one has the same basic construction features as the first one made

John Wood Mfg. Company

CONSHOHOCKEN, PA.

JOBBERS AND WAREHOUSE STOCKS IN ALL PARTS OF THE COUNTRY

Minnesota Manufacturers Take Important Action

Vote to Promote National Advertising Through Association Officers and Agree to Handle Refrigerated Cabinet Question Same Way. Keen Interest and Large Attendance Mark Fourteenth Annual Convention

SOME folks may find special interest in discussing whether our country should join a league of nations of some sort, while others may take pleasure in discussing baseball or prize fights, or solving cross-word puzzles, but to the scores of icee cream manufacturers who gathered in state convention in Minneapolis last week these mighty problems meant absolutely nothing, for the time being at least. There was just one big problem, and they were determined to solve it.

The fourteenth annual convention of the Minnesota Association of Ice Cream Manufacturers was the occasion for a splendid outpouring of ice cream manufacturers, supply men and others interested, not only from Minnesota but from all the adjoining states and Illinois. The New Nicollet Hotel was convention headquarters.

OFFICERS AND DIRECTORS.

W. W. Dunn, Jr., St. Paul, president.
C. E. Kester, Hutchinson, vice-president.
Nels. Baden, Wadena, secretary-treasurer.

These three officers, together with Peter Mortensen, Albert Lea; D. T. Carlson, Willmar; N. F. Russell, Duluth, and Robert Rasmussen, Mankato, constitute the board of directors.

W. R. Cammack, St. Paul, was elected state director to the National Association of Ice Cream Manufacturers.

When President Dunn called the convention to order it was plainly evident that every delegate present seemed to feel that the best meeting ever held by the Minnesota association was just getting under way. Happy in hopes for the best year in business, and serious minded because of the big problems to be solved, these men (and Mrs. Vanderbie, without whom a Minnesota convention would not be complete) clearly indicated that they were there for real business.

Pointing out the possibilities of developing a bigger tourist business in ice cream, Perry S. Williams, representing the Minneapolis Civic and Commerce Association, extended the usual welcome to the delegates, and made a "hit" by making worth while suggestions, and making his talk short, instead of sounding the praises of his city. He thus passed up an opportunity which few men under like circumstances could have passed up.

Introduced by the chairman as "our old friend from Duluth," N. F. Russell of the "Zenith City," in a very happy talk, responded to the address of welcome and fully lived up to his reputation as an entertaining speaker.

The reports of the secretary and treasurer were disposed of in short order and President Dunn then briefly reviewed the work of the association for the past three years, during which time he has served as president.

Mr. Dunn, at the outset, emphasized the importance of the meeting, especially the second day's session, when action would probably be taken that would either cement the members more closely together or split the association wide open. He also called attention to the value of a trade association, and urged members to cultivate greater confidence in each other.

Fred High of Chicago, heralded as "publisher, editor and philosopher," in an inspiring address, backed up President Dunn's advice and enlarged upon it to the delight and profit of everybody present. Mr. High is not only "publisher, editor and philosopher," but he is also an orator with a real message for business men. While he had little to offer of special interest to ice cream manufacturers, he offered an abundance of inspiration and good advice for every man in business.

Mr. High called attention to the autocratic power of health boards in our cities and advised ice cream manufacturers everywhere to "put their houses in order," if necessary, and make politicians afraid of them by building up the public's confidence in their product. "One of the best talks I ever heard," was the comment by an

(Continued on page 146)



The banquet and dance, sponsored by the Minnesota Gophers, was one of the outstanding features of the Minnesota State Association of Ice Cream Manufacturers' convention, at the New Nicollet Hotel, St. Paul, on February 19, at which 346 covers were laid.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Investigate— Air-Cooled Frigidaire Ice Cream Cabinets

It's Air-Cooled

Ice cream manufacturers have been quick to appreciate the great advantage of Air-Cooled Frigidaire Cabinets.

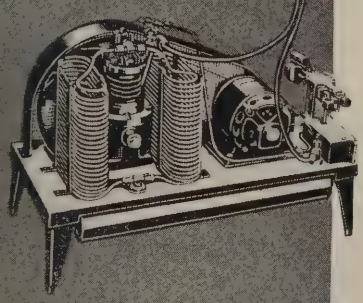
Frigidaire Air-Cooled Compressors *use no water*—no plumbing connections are required. This makes them independent of local water conditions. They are easily and quickly installed—can be placed in another room on the same floor or in the basement. They are easily moved. They cost slightly less than water-cooled cabinets of similar size and capacity.

Air-Cooled Frigidaire Cabinets are serving thousands of stores efficiently, quietly and economically. They are products of General Motors, and are backed by a strong service organization of 2500 men located in every part of America.

Write for the facts and descriptive literature.

DELCO-LIGHT COMPANY
Subsidiary of General Motors Corporation
Dept. J-11. Dayton, Ohio

Makers of Delco-Light Farm Electric Plants, Electric Pumps, Electric Washing Machines and Frigidaire Electric Refrigeration



PRODUCT OF GENERAL MOTORS

Frigidaire
ELECTRIC ICE CREAM CABINETS

Frigidaire Cabinets give you the greatest flexibility of equipment because they can be used with either air-cooled or water-cooled compressors. The Frigidaire water-cooled compressor can be placed in an enclosed section, added to the cabinet itself, or can be located in another room on the same floor or in the basement.

Refrigerated Soda Fountain Not Complicated

Reasonable Inspection Service Will Almost Eliminate Repair Service, Discloses Convention Speaker

THE mechanically refrigerated soda fountain is not one-tenth as complicated as the most simple automobile, is not subject to "a fractional part of the wear, tear and abuses that an automobile receives," and hence requires "nothing like the same amount of service," it was declared in a speech before the Ohio convention in January by W. A. Schulte, sales promotion manager of the Russ Mfg. Co., Cleveland. He added that a reasonable inspection service will almost entirely eliminate repair service, and that the cost of operation can be considered as almost negligible.



W. A. SCHULTE.

The speaker named the following four benefits that he believes are sure to accrue to the manufacturer whose dealers have refrigerated fountains:

First. You accomplish the very desirable elimination of salt and ice packing.

Second. You insure delivering to the consumer the original quality that you impart to the ice cream.

Third. You place the responsibility of property ownership where it belongs.

Fourth. You accomplish all of this without capital investment.

ALTHOUGH Mr. Schulte said he has talked, during the last three months, with hundreds of ice cream manufacturers, large and small, in different parts of the country, who were frank to say they had found relief from mechanical refrigeration, he warned the Ohio delegates against what he called "a new set of intolerable conditions, that will in individual cases be far more demoralizing than any existent heretofore." This condition would come about, he added, because of the "unbusinesslike practice of giving away something for nothing."

The manner in which these cabinets are established is purely an economical matter, the speaker pointed out, but he added that it did not matter whether the individual manufacturer decreases the price of ice cream where delivered into mechanically refrigerated units. He said the question should be answered by what the cost and profit sheets show, which policy has been followed in many sections of the country where a state of equilibrium has been attained.

DEALERS who are buying less than 1,500 gallons of ice cream a year, are manifestly not logical prospects for mechanically refrigerated fountains, he said. The investment is not justified by this amount of business. He added:

"Just insofar as you give full consideration to the dispenser's broad requirements, he will profit in the long run. It is perhaps an indisputable statement that the increase in consumption of ice cream has run parallel with the structural development and widespread use of the soda fountain. It is fair to assume that anything which might tend to reduce the speed of service and detract from the appearance of the fountain layout, will certainly not help sell ice cream.

"Hence, when ice cream is dispensed from an electric cabinet in a store of the type where retail trade can be taken care of on a 100 per cent basis only by the mechanically refrigerated fountain, your interests suffer because your dealer's interests suffer.

"If this were not so, we would find the ordinary salt and ice cabinet in general use today in connection with the bottle or pump box, or some other such make-shift arrangement, instead of soda fountains.

"Whatever part you may finally assume in the matter—whether or not you ultimately come into the actual field of sale of fountains and equipment, the fact remains, as you doubtless have already discovered, that you are in position to advise constructively and educate your trade along the lines of mechanical refrigeration. In fact, many of your customers will largely depend upon you for correct guidance."



Uniform Standard Important

Once the ice cream mix is properly standardized, the remaining procedures in preparing the mix are comparatively easy to control, it was pointed out in an address given before the Nebraska ice cream manufacturers' round-up at the University of Nebraska, Lincoln, in January, by Prof. Benjamin I. Masurovsky. His speech dwelt upon the importance of uniform standards.

He pointed out two main reasons why manufacturers should standardize properly:

"First, if a definite standard is employed, then standardization will contribute much to insure uniformity in the finished product. Second, we must standardize on principles of economcs. For instance, figuring in dollars and cents the value of butterfat and solids not fat in the mix, we find that for every 100 gallons of mix, one per cent above the standard requirement in butterfat will amount to about $4.50 and every extra per cent of solids not fat will amount to about $1.10, making it a total of about $5.60 loss per 100 gallons of mix or 200 gallons of the finished product. Suppose that the season's output is 100,000 gallons of ice cream. This would mean that a loss of $2,800 is due to neglectful standardization. This in itself is sufficient reason for testing your ice cream ingredients and standardizing the ice cream mix."

A good slogan for the ice cream industry, Prof. Masurovsky said, would be "Quality Always." This slogan he suggested for individual use in applying to the manufacture of ice cream. Emphasis is placed upon quality, he said, because "quality sells the product and promotes demand which in its turn means better business and rapid progress in the development of the ice cream industry."

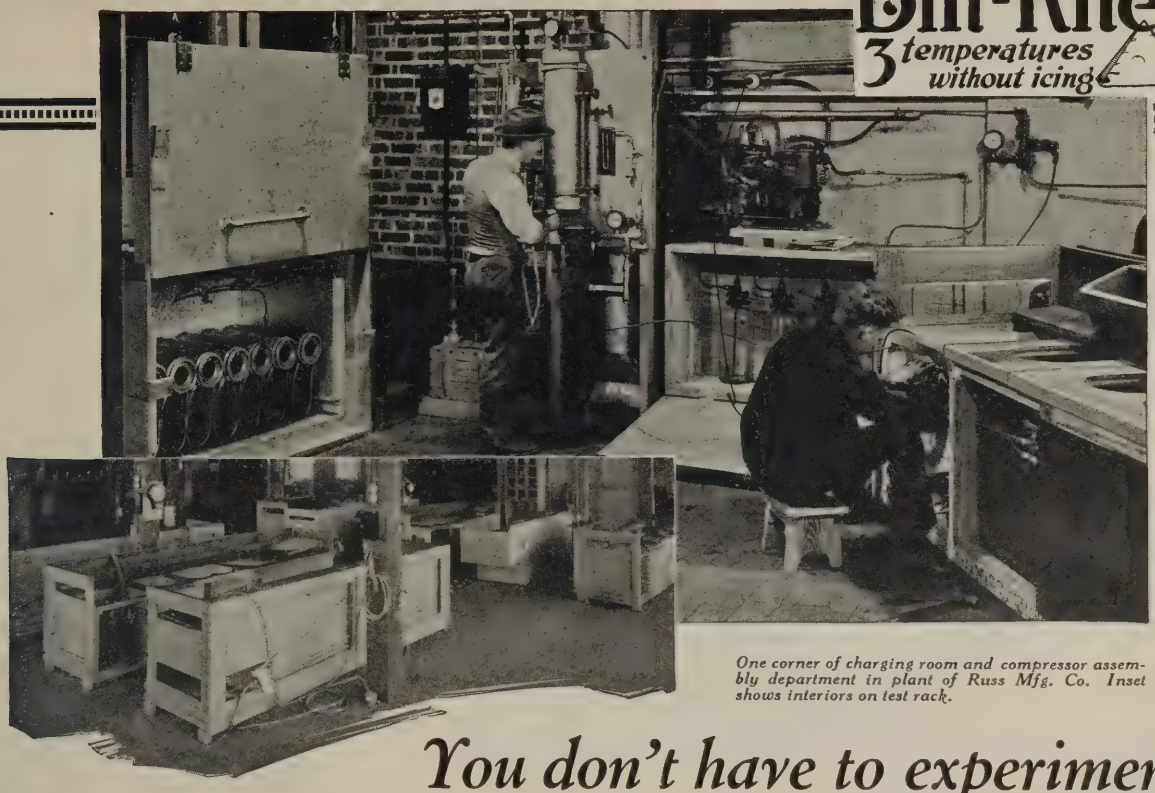


Water is not generally thought of as being a part of ice cream but it nevertheless plays a very important part, the water being the carrier of all the soluble ingredients of the mix.

WALKER-NIZER PATENTS

Bilt-Rite

3 temperatures without icing



One corner of charging room and compressor assembly department in plant of Russ Mfg. Co. Inset shows interiors on test rack.

You don't have to experiment with mechanical refrigeration!

The BILT-RITE fountain is a *proved* success

UNINTERRUPTED service through the entire summer of 1924—that's the record of about 100 Walker-Niser type fountains sold last spring.

It's the 100% Mechanically Refrigerated Fountain—the BILT-RITE—the first of its kind on the market—the only one with a background of a season of commercial usage.

Simple, efficient, economical, dependable—that's what all owners testify. NO HAND ICING and yet perfectly conditioned ice cream; wonderful dry cold storage and ICE COLD fountain drinks. It is the fountain that produces maximum results with the smallest amount of mechanical complexity.

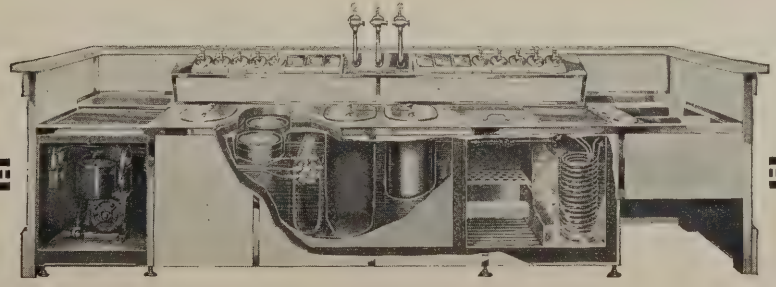
THE BILT-RITE is shipped to the purchaser as a complete outfit, with the refrigerating mechanism built-in. Every fountain is placed in operation at our factory and given an intensive three-day working test before shipment.

The three correct fountain temperatures are thus established, and all necessary adjustments made before the outfit leaves the testing rack.

Once set up in the purchaser's store, the fountain is ready for use without the uncertainties and delays that must follow where a refrigerating machine and fountain are delivered to the purchaser as separate units and assembled after delivery.

WRITE TODAY—Make Us Prove Our Statements.

The Russ Manufacturing Company, *Cleveland*



Why Doesn't the Ice Cream Industry Capitalize On Popularity of Dairy Cow?

Many public Figures give fine Lectures urging Milk for Children's Health

But do you ever hear anyone at large talking about the necessity of feeding children more ice cream?



A GREAT part of the development of the dairy industry is due to the particular sentiment that has been built up around the dairy cow. As the human family's great foster mother, the milk cow has been greatly exploited and often food experts of the land refer to her as "the agent of Nature's most complete food." Ideas through which the ice cream industry could capitalize upon this respect the country feels for the dairy cow are suggested in views held in this matter by A. C. White, president and general manager of the White Ice Cream Co., Flint, Mich., who believes the dairy cow is too little associated with this industry.

Against the present condition, The Ice Cream Review repeatedly has issued warning. For years ice cream manufacturers of the country have been persuading themselves that they are entirely separate from the dairy industry. In recent years, particularly in the last couple of months, the trend of sentiment in the industry has been back toward the industry's foundation—the cow.

But some tangible step should be taken to bring before the general public full realization of the great advantages of ice cream to the growing child, as already has been done in the case of milk, largely through the sentiment built up around the dairy cow. In connection with this, Mr. White makes this pointed observation:

"We all know that many children drink milk under protest, but I am offering a reward for any child who does not love ice cream," and then he goes on to raise this important question:

"How much ice cream containing 12 per cent of fat, 14 per cent of sugar, 36 per cent total solids will have to be consumed to derive the same body building energy that is produced by a pint of 3.5 milk?"

Mr. White seems to have started something. He must have been pretty sure of the support of The Ice Cream Review in view of the many times this publication has stood for both angles of his argument—the cow and the child, particularly as shown in the article appearing on page 147 of the January issue of the Ice Cream Review, in which was related the good work that has been carried on in New Orleans in the direction of a nutritional test of ice cream among children by E. B. Geisel, general manager of the Anheuser-Busch Co. Other articles on this subject have appeared in past issues.

BUT no less an authority than Prof. A. C. Baer, "technical editor" of The Ice Cream Review, and widely recognized as the country's greatest ice cream authority, comes to the support of Mr. White. The professor has suggested a way to calculate a comparison of the solids and food value between a pint of milk and its equivalent in ice cream. This was done to show that ice cream is, in all its essentials, a milk product. Mr. White, in a communication to The Ice Cream Review, brought out the fact that he has heard a great many talks by government agencies at chambers of commerce and other city meetings, and heard these experts recommend methods for inducing children and grown-ups to consume more milk—"but never under any such circumstances have I ever heard a talk on the necessity of consuming more ice cream."

With this thought in mind, Prof. Baer has gone to work and given us the comparative figures on milk and ice cream, as follows:

Comparative Figures on Milk and Ice Cream.

"One pint of 3.5 per cent milk weighs 1.075 pounds. 1.075 x 3.5 per cent contains 0.037625 pounds butterfat.

It would require .03135 pounds of 12 per cent ice cream to supply as much butterfat as is contained in one pint of 3.5 per cent milk, 0.037625 + 12 per cent.

"Reduced to volume 0.3135 pounds of ice cream is equivalent to 0.56 of a pint of ice cream.

"On the basis of total solids, 3.5 per cent milk will average 12 per cent total solids. One pint of milk would contain 1.075 x 12 per cent or .129 pounds of scolids. A pint of ice cream weighing 0.56 pounds @ 36 per cent solids would

THE Foundation of the Ice Cream Industry is the Dairy Cow — Widely Heralded as the Symbol of Dairy Health



contain .2016 pounds of solids or it would require 0.64 of a pint of ice cream 36 per cent solids to furnish the same amount of solids as contained in a pint of 3.5 milk.

"On the basis of milk solids in an ice cream mix containing 12 per cent fat, 14 per cent sugar and 36 per cent total solids, the 12 per cent ice cream would contain 21.5 per cent milk solids as compared with 12 per cent for 3.5 per cent milk. Thus, while a pint of milk contained 0.129 pounds of milk solids, a pint of ice cream would contain 0.1204 pounds of milk solids.

"From an energy point of view a pint of milk furnishing .18542 carbohydrate energy units, a pint of 36 per cent solids ice cream would furnish .2996 carbohydrate energy units. The protein units furnished by the solids in a pint of milk and in a pint of ice cream are practically the same.

"The above figures are based on ice cream weighing 4.5 pounds to a gallon."



HE WANTS TO KNOW why the ice cream industry does not get the free publicity that the milk industry gets.

"Who ever heard a speaker urging people to eat more ice cream, though speakers every day are urging folks to drink more milk?" asks A. C. ("Bob") White, Flint, Mich., manufacturer.

HE BACKS UP THE ARGUMENT advanced by "Bob" White, for Prof. A. C. Baer (shown here) gives some interesting comparative figures that show why the ice cream industry should capitalize upon the food value of milk. Prof. Baer is generally recognized as the world's greatest authority on ice cream.



SUCH thoughts as these remind us how wise it is for the ice cream industry to get back to its fundamental base. Several years ago an effort was made to have the National Association of Ice Cream Manufacturers hold its annual convention in connection with the National Dairy Exposition. At that time the attitude of the board of directors of the National Association of Ice Cream Manufacturers was that they could see no reason for having anything to do with the National Dairy Show, members frankly stating that they had no interest in the dairy business. No argument is being made here that the ice cream association should hold its annual conventions with the National Dairy Exposition, but every day we find more reasons why the ice cream industry should be interested in dairy affairs.

As late as two years ago, one of the large regional associations of ice cream manufacturers declined to take any action with regard to boosting the dairy industry. But in direct contrast to these positions, we find at an ice cream convention held in the past winter, when the matter of national advertising was brought up, the association was willing to support this campaign only on the condition that the campaign would be patterned much along the lines of the work that has been done by the National Dairy Council in the promotion of milk, butter and cheese consumption.

IT WOULD be difficult to think of any product in the work that has received more free advertising than has milk. By linking up the thought of milk and ice cream more than has been done in the past, the ice cream industry can gain much of the good will for its product that has been won by the milk industry, which already has established its products as one of the most wholesome foods in the human dietary. Most every city editor in the country, no matter how hard-boiled and how much averse to free publicity, has in his time

(Continued on page 106)

We learned Something from the Prince of Wales when he came over to pay his respects to Uncle Sam and his favorite dish—Ice Cream



Copyright by Underwood & Underwood, New York.

The jolly prince as he appeared on his visit here last fall. You might say our visitor showed himself to be a prince in every way—certainly a prince of good fellows.

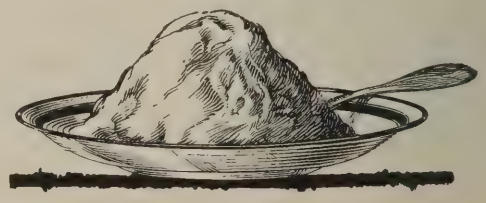
How the Ice Cream Industry can Profit from a Prince's Lesson

THE BOY WHO WILL BE KING came to America recently and found out that over here every boy is king when he has the price of ice cream in his pocket. Is happy as a king, anyway.

Ice cream is a delight that His Royal Highness was never so fully acquainted with until visiting America. For the English have only recently come to take to the frozen dessert.

But if he learned something on his trip to America about ice cream, the visitor left a few ideas for some of us to ponder over with great care. For this dapper, handsome, liable young prince of good fellows is one of the greatest salesmen in the world. He came over here on a mission of salesmanship—to sell one great nation and that nation's spirit to another great nation.

Now, read on and get some good business ideas from H. R. H. Edward, Prince of Wales, Order of the Bath—and master salesman.



PEPPY, popular, prince of Wales, left a lot of people talking about him when he left our shores. The prince's game went good over here, and there can be no doubt on that score. He got what he came for—to make a good impression. In other words, he wanted to build good will for British royalty and Britain's trade, especially Britain's trade.

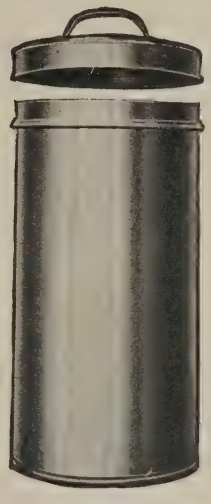
The Prince's visit brought to light some suggestions that might be profitable to ice cream manufacturers of America. At least, such is the opinion of Roberts Everett, secretary and manager of The Association of Ice Cream Supply Men. In an address prepared for the North Carolina convention in January, Mr. Everett pointed out that the wise men of Britain capitalized upon the Prince's popularity, his youth, his charm, sportsmanship, his gracious manner, etc., by sending him over the seas to visit his American cousins. In other words, to use Mr. Everett's term, the prince was an "engineer" working for the advancement of his nation's trade. The speaker did not insinuate that the prince did anything improper—was careful to make it clear that he did not violate any laws. But the prince did play upon the emotions of the public "to attract and interest its intelligence" and to direct its dollars in the channels desired by those who did his planning.

HOW can the ice cream industry get to work to develop such public appreciation, community good will, recognition by those who have the dollars to spare? The first step in the "engineering" of an industry's

(Continued on page 85)

ABOUT
K-W Type A CANS

Tinned on all surfaces — inside and out.



Soldered in just one essential place — where the bottom is set in.

(Patented)

Can Iron Or Steel Be Made Rust-Proof?

The answer is, no. Iron and Steel cannot be made absolutely rust-proof yet.

BUT—and this is another of our important buts,—There is a Steel that excels in rust-resistance and gives greater durability. That Steel is KEYSTONE COPPER STEEL.

KEYSTONE COPPER STEEL is an alloy made by the addition of a certain percentage of Copper to well made Steel, thereby increasing its lasting and rust-resisting qualities under actual service condition. Its excellence is a well established metallurgical fact. The proof is conclusive.

K-W Type A Ice Cream Cans are made of this exceptionally durable and rust-resisting Steel.

This is just one more reason for making sure that the Cans you use are K-W Type A Ice Cream Cans.

Keiner Williams Stamping Co.

8746-82 123rd Street MEMBER **Richmond Hill, N. Y.**



Springtime Brings New Hope to Ice Cream Manufacturers

Improved Buying and Operating Conditions Seem to be Shaping Up for this Industry, as Better Weather Seems to be Promised, and New Progressive Business Measures Come Forth

SPRINGTIME is about to open what many ice cream manufacturers are led to believe will be this industry's greatest "season." It may be a little early for predictions, but indications at this time are, the ice cream industry has held up through the winter months better than at any time in the past. Leading members of the industry are hopeful that the coming spring and summer will find the ice cream industry "looking up" in every sense of the term. "It just naturally seems that a good ice cream year is in the bones," declared a prominent ice cream manufacturer of the Middle West.

Production figures for 1924 were not quite complete as this issue of The Ice Cream Review was going to press, but Washington officials, in an advance bulletin, estimated that the industry had shown a decrease in a number of spots last year. This advance report showed that the ice cream industry had emerged from a very strenuous period—just how strenuous, it remains for complete figures to show.

AS THE new beginning dawns for this industry with bright indications that an early spring will help start off things with a rush, it is interesting to look back over the past months and see just what the vital statistics show. While the advance statement of the department of agriculture is not necessarily accurate in its assertion that the industry production for 1924 will show a decrease under the preceding year, this communication will throw an interesting light upon the speculations that various members of the industry have made as to last year's output. The Washington department said:

"It has been noted that the consumption of ice cream for 1924 was slightly below that of 1923, notwithstanding the increase in population, on account of the very cool summer. The report for the first quarter and the percentage increase or decrease for the second and third quarters are enclosed. This percentage increase was obtained by taking a large number of factories for both 1924 and 1923 and ascertaining whether or not an increase was made. The complete reports for the second and third quarters of 1924 will be available in a short time."

THE report that T. R. Pirtle, assistant marketing specialist, division of dairy and poultry products, United States department of agriculture, submitted to this publication, showed that, with 2,420 factories reporting, production of ice cream in January, 1924, was 5,750,000 gallons, while in the same month in 1923 production was 6,052,000 gallons; in February, 1924, an output of 7,754,000, and in the same month in 1923, only 5,625,000; in March, 1924, 9,152,000, and in March, 1923, only 8,570,000 gallons.

For the second quarter, ending June 30, the agricultural department gives us these figures:

Number of factories reporting, 2,143. Production in April, 1924, shows an increase of 5.41 over the corresponding month in 1923; for May, a decrease of 8.91 below May, 1923 production, and June, 1924, a decrease of 12.35 under production in the corresponding month in 1923. The weighted average for that quarter showed a decrease of 7.65.

For the third quarter, ending September 30, with 1,691 factories reporting, July showed a decrease of 1.25 under production of July, 1923; August, a gain of 4.03 over the corresponding month in 1923; September, a decrease of 15.63 under September, 1923, production. The weighted average for the third quarter is given as 2.77.

The Ice Cream Review reports these figures without agreeing that there was a decrease last year under the preceding year's figures.

THE department of commerce takes a biennial census of manufacturers. The last census was for 1921, but on January 9 the department of commerce sent us a preliminary report for 1923 of the ice cream industry. The department says the biennial census will show that in 1923 the establishments engaged primarily in the manufacture of ice cream and water ices reported a total output valued at $258,666,575, an increase of 21.3 per cent as compared with 1921, the last preceding census year.

But the trouble with the report is, it includes considerable amounts of confectionery, cakes and manufactured ice, together with smaller amounts of miscellaneous commodities, manufactured as secondary products by these establishments. It may be that this is largely offset by the fact that ice cream and water ices are made

(Continued on page 58)

SELLING 5¢ worth of your ice cream is no novelty. Rather, it is the most popular way for you to sell ice cream. That is all the 5¢ dixie is—a nickel's worth of your best vanilla and orange ice packed automatically in an attractive little package. If you have confidence in the ice cream business you can have confidence in 5¢ dixies—they have come to stay!

5¢ DIXIES

The Ice Cream Soda, Sundae and Cone are not novelties. Neither is the dixie 5¢ package—filled with your best selling ice cream and fruit ice—a novelty. It's the same delicious cream your customers have been in the habit of buying. Packed in appetizing dixies, it is an attractive little helping for those who do not care for a large quantity.

Lots of people have an appetite for cream who do not want a pint or quart and may be too timid to ask for a nickel's worth of bulk. Just because the dixie enables this new customer to have his cream without embarrassment does not place it in the novelty "come and go" class.

When one of the large Middle West manufacturers said "putting out dixies is the best thing we ever did," do you suppose he felt that it was "a schooner filled with foam and nuthin else?"

If dixies had made money for you throughout a whole year and were still going strong, how would you feel about them? That's what they are doing for others. Write us and we will gladly tell you all about it. No secrets.



DIXIE
CONTAINER DEPT.

INDIVIDUAL DRINKING CUP COMPANY, Easton, Pa.
Incorporated

Original Makers of the Paper Cup

You'll Need These FREE Bulletins!



Send today for this group of bulletins. They will be mailed to you FREE AND POSTPAID.

Hot weather will put a strain on your sanitary measures. Bacteria trouble will break out suddenly in places that it's never troubled you before. The quality of your output will be in the balance every hour of these hot days.

These bulletins should be your constant guidance. When your patrons commence bringing in stinking cans, when your churn starts smelling "ripe," when your whey tank begins to mold, these bulletins will tell you instantly what to do to clear up the trouble.

PREVENTIVE MEASURES IMPORTANT

Wise butter and cheese makers and plant managers will take steps right away to keep bacteria trouble from occurring. Just a little B-K, the sodium hypochlorite sterilizer, put in rinse water for all equipment every day, will keep away off-odors and flavors, bacteria of mold and decay. This small precaution will keep your factory sweet smelling and purified all the time, and prevent the usual summer bacteria and mold trouble.

STANDARD FOR OVER 13 YEARS

B-K is the best known and most reliable sodium hypochlorite in the dairy field. Health boards and state officials recommend it. Its germ killing strength is always known and reliable. By following directions the same sure results in sterilizing are gotten every day. Used by our improved method with a compression sprayer, B-K is the cheapest reliable way that a creamery, milk plant or cheese factory, can sterilize.

GET THE FREE BULLETINS

Clip and mail this coupon for the free bulletins. You will be surprised at the useful information they contain. It will help you every day. Send for them now. Mail the coupon today.

Clip and Mail for Bulletins

General Laboratories, Dept. 56-K,
Madison, Wisconsin.

Please send FREE and POSTPAID your group of Bulletins telling how to keep factory equipment purified.

Name .....

Address .....

Marked Improvement Shown at Canadian Competition

C. D. Flatt Wins First Prize. Morden Neilson is Judge

*By W. A. MAC LEOD**

THE ice cream manufacturers' competition as well as the ice cream scoring competition held in connection with the Saskatchewan Dairy Association convention showed a marked improvement in the quality of the entries and much closer scoring by the competitors. The first prize in the ice cream manufacturers' competition was won by C. D. Flatt of the North Battleford branch of the Saskatchewan Co-operative Creameries; S. Haire, Woodland Dairy of Alberta, was second; The Crystal Dairy, Lethbridge, Alberta, third; Saskatchewan Creameries, Moose Jaw, fourth, and Saskatchewan Creameries, Regina, Fifth.

Mordern Neilson, general manager of William Neilson's, Toronto, was the official judge, and explained that three entries which would have won second, third and fourth prizes were disqualified owing to their containing a very small percentage of solids above the standard set. He thought that this standard of 36 for solids was rather low as hardly any of the entries were over 40.

In the ice cream scoring competition Robert Hastic of the Saskatchewan Co-operative Creameries, Melfort, won first; Chris. Stilling, Saskatoon, second; A. Esbensen, Preeceville, third; E. C. Carr, Estevan, fourth; L. Stilling, Saskatoon, fifth, and S. Haire, Edmonton, sixth.

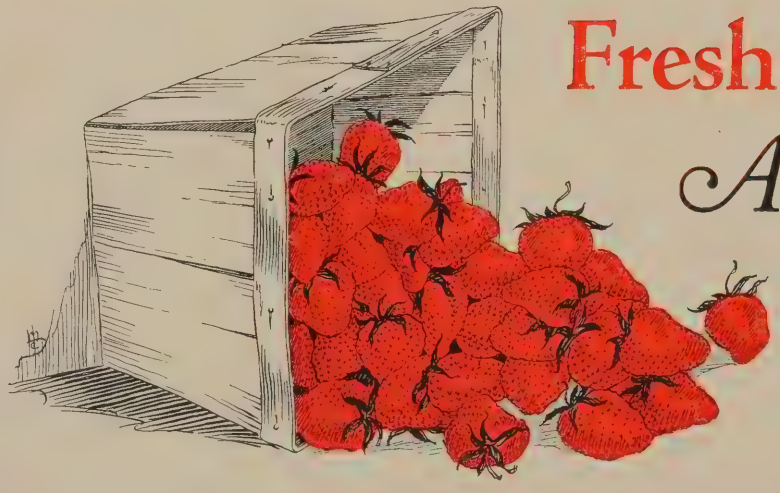
* Commissioner of Saskatchewan.

In the general discussion on the two contests Mr. Neilson said that there was apparently a tendency to set a standard for ice cream throughout the Dominion. Nearly all the entries were approaching that standard although some still had too much color, but in this respect showed an additional market improvement in the past few years. One of the most interesting addresses at this convention was by H. E. George.

Mr. George, who is ice cream expert of the Canadian Milk Products, Ltd., of Toronto, spoke on ice cream manufacturing, saying quality could not be over-emphasized. He added that ice cream is eaten for three reasons—because it is good, because it is cold, and because it is a nourishing and healthful food. The last of these reasons should be the most important. He felt that the appeal on this score will always be limited. As far as the second reason is concerned, all ice cream is cold, so that it is only by improving the quality that we can hope to get people to eat two dishes of ice cream where they now eat one. In substance he said:

"The difficulty is to balance the mix and not use too much of any one material in an effort to get a velvety texture. The best ice cream is the one made from the mix that has been properly balanced as regards every ingredient. We all give flavor the first place and the consumer usually judges ice cream by the flavor and it is therefore necessary to in-

(Continued on page 98)



Fresh Strawberries

AT a time of the year when fresh fruit is almost unobtainable VELVET Strawberries are available.

Prepared by a cold uncooked process which retains the color and flavor of the fresh fruit—far superior to cold pack berries.

Order Now! -:- *A Trial Convinces.* -:- *Packed in Barrels and Kegs.*

The International Company

VELVET LOG FRUITS & FLAVORS

LOMBARD & COMMERCE STS.

BALTIMORE MARYLAND

VANILLAS

PURE BEAN EXTRACTS

COMPOUND VANILLAS

All grades for all purposes

WARNER-JENKINSON CO. RED TRADE MARK SEAL ST. LOUIS

Certified Food Colors

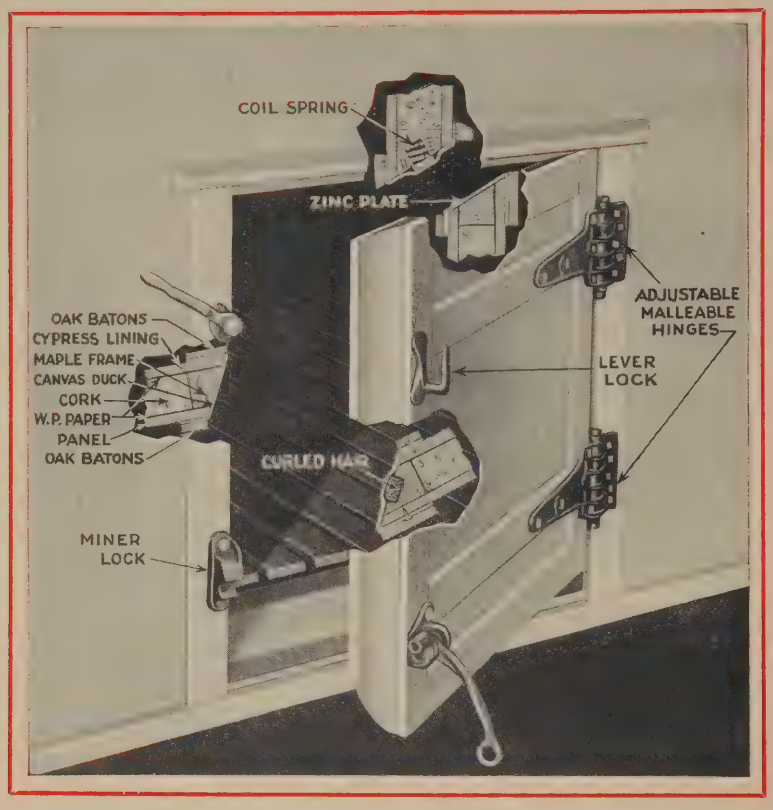
LIQUID, POWDER, PASTE
in all required shades

[*Save money on this item*]

MARSHMALLOW TOPPING

WARNER-JENKINSON CO.

SAINT LOUIS



Pay-Load Protection

from wedge-type doors

There are a number of definite and distinctive reasons why ABC Refrigerator Bodies keep ice cream, milk and other perishable products at the exact temperature desired—*on less ice and less salt than any other.*

The doors, for example.

All ABC Bodies are equipped with wedge-type doors built into the ice cream compartments. Wedge-type doors heavily insulated with non-pareil corkboard. Wedge-type doors with tightly built edges kept tight by built-in coil springs and curled hair padding. Wedge-type doors that swing true on automatically adjustable hinges. When the locks are thrown, these hinges draw the doors tight and keep them that way until the locks are released.

Thanks to these wedge-type doors, you can turn a hose into the ice cream compartment, wash it thoroughly, and let the wash water drain right out the door. No dipping or swabbing is necessary.

You want perfect refrigeration, of course—and at the lowest possible cost. You get it when you equip your trucks and wagons with ABC Refrigerator Truck Bodies. The experience of scores and scores of ice cream manufacturers, meat packers and dairymen proves that clearly and conclusively.

We shall be glad to send you all the facts about ABC Bodies, and some interesting comments by manufacturers who are using them to cut refrigeration and delivery costs to the lowest possible level. Simply say you want the facts. No obligation, of course.

Paul W. and Guy F. Minnick
Eastern Sales Representatives
280 Madison Ave.
New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Bldg.
Los Angeles, Cal.
458 Natoma Street
San Francisco, Cal.
617 Pioneer Bldg.
Seattle, Wash.
216 U. S. Nat'l Bank Bldg.
Portland, Ore.

ABC Refrigerator Motor Truck Bodies and Wagons

ANHEUSER-BUSCH, *Builders,* ST. LOUIS, U. S. A.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

LET THE USER JUDGE

Read what a prominent manufacturer in the middle West says about Bowey Brand Creme Flavors for Water Ices, Sherbets, etc., name on request.

"We have never before found anything quite so satisfactory as your Orange and Lemon Creme Flavors. For body and flavor, we believe them to be the best on the market.

After making a test of them in Sherbets and Ices we feel able to recommend them to anyone. We want you to feel at liberty to refer to us any inquiries you may have regarding them. We feel that we cannot recommend them too highly."

BOWEY BRAND

CREME FLAVORS

For Making the Most Delicious

Water Ices, Sherbets, Etc.

Five Wonderful Flavors

LEMON — ORANGE — LIME

Each producing in your product that full, rounded, delicious flavor of the whole fresh, ripe fruit.

CHERRY — BANANA

reproducing a flavor even more generous and pleasing than can be obtained by using the fresh fruit.

Order a gallon or a case of 4 gallons assorted and learn how much better it is possible to make your Water Ices, Sherbets, etc.



Write for your 1925 Ice Cream Price List

MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St. CHICAGO, ILL.

Established 1895

Silver Anniversary to be Celebrated -:- -:- By National Association in October

Week of October 19 Decided Upon for 25th Annual Convention at Detroit

THE Silver Anniversary of the National Association of Ice Cream Manufacturers will be celebrated the week beginning October 19, which has been selected for the 25th annual convention at Detroit. Marking as it will a quarter of a century of history, this convention is almost sure to attract the largest attendance of any convention ever held, officials believe. They are making preparations in this direction.

Convention dates were decided upon in consideration of those members of the ice cream industry who attend the National Dairy Show. From the National Dairy Show at Indianapolis in October, delegates can go straight on to Detroit, since the dairy show is to be held just one week earlier than the ice cream convention.

By this arrangement, it was pointed out in an announcement issued by Secretary Fred E. Rasmussen, that delegates who must cover long distances to attend the dairy show and the ice cream convention, will not have to forego the pleasure of seeing one in order to see the other this year.

NATIONAL HEADQUARTERS NOW IN EAST.

The office of the secretary of the National Association of Ice Cream Manufacturers, effective March 1, is now located in the Telegraph Bldg., Harrisburg, Pa. Fred Rasmussen, who has succeeded N. Loewenstein as secretary of the association, has taken charge of his duties, and can be reached at that address. The association headquarters for several years were at 155 N. Clark St., Chicago.

EXHIBITORS at the National Dairy Show also will be enabled to send their machinery and equipment straight on to Detroit for the ice cream convention, it was pointed out. While the executive committee of the national association is making plans for its convention dates, results were being awaited by officials of the Southern association and other bodies in the industry. For this reason it is expected that conventions throughout the industry this year will be marked by lack of confusion, such as that which has prevailed in the past, when so many times two or three conventions have been held at pretty nearly the same date, thereby considerably cutting down the attendance.

This will be the association's first visit to Detroit. Detroit won the 1925 convention over a large list of competitors at the past convention at New Orleans. Hotel Statler will be convention headquarters. Detroit is well equipped with hotel accommodations for the large attendance expected.

Announcement of the national association's silver anniversary convention is the first official act made by Fred Rasmussen upon taking over the duties of executive secretary, Mr. Rasmussen succeeding Mr. Loewenstein on March 1.

The secretary's announcement, in part, follows:

"In deciding upon this date, the executive committee has planned in co-operation with the national milk dealers' association and the National Dairy Exposition organization so that the convention will be the week following the National Dairy Show and the meeting of the national milk dealers convention, which will be held in Indianapolis from October 10 to 17.

"This arrangement makes is possible for exhibitors of ice cream equipment and supplies to move their exhibits directly from Indianapolis to Detroit. It will also be possible for ice cream manufacturers, who come long distances from the South, the Pacific coast or Canada, to attend the national convention, to first visit the National Dairy Show and for those interested to attend the international milk dealers convention.

"Detroit offers splendid facilities for the convention, both in the way of hotel accommodations and for the show which will be staged during the same week by the National Association of Ice Cream Supplymen.

"As this is the silver anniversary of the association, prophets are already at work predicting that this will be the greatest convention and show in the history of the industry and it will. As an association, we have a quarter of a century of rapid growth and progress, rich in experience upon which to build. The time and place is right. Important problems vital to the industry are pressing for solution, problems which must be solved by the men in the industry and only by exchanging of views can a satisfactory solution be obtained.'"

The president's announcements of convention committees, local committees, etc., is expected some time in the future.

ELECTRIC TRUCK INDUSTRY CONTINUES S. E. D. CO-OPERATIVE PROMOTING PROGRAM.

A well rounded storage battery transportation business development program will be conducted by The Society for Electrical Development in co-operation with the manufacturers of electric delivery trucks, electric industrial trucks, storage batteries and accessories during 1925. The activities of storage battery transportation promotion have been divided this year into two specialized programs—electric delivery truck promotion and electric industrial truck promotion. A tentative budget of $25,000 will be subscribed by these groups for this purpose.

HURTZ IS RE-ELECTED.

L. E. Hurtz of Omaha was elected president of Nebraska Ice Cream Manufacturers' Credit Association at the annual convention at Lincoln. Other officers elected are: John Gumb, Fremont, vicepresident; R. W. McGinnis, Lincoln, secretary-treasurer. The executive committee consists of George A. Kirk, Lincoln; G. I. Reed, Randolph; J. J. Chaplinick, Verdigree; Earl J. Taylor, York; G. R. Dodds, Superior; George Koons, Hastings, and Charles A. Clarke, Ravenna.

Beehler Tub Handles



Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street ST. LOUIS MO.

A Good Ice Cream Deserves a Good Cone

Havacone

REG. U. S. PAT. OFFICE

Every Havacone is a delicious morsel that adds enjoyment to the consumption of your ice cream.

You and your dealers will find business better if you serve Havacones.

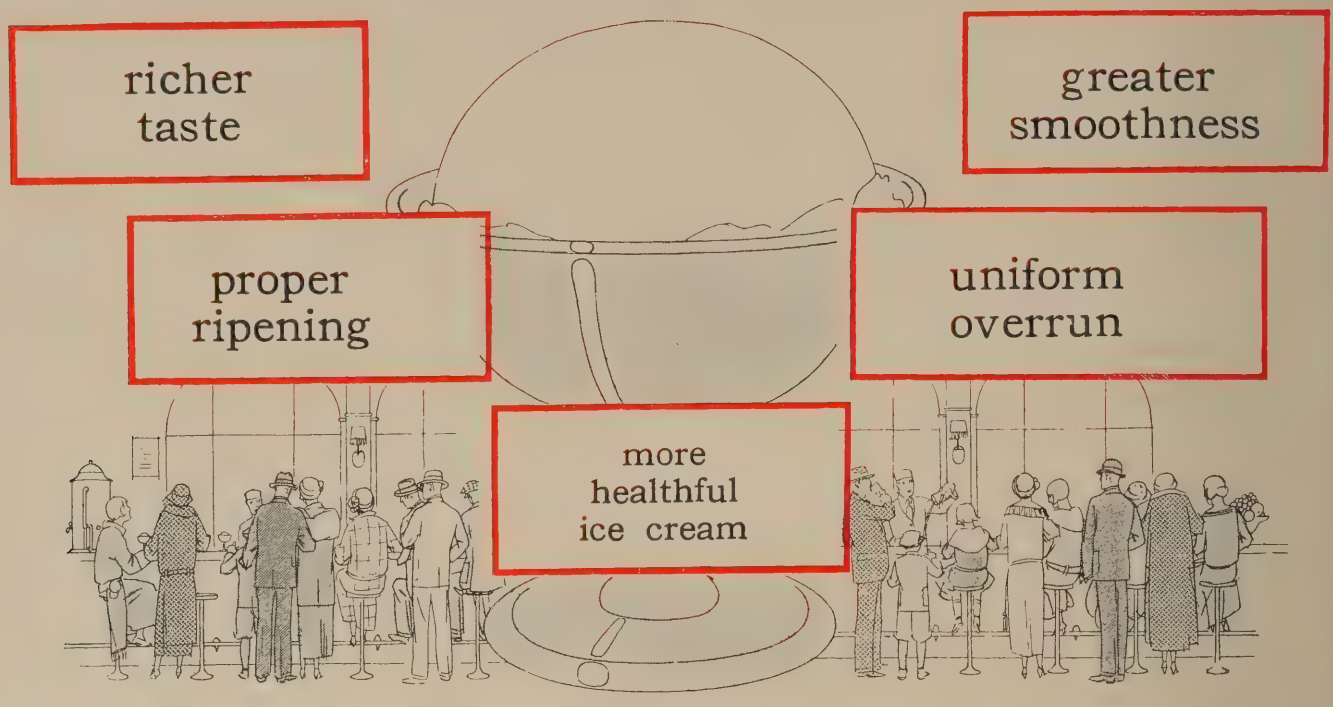
Cone Co. of America

CHICAGO - 6001-33 So. Western Ave.
NEW YORK - - Long Island City

Havacones are made under the most sanitary conditions.

They are absolutely pure.

—CONTAIN—
No Animal Fat.
No Binder.
No Preservative.
No Coloring Matter.
Baked to their own color.



Better Results for Less Money!

That's exactly what Junket Ice Cream Rennet will do for you. Numberless manufacturers have proved it to their own satisfaction. You can ripen to just the right degree with

Junket
REG U S PAT OFF.
Ice Cream Rennet
TRADE MARK

It gives a richer taste and greater smoothness — causes a more certain and more uniform overrun — and makes more *healthful* Ice Cream.

Its cost per 100 lbs. of mix is extremely low — because we sell the rennet enzyme as such, and tell you what it is.

If you have never used it, order a trial gallon from your supply house and *see* what it will do for you.

Send for free booklet—"Some Ice Cream Problems Solved," by W. W. Fisk, expert in ice cream manufacture.

CHR. HANSEN'S LABORATORY, Inc.
Little Falls, N. Y.
Western Branch: Milwaukee, Wis.
Canadian Factory: Toronto, Canada.

[FOR A RICH, APPETIZING ICE CREAM *Hansen's June Cream Color*]

BONUS PLAN WON'T DO FOR DRIVERS.

By H. H. Johns, M-B Ise Kream Co., Dallas, Tex.

The bonus plan for paying drivers is, no doubt, a good thing, but we are of the opinion a man should be paid **each** month for what he is worth. A bonus is no more than paying a man at the end of the year the difference between what you have already paid him and what you think should have been paid.

We explain this to our drivers and pay each man what we think he is worth, and do not have a set scale for drivers. We arrive at his salary from actual figures showing his cost per gallon to deliver, number of complaints from his customers, condition of truck, number of minutes per stop and new business. With this method and actual figures to go by, we can show each driver just how he stands on the list and what he must do to make more money.

During the year we often put on a prize for the sale of special flavors, either ice cream or water ice. We do not figure gallons sold, as the routes are not the same in stops and gallons of ice cream sold, but make the prize for the largest percentage of customers sold. For instance, if a driver has 40 stops and places the new or special flavor in each stop, he is 100 per cent. If he gets it in only 20, he rates 50 per cent. We have had them to tie on 100 per cent and the next day they would work on competitive accounts to place the new flavors. By competitive accounts we do not mean accounts controlled by some other driver, but accounts of a competitive firm.

Our plant superintendent has a talk with each driver daily as he comes in off the route. We keep an accurate gallonage record and if a dealer is not keeping his cabinet full we call on the driver for an explanation. The writer personally greets the drivers on their return to the plant about three times a week. If they have had a good day they like to hear you compliment them and if business hasn't been good encourage them to start the next day with enthusiasm.

There are no "hard-boiled" methods around our place—they don't get you anywhere.

⚜

CANADIANS PLAN CO-OPERATIVE ADVERTISING.

The idea of co-operative advertising of ice cream is taking root in Canada. This plan was one of the features of the convention of the Nova Scotia Ice Cream Manufacturers' Association, which was held at the College of Agriculture at Truro, Nova Scotia, a few weeks ago. Probably the Canadians feel that if a girl of their dominion can name a slogan for the American ice cream industry to advertise, they can do some advartising for themselves to good purpose.

The association officers took steps to form an association comprising all the provinces on the coast line. This matter of organization would make the advertising campaign possible. A list of all the ice cream manufacturers in the Maritime Provinces was compiled, and the secretary was instructed to correspond with these manufacturers with the idea of effecting the Maritime organization.

R. B. McLennan, Truro, was re-elected president of the association. The secretary is Mr. Williston, Farmers' Dairy, Halifax. The directors are F. R. Hart, Polar Ice Cream Co., Halifax; W. E. Biden, Amherst, and Frey Murray, Stellerton.

THOSE
NOW USING
THESE UNITS



Order a trial case of the required sized units

If satisfactory results are not obtained, return unused units for full credit within 30 days

KNOW
THAT
COMFORT'S
NEW PROCESS
BETTER MIX UNITS

—INCREASE the VISCOSITY
—ENRICH the FLAVOR
—INSURE SMOOTH ICE CREAM
IN THIRTY MINUTES!!
Used just before Pasteurization

FULL Improving and Ripening is COMPLETED during Pasteurization.
NO further ACTION of the BETTER MIX can take place.
NO HOLDING—therefore—NO increase in LACTIC ACID development.
HOWEVER—This mix may be SHIPPED or STORED under the usual conditions if so desired.
NO FIGURING—NO WEIGHING
Units for 100—150—300 and 500 Gallons of mix—60 to the case.

—TRY THEM—PROVE IT—

ASCHENBACH & MILLER, Inc.
400 North Third St. PHILADELPHIA, PA.

Our Stand On Standards

"An 8 per cent minimum standard would mean greater consumption and would prosper proportionately all branches of dairying."
—V. F. Hovey



VERNON F. HOVEY.

TRUE TO THEIR COLORS

are these veteran champions of an 8 per cent federal butterfat standard.

"To no high minimum standard can the ice cream manufacturers agree without a compromise with conscience," Mr. Hovey told the American Dairy Federation, and though he won a great moral victory when that body acted on the matter, Mr. Hovey still is leading the fight for the low minimum standard that he and his association regard as fully justified.

John Cunningham was the original champion of an 8 per cent federal standard, having first led the ice cream industry in this undertaking in 1908—and is still in harness!



JOHN CUNNINGHAM.

A PARTIAL victory for the ice cream industry's stand for a national butterfat standard is the way leading ice cream manufacturers regard the action of the American Dairy Federation in passing a resolution on this matter at its annual convention. Although the dairy federation went on record as approving a 10 per cent federal standard, it must be remembered that the federation is composed of the butter industry and various breed associations, which have steadfastly held to a high federal standard.

The vote for a 10 per cent standard followed an address before the federation by Vernon F. Hovey, president of the National Association of Ice Cream Manufacturers. While the federation regarded this vote as a compromise with Mr. Hovey, that gentleman has not receded from his stand for an 8 per cent minimum standard, which represents the wishes of his association.

It is significant that when the resolution for a 10 per cent standard was put to a vote, Mr. Hovey directed attention to the fact that representatives of the ice cream industry were not voting.

The influence of different members of the federation has not been helpful to the cause of the ice cream men. Although Mr. Hovey still remains steadfast with his membership as to the justification for an 8 per cent minimum standard, there are reasons to believe the actions of the federation will do much to silence agitation for a 12 per cent standard, which is regarded by virtually the entire ice cream industry as being wholly unreasonable for a minimum standard.

AT ANY rate, the president of the national association has not lowered his colors, having "stood by conscience and played the game above board," to quote a declaration from him regarding his and the ice cream industry's position at the dairy federation meeting.

Pointing out that an 8 per cent minimum standard would mean greater consumption of ice cream, and consequently would prosper proportionately all branches of dairying and dairy manufacturing, the ice cream men's leader went into the fight to uphold points that his association feels are justified in every way.

When asked about a compromise, Mr. Hovey said:

"I do not think that the ice cream men will have any reason for changing the views they have expressed. If they should accept, without any aggressive opposition, any standard other than the one we have fought for, we do so by compromising our conscience as to the proper minimum standard. There is every reason for asking for an 8 per cent minimum standard. The fellow who talks too much usually does not get as far as the fellow who talks too little, but, gentlemen, I will say that I believe most of you, in considering this matter, think of average standards. Even the government officials themselves cannot get away from this viewpoint. I went down to a meeting of food officials in Chattanooga, and I heard a member of their own joint committee say, 'It beats h———, these fellows can't think of anything but average standards, when our only function is to set minimum standards.' We have no interest in average standards. Now the manufacturer himself can be depended upon to make that product for which there is a public preference. That has absolutely nothing to do with the minimum standard. Do not think of average standards; do not think that the standard for which we are asking is the standard

(Continued on page 64)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

STEEL SIDEWALK SIGNS

THAT HAVE NEVER FAILED TO STAND UP

Three powerful advantages have made Beacon Signs famous:—

1. **Superior workmanship.**
2. **Unequalled lasting qualities.**
3. **Prompt shipments.**

A few of the satisfied users of BEACON SIGNS

J. M. Horton Ice Cream Co.....New York, N. Y.
Reid Ice Cream Co.....Brooklyn, N. Y.
Kirk-Maher Co.....Malone, N. Y.
Burdan Bros.....Pottstown, Pa.
Fries Ice Cream Co.....Reading, Pa.
Boyce-ite.....Long Island City, N. Y.
H. P. Hood & Sons.....Boston, Mass.
Huber Ice Cream Co.....Bridgeport, Conn.
Utica Ice Cream Co.....Utica, N. Y.
International Ice Cream Co.....Schenectady, N. Y.
Polar Ice Cream Co.....New York City, N. Y.
Poughkeepsie Ice Cream Co.....Poughkeepsie, N. Y.
Albany Ice Cream Co .....Albany, N. Y.
Amsterdam Ice Cream Co.....Amsterdam, N. Y.
Purity Ice Cream Co. .....Binghamton, N. Y.
Hall Ice Cream Co... .....Glens Falls, N. Y.
Vasilow Bros.....Nyack, N. Y.
Robert Schmitt Co.....Nyack, N. Y.
Grenelle & Schanck.....Asbury Park, N. J.
Dairy Made Ice Cream Co.....Paterson, N. J
Eck & Fisher.....Allentown, Pa.
Dewart Ice Cream Co.....Dewart, Pa.
Chas. Becker's Ice Cream.....Wilkes-Barre, Pa.
Cameron Ice Cream Co.....Lowell, Mass.
Made-Rite Ice Cream Co.....New Bedford, Mass.
Sorners Creamery Co.....Springfield, Mass.
The City Creamery.....Danbury, Conn.
Miami Ice Cream Co.....Miami, Florida
The Flynn Dairy Co.....Des Moines, Iowa
Jewell Ice Cream Co.....Mt. Vernon, Ohio
McCangherys Ice Cream Co.....River Point, R. I.
DeLuxe Ice Cream Co.....Amsterdam, N Y.
Russell Creamery.....Superior, Wisc.
Standard Ice Cream Co.....New Bedford, Mass.
Schwen's Ice Cream.....Blue Earth, Minn.



Weight 25 pounds
"Holds the Sidewalk"

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NATIONAL EMBLEMS FOR YOUR TRUCKS



IN BEAUTIFUL COLORS

13 in. Disc - - $3.00 Per Pair
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Write for Quantity Prices.

Rocky Mountain Organization Proposed

Manufacturers of States Adjoining Colorado May Meet with Colorado Manufacturers in Joint Convention at Denver as Result of Action at 1925 Convention

AN ORGANIZATION to be composed of ice cream manufacturers of the Rocky Mountains is in prospect as a result of action taken at the second annual convention of the Colorado Ice Cream Manufacturers' Association. Members of the industry in adjoining states will be invited to gather with Colorado manufacturers at the next annual convention of that body, which will be held in Denver, if the board of directors sees fit to take this action. At that time, under plans discussed at the past convention, the Colorado association will be re-organized to become the Rocky Mountain Association of Ice Cream Manufacturers.

In this way, officials pointed out, it is hoped to bring about better co-operation among manufacturers of the entire mountain region. The board of directors has in its hands the matter of extending the invitation. The membership voted that the invitation be extended.

THE members of the association, almost without exception, pledged themselves to contribute one-half cent on each gallon of ice cream sold to the fund for national advertising, which is being directed by the advertising committee of the National Association of Ice Cream Manufacturers. The real purpose of the plan is to bring ice cream as a food to the attention of the public, as coco-cola, sauerkraut, jello-o and other advertised products have been featured, delegates were told. In the discussion, virtually all members approved.

The convention opened in Pueblo at 10 o'clock Tuesday morning, Jan. 27, with the registration of members and a meeting of the executive board. After the registration the secretary made an announcement that the membership had more than doubled during the past year. The registration was followed by a luncheon given by C. B. Frink, prominent ice cream manufacturer of Larkspur and Denver.

At the first business session of the convention an address of welcome was given by Hon. John M. Jackson, mayor of Pueblo, who said that the people of Pueblo were glad to welcome the convention to the city because it had been organized in Pueblo. The response to the mayor's address was delivered by C. T. Myers of Alamosa, who, with E. B. Darrow of Pueblo and C. B. Frink of Denver, first organized the Colorado association. Myers told a number of interesting stories connected with the ice cream industry.

The secretary of the association, T. L. Carlson of Denver, read his annual report. He stated that the Colorado association was admitted to the national association last year and had received excellent mention several times in The Ice Cream Review, the association's official organ.

THE president of the association, E. B. Darrow, in his address, reviewed the organization and growth of the association. He thanked the supplymen for their co-operation in making the organization a success. Mr. Darrow dwelt upon the efforts of the association to promote better co-operation between manufacturers and between manufacturers and dealers. He stated: "The dealer's problem is usually your problem, and by helping him solve it, you are really helping yourselves." He concluded his address with a plea for better advertising of ice cream.

The secretary of the Colorado Creamery Butter Manufacturers Association, Dave Thomas, was unable to be present, but sent an interesting paper on "Co-operation," which was read before the convention by the secretary. Professor George Morton, state dairy commissioner, made a short talk on the relations between his office and the ice cream manufacturers, in which he said he had always received their fullest co-operation. He also spoke on several matters to come before the Colorado legislature, but said that none of these affected the dairy or ice cream industries.

In the absence of W. A. Schwindeler of the advertising committee of the national association, Secretary Carlson explained the plan of the national association to advertise ice cream as a real food. He expressed his regret that Mr. Schwindeler was unable to be present, because the matter would have been better explained by Schwindeler. The explanation was followed by a long discussion in which nearly all of the manufacturers had something to say in support of the plan. Final discussion on the matter and the receiving of pledges was laid over until the executive session of the second day.

(Continued on page 100)

You can't appreciate their quality until you try them



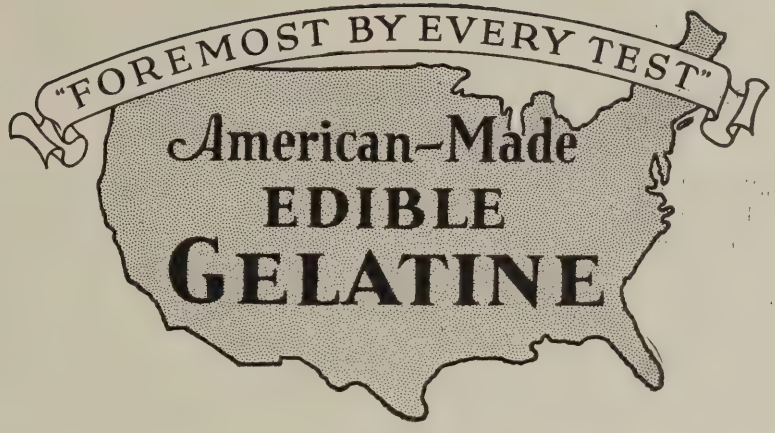
Richmond White Cedar Tubs

Come to you thru a direct path from our forests and factories.

And — the cost thus saved goes to your benefit in quality and price.

Largest manufacturers of ice ceram packing tubs in THE WORLD

RICHMOND CEDAR WORKS
Richmond, Virginia



Sooner or Later

Every ice cream manufacturer in the country can be assured that the quality of his product is of the best when using *American-made Edible Gelatine.*

The health of American-made Edible Gelatine is now being proclaimed throughout the land, and it is important that every user of gelatine give thought to that fact, also that the gelatine he uses is made where Government standards are so rigid as in the Unites States.

Sooner or later every user of gelatine will take pride in saying he uses *American-made Edible Gelatine.*

Inquiries invited.

"Foremost by Every Test"

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Woburn, Mass.

CRYSTAL GELATINE CO.
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JAS. CHALMERS & SONS
Williamsville, N. Y.

ESSEX GELATINE CO.
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KIND & KNOX GELATIN CO.
Camden, N. J.

MILLIGAN & HIGGINS GELATINE CO.
New York, N. Y.

SWIFT & CO.
Chicago, Ill.

UNITED CHEMICAL & ORGANIC PROD. CO.
Chicago, Ill.

UNITED STATES GELATINE CO.
Milwaukee, Wis.

J. O. WHITTEN CO.
Winchester, Mass.

Edible Gelatine Manufacturers' Research Society of America, Inc.

The Iceless Ice Cream Age -:- -:- -:- —Has It Come?

Ice Cream Without Ice In Any Stage of Manufacture Is in Prospect, Some Manufacturers Believe

THE iceless age is indicated for the ice cream industry. At least, such seems to be the opinion of many men who have made investigations into the situation arousing from the coming of the automatic refrigerated cabinets. While many manufacturers believe that it will take some years yet—probably a great many years—before the iceless cabinet will be fully practicable for all needs, the consensus of opinion seems to be that iceless refrigeration not only is here to stay, but that in time to come, ice will be absolutely taboo in the ice cream industry.

Shipping ice cream without ice is by no means new to the industry. The advent of the iceless cabinets has merely given emphasis to this kind of shipping. The dry containers have been used to good purpose by manufacturers in various parts of the country for some time. These shipping bags have developed a number of friends in the industry.

C. A. Carver, of the Carver Ice Cream Co., Oshkosh, Wis., likes the iceless method of shipping ice cream, stating:

"We have been using dry containers for the past three years for ice cream shipments and found them very satisfactory. With the advent of the refrigerated cabinet we believe that there will be a greater use of dry containers for ice cream shipments for the reason that the customer will not require the ice he now receives with ice cream shipments under ice; furthermore, the saving in express rates will increase the use of the dry container.

"We are absolutely convinced that they are practical and that the use of them results in a saving both to ourselves and to our customers."

THE advent of the refrigerated cabinet was the momentum that is giving the iceless shipping container headway, it was pointed out by an interesting address at the Nebraska convention in January by H. M. Landroth, president, the Real Ice Cream Co., Fremont, Nebr. He spoke on the subject of "Iceless Shipping of Ice Cream." Regarding the canvas bag, hte speaker declared that his company tried out these bags in an experimental way and found that they would keep ice cream in good shape from six to eight hours with a temperature averaging between 90 and 95. He added:

"Allowing for packing about an hour before train time, we would estimate that cream could be shipped in these bags for a distance of one hundred and fifty miles with good train service if the customer were on hand to pick them up on arrival.

"There are a great many angles to be considered in the matter of shipping in canvas bags. If they are a good thing, we should naturally help them along as they will come in spite of us. What we want to do is to make them a servant instead of a master.

"Dealers within the shipping radius, especially those who have refrigerated cabinets, will want cream shipped in these canvas bags on account of the saving in express charges. Those who do not have cabinets will probably find the saving in express greater than the loss of ice and salt and they will also be easier for them to handle. The majority of them could save drayage by hauling them in their own cars."

FROM the angle of the manufacturer, this method of shipping ice cream makes the labor cost of handling in the factory considerably less, and in addition there is the saving of ice and salt, the speaker pointed out. Although the life of the bag is probably shorter than that of the tub, the expense of tub painting, re-hooping and putting in new bottoms is eliminated through the iceless shipper.

The speaker had no figures on the upkeep of the iceless shipper. He could not say whether the dealer would return them as promptly as the tubs, whether he would wash and dry the cans thoroughly so the bags would not become "all messed up."

THE speaker brought out that manufacturers in going into this form of shipping ice cream have an excellent opportunity to do away with an old evil that has grown up in the industry. Manufacturers have all been more or less lax in impressing upon the dealers the necessity of taking the proper care of cans and tubs, and if this matter is not impressed upon the retailer in the matter of iceless shippers, there will be a tremendous burden upon the manufacturer, Mr. Landroth said. He added, that there should be some plain mark of identification on each bag. He recommended that an invoice charge be made for the bags at so much each and a receipt demanded for the "empty" returned before passing credit on the bag.

It was Mr. Landroth's opinion that iceless shippers are a step forward, "but not the entire solution."

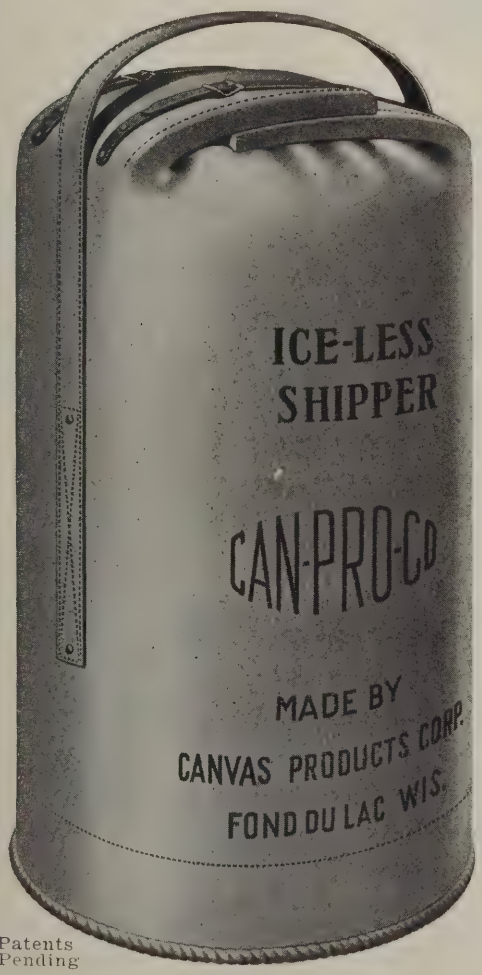
Following this speech, the Nebraska manufacturers adopted a bag charge of fifteen cents on each shipment and went on record as approving a charge on the invoice of three dollars for every shipment going out. This charge of fifteen cents is less than half of the average express saving to the retailer.



Unless a protective agent is used in ice cream the small crystals, formed by the watery portion of the ice cream when frozen, become larger and the ice cream soon becomes coarse and unpalatable. Gelatine forms a thin protective coating about these crystals which inhibits their growth and helps the ice cream to remain smooth and velvety in appearance and taste.

"There is Nothing Better Under the Sun"

THE Can-Pro-Co Ice-less Shipper weighs less than ten pounds. The height of this container is less than 24" and the diameter is 12", made for regular twenty-quart cans. You can ship Ice Cream to your customers at less than half the former express charges. Think of this tremendous saving. Think of the ease of the delivery. No salt or Ice. No packing. Just drop the cans of cream into the container, buckle it up and you're ready. Load your truck. Any truck will do. Pile them up like cord wood, and you'll be surprised how many you can load. One man does the work of three. One truck carries the load of four as formerly.



Patents Pending

NO Ice
NO Salt
NO Packing

MADE BY

CANVAS PRODUCTS CORPORATION

19-21-23 E. McWilliam St., FOND DU LAC, WIS.

The manufacturers of the popular Stay-On Tub Covers and other specialties for the Dairy trade.

TEAR OUT THIS COUPON AND MAIL

FREE TRIAL OFFER!

CANVAS PRODUCTS CORP.,
FOND DU LAC, WIS.

Send us for free examination the following trial of your NEW CAN-PRO-CO ICELESS SHIPPING BAGS.

It is understood if we like them we will keep them, remitting at invoice price, $6.50 each. If not, we will return them, after giving them a thorough trial, with no obligation incurred.

Send .....(How Many) **for 20 qt. Cans** (We use **Tall Can** ☐ **Short Can** ☐ Check which)

NOTE—We will send on trial one to six. If your delivery business is more than average you need more than one to adequately try these out, and sufficiently satisfy yourself as to its merits.

Name .....

Address .....

City..... State.....

Creating Human Interest in -:- -:- Ice Cream Through Women

Does the Public Realize and Appreciate Necessity of Knowing How, Where and Under What Scientific and Sanitary Methods Ice Cream—"A Pure Food"—is Manufactured?

*By A. A. COMEY**

WOMEN and children constitute the largest body of regular everyday ice cream consumers. Statistics gathered over a period of two years' time conclusively prove this statement. Let us, therefore, segregate the women from the children and discuss first the women as ice cream consumers.

It is quite true that women usually require a dessert after practically every meal, with the possible exception of breakfast. On the other hand, many women attend afternoon teas, card parties, etc., and during the course of the day it is not at all unusual for women to drop into a hotel, cafe or restaurant, or at a soda fountain to obtain a little lunch after shopping. This being true we are now confronted with the important factor of fattening foods, as far as the women are concerned. Since it is true they crave desserts, and it is needless to enter into a detailed discussion as to just what the women rightfully term fattening foods, is it not true that nine times out of ten, since the American women are all trying to retain a slender or semi-slender physique, that the statement is made hundreds of thousands of times each day to the effect by most of these women that,—"No, I do not want pie, cake or French pastry, because they are too fattening." Therefore, in many cases, ice cream will be selected, and occasionally some women will change their order to sherbet, giving as their explanation that ice cream is a food containing more calories than sherbets. Therefore, the ice cream manufacturer from the standpoint of the women still has a product known as sherbet which immediately fills the bill.



A. A. COMEY.

Raising Children to Eat Ice Cream.

There is quite a contrast between the situation today and what it was yesterday in regard to what mothers would let children eat. Ice cream has come into its own with the ladies and their children. The men still show a marked preference for soft drinks. But we have the women and children in our favor and since the women's word in the household is usually law in preparing meals or laying plans for a party, the ice cream industry is fortunate in such a booster, according to Mr. Comey, who adds:

"After arriving at this conclusion, we must consider the advisability of getting the women interested in our product. We must admit that the conservative woman of today is keen to see just what she wishes to buy. Very few women will call up the department store and state that they want a certain colored dress or blouse. When women buy steaks, or chops, or any food for the table, they make it a point first to locate a good reliable store where these products are sold. They will make several personal calls at this store and select these products before they will ever risk ordering any over the phone."

Mr. Comey then goes on to point out that women and children are interested in how, where and under what scientific and sanitary methods ice cream is manufactured? For this reason it is absolutely necessary for the ice cream manufacturer to put his factory in a good place, keep it clean, neat and of attractive appearance, both on the interior and the outside.

He then goes on to show how the Globe Ice Cream Co. aroused the public's interest in this way.

TAKE the children. Isn't it true that most women prefer to have their children eat ice cream or sherbets in preference to other delicacies for healthful reasons, and right here the housewife immediately begins to teach the children to partake of ice cream, and by so doing, she automatically teaches her children to be the future ice cream consumers of this country.

As to the men, I firmly believe they will usually show their preference for soft drinks, although it is quite true that some men eat ice cream, or ice cream sodas, regularly, but taken as a whole, the men show an astonishingly low percentage when it comes to ice cream consumption.

Now since we have the women and children in our favor, we must admit that the woman's word usually is law in the household when it comes to preparing the meals, or suggesting the bill of fare for the dinner, or for the party, and for this reason the ice cream industry is fortunate indeed in having such a strong booster for their product, known as ice cream, a pure food.

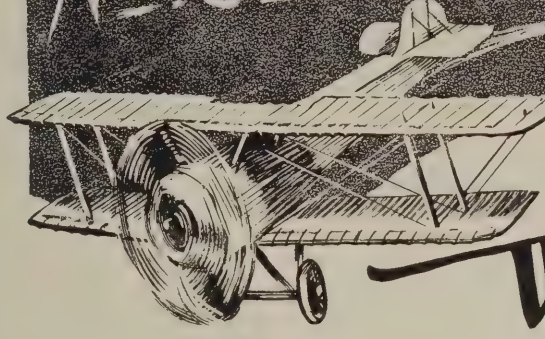
After analyzing the situation thoroughly, and arriving at this conclusion, we will now take up the advisability of getting the women interested in our product. We must admit that the conservative woman of today is keen to see just what she wishes to buy. In other words, very few women will call up a department store and state to the person in charge of a particular department that her size is so and so, and she wants a certain colored dress, or blouse, or coat, costing so and so much, sent to her home as an outright purchase. On the contrary, if she does call up this store she wants the particular garment sent out on approval, or she decides to go on a shopping tour and visits this store for the purpose of seeing just what she is going to buy.

As another comparison, most women either make it a point when they buy steaks, or chops, or any food for the table, to first locate a good, reliable store where these food products are sold, and she will make several personal calls at this store and select these food products. In some cases, after this storekeeper becomes well known to the housewife, she immediately tells him—"Now,

* Vice-president and General Manager of the Globe Ice Cream Company, Los Angeles, Calif.

(Continued on page 34)

HUDSON'S No. 52 Concentrated



Making the World Look Up

ICE cream manufacturers everywhere are striving to attract the attention of the public to their products. That means increased sales—provided the flavor is also attractive and satisfying.

When you can make consumers smack their lips after eating a dish of your ice cream you have won an important sales battle.

You can win public favor by using HUDSON'S Ice Cream Flavor! It never fails to make itself liked and wanted. HUDSON'S No. 52 Concentrated has a distinguished, pleasing, teasing flavor all its own. Furthermore, it goes farther, lasts longer and costs less in a season's run. It does not freeze out.

Let us ship you a sample gallon of Hudson's Concentrated No. 52, or a sample keg of Hudson's Ice Cream Flavor No. 52 Special—express or freight prepaid to your City. You may return same to us if not entirely satisfactory.

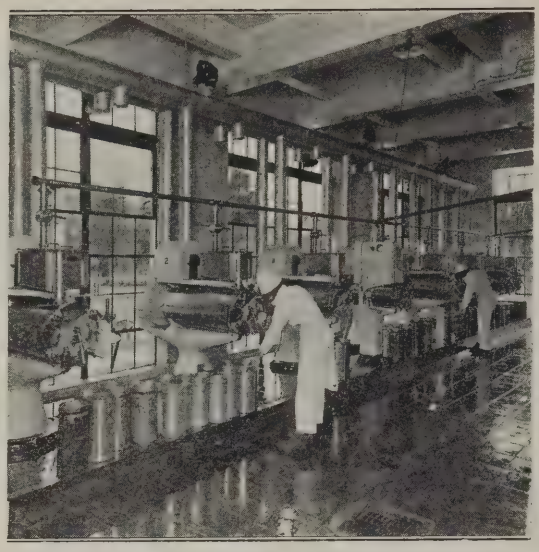
The Hudson Manufacturing Company

GABE S. WEGENER, President & General Manager — INCORPORATED — ESTABLISHED 1888

Vanilla Products

119-121 North Union Ave., CHICAGO, U. S. A.

Public is Beginning to Appreciate the Importance of Knowing How, Where and Under What Scientific and Sanitary Conditions Ice Cream—"A Pure Food"—is Manufactured



Here is a View of Sunny Freezer Room of Handsome Daylight Plant of Globe Ice Cream Co., Los Angeles, of which author of this article, A. A. Comey, is Vice-President

George, you know the kind of food products I want, and if by chance I should telephone for you to send some products out, I want you to make certain that you select for me the kind of food I always buy from your store." Therefore, this again proves that the housewife is always vitally interested in her food products.

IS IT not true that women and children, and quite a few men, are interested in how, where and under what scientific and sanitary methods ice cream—a pure food—is manufactured? Of course, they are! So then it becomes an absolute necessity for the ice cream manufacturer to first locate his factory in a good location. Second, this factory must have a clean, neat and successful appearance, both on the exterior and the interior. By this I do not mean that the ice cream manufacturers should tear down their present plants if perchance they are of the older type. That is not at all necessary, but it is necessary to spruce up and present a clean appearance both on the inside and outside of your plant. Paint is cheap, and colors are numerous.

Therefore, the manufacturer who happens to be operating an old plant can, if he appreciates the necessity, improve his present plant without going to any great expense. Oftentimes I have seen old plants made into comparatively new plants—the improvement displayed was almost unbelievable. A manufacturer who considers this important item seriously, if he has not been successful in the past, will start immediately on the road to success when he adopts this policy.

The manufacturer who decides to build a new factory should use every precaution during the course of its construction to cash in on every little detail feature involved in his plant. An ice cream factory need not be expensive to be attractive. The only reason why no money was spared in constructing the well-known Globe ice cream factory in Los Angeles, Calif., was due to the fact that we considered the best type of a building possible would be the cheapest in the long run over a period of years.

WE AROUSED the public's interest in the Globe Ice Cream Co. the moment we decided to go into business. The news was broadcast in the columns of the newspapers and by means of various other advertising mediums, to the effect that we would have an elaborate, elegant, scientific and sanitary ice cream plant for their convenience. Then we picked up item for item as we built, put it in the form of truthful news, and spread the word abroad to all the citizens of Los Angeles and vicinity, and by so doing we worked up a keen interest, especially among the women and children, and quite a few of the men. They would come out during the course of the construction of our building; they would talk it over in their homes, and this move of obtaining the public's interest brought phenomenal results.

When we were ready to open our doors to do business we invited the public to come and inspect our plant, and to our surprise 36,000 people visited our plant during the hours from seven to eleven p. m., to check up our statements and make an inspection. We held this

(Continued on page 102)

"ELIMINATE THE POP BOTTLE"
The Rage of the Day
Radfords
Frozen
Sucker
Units

The H. A. BENNERS
SOUTHERN SELLING SERVICE
702 United Fruit Building New Orleans, La.

NATIONAL SALES AGENT
FOR
E. H. RADFORD SHEET METAL WORKS
LOS ANGELES, CAL.



No Ordinary Name

Wherever you find a GMC Truck you will find, if you inquire, that it has a fine name for economy in operation.

The reasons are in the truck and in the resources behind it. Advanced features of design, and a sturdier structure, enable a GMC to do better work, at lower cost, longer.

The resources behind GMC efficiency are big, in a big industry. Here are a few of them:

Truck building experience as old as the truck industry;—development of overstrength materials and parts in General Motors Research Laboratories;—and, most important of all, the jealous care which guards the integrity and superior value of every General Motors product.

GMC is no ordinary name because GMC is no ordinary truck, and GMC is no ordinary truck because these and other GMC resources are pointed constantly at even greater perfection.

There is a new GMC booklet on motor truck operation and care, interesting to you whether you own fifty trucks or only one. Ask for it.

GMC

General Motors Trucks

CLIP AND MAIL

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
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General Motors Truck Co.,
Department 33.
Pontiac, Mich.
Send me the GMC booklet.

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Business_____

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Another Joint Coast Convention in 1925

Invitation of Pacific Association to Meet Together at Portland Accepted by California Association

ANOTHER joint convention of the ice cream manufacturers of the Western Coast will be held next winter. This was decided at a meeting of the directors of the California and Southwestern States Ice Cream Manufacturers' Association on Jan. 31.

At that time the California association accepted the invitation of the Pacific Ice Cream Manufacturers' Association to meet with that body in joint convention at Portland. The time of the meeting is to be definitely settled between officers of both associations some time later.

From the outset it was seen that the first joint convention of these two associations, held at Oakland in December, 1924, in connection with the Pacific Slope Dairy Show, was to be a huge success. Many will add that they believe this will develop into an annual event, though officials of the associations have made no statement regarding this.

No bills affecting the ice cream industry have been introduced in the California State Legislature during the present session, it was reported at the directors' meeting by the legislative committee. The secretary was requested to ask all active members to sign and return their pledge for the national advertising campaign.

J. H. Kugler, secretary-treasurer of the association, issued a bulletin following the meeting, in which it was stated that the committee appointed to consider and act upon resolutions introduced at the Oakland convention, were unable to make definite recommendations, and he said that these resolutions will be considered at the earliest practicable time.

It was further announced that President Frank H. Ames has appointed an executive and advisory committee. The committee is composed of L. J. Christopher and C. J. Alfred.



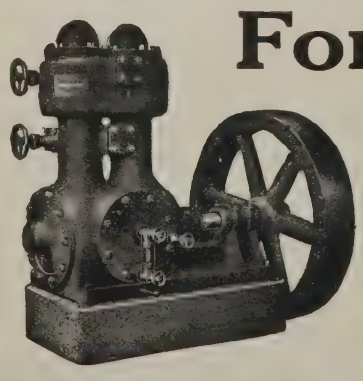
FRANK H. AMES,
President, California and Southwestern States Ice Cream Manufacturers' Association.



JAY H. KUGLER,
Secretary, California and Southwestern States Ice Cream Manufacturers' Association.



BERT H. WALKER,
Secretary, Pacific Ice Cream Manufacturers' Association.



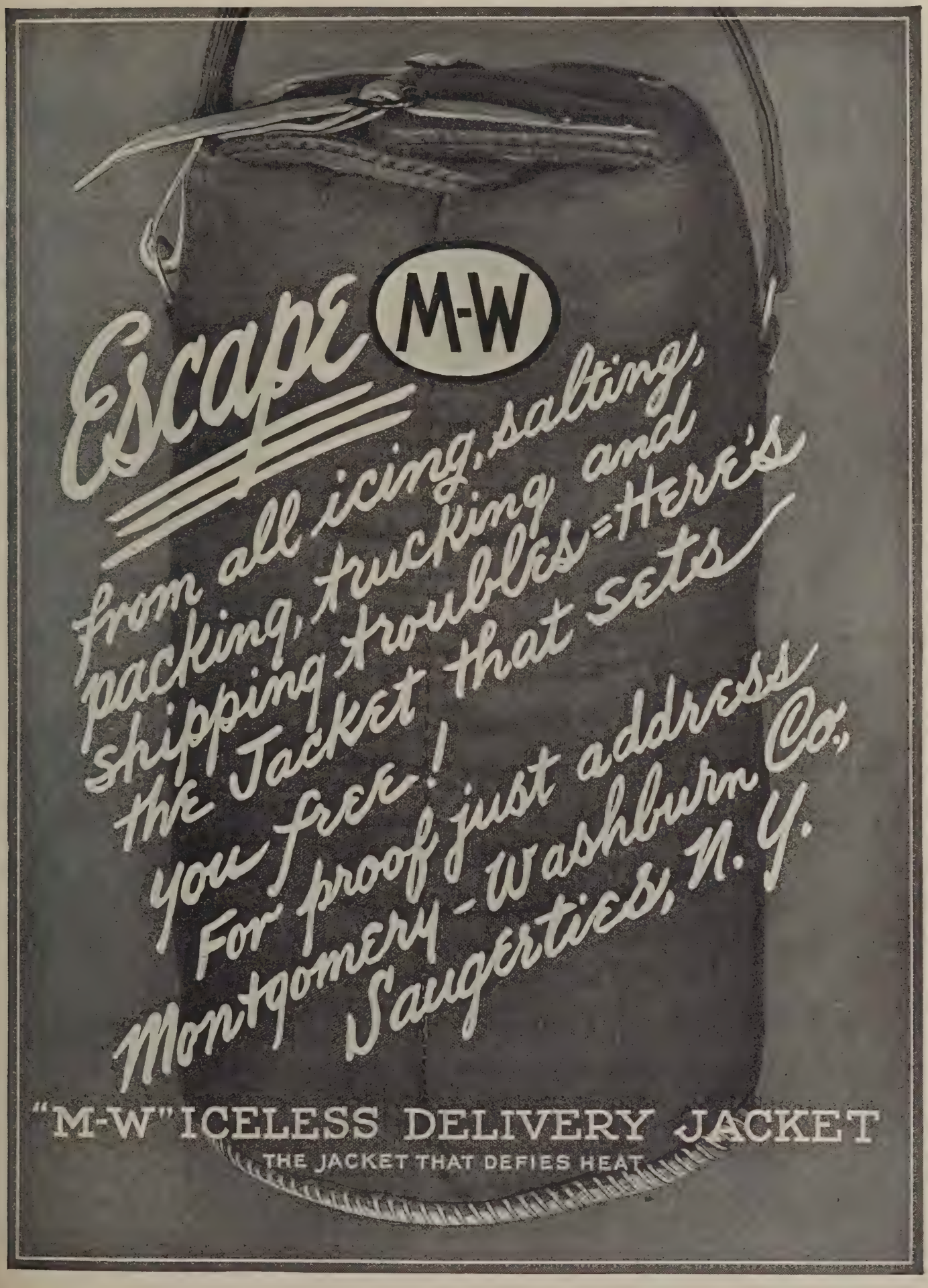
For Lasting Satisfaction

York
Refrigerating Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

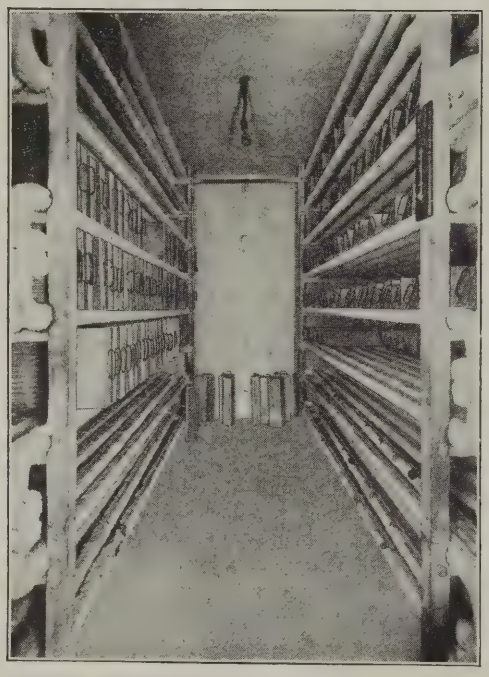
WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS
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1016 Majestic Bldg. Milwaukee, Wisconsin


Escape
M-W
from all icing, salting, packing, trucking and shipping troubles—Here's the Jacket that sets you free!
For proof just address Montgomery-Washburn Co., Saugerties, N. Y.
"M-W" ICELESS DELIVERY JACKET
THE JACKET THAT DEFIES HEAT

Waltham System

[PATENTED]

A COMPLETE SYSTEM OF REFRIGERATION FOR ICE CREAM DISTRIBUTION



HARDENING ROOM UNIT
Note the two types of cartridges being hardened, for cabinets and for soda fountain inserts.

Iceless
Saltless
Non-Mechanical

Refrigeration is stored energy. It takes power to produce this energy. Under the Waltham system your power is concentrated in your own plant. This is one economy. With a complete insulated system from hardening room out to your dealers and back to hardening room this power is conserved with minimum leakage. On a 48-hour system the Waltham cartridge returns to your hardening room with much of its refrigerant still intact. This is another definite and unique economy of the Waltham System.



WALTHAM DELIVERY BODY
This 240 gallon body carries the cream, cartridges for refrigerating the body in transit, and cartridges for the dealer's cabinets and soda fountains. It brings back the cream cans and cartridges for re-freezing.

A New Economy and Efficiency at Every Point in the Distribution of Your Ice Cream

Waltham System

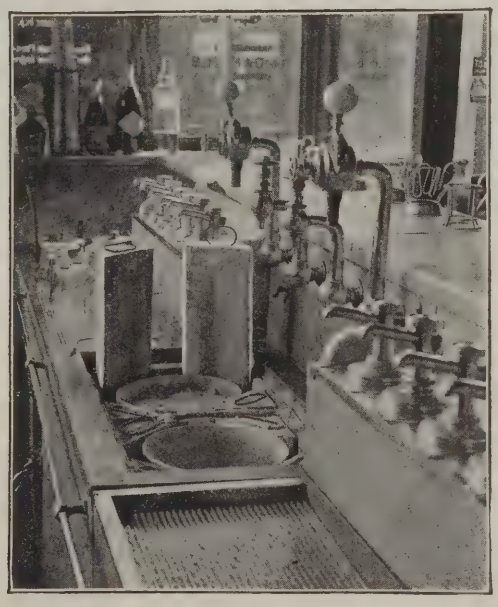
[PATENTED]

ICE CREAM DISTRIBUTION WITHOUT ICE OR SALT OR INDIVIDUAL MECHANICAL EQUIPMENT

Just so much refrigerant is required to distribute your cream and hold it in your dealer's store till consumed. By the Waltham System this refrigerant is provided through the use of the Waltham cartridge, insulated in transit by the Waltham body, and maintained in the store by the Waltham cabinet and soda fountain insert. This is done more economically, with greater system efficiency, and with less equipment investment than by any system hitherto offered to the ice cream trade.



WALTHAM CABINET
Waltham cabinets are supplied in one to four hole sizes.



SODA FOUNTAIN INSERT
The soda fountain insert can be used with any standard soda fountain.

Write for facts based on actual experience.

WALTHAM SYSTEM — Manufacturers & Distributors

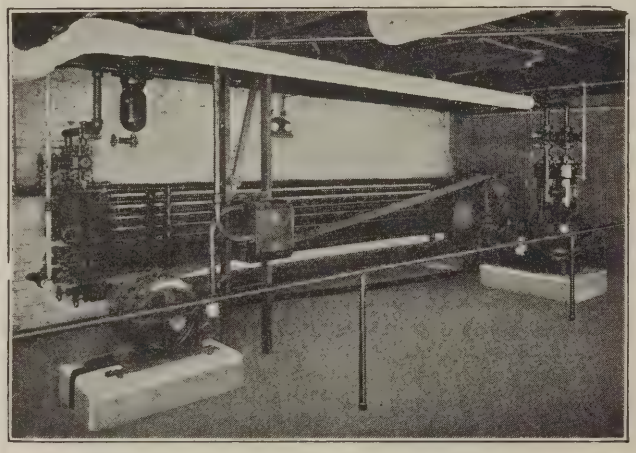
HOUSING COMPANY — WAVERLEY, MASS.



FREE

Send the Coupon for Valuable Refrigeration Facts

Our new booklet for ice cream manufacturers is ready for you. Send for it now and get all the facts and information about mechanical refrigeration. Read how you can cut your manufacturing costs from 50 to 75%. Besides containing very valuable refrigeration facts, our new booklet completely describes the principles and superiorities of the Baker System Refrigeration.



These Facts Should Interest You

Some of the first Baker Plants built 20 years ago are still in daily service.

Over half the Baker Plants sold are sold on the recommendation of satisfied owners.

A Baker Plant will pay for itself in 1 to 3 years.

Send for our free booklet today. Decide for yourself the increased profit that comes with perfect refrigeration. No obligation.

BAKER ICE MACHINE CO.
OMAHA, NEBR.

CLIP NOW!

Baker Ice Machine Co.,
Omaha, Nebr.
Please send me your new booklet on More Profitable Refrigeration for Ice Cream Manufacturers.

Name .....

Street .....

City..... State.....

WIDE REPRESENTATION AT PENN SHORT COURSE.

From Chicago, Ill., and Spartanburg, S. C., to State College, Pa., is quite a jump, but distance did not prevent Frank Zimmerman of the Southern city and Edward R. Paul of the Windy City attending the ice cream makers' short course given by the Pennsylvania State College, January 26 to February 6, 1925.

Thirty men actively engaged in the ice cream industry as manufacturers or salesmen were enrolled in the course. New York state had four representatives, while Maryland, Illinois, Ohio and South Carolina each sent one man to the course, in addition to the 22 men from the Keystone state. W. C. Payne of the Payne Ice Cream Co., Buffalo, N. Y., was sent to Penn State by the Micro-Organisms of the salesmen's club of the ice cream supply men's association.

A new organization, called the Serum Solids Club, was formed by this year's short course men. Following the precedent of the supplymen, the club will give two scholarships to worthy ice cream makers who wish to attend the two weeks course next winter.

Besides the regular class work, feature talks were given by Prof. R. A. Dutcher on "Vitamines;" by N. M. Thomas, president of the salesmen's club, on his "Experiences in the Ice Cream Industry," and by Robert Rosenbaum of The David Michael Co., on "Vanillas in Ice Cream." The regular work was taught by Professors W. H. Martin, C. H. Dahle, of the dairy faculty, and James Weber of Charleston, W. Va.

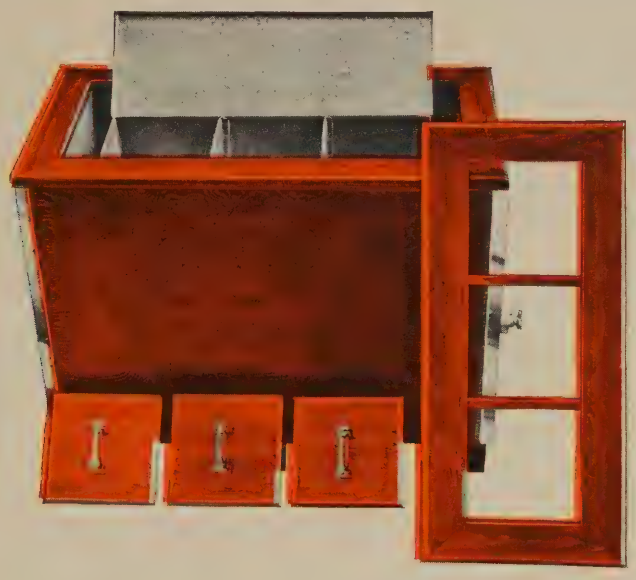
One of the feature events of the course was a banquet attended by the members of the class and faculty. After listening to the interesting talks given by the speakers, plans were made for the next meeting of the organization, to be held at State College, Pa., next fall.

WHAT IS THE COST.

In the delivery business you spend about 25 per cent on every dollar you spend in your business, but you do not find everyone that gives a delivery department or motor vehicle department 25 per cent of their attention. They have got it and they forget it is more or less a necessary evil and instead of going into it, gathering the proper statistics, keeping figures and costs so that they might regulate their delivery department intelligently, they just let it drag on. Now, I have kept statistical figures for about eighteen months on the particular fleet that we are operating now and while these figures may vary from figures kept by other people in different localities on different deliveries they do this for us: They help us to make a comparison; they tell us which vehicle will operate the most economically under any condition that we might want to examine or go into. If you want to cut your costs, your delivery costs, it is necessary for you to have every cost entering into that delivery, whether it be for horse-drawn vehicles, motor trucks, or gas trucks, or electric trucks.—From California and Pacific convention address by F. L. Sargent.

BOSTON PLANTS BUY ELECTRICS.

Three dairy plants were among the industrial concerns that bought electric trucks in Boston during 1924. These concerns operating in the dairy industry are H. P. Hood & Sons, Ernest Haines Ice Cream Co., and the Neopolitan Ice Cream Co.



Froznpure Tests Ten

—Then decides to use them exclusively

"After having heard a good deal about your A-B Ice Cream Cabinet, we decided to try them and ordered a sample lot of ten," writes C. F. Hoppe, manager, the Froznpure Ice Cream Co., of Louisville, Ky.

"We put these in special places, kept strict tab on them and, after a careful watch, decided your cabinet could be run 48 hours on one icing, holding the cream in perfect shape.

"Had no trouble with leaks and gave our customers perfect satisfaction. We have decided to use them exclusively from now on."

"Exclusively from now on" is the usual result when ice cream manufacturers test A-B Ice Cream Cabinets alongside other makes. Such tests quickly prove that A-B Ice Cream Cabinets will save more ice and more salt than any other pack cabinets you can buy. And for a reason!

An unusually effective insulating material surrounding the ice and salt chamber on all four sides keeps cold air inside the cabinet and warm air out. Even the lid is fully insulated, and fits tight.

Cream compartments are square and perfectly dry. All sizes of bulk ice cream can be inserted with greatest ease—square pockets permit carrying all package cream in compact facility.

Full details and prices gladly furnished on request.

Anheuser-Busch, St. Louis

Also manufacturers of ABC Refrigerator Motor Truck Bodies and Wagons

A-B Ice Cream Cabinets

Paul W. and Guy F. Minnick
Eastern Sales Representatives 280 Madison Ave., New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Bldg., Los Angeles, Cal. 617 Pioneer Bldg., Seattle, Wash.
458 Natoma Street, San Francisco, Cal. 216 U. S. Nat'l Bank Bldg., Portland, Ore.

"The best orange sherbet we have ever made."

—says Hershey's

HUNDREDS of ice cream manufacturers in practically every state in the Union are finding, like Mr. Hershey, that Mission Orange gives them the real thing at practically the cost of the imitation.

Mission Orange is now produced by this corporation. A request on your letterhead will bring you prices and a generous sample with our compliments.

CALIFORNIA CRUSHED FRUIT CORPORATION
LOS ANGELES

Jobbers and Distributors Everywhere

HERSHEY CREAMERY COMPANY, INC.

ELI N. HERSHEY, TREASURER AND MANAGER — ISAAC N. HERSHEY, PRESIDENT — H. H. FOGELSANGER, SECRETARY — JACOB N. HERSHEY, VICE PRESIDENT



Hershey's ICE CREAM
PASTEURIZED BUTTER, MILK, CREAM AND CONDENSED MILK

ELEVENTH & KITTATINNY — NEW YORK OFFICE 180 NASSAU STREET

Harrisburg, Pa.

August 25, 1924.

Mission Orange Punch Co.,
#459 South Main St.,
Los Angeles, Cal.

Gentlemen:

We acknowledge receipt of your letter of August 18th instructing us to place our future orders direct to Los Angeles in order to effect a saving.

We want to commend you on the product you are manufacturing and, without any hesitancy, wish to say that it produces the best orange sherbet we have ever made in the fifteen years we have been in business.

We have never been able to get a commercial product which would equal the product we would make from fresh fruit purchased locally. Yours not only equals it, but actually surpasses it on test. When a fellow makes a good product, we believe in telling him about it.

Very truly yours,
HERSHEY CREAMERY CO.,
E. N. Hershey
Treasurer.



CALIFORNIA
Mission Orange
It's Real Juice



9 Points

about

Brooks Cabinets

You Should Know

!

Model B

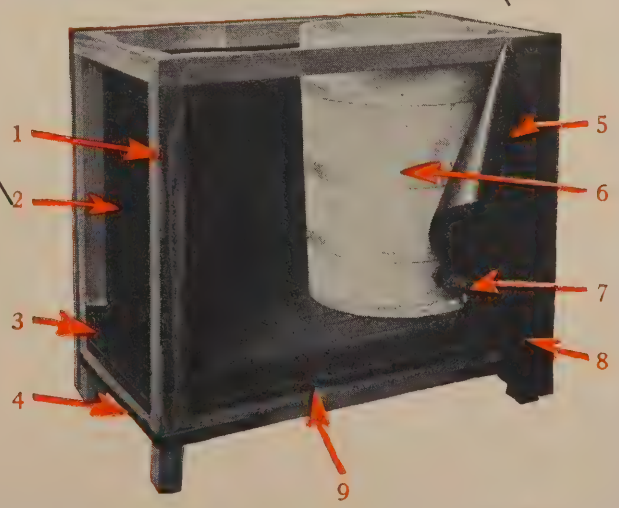
1. A strong frame, 2"x2" corner posts.
2. CORKBOARD insulation, sealed with hot asphaltum, all sides.
3. Heavy CORKBOARD insulation in bottom.
4. Galvanized iron reinforcements.
5. Waterproof Insulating Felt, all sides.
6. White Cedar Tubs, waterproofed.
7. Solid brass drains, that will not leak.
8. Outer casing made from number one Gulf Cypress; will not split or warp.
9. Waterproof Insulating Felt in bottom.

Make an Examination at your own plant.

So that you may see for yourself just how much value is built into BROOKS CABINETS and how these 9 points will conserve your profits, we will gladly ship you one, subject to your approval, for your inspection and test.

Send for New Catalog with 1925 prices

Corkboard Insulated



Brooks Cabinet Co., Inc.

1030 West 27th Street NORFOLK, VA.

DISTRIBUTORS

New England—H. A. Johnson Co., Boston, Mass.
Eastern—James M. Decker Co., Baltimore, Md.
Western—Solar-Sturges Mfg. Co., San Francisco, Cal.
Southern—Miller-Lenfestey Supply Co., Tampa, Jacksonville, Miami, Fla.
Southeastern—Charles Dennery, Inc., New Orleans, La., Dallas, Tex.



Three of Seven 350 Gallon Baird Bodies on G. V. Electrics.

The Baird Refrigerator Body Gives

BELOW-ZERO temperatures — light weight — sturdy construction throughout — moderate price and low cost of operation — these characterize Baird Refrigerator Bodies.

Constant below-zero temperatures not only keep ice cream indefinitely without deterioration, but will harden soft cream. On days of peak demand Baird Refrigerator Bodies relieve congestion in the hardening room.

Baird Refrigerator Bodies are lighter than any other of equal capacity. Clumsy bulk and weight have been eliminated without any sacrifice of strength. After other refrigerator bodies have become heavy through constant absorption of moisture the Baird Refrigerator Body, being thoroughly waterproofed, retains its original light weight.

The prices of Baird Refrigerator Bodies are moderate. They are sold on terms to meet your convenience. The saving during the first three months in labor, ice and salt, and truck maintenance will exceed the price of the body.

To operate a Baird Refrigerator Body is to know that no more economical nor more satisfactory refrigerator body can be had at any price. You can depend on Baird Refrigerator Bodies for trouble-free, economical delivery.



Lasting Satisfaction—

THE POLAR PRODUCTS COMPANY purchased six Baird Refrigerator Bodies last year for use on routes in New York City where traffic is heavier and delivery conditions more difficult than anywhere else in the country.

At the close of the season, Mr. J. H. Humbert, president of the Polar Products Company, told our Mr. Baird:—

"We are entirely satisfied with our Baird Refrigerator Bodies. You can refer any prospective purchaser to us."

The fact that Mr. Humbert has just ordered his seventh Baird Refrigerator Body is an added proof of his satisfaction.

William F. Baird Company

Little Building, Boston, Mass.

Rasmussen Lauds Co-operative Spirit By Supplymen's Association

-:- -:- *NEW SECRETARY IS GREETED* -:- -:-

THE new secretary of the National Association of Ice Cream Manufacturers, Fred Rasmussen, was introduced to the supply industry at the sixth annual business meeting of The Association of Ice Cream Supply Men. The meeting was held at Hotel McAlpin on January 20, New York City.

Mr. Rasmussen paid tribute to the effective co-operation that has existed between the national organizations and the inter-dependent manufacturing and supply branches of the industries. He expressed the hope and belief that this co-operation would be increasingly intensive and broad.

Oliver S. Jordan was re-elected president of the association. Roberts Everett is secretary and manager. The board of directors named H. H. Miller of the H. H. Miller Industries Co., vice-president, and Thomas D. Cutler, The Ice Cream Trade Journal, treasurer.

The association's activities successfully carried on in the past few years were reviewed in reports submitted by the president, the treasurer, the secretary-manager, committee chairman, and by the president of the association's affiliated salesmen's club, N. M. Thomas.

The association reaffirmed its policy opposing, "on economic grounds affecting both the ice cream manufacturer and the supply houses," to state and regional expositions.

Following the election of officers, the committee appointments, etc., were announced by President Jordan as follows:

Membership Committee.

B. B. Scott, chairman; J. L. Nelson, S. E. Perkins, K. W. Schantz and Albert McDougal.

Exposition Committee.

K. W. Schantz, chairman; Albert McDougal, Thos. J. Stewart, L. B. Esmond and Roberts Everett.

Vigilance Committee.

W. L. Cherry, chairman; L. B. Esmond, Robert Scule, Thomas D. Cutler and H. A. Keiner.

Finance Committee.

O. S. Jordan, chairman; H. A. Keiner and H. H. Miller.

"The association is not solely an exposition organization," Oliver S. Jordan, president, stated in his address. He explained the association's action in holding no exposition in 1924 by saying that various conditions, "over many of which the supply field had no control," lead to this action. A comparative poor ice cream year developed, which was one reason.

In every fundamental respect, "the association is as strong as at any time in our history," he said. He believes the year ahead promises "even greater activities."



YOUR WAGONS AND TRUCKS ARE MOVING BILLBOARDS.

They carry your advertising message to everyone in the territories you serve. Thousands of people see your wagons and trucks on the streets every day.

It pays you to maintain a neat looking and attractive delivery fleet. Keep your wagons well cleaned. Keep them freshly painted. Put on new transfers every so often, if you use transfers.—Drinkmore Advisor.

ZIPP'S

—take a tip, buy from Zipp!

HIGHEST QUALITY for 38 YEARS

SOMETHING NEW

Increase your winter sales by always introducing something new and original. "Mars" Special and "66" Special are two fruit specials that are new and already popular with a great many Ice Cream Manufacturers.

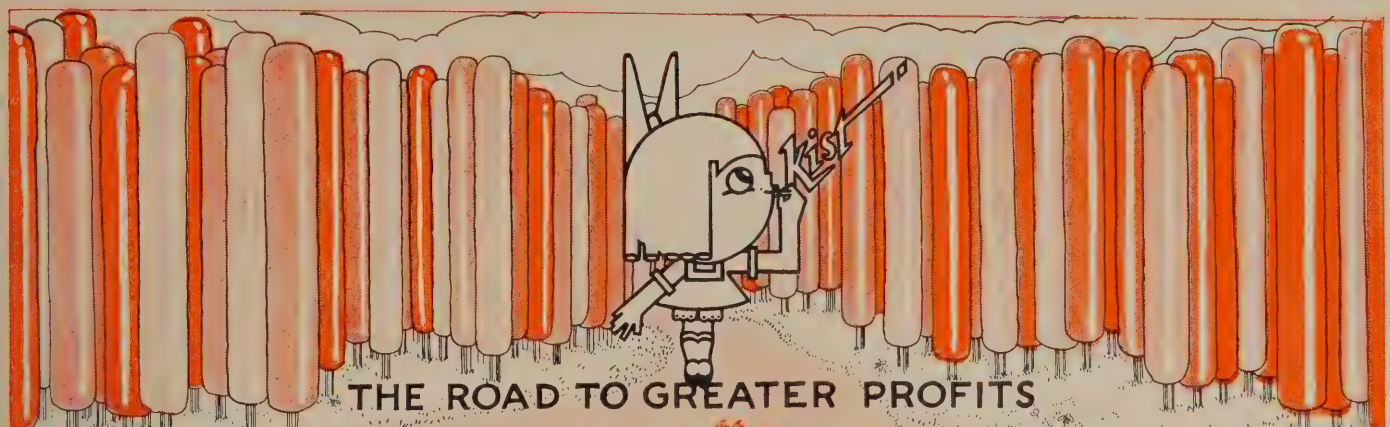
Packed both in bulk and No. 10 tins.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

Manufacturers of a full line of Flavoring Extracts, Concentrates, Emulsions and Special Flavors for the Ice Cream trade.

The ZIPP MANUFACTURING CO. Cleveland, O.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



THE ROAD TO GREATER PROFITS

Another Big "Kist" Scoop!

the Frozen Sucker

WHEN the Citrus Products Company makes an announcement, everyone in the Industry knows it is something well worth heeding.

All indications point to an era of unusual prosperity for the Ice Cream Manufacturers in 1925. The National Advertising Campaign will undoubtedly play a large part in bringing about increased Ice Cream consumption.

Last fall it became apparent that Ice Cream Manufacturers were in need of a new source of added revenue to recoup losses resulting from the backward sales of 1924. Our entire organization studied the problem and searched for a solution which would bring new impetus and a rush of added profits to the Industry. Finally we found the answer to the problem.

And that answer was, the "FROZEN SUCKER."

The Frozen Sucker isn't a new thing by any means. It has been the source of added profits for a long time to Ice Cream Manufacturers here and there, all over the Country. But it is new to many for the simple reason that no one apparently has ever taken note of the glowing possibility at hand and presented the Frozen Sucker opportunity to the Industry in a complete and comprehensive manner.

And yet Manufacturers who had gone into this proposition were reaping from *$50.00 to $500.00 a day in added profits*, **without tying up any of their Freezer Equipment,** and without any adverse effect on their Ice Cream Sales. All that's needed to manufacture the Frozen Sucker are inexpensive molds in which the Suckers are frozen.

We have coordinated the proposition in the interest of our customers and have a source of supply for the necessary mold equipment, sticks and wrappers. We are ready to furnish you with FREE advertising material to exploit the proposition in your town, under our Friendly Agreement plan by which you enjoy the exclusive rights on "Kist" Flavors and "Kist" Flavored Frozen Suckers.

HERE ARE JUST A FEW OF THE MANUFACTURERS WHO ARE CASHING IN ON THE FROZEN SUCKER:

M B Ise Kream Co. of Dallas, Texas; Houston Ice Cream Co. of Houston, Texas; Terry Dairy Co. of Little Rock, Arkansas; Rieck-Mc Junkin Dairy Co. of Pittsburgh, and allied Pennsylvania plants; Horn Ice Cream Companies of Baltimore, Md., Norfolk and Richmond, Va; Pangborn Co. of Fort Worth, Texas; French Bros. Bauer Co. of Cincinnati, Ohio; Peters and Jacoby of Allentown, Pa.; Williams Ice Cream Co. of Scranton, Pa.; Hill Ice Cream Co. of Benton Harbor, Mich.; White Ice Cream Co. of Minot, N. D.; Model Creamery of Redlands, California.

We want you to know about this great scoop — absorb it and seize your opportunities. So use the coupon at the bottom of this page. Fill it in and mail it for full information.

Don't hesitate—some other Manufacturer may get ahead of you and secure exclusive rights in your territory.

There's no time to waste, if you want to get in on the big profits awaiting you in this proposition. Send in the coupon now!

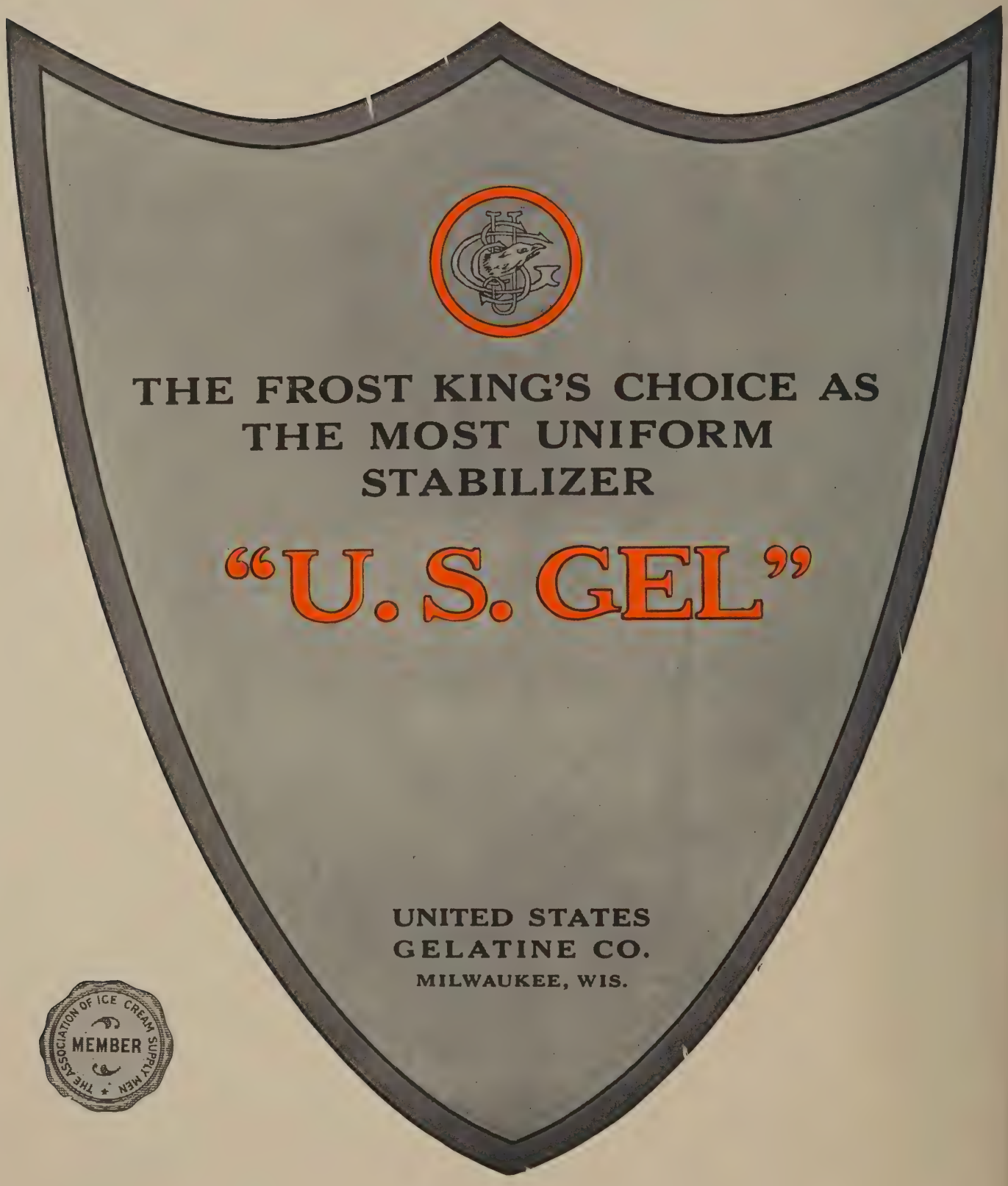
CITRUS PRODUCTS COMPANY
ICE CREAM DEPARTMENT
54 East Kenzie Street CHICAGO, ILL.

Show me the road to greater profits!

Name_____

Address_____

City_____ State _____



THE FROST KING'S CHOICE AS THE MOST UNIFORM STABILIZER

"U. S. GEL"

UNITED STATES GELATINE CO.
MILWAUKEE, WIS.

IMPORTANT WORK COVERED AT ILLINOIS DAIRY COURSE.

"One of the important questions that I came to get the facts on was answered the first day that I was here, and it would be almost impossible to estimate the value of this course to my plant." This is the way Joseph Gourley, superintendent of the ice cream plant of the Ideal Dairy Company, Evansville, Ind., voiced appreciation of and satisfaction with the annual two-weeks dairy manufacturers' short course, held at the college of agriculture, University of Illinois, January 26 to February 7. His problem was governing overrun and keeping it uniform. His satisfaction of the course was typical of that shown by the 32 other buttermakers and ice cream manufacturers from Illinois, Indiana, Wisconsin and Missouri who came to the institution for help on their important problems.

A. O. Mitchell, general superintendent of the Rusetos Ice Cream Co., Chicago, was especially well impressed with the thoroughness that the agricultural college has shown in investigating different dairy manufacturing problems and spoke highly of the instruction which was given during the two weeks.

Bern Duffner, secretary of the ice cream division of the DeSota Dairy, Ice and Supply Company, DeSota, Mo., and of the Duffner Ice and Ice Cream Company, Festus, Mo., who attended the short course last year, explained that among other things the course gave him an opportunity to get a few new facts on manufacturing ice cream which would make it possible for his plant to keep pace with the constantly changing tastes of the public.

Throughout the course the importance of quality was stressed. One of the features of the course proved to be the new facts the dairy department of the agricultural college has worked out in the extensive investigations it has made of different dairy manufacturing problems.

Students had the full use of the college's dairy manufacturing plant, which is recognized as one of the best of its kind, while instruction was given by staff members of the college dairy department and by a number of prominent commercial men. An outline of the work covered has been given this publication as follows:

The course started off in the laboratory with the testing of milk, cream, buttermilk, after which B. A. Stiritz, associate in dairy manufacturing, discussed the care of cream and the matter of sampling and grading. This was followed by more work in the laboratory in which milk and cream were tested for acidity.

Other laboratory periods in the college dairy plant during the remainder of the first week were given over to the analysis of butter, the grading of cream, the handling of cream before pasteurization, churning, the propogation of starters, experimental churnings, the checking of cream stations and the scoring of butter.

In the lectures during the first week Mr. Stiritz discussed the handling of cream before pasteurization, the pasteurization of cream and the composition of butter and its control; Prof. A. S. Ambrose, assistant chief of dairy manufacture, talked on the making of starters and the ripening of cream, churning, and the packing and marketing of butter; Dr. H. A. Ruehe, head of the college dairy department, outlined important pointers in the judging of butter; F. A. Jorgenson of the Pioneer Creamery Company, Champaign, and G. G. Roberts of the Navajo Milk Company, Galesburg, spoke on creamery side lines, such as the handling of eggs and making of condensed buttermilk, and A. C. Rubin of the Peoria Creamery Company, Peoria, discussed problems involved in cream procurement.

In the classroom, P. H. Tracy, first assistant in dairy manufactures, discussed the standardization of the ice cream mix, the use of improvers, and the defects in ice cream; Prof. Ambrose talked on the principles of ice cream making, the use of binders and fillers, the freezing of mixes, gelatine and the use of the homogenizer; Dr. Ruehe took up the matter of refrigeration and the judging of ice cream; C. H. Snow

Public Approval

the final test

THE final test of the popularity of your Ice Cream is the public's approval of it. No matter what improvement you have made in the quality of your Ice Cream, The Vanilla flavor in it imparts either that distinctive flavor which the public approve and take to or a mediocre flavor which may condemn your Ice Cream because of off taste.

There is a particular Vanilla which fits your Ice Cream better than any other, dependent upon the mix you use. We offer you the result of our labor along this line in the following three Compounds.

Cosco

MEXICAN BEAN VANILLA COMPOUND

Made up special for Ice Cream manufacturers who use what might be called a perfect mix, meaning by that, a high percentage of Sweet Cream in conjunction with Milk. Contains a high percentage of the Mexican Bean in its base. The same results as pure vanilla would give you for your pure Sweet Cream and Milk Mix but with economy in cost. 1½ ounces to a forty-five pound mix.

Cosco

COMPOUND H VANILLA

Made up special by this organization after much experiment for a reconstituted mix. Will entirely cover up the defects which naturally accompany the use of butter, skim milk powders, etc. 1¼ to 1½ ounces to a forty-five pound mix. Dollar for dollar the most reasonable priced Vanilla you can use for a Homogenized mix.

Cosco

DIAMOND E VANILLA COMPOUND

A special blend of beans in its base with fortification which makes it especially adaptable for use in the average mix. A special blend of Vanilla Beans in its base and skillfully reinforced makes this compound a type particularly adapted for general Ice Cream use. 2½ to 3 ounces to a forty-five pound mix. Its individuality of flavor has won admiration everywhere.

If you are really sincerely interested in improving the quality of your Ice Cream, it will be well worth your while to write for our proposition and prices.

Ice Cream Division of the

SETHNESS COMPANY

Manufacturers Since 1880

Extracts, Colors and Fruits

CHICAGO



YORK TRUCK
Ice Cream Can and Cover

Large Capacity—Easy Rolling
Durable—Built for Long Life

A REASONABLY priced, heavy, durable, strong, well built truck of large capacity, yet easy to handle. A truck that will stand up under hard usage and actually help reduce can handling costs.

Designed and built by engineers who are thoroughly experienced in the manufacture of trucks for the dairy industry.

Every detail of construction is carried through "to a point of perfection," both as to material and workmanship.

A better, more durable and efficient truck for the ice cream manufacturer.

CAPACITY
106—2 gal. cans; 96—3 gal. cans; 78—5 gal. cans.

Send for YORK Can Truck Bulletin giving all the details.

YORK MILK MACHINERY CO.
YORK *Engineers and Manufacturers* **PENNA.**

Crates—Milk Bottle Washers and Sterilizers — Crate Transfer Trucks—Milk Pumps—Ice Cream Can Trucks

of Snow and Palmer, Bloomington, discussed the marketing of ice cream, and Mr. Tracy and Prof. Ambrose together discussed some of the factors that affect quality of ice cream.

Those from Illinois who registered for the course included:

Edgar H. Lopp, Danville; A. J. Claxton, Mattoon; Walter Friese, Stewardson; T. H. Rhwader, Beardstown; W. A. Nees, Mattoon; Ervin Maguire, Macomb; J. P. Milne, Lockport; A. O. Mitchell, 1708 W. Chicago Ave., Chicago; Wm. A. Woelfersheim, Urbana; Harry J. Miller, Litchfield; G. W. Moberley, Windsor; Harry H. Rankin, Windsor; Lawrence M. Moberley, Windsor; W. I. Noyes, Quincy; Fred Franzmeier, Galena; Floyd Cameron, Stewardson; Otto Huschmidt, Altamont; W. R. Lisenby, Tamaroa; John A. Auld, Momence; M. G. Godman, Decatur; William F. Butler, Chicago; C. Edward Perisho, Paris; Grant Wise, Jr., Greenville; B. W. Werts, Urbana; Le Roy Goeken, Alton; Myron L. Fritscher, Centralia; W. F. Stram, Le Roy; Clarence Ernst, Charleston, and T. Will Turner, Urbana.

Those from the other three states included Joseph Gourley, Evansville, Ind.; Robert J. Luick, Milwaukee, Wis.; John L. Martin, Evansville, Ind.; Bern Duffner, DeSota, Mo., and Fred Boehm, also of DeSota.

Carolina Committees Appointed

Association committees for 1925 have been announced by the North Carolina Ice Cream Manufacturers' Association, by Secretary A. E. Dixon. L. A. Corning is chairman of transportation committee. Chairmen of the other committees are: George L. H. White, Raleigh, legislative committee; E. L. White, Wilmington, code of ethics committee; L. L. Taylor, Ruthrerfordton, resolutions committee; T. C. Reed, Greensboro, refrigerated cabinets committee; J. G. Baldwin, Durham, membership committee; Geo. L. H. White, Raleigh, entertainment committee; A. E. Dixon, Fayetteville, national advertising committee; A. H. Nathan, Charlotte, attendance committee.

The committees follow:

Transportation—T. A. Corning, Hamlet; H. C. Hines, Kinston, and G. E. Wilkinson, Salisbury.

Legislative—Geo. L. H. White, Raleigh; W. S. Pollard, Durham; W. J. Shuford, Hickory; L. Nizer, Raleigh, and C. E. Landreth, Winston-Salem.

Code of Ethics—E. L. White, Wilmington; H. R. Swartzell, Wilson, and Earl Wilson, Gastonia.

Resolutions—L. L. Taylor, Rutherfordton; Hans Broby, Raleigh, and R. L. Burrage, Charlotte.

Refrigerated—T. C. Reed, Greensboro; C. E. Landreth, Winston-Salem, and L. A. Corning, Hamlet.

Membership—J. G. Baldwin, Durham; Jno. O. Royal, Sr., Goldsboro, and S. L. Smith, Leaksville-Spray.

Entertainment—Geo. L. H. White, Raleigh; L. Kizer, Ralleigh; A. E. Dixon, Fayetteville; H. R. Swartzell, Wilson, and W. S. Obenshain, Charlotte.

National Advertising—A. E. Dixon, Fayetteville; C. E. Landreth, Winston-Salem, and H. C. Hines, Kinston.

Attendance—A. H. Nathan, Charlotte; J. C. Grimes, Lexington, and G. E. Wilkinson, Salisbury.

A BRIGHT FUTURE.

Ice cream is a wholesome, nutritious, delicious food when made from carefully selected raw materials, with a correct formula and manufactured in a suitable manner. With our present heterogeneous manufacturing methods, every producer making a product that he feels suits his individual needs, * * and also without any definite concerted purpose in advertising, still the consumption of ice cream is increasing wonderfully each year. With about 300,000,000 gallons in 1924, we may look forward to a bright business future.—New York state convention address of C. H. Kimberly.



Our general sales manager says—

"Our fundamental policy is to study your requirements and recommend Walkers only where they fit—where they are the best truck investment possible for you." The success of this policy is demonstrated by the fact that 80% of Walker sales are repeat orders.

Twenty-six Walkers on 9 repeat orders prove the belief of the Carry Ice Cream Company, Washington, D.C., in the fitness of Walkers for ice cream delivery. Investigate the Walker—leading Electric. Ask the users in your own field.

WALKER VEHICLE COMPANY · Chicago

LEADING MANUFACTURER OF ELECTRIC STREET TRUCKS

New York Boston Philadelphia Buffalo St. Louis Birmingham

Distributors in Other Principal Cities

Load Capacities: ½ — ¾ — 1 — 2 — 3½ — 5 tons

WALKER ELECTRIC TRUCKS

LOWEST TRUCKING COST ON CITY ROUTES

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS — READ THEM.

Tennessee Association Organizes The Dairy Interests of Volunteer State

Ice Cream Manufacturers Join Organization to Promote Manufacture of Dairy Products

ORGANIZATION of the ice cream and dairy interests of Tennessee was perfected at a meeting at Nashville February 2, when ice cream manufacturers, creamerymen and milk dealers took steps to work together for the upbuilding of dairy manufacturing in the Volunteer state.

This organization, which will operate along the lines that the Kentucky association is conducted, with the vice-president of each division acting as chairman of that division, named H. B. Wilkinson of the Nashville Pure Milk Co., Nashville, Tenn., its president. The association adopted the name, "The Tennessee Dairy Products Association." Leading ice cream manufacturers of the state are in the association, including Frank B. Stuart of the Sani-Seale Co., Knoxville, who is vice-president and W. E. Drake of Nashville, and H. G. Dutlinger of Memphis. The latter two are directors. C. S. Rose, who is connected with the Union Ice Cream Co., Nashville, was named treasurer of the association. The association deferred electing a secretary until steps can be taken to have a regular employed secretary.

Just like is done in the Dairy Products Association of Kentucky, the Tennessee association will have vice-presidents to represent each division of the industry, these vice-presidents acting as chairman of that respective division.

ONE of the first steps the association took after organizing the association was to endorse the program of the national advertising committee. This gives the national advertising proposition almost a clean sweep in the South, virtually every southern state association having pledged its support.

J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers, and one of the outstanding men in organization circles, was the principal speaker of the meeting. Carlton Ball, secretary of the Dairy Products Association of Kentucky, also attended the meeting and gave some valuable information regarding the operations of his association.

Together with David C. Adams, state dairy inspector, and several others, members of the new organization visited the capitol and called on the governor to ask his help in securing the necessary appropriation to enforce the regulations incorporated in a bill that has been prepared and is now before the state legislature.

"I feel that this is the best move that the Tennessee manufacturers have ever made and it should prove a big success," said the Southern association's secretary, Mr. Clopton, following the meeting.



FRANK STUART,
Vice-president.

Officers of Tennessee Dairy Products Association

PRESIDENT,

H. B. Wilkinson, Nashville Pure Milk Co., Nashville.

VICE-PRESIDENT,

F. B. Stuart, Sani-Seale Co., Knoxville.

TREASURER,

C. S. Rose, Union Ice Cream Co., Nashville. Secretary will be appointed later.

DIRECTORS,

W. E. Drake, Nashville and H. G. Dutlinger, Memphis.

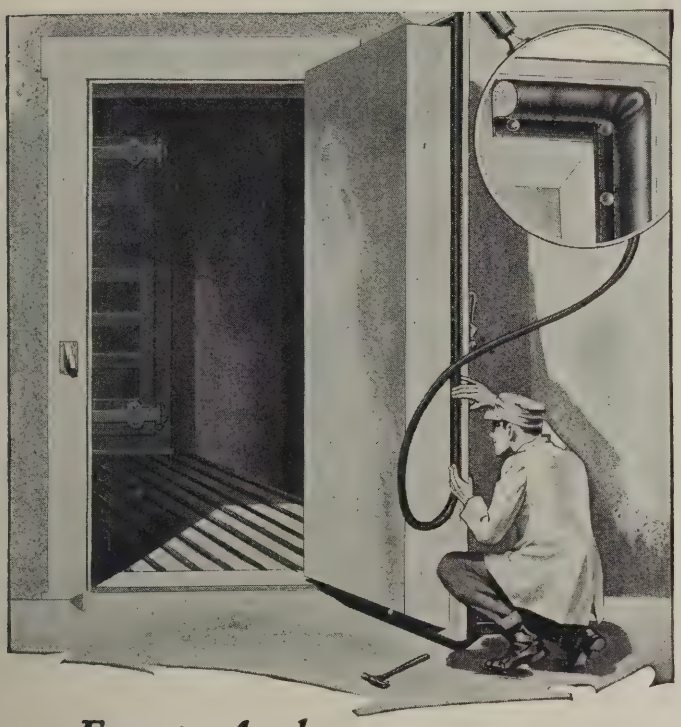


W. E. DRAKE,
Director.

NO SECRET.

There is no secret in the ice cream business; any man who makes a good merchandise and sells it under the proper environment will, in the end, succeed. There is no such thing as the best ice cream. I think most all ice creams that are manufactured under ideal conditions, as they should be, will find favor in the eyes of the public, and personally I am absolutely opposed, from old experience, to trying to praise your article—"Why not eat mine? The other fellow's is no good!" I think the man who advertises in that fashion is merely hurting the industry directly and himself indirectly. An advertising campaign in ice cream today, I think offers perhaps the greatest possible reward to any association that goes into it.—From California and Pacific convention address by Carl Plaut.

STOP Refrigeration Losses



Easy to Apply

Simply tack on—turn the corners
Quickly saves its reasonable cost

with

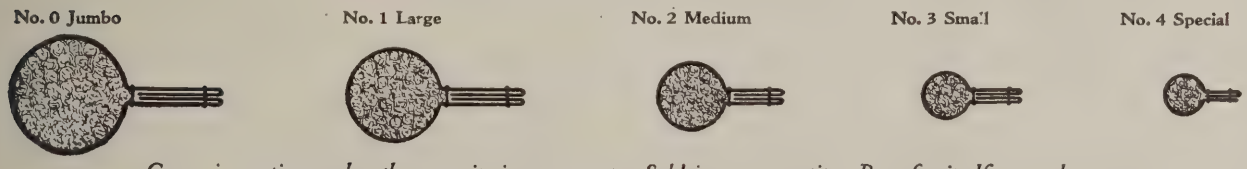
WIRFS PATENTED
"AIRTITE"
REFRIGERATOR
GASKET

Why produce cold-air at an hourly cost and then let it escape through leaking doors and joints? You can quickly and easily stop this unnecessary waste by applying Wirfs "AIRTITE" REFRIGERATOR GASKET to the doors, windows and joints of Cold Storage Rooms and Refrigerator Boxes.

The Wirfs Gasket has been used and approved by the refrigerating industry for many years. Select the size and measure the number of feet you will need. Now is the time to make repairs. Send in your order today.

When you order a new refrigerator, see that the manufacturer has equipped the door contacts with Wirfs "AIRTITE" GASKET.

MADE IN FIVE SIZES. Regularly furnished with Black Rubberized Casing. Can also be had with White Rubberized Casing, where desired for white enamel finishes. Cuts show actual size.



Comes in continuous lengths; no mitering; no waste. Sold in any quantity. Pays for itself every day.

WIRFS SPECIAL GASKETS



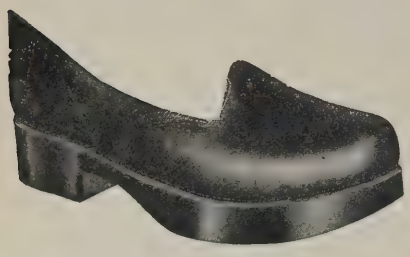
No. 40 WIRFS "WIPER" GASKET
For bottom of Cold-store Doors having bevel sill or no sill and angle iron set in concrete. Has very tough web covering. Cut shows actual size.
(Prices on these "Special Gaskets" quoted on application; state quantity required, in linea lfeet.)



No. 25 WIRFS "ANTI-FREEZ" GASKET
For Sharp Freezer and Hardening-room Doors. Has special heavy web covering and is impregnated with cold-test oil compound. Prevents frozen doors. Cut shows actual size.

E. J. WIRFS ORGANIZATION
105 S. 17th Street, St. Louis, Mo.

New Orleans Home of Neopolitan Ice Cream



A Trade Pioneer, Louis Runkel, Advances Claim of 1924 Convention City to Early Honors in Ice Cream Industry

ANOTHER claim to the honor of being the first city to manufacture ice cream in America was brought to light at the national convention in New Orleans in November. Louis Runkel, for many years identified with the chocolate industry, took an easy chair between sessions at the convention and brought to mind reminiscences of the ice cream industry covering a period of a half century.

Mr. Runkel's disclosures add new lustre to the South's part in the early stages of the ice cream industry. It is generally known that it was a Southern lady, Dolly Madison, who first introduced ice cream in this country by serving it at the White House.

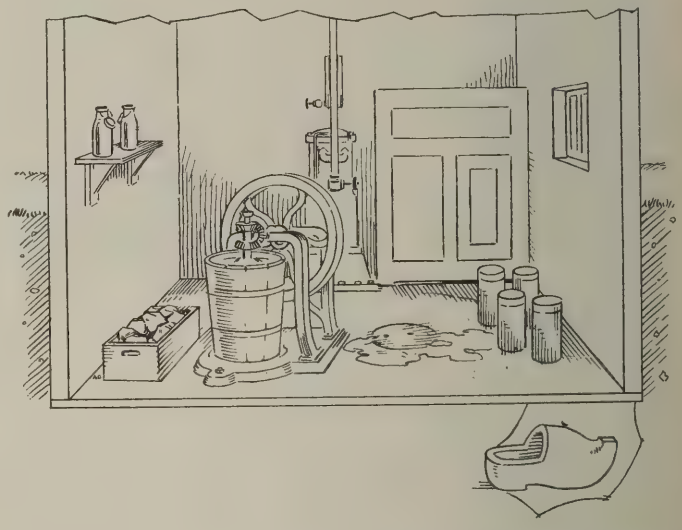
Louis Runkel was born in New Orleans. His first experience was in one of the first chocolate factories established in the South, which was established by his uncle, Daniel Lopez, in 1846. This gentleman made the first display of chocolate in 1870 at the Vienna exposition, taking one of the first prizes in chocolate making.

Under the name of Runkel Brothers this plant is now operating in New York City.

For 35 years Louis Runkel was vice-president of the Cocoa and Chocolate Manufacturers' Association of the United States.

A Frenchman named Manessier was the first in New Orleans to build a garden in which ice cream was served at tables. The entire structure was made of glass. It was located in the old French quarter at Royal St. at the intersection of Orleans. This gentleman also inaugurated the idea of supplying residences of the French part of the city with ice cream. He had a wagon to travel the city and dispense ice cream at the low cost of five cents for a small amount on a piece of paper on the order of the cone system.

THE ice cream idea came from France. Mr. Runkel's disclosures indicated that the product is a misnomer by the name it goes by today. The original name was "Creme a la glace," the literal translation is iced cream. The Frenchman, Manessier, confined himself entirely to the manufacture and sale of ice cream, made according to the original French formula, which still is made and sold extensively in New Orleans. The food value of ice cream was realized at the outset.



Before the introduction of modern ice cream machinery, the product in New Orleans was made entirely in hand ice cream freezers. The original name of these freezers was from France, they being called sabotiere, which was taken from the word sabot, which means wooden shoe in French. This name came about for the reason that the position of the man making ice cream, which was made on the ground floor in wooden shoes. The shoes were used to protect the feet from wet and salt, which hurt leather shoes and was hard on the skin.

The ice machine was a Southern development. The

SCOTT'S "SUPERIOR"



Made Strongest Where Strain is Greatest

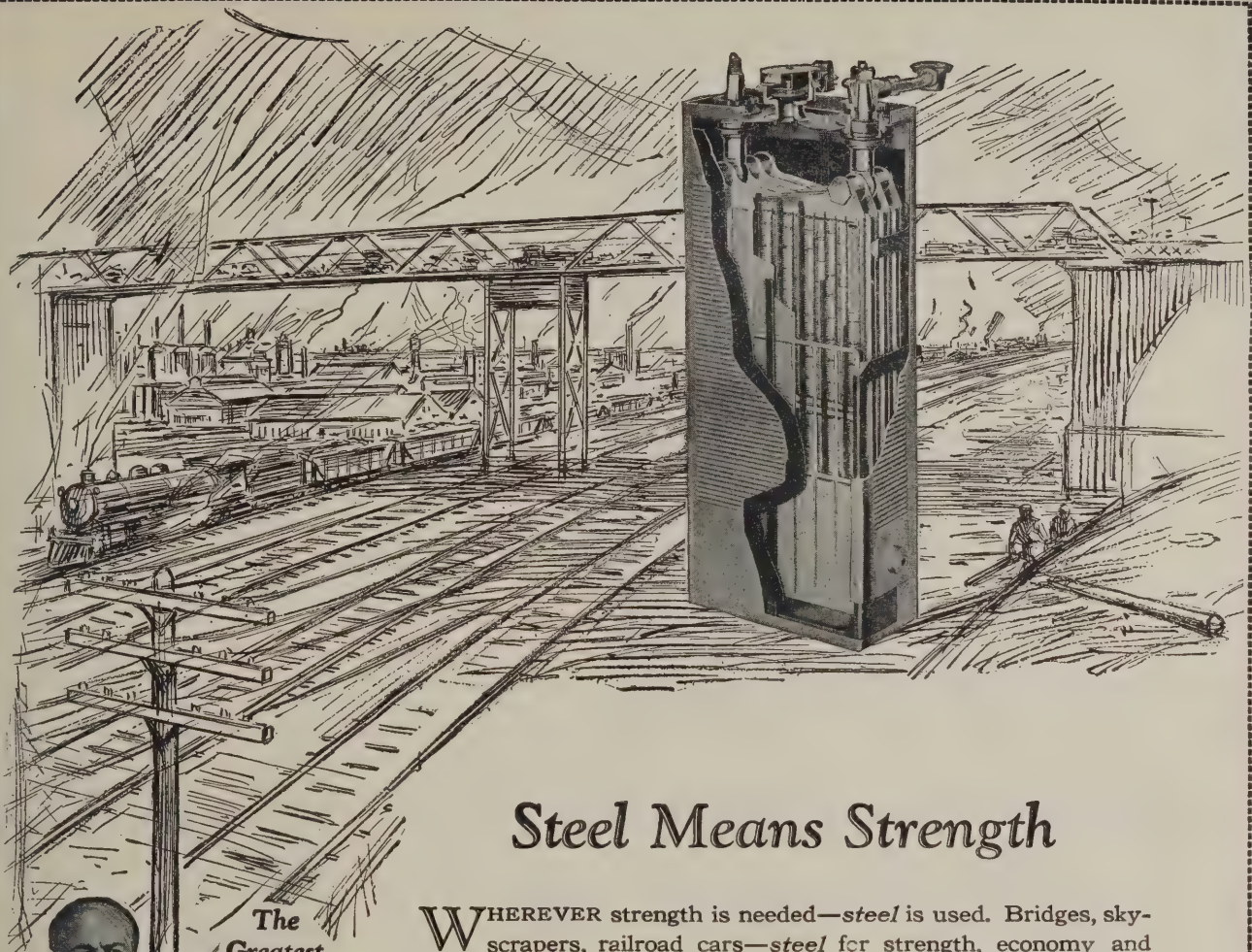
There *IS* a real difference between
"Just Tub Covers" and "Scott's Superior"

The two words" Scott's Superior" on your Ice Cream Tub Covers mean DOLLARS SAVED for you. They assure the utmost wear, convenience, satisfaction.

A TRIAL WILL PROVE IT

It's a good time to write for a sample and prices NOW

SCOTT MANUFACTURING CO.
1501 Howard Street OMAHA, NEBR.



Steel Means Strength

WHEREVER strength is needed—*steel* is used. Bridges, skyscrapers, railroad cars—*steel* for strength, economy and long life.

In Edison Batteries the grid plates, tubes, poles and containers—every metal part—are built of nickel-plated steel. Small wonder that Edison Batteries "stand the gaff" of hard street truck service, regardless of adverse operating conditions: and outlast two or three lead-acid batteries in similar service.

Leading Electric Street Truck Manufacturers gladly furnish Edison Batteries.



The Greatest Invention of the Greatest Inventor

In 1898 Thomas A. Edison first started work on the development of a storage battery free from the self-destroying diseases of the lead-acid type. After hundreds of thousands of experiments, the Edison Steel-Alkaline Storage Battery was perfected and marketed in 1909.

Now, after 16 years, over 55% of the batteries used in heavy industrial service—street trucks, industrial trucks and tractors, and mine locomotives—are Edison Steel-Alkaline Storage Batteries. Truly a wonderful tribute to the economy and satisfactory service of the product and to the genius of the inventor.



Built like a watch,
—Rugged as a battleship.

Thomas A Edison
A PRODUCT OF THE EDISON LABORATORIES

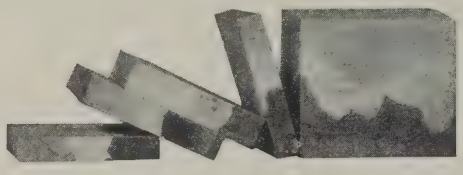
Edison Batteries Haul More for Less Money

EDISON STORAGE BATTERY COMPANY
ORANGE, NEW JERSEY

Atlanta.....200 Means Street
Boston.....702 Beacon Street
Buffalo .....145 Minnesota Avenue
Chicago, 3130 South Michigan Avenue
Cleveland.....2090 East 19th Street
Detroit.....858 Fort Street, West
Huntington, W. Va. Hotel Huntington
Los Angeles..400 San Fernando Bldg.
New Orleans.....440 Audubon Bldg.
New York.....247 West 35th Street
New York Export...26 W. Broadway
Philadelphia.....2401 Chestnut Street
Pittsburgh .....630 Fulton Building
San Francisco.....206 First Street
Seattle .....Polson Building
St. Louis...2088 Ry. Exchange Bldg.
Washington, D. C., 1419 G St., N. W.

Canadian Distributors: International Equipment Co., 1025 Transportation Building, Montreal, Quebec

~ IMITATION ~
ICE-CREAM
Most Inexpensive and Effective
Window and Counter Display
Increases Ice Cream Sales Wherever Shown



Bricks Cones Slices Sundaes

Inserts for Cartons—Banana Splits—Cantaloupe or Pie A La Mode—Ice Cream Sodas in Glasses

ANY FORM MADE TO ORDER
WITH YOUR NAME
Lifelike and Lasting

DO NOT CONFUSE THIS PATENTED PROCESS WITH WAX IMITATIONS

REPRODUCTIONS COMPANY
514 West 46th Street NEW YORK CITY

FORTUNE PRODUCTS TRADE MARK
FORTUNE'S THINFLO
for
Coating Eskimo Pies and all chocolate covered ice-cream bars.
The largest selling chocolate coating for ice-cream dipping on the market.
If you are not a Thinflo user let us make you a trial shipment, and see the difference.
In 100-lb. cases (10—10-lb. cakes, wrapped separately).
In 250-lb. barrels (broken).
Fortune Products Co.
416-22 S. Desplaines St. CHICAGO

city of New Orleans was the first city to develop machines for making artificial ice. This opened up the way for the manufacture of ice cream on a large scale. Prior to this time ice had to be brought to Louisiana from Maine and distributed from ice houses. The machine which played such an important part in the development of ice cream was the invention of a French engineer, Carre, and was constructed along the lines of brine machines. This was in the sixties. In later years a system was developed in New York by a man named Delavergne, who used the machine that was operated with the compression and ammonia system with addition of a system of oil going through pipes.

NEOPOLITAN ice cream, according to Mr. Runkel, was the invention of an Italian. The name of that product comes from the fact that this Italian, Ignacio Allegretti, was a native of Naples. He patented this product as Neopolitan brick ice cream in the eighties. Ice cream, as the product is made today, was developed in Philadelphia and was called Philadelphia ice cream. To provide for further progress, it was found necessary to increase the flavoring of ice cream beyond the use of vanilla.

Ice cream was just becoming a familiar line of business in New Orleans when Mr. Runkel, together with thousands of other young men of his age, donned the gray uniform and followed the hosts of Robert E. Lee. The principal flavor at that time was vanilla. This product was easily obtained in those days, as it came from Mexico.

The development of the industry, naturally, suffered when the Civil War came, but at the close of the Civil War it was taken up with renewed interest.

Mr. Runkel was standing on the corner of the famous Canal St. when the news was received that President Lincoln had been shot. He recalls how people sitting down over ice cream plates at that time were unanimous in claiming this to be a shame, indicating the love generous foemen held for "Honest Abe."

Two years before Mr. Runkel had answered General Beauregard's call. He was one of 80,000 men from Texas, Mississippi, Louisiana and Alabama to congregate at the confederate camp in New Orleans. He was "marker," which means guide, in the 71st Louisiana regiment.

⚜

SCORE: 1 BUTTERMAKER, 1 ICE CREAM MAKER.

Providence did more than smile on the home of Mr. and Mrs. C. P. Taylor, Girard, Kan.,—laughed right out loud, in fact. Twin boys arrived a short time ago and H. A. Roselle, proprietor of The Roselle Ice Cream Co., feels confident that there will be no shortage of competent material for buttermakers and ice cream makers in his organization in the future. Mr. Taylor is butter and ice cream maker for Mr. Roselle, and is a graduate of the Oklahoma College of Agriculture, where he specialized in dairy manufacturing under Prof. Baer.

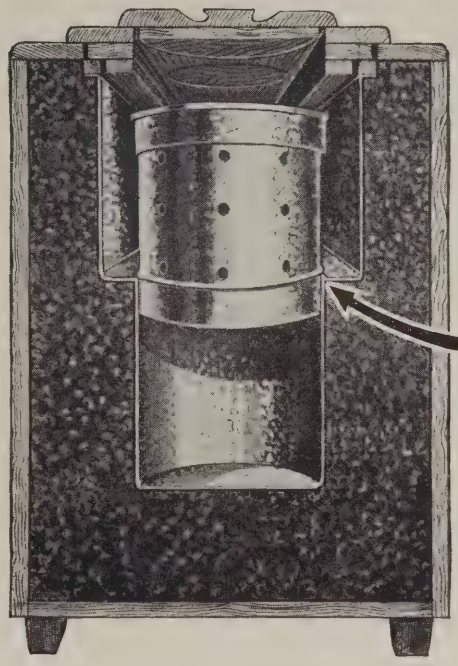
The Ice Cream Review extends heartiest congratulations to all concerned.

⚜

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.

Right Here Is where you Save!

In all standard cabinets the ice and salt compartments extend the full depth of the cylinders. In the new Jamison Cabinet it extends *only half-way down.* Pure corkboard insulation, waterproofed, replaces one-third to one-half the ice and salt required by all other cabinets. It's a patented Jamison feature that means dollars to you.



30 to 50% More Insulation ~ Less Ice and Salt



JAMISON puts insulation where you put ice and salt. Very simple—but wonderfully effective. Effective in saving you just about half the ice and salt that you will use with almost any other cabinet—and effective in giving you a greater degree of maintained frigidity than you are getting now. Which means not only less ice and salt — *but fewer service trips.*

Sounds fine, doesn't it? But listen to this. A limited group of manufacturers have *lready* made extensive tests of this remarkable cabinet. *Over 700 of them have been in use for over two years.* And in every—*every*—case the amount of icing required has been reduced by 30% OR MORE.

Less ice and salt, fewer service trips, fewer trucks, fewer service men—a big slice taken right out of your operating costs and transferred to your gross profits. Something to think about—isn't it?

Get the Facts

We aren't interested in hasty decisions. All we want is a chance to prove that this new Jamison product is fully as good as it looks and sounds. The first step is to send for this little folder describing and illustrating the cabinet in detail. Write us today.

Jamison Ice Cream Cabinets

JAMISON COLD STORAGE DOOR COMPANY
Hagerstown ~ ~ Maryland ~ ~ U. S. A.

Varied Program at Michigan Convention

Iceless Cabinets Form Principal Topic.
Wilson Re-elected President

THE annual meeting of the Michigan Association of Ice Cream Manufacturers was one of the features of the joint gathering of the Michigan Allied Dairy Association at Michigan Agricultural College, East Lansing, Mich., February 2, 3, 4 and 5. The ice cream manufacturers' sessions were featured by interesting discussions on topics now uppermost in the industry. Prof. P. S. Lucas, associate professor in dairying, Michigan Agricultural College, spoke on "Recent Studies with Gelatine for Ice Cream Making." Frank W. Gentleman of the Gardiner Advertising Agency, took the place on the program of Will A. Schwindeler, chairman of the national advertising committee, and Mr. Gentleman addressed the convention on the national cooperative program the national association is about to launch.

As has been the case at other conventions this past winter, the Michigan manufacturers were more interested in the iceless cabinets than any other topic. This subject was covered from various angles from R. F. Calloway, Frigidaire Corp., Columbus, O., speaking on "Refrigerated Cabinets and Why;" N. J. Dessert, Detroit Creamery, Detroit, "Our Experience with Refrigerated Cabinets;" the same subject by A. E. Williams of Williams Ice Cream Co., Saginaw. N. Loewenstein, secretary National Association of Ice Cream Manufacturers, Chicago, spoke on "The National Association." V. G. Piper, Piper Ice Cream Co., Kalamazoo, and Geo. E. Norward, Norward & Trump, Flint, spoke on "Refrigerated Cabinets from the Standpoint of the Ice Cream Manufacturers." T. H. Broughton, director bureau of dairying, spoke on "Michigan Ice Cream." L. S. Wilson, Port Huron, was re-elected president of the association. The other officers and directors follow:

Leroy S. Wilson, Port Huron, President.
A. E. Williams, Williams & Co., Saginaw, V.-Pres.
Ralph Sullivan, Battle Creek, Mich., Sec'y.-Treas.

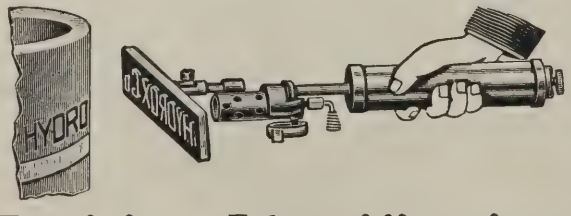
Directors—N. J. Dessert, Detroit Creamery Co., Detroit; G. P. Cowan, Arctic Ice Cream Co.; L. Freeman, Freeman Dairy, Flint; Leroy S. Wilson, Port Huron; J. W. Kelly, Grand Rapids; F. W. Sullivan, Battle Creek; J. J. McDonald, Artic Ice Cream Co.; V. G. Piper, Piper Ice Cream Co., Kalamazoo, and A. E. Williams, Williams Ice Cream Co., Saginaw.

THE convention was further marked by the usual interesting exhibit by the Michigan Dairy Boosters. The ice cream manufacturers' convention sessions were held in the lecture room in the bacteriology building of the Michigan Agricultural College. The boosters' exhibit was held in the college auditorium. There were about sixty booths.

The activities of the Michigan Dairy Boosters consisted of a dinner and business meeting, and they spared no efforts in entertaining the ice cream men.

The following new members have been announced by the Michigan Dairy Boosters:

Roberts Cone Co., St. Joseph, Mo.; Consolidated Cone & Wafer Co., Chicago; U. S. Gelatine Co., Milwaukee; Capitol Machine Co., Lansing; Paterson Parchment Paper Co., Passaic, N. J.; Van Houten, Inc., New York; Chalfant Can Co., Fort Wayne, Ind.; Individual Drinking Cup Co., Brooklyn; Detroit Retinning Co., Detroit, and Liquid Carbonic Co., Chicago.



Positive Identification

avoids: **—Loss by theft**
—Personal appropriation of your property
—Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands help advertise your business.

Priced as low as $14.00

EVERHOT
America's Brand Makers
EVERHOT
MANUFACTURING CO.
MAYWOOD, ILLINOIS

SPRINGTIME BRINGS NEW HOPE TO ICE CREAM MANUFACTURERS.

(Continued from page 16)

to some extent by establishments engaged primarily in other industries.

The department values such products thus made outside of the industry in 1921 at $29,062,614, an amount equal to 13.6 per cent of the total value reported for the ice cream industry.

UT this year is another story. The weather outlook in virtually every part of the country, is highly promising. The wretched weather conditions that prevailed last year are likely to be reversed.

It is generally argued that undue cold and rain was the principal factor in our troubles in 1924. General business was in fairly good condition in all sections, particularly in the South, where a good price for cotton put everybody to buying, and in the middle West and the middle Atlantic sections, where industries kept pretty well opened up.

The business outlook for this year is for conditions at least as good as prevailed in 1924.

There are many reasons to believe we are off toward new high levels for ice cream production.

Z·E·R·O
Refrigerator Bodies
STANDARD OF THE WORLD

WHEN a work of any description is acknowledged to be supreme in its field, it inevitably becomes the object of comparison.

¶ There is nothing unusual in this. It befalls any product which has won the reputation of being surpassingly fine.

¶ Invariably there are those who imitate and claim equality with it, and who seek to profit through its high repute.

¶ But in their efforts to duplicate the original, they neglect to duplicate the skill and artistry which give it distinction.

¶ They succeed only in imitating the lesser details, the shell and semblance of the reality; they never attain to its deep, inner excellence.

¶ They are barred from reaching this goal by the natural law that the follower can never be the leader; that he who is content to tread in the leader's footsteps can never by any chance overtake him.

¶ The Ice Cream Manufacturer, sitting in impartial judgment is not deceived by unsupported claims, and does not accept them as a substitute for performance.

¶ The Ice Cream Manufacturer knows that comparisons are never sought with the commonplace but always with the best, and they serve only to confirm and strengthen allegiance to the leader.

¶ With our daylight factory equipped with modern machinery and skilled workmen we are making prompt deliveries.

MEMBER

JOHN J. GROTHE CO., Inc.
ZERO BUILDING
WOBURN, MASS.

FAITHFULLY SERVING THE PUBLIC FOR SIXTY-FOUR YEARS

Dakotans Favor Minnesota Plan of Handling Cabinets

THE Minnesota proposal for handling the ice cream cabinet situation met with favor at the annual convention of the Ice Cream Manufacturers' Association of South Dakota, which was held at Sioux Falls, February 3 and 4. This plan, which seems to be meeting with general favor throughout the Northwestern states, was presented to the association in a letter from W. W. Dunn, president of the Minnesota State Association of Ice Cream Manufacturers, who could not appear to fill his place on the program.

C. C. Totman, in his speech before the convention, pointed out that the advantages of iceless cabinets are the elimination of ice, better keeping of the product, the reduction of service trucks by manufacturers, and greater attractiveness of retail stores. Among disadvantages he named, "too great an investment for the manufacturer if he carries the load, unfair competition, unfair practices, danger of furnishing still more expensive complete fountain equipment, expense, and high installation and removal costs."

National advertising was discussed by John Farrell, secretary of the Minnesota state association. Mr. Farrell telling why he favored national advertising as a means of boosting ice cream consumption.

P. W. Crowley, secretary of the Iowa association, speaking on national advertising, said:

"To make people eat more ice cream is only in line with a natural desire. This health-giving food would then take the place of dessert, candies and confections. At the present time the average person eats 78 dishes a year which he enjoys immensely when he stops to think about it." The speaker believed that the campaign could be conducted at a cost of a half cent a gallon.

If ice cream advertisements are attractively presented in national periodicals, as several other commodities have been in recent years, the speaker believed that ice cream sales would be materially increased. Newspaper publicity, the use of booklets and various other means were held forth as desirable for bringing the confection before the public.

He related how Florida had doubled the consumption of grapefruit in ten years through national advertising. Mr. Crowley took the place on the program of J. E. Finneran.

ON ACCOUNT of the inability of W. P. Dunn, Jr., president of the Minnesota association, to be present to talk on the subject of iceless cabinets, C. C. Totman substituted. Besides reading a special letter from Mr. Dunn, and reviewing the talks and discussions of the special meeting of the Northwest Ice Cream Manufacturers, held Dec. 16, 1924, he expressed some personal opinions of the situation and outlined in an impartial manner the major advantages and disadvantages of the use and introduction of iceless cabinets.

Mr. Dunn's letter explained the Minnesota plan as follows:

"The agreement accepted by our membership present at the special meeting, held Dec. 16, has gone the rounds of the state and, with only two exceptions at this writing, all the manufacturers are solidly behind a program to remain inactive until our regular state convention, Feb. 19 and 20, at which time we will receive the report of the investigating committee and the data on operating cost, efficiency, etc., of the several cabinets and fountains now in operation in our experimental room in Minneapolis.

"It is now certain that our manufacturers will either decide to ignore the question for another period of six or eight months, or, if forced by reason of competition, accept a standard form of sales contract which will give the manufacturer a return of at least 50 per cent on his investment the first year the cabinet is in the dealer's hands.

"Everyone is alive to the certainty that complete fountain units will be available within the next twelve months at a price so close to the present price of refrigerated cabinets as to give the dealer this proper and permanent installaion with assurance of value received, and financing propositions already offered by fountain manufacturers to ice cream manufacturers for helping the dealers equip with efficient fountain installations assures an early stability in the distribution question to the advantage of the ice cream manufacturer who stands pat.

"So many, many manufacturers interviewed and heard from by letter have expressed themselves frankly as having been fools to jump into the cabinet game precipitously, every one giving the excuse that competition forced them into it, makes it doubly necessary that ice cream manufacturers stand closely together and keep in constant touch with each other to offset unethical practices of cabinet salesmen, and it is this phase of the problem that is keeping me at my desk communicating caution and patience in answer to complaints that are founded only on fiction."

New Officers and Directors

PRESIDENT,
William G. Arlt, Rapid City.

VICE-PRESIDENT,
W. C. Gagnon, Huron.

SECRETARY-TREASURER,
C. C. Totman, State College.

E. R. Binder of Yankton was elected as one of the board of directors, replacing W. C. Gagnon. The other four members were re-elected, as follows: E. E. Skoug, Sioux Falls; M. M. Carpenter, Aberdeen; M. Langenfeld, Watertown, and F. J. Herrick, Mitchell.

At this time members went into closed session, with discussion of the cabinet question, led by H. E. Shipley, assisted by W. E. Gagnon and others. Many angles of the situation were discussed, but adjournment came shortly after midnight without any very definite conclusions being reached.

On the following morning the annual scoring contest was held at the Crescent Creamery. Professor W. B. Combs of the dairy department of the University of Minnesota scored and commented on the quality of twelve entries of ice cream. There were samples containing high and low overrun, and others containing high and low fat content and with various percentages of total solids, which enabled the judge to point out the importance of uniformity in standardization, as well as the need of controlling overrun and using with precision the various flavoring materials. Professor Combs used the following score card, which was compiled by him with Professor Washburn and others:

Flavor	55
Body	20
Texture	15
Color	5
Package	5
Total	100

(Continued on page 62)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The BEST Vanilla Sells the MOST Ice Cream

The way to a man's *purse* is through his stomach



PHILADELPHIA TYPE
Shows the bean in your finished product. The standard for French and Philadelphia ice-cream.

THE NEW YORK TYPE
The same Vanilla put through a process which prevents the bean from showing in the finished ice-cream.

Give him that tongue-teasing ice-cream with the better flavor and he will buy more *of* it. That's the story of ice-cream made with

MICHAEL'S Mexican

"America's Flavorite"

And that's why shrewd manufacturers are paying a few pennies more to get genuine Michael's Mexican. Its mellow-mild, come-again flavor makes people unconsciously eat more ice-cream. Twenty-five per cent more, the records show. ***Make the test!***

DAVID MICHAEL & CO., Inc.
INCORPORATED
Front and Master Sts. Philadelphia, Pa.

Make This Test at Our Expense

Place a trial order. Use all you can to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Bean, Vanillin and Sugar Pulverized does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.



NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

DAKOTANS FAVOR MINNESOTA PLAN OF HANDLING CONVENTION.

(Continued from page 60)

Bacterial counts are neglects, on the ground that if ice cream is very objectionable in this respect the flavor of the ice cream will be more or less seriously affected.

After this demonstration the members assembled at the Cataract Hotel and Professor Combs spoke on homogenization and viscosity of the mix. He reviewed data on the homogenization of part of the cream, and all of the cream before adding the other ingredients of the mix. He showed charts which indicated the relative viscosity of cream and of mixes when viscolized at various temperatures, ranging from 110 to 145 degrees. These data seem to indicate that the greater viscosity is obtained with a temperature of 110 degrees. He stated that the viscosity of cream followed much uniformity in increase or decrease with various temperatures of homogenization, but that in following up this work with the complete mix there was very little uniformity in the data.



WM. G. ARLT, President.



C. C. TOTMAN, Secretary.



I. J. BIBBY, Past President.

Mutual understanding among ice cream manufacturers will make it possible for the iceless cabinet to serve both ice cream manufacturer and the retailer, it was declared by Mr. Totman. He pointed out that not only is the consuming public more pleased with this better service, but the retailer receives much benefit in the way of elimination of the discommodius old style system of servicing with ice and salt. He continued:

"Concerning the subject of rental and sales contracts I should say that there should be as much uniformity as possible in their makeup and use. This is one of the points of great concern to the manufacturers of ice cream who contemplate putting out cabinets. If there is a maintenance of proper trade spirit I believe that all of the ice cream makers can see the real advantage in this. It would seem with a more complete and thorough understanding of the proposition that the ice cream men could see the possibilities of the future to a reasonable extent and realize that it is not in the taking of temporary gains or advantages of competitors that will in the end be the result of greatest benefit to themselves or to the industry.

"The one outstanding objection to the ownership and installation of cabinets by manufacturers of ice cream is the fact that this procedure is used as a weapon against a competitor. It seems to me that one of the primary objects of trade association is the fostering of the friendly spirit and also of co-operation, and anything which interferes with this development must necessarily be considered seriously in thought and deliberation. Mechanically refrigerated cabinets were not invented to work to the disadvantage of any one; they are one of the advents of progression of the present day. For ice cream men to use them in any unregulated manner and to resort to cut throat practices in taking competitors customers is decidedly unethical to say the least.

"It should be the object of everyone interested in the introduction and use of these cabinets to inform themselves in every way as to the advantages accruing from their use, and to study the costs of their operation and to learn of the merits and demerits of the various cabinets offered on the market. Not only can purchasers learn from salesmen but they should take advantage of the great number of articles appearing in the trade press as well. The trade associations of the various states have had many addresses on the subject of cabinets and these have been followed by discussion that, without doubt, has served to give the manufacturer a much clearer understanding."

AT THE conclusion of this address the members again went into closed session and tried to arrive at some understanding of the cabinet situation and to complete the business before them. The results of the discussion, and the business transacted, were as follows: A member of the Nebraska association presented a contract for the use of iceless containers in shipping ice cream, and an additional clause was inserted in this contract upon suggestion of F. J. Herrick of Mitchell, placing the risk upon the purchaser in case of delayed deliveries due to delayed trains, etc.

This revised contract will be submitted to the members and board of directors for final approval. It was decided also that the secretary obtain from the Minnesota association copies of rental and sales contracts for cabinets which they may agree upon, believing that these will be adaptable for use in Dakota. The members will receive copies of these for their approval.

If it is decidded that they are practical and adaptable they will be adopted by the South Dakota association, officials announced after the conference, adding, "This will be of mutual advantage to both the Minnesota and the South Dakota people, and it would no doubt prove to be a fine thing if all the Northwest states would adopt some uniform contract."

F. J. Herrick of the Turner Creamery Co., Mitchell, was elected as state representative on the board of directors of the national association. The secretary was authorized to take out membership for the ensuing year in the national association.

Gowing-Dietrich



Mr. E. G. Dietrich, President and Treasurer.



Our Syracuse retail store for the convenience of our local patrons. We have complete stocks of needed supplies always on hand.

Occasionally one of our customers will travel hundreds of miles to see Mr. Dietrich personally and secure his disinterested advice on new equipment. Of course, he is always glad to meet and assist them.

But your own orders receive the same fair, honest care in our hands whether you call personally at the office or not. Our experts are always ready to lay out the new installation for you, and our years of experience are always at your service.

Write or wire us your problems—we will be glad to advise you.

GOWING-DIETRICH CO., INC.

SYRACUSE, N.Y., U. S.A.

216 E. GENESEE STREET
BUFFALO, N. Y.

47 W. 34th STREET
NEW YORK CITY

The HOUSE *with the* GOODS *and the* SERVICE

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

GUARANTY.

Our purpose is to have every pound of Chocolate or Cocoa sold by us exactly as represented. We absolutely guarantee that if any product purchased is not satisfactory it can be returned and either it will be exchanged for other merchandise, or your money refunded, as you prefer.

F. BISCHOFF, Inc.

Thousands of Thrifty

buyers of Cocoa and Chocolate acknowledge the quality of Bischoff's purest made brands.

SERVING THE TRADE 32 YEARS

on the customer must be satisfied basis.

F. BISCHOFF, Inc.

BROOKLYN and BALLSTON SPA, N. Y.

Branches: BOSTON and CHICAGO

TRIAL ORDERS

We will be glad to submit samples of any of our grades, sufficient for practical or laboratory tests, without charge. Trial orders are shipped subject to customer's approval with privilege of return if for any reason found unsatisfactory.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

CRYSTAL GELATINE CO.

121 Beverly St. BOSTON, MASS.

BRANCH STORES

New York	Philadelphia	Chicago
14 Ferry Street	418 Arch Street	3630 Iron Street
St. Louis	San Francisco	
408 Elm Street	Fairfax Ave. and Rankin Street	

RESOLUTIONS.

The association unanimously adopted the following resolutions:

First. To the men from outside our organization who have been so largely instrumental in making the program of this convention a success, and who have given us so liberally of their time and effort, we extend our most sincere appreciation and thanks.

Second. To the officers and members of the South Dakota Dairymans' Association, who have increased the pleasure and efficiency of our meeting by arranging their convention to be held at the same time, we express our appreciation of their courtesy and our good will and co-operation.

Third. To the state dairy department and its efficient secretary and his deputies, we extend our thanks for their efforts to aid us, and, especially, in the care and return of our containers.

Fourth. To the president and secretary, and to the officers of our association, who have carried the load of the work during the past year, and to whom the success of the association is largely due, we extend our heartiest vote of thanks.

Fifth. We wish to maintain, and increase if possible, the high standard of excellence shown in the manufacture of South Dakota ice cream, and we deplore any attempt to lower the standards of quality and purity which have been set. We believe, however, that an ice cream equally satisfactory in every particular can be made with a fat content uniform with the standard set in neighboring states. We urge the co-operation and support of all our membership in promoting legislation that will be of assistance in meeting the competition to which we are subjected.

Sixth. We express our thorough appreciation of the courtesy of the Sioux Falls butter and ice cream manufacturers, and the Sioux Falls Chamber of Commerce, for the many courtesies shown us during our convention.

(Signed) W. C. GAGNON.
F. J. HERRICK.

OUR STAND ON STANDARDS

(Continued from page 26)

according to which all ice cream will be made. As a matter of fact, the average ice cream will be much in excess of any standard adopted. Competition will cause that to be true. If you set a 14 per cent standard, the fellow who wants to do better than his competitor will make 16 or 18 per cent. Do not think of average standards, gentlemen. Please be good enough to think of minimum standards when you consider this matter."

INTEREST was added by the appearance before the convention of John Cunningham, Chicago, the "original 8-per-center," this gentleman having propounded that theory in 1908.

The situation, as presented by Mr. Hovey, is—

"In seeking the ideal minimum standard, which the ice cream man believes is an 8 per cent standard, he is prompted by selfish motives only because he will get maximum consumption when making a product that is deserving of public confidence, and a product that can be eaten by children 365 days in the year, with the same benefits that would be derived from the regular consumption of milk. We ask for an 8 per cent standard as requiring the making of a product that is a properly balanced food, and as requiring the making of a product that is a properly balanced food, probably the best balanced ice cream for children and invalids. Now, it has not been a half-considered matter with us. It has been a matter that has been fully considered, one upon which we have spent thousands of dollars in our investigational work. Gentlemen, if we do not know what we are talking about, we should not be in the ice cream business, and if we do, we believe, as a member of this organization, we are deserving of pour support, and if we do not get it, we would like to know the reason why."

Experimental work by the United States Department of Agriculture in regard to preference for plain ice cream and gelatine ice cream has shown that the ratio is a little less than 3 to 1 in favor of the product with gelatine.



Helping You Sell More Pies

The Anderson Eskimo Pie Machine which automatically cuts - dips - wraps and the Universal Machine which cuts-dips are distributed solely by us. Information on request.

On the back of this page is reproduced one of the monthly series of placards.

A licensed manufacturer of Eskimo Pie is no longer left to work out as best he can the marketing of his Pies.

Point-of-Purchase advertising--window-strips, posters, and color-printed placards—mats for newspaper ads, and tried selling plans are furnished without charge by the ESKIMO PIE CORPORATION.

Your duties are—to make a good Pie, distribute it, and to use the advertising matter we send. Our field men keep in close touch with you and help solve any questions which come up.

The demand for delicious, wholesome Pies is there—are you supplying it?

WRITE FOR INFORMATION

ESKIMO PIE CORPORATION
Louisville, Ky., U. S. A.

"ESKIMO PIE" - THE UNIVERSAL ICE CREAM BAR


Eat One Every Day
ESKIMO PIE
Genuine
ESKIMO PIE
ESKIMO PIE
5¢

Ice Cream Industry Advertised in Food Journal

The ice cream industry received advertising in food circles in an article published in a recent issue of The American Food Journal, the article being prepared by a member of the staff of The Ice Cream Review. The title of the article is, "The Race for America's Dairy Dollar," and that part of it pertaining to ice cream follows:

"America has no competition in the manufacture of ice cream. This country is known among Europeans as the ice cream nation. It is estimated that 275,000,000 gallons of ice cream were made in this country last year (1923). While the frozen product, of course, cannot be exported, the United States is introducing ice cream in the Orient by shipping the mixed ingredients to be received and frozen. This is being done only on a small scale, however, by a few ice cream manufacturers on the Pacific coast.

"Only in late years has England taken up the manufacture of ice cream to any considerable extent and even now it is difficult for the average Britisher to take seriously this typically Yankee product. The British parliament early this summer was thrown into much merriment by the introduction of a bill making it lawful for ice cream to be sold after 9 p. m.

"The mention of ice cream in Europe is considered just as much a jest at Uncle Sam as the mention of beans in this country is considered as an excuse for a laugh at Boston. Americans traveling abroad find it difficult to buy the ice cream sodas and sundaes so popular in this country.

"Thus, the growth of ice cream's popularity in America has caused the frozen product to be identified with our national life just as beer is associated with Germans; beef with Britons; wine with the French; spaghetti with the Italians, and with the Scotch that particular brand of whiskey that has been so popular since long before Annie Laurie gave her promise true. Europe probably has heard of us more in connection with ice cream than with baseball and Bunker Hill, other institutions more or less dear to the American heart."



ICE CREAM CO. IN AD CONTEST.

The International Ice Cream Co. has joined with the business institutions of Schenectady, N. Y. in a prize contest for amateur ad writers. In this contest boys and girls will compete for a $50 weekly prize for the best ad in the campaign.

In describing its product, for the benefit of contestants, the International Ice Cream Co. has the following to say:

International ice cream is made in Schenectady and may be obtained from most of the retail stores about town. "Wherever one sees the sign, "Quality First Always," they are sure of finding International ice cream and they may rest assured of a delicious treat or dessert. Only the best of ingredients are used in the manufacture of this product and many of these ingredients are tested in the laboratory of the company. Ice cream is fast becoming the national dessert and many are finding it not only nutritious but quite healthful. If you are not familiar with this particular product just try some and then write what you think might be used as advertising material by the International Ice Cream Company."



No state in the United States has a butterfat standard higher than 14 per cent. On the other hand, one state, Missouri, which once had a 14 and 12 per cent standard, has lowered that standard to 8 per cent. There are 16 states that recognize an 8 per cent standard.

WHAT

MAPLEINE

OFFERS

Makers of Ice Cream

1. Flavor the public likes and repeats on

Mapleine is a proven flavor, not a new and untried experiment. It has made good as an ice cream flavoring—manufacturers who use Mapleine have a flavor they can depend upon for results. Mapleine Ice Cream is one of the staples and sells in a class with strawberry and chocolate.

2 A profitable flavor

Mapleine's concentrated strength makes it one of the most profitable flavors that can be used. 2 ounces flavor and color 10 gallons of finished ice cream at a cost of 1½c a gallon—less even than a good vanilla.

3. Will not freeze out—holds through storing

A week, two weeks or a month in the sharp room makes no difference with Mapleine Ice Cream. Its flavor will not freeze out or change in quality, no matter how long the ice cream is stored.

4. Combines attractively with other flavors

Mapleine is especially effective in combination bricks because it blends so deliciously, and the cost is very small compared with the fancy flavors.

With Mapleine obtainable, why accept a substitute?

Write us or order of your jobber, and remember, genuine Mapleine is always identified by the Crescent Trade Mark.



Crescent Manufacturing Co.

1054 Railroad Ave., So.
SEATTLE, WASH.
800 North Clark St., Chicago
105 Hudson St., New York City

MAPLEINE

Standards Fight Endorsed in Ohio

Buckeye Manufacturers Also Pledge Support to National Advertising Campaign and Take Further Action on Iceless Cabinets.

ENDORSING the National Association of Ice Cream Manufacturers' fight for an 8 per cent minimum standard for butterfat in ice cream, pledging support to the national advertising campaign, and giving very thorough discussion to the matter of iceless refrigeration, the Ohio Association of Ice Cream Manufacturers held probably its most eventful convention at Columbus during the last week of January.

In connection with the ice cream standard, which was discussed by Vernon F. Hovey, president of the national association, the association adopted a resolution urging the national body to continue its stand for an 8 per cent butterfat content. The association also heard J. J. Smith of Ohio discuss this subject.

Following an address by Frank W. Gentleman, speaking for W. A. Schwindeler, chairman of the advertising committee, the association adopted a resolution endorsing the plans and policies of national advertising, "when such alterations have been made as indicated, are being considered." It was the wish of the convention that closer correlation be developed between the executive committee of the national association and the advertising committee of that association.

IN REGARD to discussions on refrigerated cabinets, a resolution went through providing for the association to maintain the policy that the dealer should pay for the electric current. Delegates seemed to be well agreed that ice cream manufacturers should co-operate very closely in introducing iceless cabinets in any new territories, and that careful observance should be given to only install cabinets in stops selling in excess of 1,000 gallons in so-called rural stops.

The convention was marked by a large attendance. The registration showed 87 manufacturers and 120 associate members to be present. The joint banquet held on the evening of January 28 was attended by 390 persons.

The day of trade secrets in the ice cream industry is passed, according to John Schubach in the president's annual address. He spoke very highly of the good work done in group meetings that have been held in Ohio in the past year. He lauded the plan to advertise ice cream on a national scale, and then in reviewing the industry's progress, he said:

"There was a time in our industry, and not so many years ago, when we were called upon to defend ourselves and our business from the attack of those who sought to direct our industry, but through the co-operation and building of our association to a well organized body, we are able to direct and build the industry from within itself to a position where the consuming public can have confidence in our purpose."



The banquet was the outstanding feature of the Ohio Convention.

One of the outstanding addresses of the convention was that by Prof. R. B. Stoltz of the Ohio State University, who discussed "Constituents of Ice Cream Mix." "The quality product today is far superior to what it was in the past—better than it was five or ten years ago—and the time of the hit and miss practices has passed," the speaker declared.

He stressed the value of trade education. His address appears elsewhere in this issue.

"THE Present Situation with Regard to the National Ice Cream Standard" was the subject of V. F. Hovey, president of the National Association of Ice Cream Manufacturers, in one of the most important speeches of the convention, the national president explaining the activities of the joint committee on definitions and standards, stating that it was composed of three men from the department of agriculture; three from the Association of American Dairy Food and Drug Officials, and three from the Association of American Agricultural Chemists. As a convention in Duluth on



something new in Cherries!

How many times have you wished for a new type of Cherry that would have the following advantages?

—more of a REAL natural cherry flavor.

—containing juice of 100% flavoring value which can be used, not drained off and wasted.

—only two quarts needed for a 5-gal. mix.

—no added flavor needed.

—no added color needed.

Such a Cherry is now ready! Best of all, it actually costs less to use this better Cherry.

Let us send you one dozen No. 10 cans of this new Special Cold Pack "Home Grown Cherry." If it doesn't measure up to your expectations in every way, return the unopened cans and our entire charge to you will be canceled.

Mail the coupon for prompt shipment.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

The Cleveland Fruit Juice Co.

Cleveland, Ohio

Manufacturers also of Honeymoon Special, Orange Pineapple, Grape Pineapple, Black Walnut, Butter Scotch, Double-Strength Chocolate, Maple Concrete and many other flavors

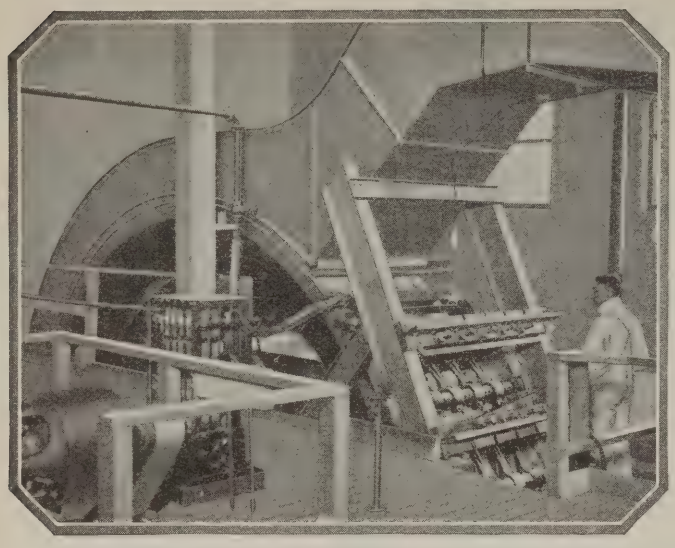


Mail Coupon to THE CLEVELAND FRUIT JUICE CO., Cleveland, Ohio

Ship at once one dozen No. 10 cans of your new Cherry at $23.00 per dozen. If, after trying one can, I do not feel satisfied with results, it is understood that I may return the eleven unopened cans and the entire charge will be canceled.

Company _____

City _____ State _____



When filtered the liquid gelatine is hurried to these great wheels and after a single turn is dropped directly into barrels. Our patent process requires less than 5 minutes from filters to barrel. The old tunnel drying process requires 16 to 48 hours.

The Preference of the Industry

Because of the matchless quality, adaptability and uniformity, produced only by our highly scientific wheel-dried process, *Ucopco* Wheel-Dried Gelatine is now *outstanding!* Already the choice of a predominating number of manufacturers in the gelatine-using industries, it is constantly gaining ground as each new user becomes convinced of its merits. Investigate *Ucopco* at once.

UCOPCO WHEEL TRADE MARK DRIED GELATINE

Let this trade-mark which appears on every barrel be your guide in selecting gelatine.

United Chemical & Organic Products Co.
Home Office: 4200 S. Marshfield Avenue, Chicago

Branches:
New York City New Orleans San Francisco
Milwaukee Detroit

Ucopco
Wheel Dried
Gelatine

August 23, 1924, the Association of American Dairy Food and Drug Officials met and proposed a 12 per cent butterfat standard for ice cream, and a minimum weight standard of 4¾ pounds to the gallon, which was unanimously adopted.

As soon as the proposed standard came to the attention of the national association, Mr. Hovey said, they appointed a committee on standards, which met in Washington to prepare their case and meeting with the joint committee. The committee from the national association came to the conclusion that they could not conveniently support any fat standard other than an 8 per cent standard, but they would go part way with them in getting a proper weight standard. They felt that the ice cream industry should be developed upon firm ground, and should co-operate with the officials in correcting any abuse within the industry and do everything that would bring about the economic conduct of the ice cream business. The national committee felt that the question of a weight standard should not be settled quickly. They were able to prove to the joint committee that there is not necessarily any relation between weight and value. They were able to show the joint committee

RESOLUTIONS.

This committee recommends to the committee on resolutions that this association approves the proposed national advertising campaign, with the recommendation that the supervision and direction of this campaign be left to the executive committee of the National Association of Ice Cream Manufacturers.

The National Advertising Committee of the Ohio Association of Ice Cream Manufacturers,

B. A. Millikin, Chairman,
S. M. Ross,
J. H. Schindler.

RESOLVED: That the Ohio Association of Ice Cream Manufacturers approve the efforts of the national association in obtaining a minimum federal butterfat standard of 8 per cent with proper proportions of non-fat milk solids and that it is the sense of the meeting that no compromise involving a higher standard be accepted.

WHEREAS: The National Association of Ice Cream Manufacturers has ruled that only members of that association may use the slogan.

RESOLVED: That the Ohio members of the national association be urged to use it wherever possible so as to give it the widest publicity and secure the maximum benefits accruing therefrom.

RESOLVED: That the district meetings be continued during the ensuing year and that we recommend that not less than four meetings be held in each district and as many more as may be necessary or desirable.

RESOLVED: That the Ohio Association of Ice Cream Manufacturers co-operate with the national association in the adoption of a uniform system of accounting.

WHEREAS: The address of Prof. R. B. Stoltz on "Constituents of an Ice Cream Mix" contained a great deal of valuable data and practical information that can be used to advantage in advertising copy.

RESOLVED: That the address be printed and mailed to all the members of the association, to the secretaries of other state associations and the national association, and to the several trade papers.

RESOLVED: That the thanks of the association be given to the Cleveland ice cream manufacturers and the Cleveland convention bureau for the splendid manner in which the convention was handled, the entertainment provided and the hospitality that was shown.

It Takes a Winner to Pick a Winner!

The list of users of SCOTCH BOB reads like a page from "Who's Who in the Ice Cream World"—

But there are still a few missing—you may be one!

SCOTCH BOB Butter Scotch Ice Cream gives you a chance to bolster up winter sales, build friendlier business relations with your dealers and thus lay a firmer foundation for increased business later on.

In fairness to yourself you should know more about this wonderful new flavor with all the old-fashioned goodness of butter scotch candy — popular since the industry wore knee-pants!



KAY-WHITE PRODUCTS, Inc.

"A Good House to Deal With"

8 West Broadway New York, N. Y.

ask us to send you the ten-dollar trial keg. It makes enough BUTTER SCOTCH ICE CREAM for a thorough testing and gathering of opinions. Your money back if you think you could have invested the ten-spot any better way.

STAR speaks with authority on the subject of vanilla!

Every ice cream manufacturer is bound to respect *thirty-five years continuous experience* with Vanillas and Vanilla Compounds.

If some manufacturers would only confer with us, how much money we could save them each season!

Our accumulated knowledge is free to all, — customers and non-customers alike.

Put your flavoring problems up to men of experience!

STAR EXTRACT WORKS, Inc.

8 West B'way. New York

"Your Protection — 35 Years in the Extract Business"

that ice cream with a high fat and high solids content weighing 4½ pounds to the gallon gives more food value than weighing 5 pounds to the gallon, and also felt that there should be a certain limitation on weight. The committee's statement to the officials in Washington was that they could not impose any law that could not be lived up to; that there was no equipment which would enable the manufacturers to determine in advance the weight of their finished product, and that they would have to permit a great variation from any standard they might set.

Mr. Hovey then stated that the ice cream manufacturers furnish a market that is needed by the American grower of corn, and that corn sugar is more healthful than cane sugar. The use of corn sugar by ice cream manufacturers would probably tend to stabilize the price of cane sugar.

IT WAS the national committee's opinion that a proper fat standard could better be judged by food experts than by officials or ice cream manufacturers, and that statements from health experts all over the country, which are now on file in the office of the national association, affirm that an 8 per cent standard for ice cream produces a produce that is better food than an ice cream of a higher fat content. The Washington officials had no good reasons for higher butterfat content in ice cream except that the public prefers rich ice cream. The arguments of the national committee were, that just because the people prefer rich foods is no reason why they should be required to eat rich foods, and that ice cream should be marketed as a dairy product and sold to the public with the thought that ice cream is the best health investment they can make. This is not possible if a higher fat standard is accomplished. Mr. Hovey thinks there is a possibility of a 10 per cent standard, but rather questions the possibility of an 8 per cent standard. It was his opinion that the secretary of agriculture in Washington is never going to sign and make effective any standards law or regulations which are unsatisfactory to any considerable number of states. The committee on definitions and standards does not feel privileged to set a standard that is not universally satisfactory. Mr. Hovey thinks it is doubtful if the committee will care to go to the secretary of agriculture with any recommendation at all, unless the ice cream industry expresses itself as desirous of really going after a standard, and questions the advisability of a federal standard.

MR. HOVEY then explained the activities of the national association in attempting to get a lower express billing rate. But they did not get the support from the members it should have had. Regardless of the opinion of any official, the consumer of ice cream is interested in the purchase of volume. If a housewife wishes to serve a certain number of people, she has in mind a certain portion that will serve that many people. The public is generally interested in the purchase of ice cream by volume and not by weight. The national association is doing what it can to protect the interests of its members along this line.

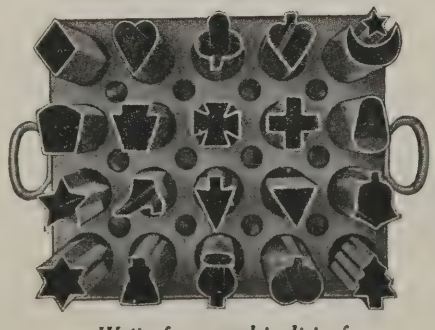
The big activities of the national association are in connection with the accounting work. It is now working on an accounting system that it hopes to offer to the 1925 convention in Detroit. There is a committee appointed which is made up of fifty or sixty of the best accountants in the United States in the ice cream industry, which committee will work on this system of accounting. Mr. Hovey stated that the system must be workable, and it must be simple for the smaller manufacturer. The system which will be offered next fall will be one that will decrease the manufacturers' office expenses and give him the information he wants. He then explained the activities of the service bureau. This bureau sends a man to the manufacturer's plant to find out whether the costs in that particular plant are higher than in others, which service is very valuable to the industry. In this manner comparisons can be made and a lot of unnecessary expense can be done away with.

Mr. Hovey emphasized the value of the use of the ice cream slogan. It must be made worth-while and given a lot of publicity, and if it has enough publicity it will have a great deal of value. Mr. Hovey said:

"The ice cream industry is standing still, which isn't a healthy condition. If you find your sales are decreasing, you are worried. I think the ice cream industry is not making the progress that it should. The milkman can give you figures showing that the consumption of milk is very greatly increased as a result of national advertising. Every man, woman and child will say that they believe milk is the most perfect food. Parents believe that if their children drink milk, it will make strong boys and girls. I believe that ice cream must be marketed as a milk product. If we can convince parents that when they give children five or ten cents for an ice cream cone, they are getting food value, more ice cream will be sold. When we have convinced people that ice cream is a healthful investment for their children, you will sell more ice cream. I think every manufacturer should be willing to support the campaign for national advertising of ice cream."

Regarding the use of the national slogan and emblem, Mr. Hovey stated that all who contribute to the national advertising organization should be permitted to use it. It is the desire of the national association that the slogan should be used in such a way that it will mean something to the people when they see it, and that it must conform to the original design.

(Continued on page 74)



Write for complete list of standard molds and prices

TELLING'S LATEST

(THE NATIONAL SLOGAN)

Serve It and You Please All

In addition to the long tubes used extensively by the large Manufacturers throughout the country for making Fancy Center Brick Cream, the smaller dealer may now secure all these designs in 1 qt. lengths with covers, neatly packed one dozen in a box, assorted if desired, at $15.00 per dozen.

Those using the Sealright container may secure these in one quart, three pint or two quart lengths, one end being closed to allow the removing by pouring a little water in the tube so it will lift out easily by a conveniently arranged handle, after which the space is filled with any color cream, sherbet, water ice or whipped cream, to carry out the design and color scheme, making a very beautiful portion when served. These sell at $17.00 per dozen.

C. B. TELLING 10325 EMPIRE AVENUE **Cleveland, Ohio**



This is our STOCK ROOM,

when you *want* doors in a hurry you *get* them in a hurry!

This is the third view in an excursion thru the Jamison Plant, being conducted by Mr. Jamison and the photographer. Your own eyes could see more perhaps—but not more truly.

VOLUME—that's the big barrier between big prices and Jamison Doors. The quality of our products depends on us—but it takes volume to make prices stay put. In other words, with less volume we could give you the same quality—***but not at the same prices.***

Suppose you place an order for 10 doors of a standard size. Our first step is to set the machinery to produce the parts. But setting the machinery takes time and costs money—so once set for a particular size, instead of making parts for 10 doors, we make parts for 100. Thus the manufacturing overhead is carried, not by 10 doors, but by 100. And the other ninety we hold in our warehouse for future orders. The numbers are arbitrary, of course, but they illustrate the principle. And a mighty good principle it is—***for it saves your money.***

Another big advantage in this system is that it enables us to keep stocks on hand. Then, when you suddenly face a need for doors, you get them as fast as the freights can travel. And there are frequent occasions when a ***saving of time*** on our part means a ***saving of money*** for our customers. So volume means both better prices and better service. Consequently, we go after volume—***and get it.***

Immediate Shipments NOW!

Our stock room now is well filled, just as you see it. We can make immediate shipments on a considerable range of standard sizes. If you are considering repairs or replacements, our special price list on doors-in-stock may prove helpful. Drop us a line for this or any other information you desire.

J. P. Jamison Jr.

President

Jamison Doors

JAMISON COLD STORAGE DOOR COMPANY
HAGERSTOWN, MARYLAND, U. S. A.

SPEAKING on "The Relation Between the Department and the Ice Cream Industry," C. V. Truax, director of the department of agriculture, Columbus, O., stated that there is a very close relationship between the association, the department of agriculture and the farmers of Ohio. The manufacturers of ice cream are dependent upon the farmers for their supply of raw materials; the farmers are dependent upon the manufacturers for that portion of the dairy products which they purchase. The department is charged with the enforcement of the statutes and regulatory measures pertaining to the production of the raw material, and to the manufacturing and distributing of the finished product. The annual consumption of ice cream in Ohio, based on per capita consumption, is 13,000,000 gallons. This would represent an annual expenditure of around $27,000,000 for this food product. Of this amount the producers or farmers receive nearly $3,000,000. Thus the farmers or producers are vitally interested in the future development of the ice cream industry. The state of Ohio has 630 ice cream manufacturers that are listed with the department. These are assessed the annual license fee of $1.50 per freezer gallon capacity. The legal requirement for butterfat is 8 per cent. Not more than 1½ per cent of stabilizer can be used to give the proper consistency to the ice cream mix. As an indication of how the industry has progressed in the improvement of the quality of this product, during the past year, out of 300 samples collected by the division of foods and dairies, the average fat content was 11.1 per cent. Only in one instance during the past two years, has more than the legal requirement of stabilizer been found in ice cream in Ohio. No cases of illness have been reported to the department from the eating of ice cream. General conditions are far better than they were a few years ago.

The regulation of the ice cream industry is only one of several that come under the activities of the division of foods and dairies. Mr. Truax stated that the ice cream manufacturer owes a certain duty and responsibility to the farmer in the production of materials, and the farmer owes a certain responsibility to the association. Too many people make a distinction between agriculture and industry. Agriculture is industry. He presented figures showing that the total investment in agriculture is $78,000,000,000 and the total investment in all other industries combined is only $73,000,000,000. Today agriculture is our biggest industry.

Mr. Truax pointed out the fact that the price of every commodity has advanced from 50 to 100 per cent, and that farm products had only increased 15 to 20 per cent, due to high freight rates, high taxes, etc. However, farm conditions are better now than ever before in Ohio; in fact, better than any state in the Union. What is needed more than anything else is a rational marketing system. The farmer needs higher prices for his commodities. He then explained how the department of agriculture protects the farmer, even before the seed is in the ground; helps him sell his crops through the division of markets, and in various other manners. Inspections are made every month by the division of foods and dairies.

Manufacture and sale of ice cream is not only profitable for those directly engaged in the business, but promotes permanent prosperity of the farmers by furnishing an outlet for farm products that take little fertility from the soil, Charles H. Allen of Defiance, president of the Farmers' Sugar Company, told the Ohio association.

To cream, milk, eggs, sugar and corn starch that compose ice cream, Mr. Allen added bacon and wool as farm crops whose production should be stimulated because they do not rob the soil of its fertility. He contrasted these with wheat, which he said is always sold at a loss when the value of its mineral content is considered.

"Ohio last year produced 80,000,000 pounds of sugar on 40,000 acres of land in northwestern Ohio devoted to this crop," Mr. Allen pointed out. "This is enough to last Ohio only a month and a half. The amount produced is limited by the capacity of the factories. There is enough suitable land in northwestern Ohio so Ohio could produce all she eats if there were enough beet sugar factories or 'threshing machines' to handle the beets the farmers can grow."

THE banquet and entertainment given by the Ohio Dairy Products Association was the biggest feature of the convention from an entertainment viewpoint. "Doc" Rouche of the Telling-Belle-Vernon Company acted as toastmaster in place of J. H. Coolidge, who, on account of the sad news of the death of his mother, was unable to be present.

The principal speaker was Richard F. Grant, president, United States Chamber of Commerce. "Good Business" was the subject of Mr. Grant's stirring address. He presented to his listeners food for thought about our country's present business conditions. He explained the good work accomplished by the United States Chamber of Commerce and expressed his regret that so few people knew or realized the importance of this institution to their daily lives, be they engaged in farming or business.

The musical features were provided by the Telling-Belle-Vernon orchestra, conducted by "Doc" Rouche.

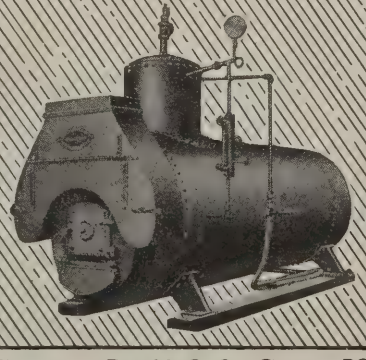
for Safety—

Leffel Creamery Boilers

Absolute safety is assured the users of Leffel Creamery Boilers by the materials and workmanship that go into them. Shells, heads, and fire box are made of the highest grade open hearth steel boiler plate guaranteed to bend double when cold, when hot, or after heating red hot and plunging into cold water. Every boiler is thoroughly inspected and tested before being shipped, and a signed certificate of test is given the purchaser. Creameries, dairies, and ice cream factories appreciate this feature.

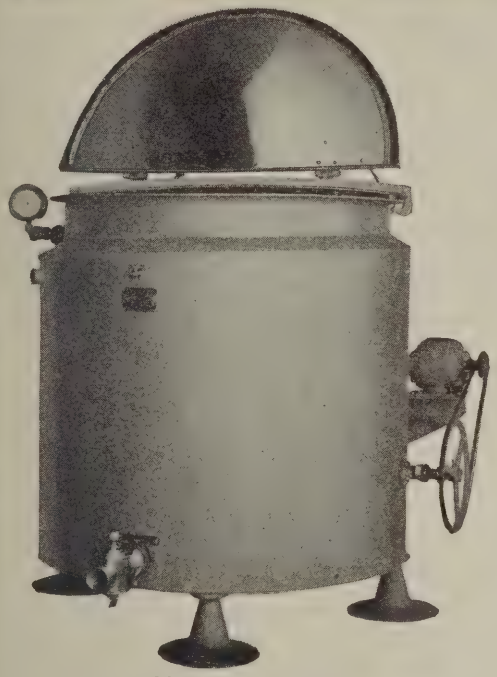
Leffel Creamery Boilers are made in sizes from 6 H. P. to 100 H.P. and conform to all state boiler laws.

Write for descriptions and prices



The James Leffel & Co. BOX 333 SPRINGFIELD, OHIO, U. S. A.

GLASCOTE



Type "J" Tank

The "Glascote Type 'J' Tank" has proven its worth in all operations as a pasteurizing unit, its proportions, heating efficiency, agitation and dependency has made it an extremely popular piece of equipment especially where 500 gallons or less are to be handled. The modern readily cleansed spray coil and the scientific jacket construction not only insure a most positive cooling operation but present the ideal conditions for holding.

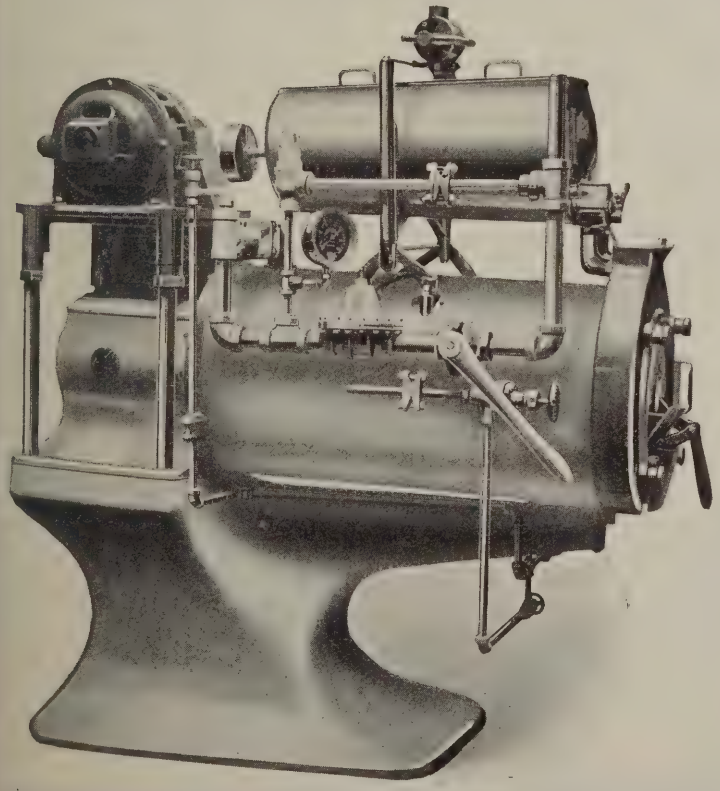
In purchasing Glass Lined Tanks for Pasteurizing, see that the proper spray coil for checking the heat at the fixed temperature you wish for your pasteurizing standard has been incorporated. Without this proper spray coil you cannot arrive at the definite temperature which is essential to keep and preserve your cream line. This is done perfectly in "Glascote Type 'J' Tanks."

THE GLASCOTE COMPANY

EUCLID, OHIO

[WRITE AT ONCE FOR PARTICULARS OF THIS LATEST IMPROVED GLASS LINED PASTEURIZER]

U. S. HEAVY DUTY—ICE CREAM FREEZERS DIRECT EXPANSION



Absolute Pressure Control

One of the many exclusive features in the U. S. AUTOMATIC PRESSURE REGULATOR; simple and positive in its action, and maintaining absolutely at all times a uniform pressure in the freezer cylinder. Extremely simple, and can be set by the operator at any temperature desired.

May we prove this to you?

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DISTRIBUTORS EVERYWHERE

U. S. FREEZER & MACHINE CORPORATION

General Offices: **241-243 W. Broadway, New York City**
Factory: **North 11th St. & Driggs Ave., Brooklyn, N.Y.**

Constituents of Ice Cream Mix

Quality of Product Today Far Superior to That of Five Years Ago

*By PROF. R. B. STOLTZ**

THERE are two kinds of papers that may be prepared today for an association of this kind: First—The history or fundamentals of the ice cream industry or fundamentals of new phases of the industry.

Second—To write up results of an experiment that one has worked out in the laboratory or a new theory that one has to present.

Younger men of the industry probably derive the most good from the first kind of a paper, while those of you who have been in the business practically all of your lives are not interested in hearing the fundamentals discussed pro and con, but will be anxious to hear of new discoveries and receive new ideas. I do not have any new discoveries or new theories to present to you, but there are some thoughts about ice cream that have not been emphasized sufficiently or have been overlooked which I hope will be of interest to both the inexperienced and the experienced men of the industry.

I will discuss briefly the following constituents: Milk solids not fat made up of mineral matter, casein, albumen and milk sugar, gelatine, flavoring extracts and butterfat. I have attempted to name these in order of their importance as I desire to have you consider them.

Milk Solids Not Fat: Let us assume that milk solids not fat makes up from 11½ to 12 per cent of the ice cream mix. This milk solids not fat is in turn made up of ash or mineral matter about 1 per cent, casein 3.5 per cent, albumen ⅔ per cent and milk sugar 6⅔ per cent. If you remember the percentage of constituents in the average milk you will see that there is ⅓ to ½ more of each of these constituents (ash, casein, albumen and milk sugar) in ice cream than there is in milk.

Ash or Mineral Matter: The ash or mineral matter is made up of phosphates of calcium or lime, potassium, iron and magnesium and rodium chloride, which go to make bone, teeth, hair, fingernails, etc. Both the casein and albumen are nitrogenous substances and are proteins. They go to make muscle and are used in the body to produce energy. The casein is in suspension and gives the milk its white opaque color. The albumen is soluble or in solution and coagulates, forming a scum when milk is boiled.

ICE CREAM contains all of the constituents that are found in milk. The nutrition specialists tell us that milk is the best food for growth and for repair of tissues, not because it contains butterfat, but because it contains large quantities of protein and mineral matter. Dr. J. F. Lyman, professor of agricultural chemistry at Ohio State University, nutrition specialist, makes the following statement: "There is no other food which contains protein and all the salts in sufficient amounts to meet the needs of the body." He states further that: "A careful study of foods has revealed the fact that most of the common articles of diet are very low in lime, and that probably one-fourth of the people of the United States suffer impaired health and vigor because their daily food does not supply sufficient lime. Ther is therefore reason to believe that lime deficiency is more common than protein deficiency."

Ice cream is especially rich in lime, containing from 30 to 50 per cent more than does milk. One-half pint of ice cream contains as much line as 1½ pounds of bread, 4 pounds of meat or 3⅓ pounds of potatoes. It is well known that growing children require a high precentage of lime in order to produce bone and other tissues. If the raisin people can sell raisins by advertising the fact that they contain iron, then the ice cream people can sell ice cream for the same reason, because one-half pint of ice cream contains as much iron as a 4 ounce box of raisins.

Milk Sugar: Is a carbohydrate. Is used in the body to produce heat and fat. Very similar to cane sugar, but not so sweet. The characteristic that an ice cream manufacturer is most interested in is that milk sugar will crystallize out when it is too concentrated. For each pound of milk sugar it is necessary to have about 11 pounds of water to keep the milk sugar in solution.

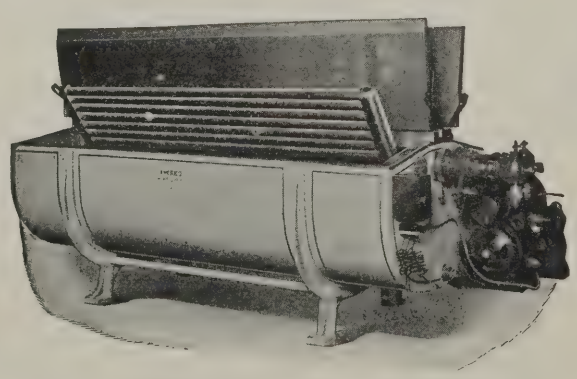
*With dairy department, Ohio State University. This was one of the principal addresses before the past Ohio convention.

"AMERICO" Pasteurizer--Ripener Mixing Vat--Holder

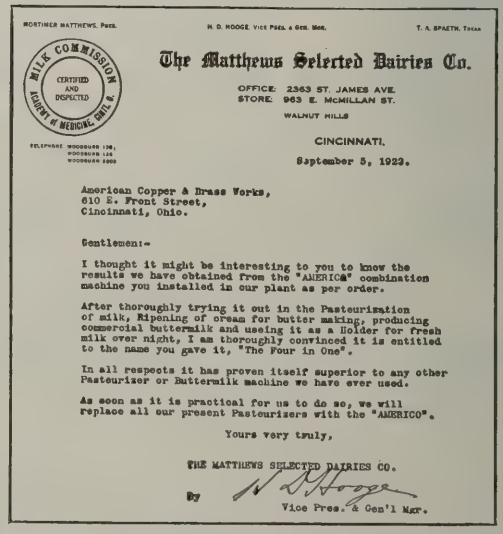
MOST SANITARY VAT ON THE MARKET

No Stuffing Boxes—No Churning or Foaming

—UNIFORM TEMPERATURE—



Side view of "AMERICO" showing Coils raised out of Vat giving access to interior for quick and thorough cleaning.



MORTIMER MATTHEWS, Pres. N. D. HOOGE, Vice Pres. & Gen. Mgr. T. A. SPAETH, Treas.

MILK COMMISSION CERTIFIED AND INSPECTED ACADEMY OF MEDICINE, CINTI. O.

The Matthews Selected Dairies Co.

OFFICE: 2363 ST. JAMES AVE.
STORE: 963 E. McMILLAN ST.
WALNUT HILLS

CINCINNATI,

September 5, 1923.

American Copper & Brass Works,
610 E. Front Street,
Cincinnati, Ohio.

Gentlemen:-

I thought it might be interesting to you to know the results we have obtained from the "AMERICO" combination machine you installed in our plant as per order.

After thoroughly trying it out in the Pasteurization of milk, Ripening of cream for butter making, producing commercial buttermilk and useing it as a Holder for fresh milk over night, I am thoroughly convinced it is entitled to the name you gave it, "The Four in One".

In all respects it has proven itself superior to any other Pasteurizer or Buttermilk machine we have ever used.

As soon as it is practical for us to do so, we will replace all our present Pasteurizers with the "AMERICO".

Yours very truly,

THE MATTHEWS SELECTED DAIRIES CO.

By N. D. Hooge
Vice Pres. & Gen'l Mgr.

American Copper & Brass Works
610-616 E. Front St. Cincinnati, Ohio
Mfrs. of Dairy Equipment

OUR EXPERIENCE IN GELATINE HAS
BEEN ACCUMULATIVE
SINCE 1868

WHY NOT SEND FOR SAMPLES

MILLIGAN & HIGGINS GELATINE CO.
222-224 FRONT ST. NEW YORK, N. Y.

QUALITY SERVICE ECONOMY

at last—a successful Chocolate Malted Milk ICE CREAM

with a distinctive malted milk flavor never before achieved

Increase your sales by offering a new and distinctive frozen dainty—something new and attractive to develop fresh interest. Malted Milk Ice Cream had been tried without success until a formula was made with THOMPSON'S Entirely Soluble Malted Milk (double malted).

By the use of Thompson's in the manufacture of ice cream, the distinctive malt flavor and aroma was at last achieved and Malted Milk Ice Cream has become a commercial success.

Thompson's MALTED MILK "DOUBLE MALTED" REG U.S PAT OFF

The Windsor Farm Dairy Company of Denver says—"We have received the Malted Milk and are well pleased with same. Please ship 8 25-pound tins." Malted Milk Ice Cream has made a hit with their dealers and customers.

Others are cashing in on the new special. Be the first to come out with it in your territory. If you want some interesting dope on this "Special" write to

THOMPSON'S
MALTED FOOD CO.
Waukesha, Wisconsin

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

This depends upon the temperature at which it is held. The lower the temperature the more water is required per pound of milk sugar. Too much milk sugar in proportion to water causes crystallization of milk sugar or sandy ice cream. It will be seen, therefore, that on account of the presence of the milk sugar in the milk solids not fat the percentage of milk solids not fat will be limited to the amount so that each pound of milk sugar will have enough water to keep the milk sugar from crystallizing out and forming sandy ice cream. The milk solids not fat have often been overlooked in making ice cream. It is the milk solids not fat that gives your ice cream that smooth texture and good body. It is the lack of solids not fat that gives your thin milky ice cream.

If you desire to sell ice cream as a dessert and a delicacy make it rich in butterfat and low in milk solids not fat. If you desire to sell ice cream as a food, something on which you can make a meal, a dish which will satisfy all of the body requirements, then make an ice cream that is more similar to the solids found in milk. Such a mixture would give you an ice cream in the proportion of 5 per cent B. F. and 12 per cent M. S. N. F., or 8 per cent B. F. and 19 per cent M. S. N. F., or 10 per cent B. F. and 24 per cent M. S. N. F. This high solids not fat is impracticable because the milk sugar will crystalize and form sandy ice cream. It is, therefore, advisable to keep the percentage of milk solids not fat down below the danger point, which is 12 per cent.

WHEN ice cream was first made, we knew nothing about the extraction of water from milk. No doubt they tried to make ice cream from whole milk and found that it was rough and watery. The only method that they had at that time of obtaining a milk product with less water was to use cream, because milk contains about 13 per cent solids and a 20 per cent cream contains about 27 per cent solids, or twice as much as milk. At this stage of the game ice cream was only used by the wealthy people and was served at weddings or on some special occasion. Later on the common people and especially the children found a liking for ice cream and instead of using cream which contained 27 per cent total solids, they started to use milk which had some of the moisture taken out, which was condensed milk.

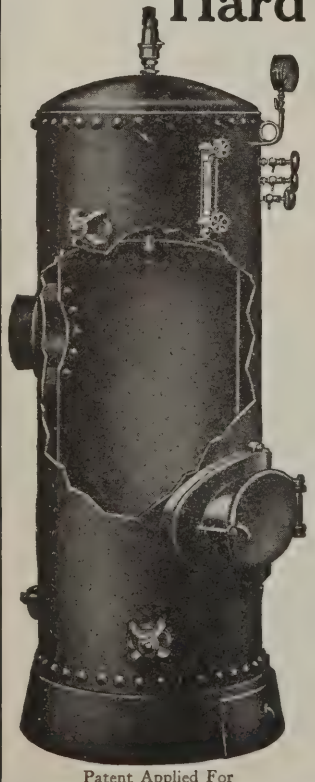
Probably without knowing it the ice cream manufacturer in Ohio has followed the composition of milk as near as is practicable. If you were to extract 170 pounds of water from 270 pounds of the average milk you would have 100 pounds of milk containing 10 per cent B. F., 24 per cent M. S. N. F. and 34 per cent T. S. This mixture would contain such a high percentage of milk sugar that it would form crystals and cause sandy ice cream. The manufacturer, therefore, replaces 12 of the 24 pounds of M. S. N. F. with 12 pounds of cane sugar and has removed nothing from the 270 pounds of milk except 170 pounds of water and a little more than 5 pounds of ash, casein and albumen. The 7 pounds of milk sugar have been replaced by cane sugar which is the same as milk sugar so far as food value is concerned.

Twenty-five years ago some of the ice cream manufacturers were ashamed to admit that they used concentrated or condensed milk and some firms even went so far as to advertise that their ice cream contained no condensed milk, naturally the public had the idea that condensed milk was a cheap substitute for cream, and that false idea still remains with a large number of the consuming public, and too many people who are in phases of the dairy business or closely related to the ice cream industry still have that belief.

IT IS not my intention to leave the thought that butterfat is not an important constituent in ice cream, but it is not necessary for anyone to tell people how important the butterfat is when the majority of people think of nothing else but the butterfat content. Would you feed your child 10 per cent milk? The answer would be no. Why? Not because the butterfat is injurious, but because they would obtain too much butterfat in proportion to the solids not fat. A child needs protein and mineral matter more than any other substances. By actual experience it has been found that people can assimilate and will eat more ice cream in which the butterfat and milk solids not fat closely resemble the proportion in which it is found in milk. Sweet cream is consumed by mixing it with some other foods that contain little or no fat, such as cereals, etc. If you were to eat your ice cream on bread, oatmeal or any other roughage, then it would be all right to have a very high fat in proportion to the M. S. N. F., but so long as ice cream is to be served by itself, it should be as closely similar to the composition of milk as is practicable.

Gelatine: Another constituent of ice cream that has not been used to advantage is the gelatine. The general impression among some people is that gelatine is added to ice cream in order to cut down the cost of manufacture. If you are using gelatine in your ice cream to prevent water crystallization, which is the accepted reason for using gelatine, it is more economical to use the higher grade which costs from 55 to 65 cents a pound. A great number of people think that gelatine is put into ice cream because it is cheaper than any other of the solids. As a matter of fact it is the most expensive solid that you put into your mix. It has not been a great many years ago when people used gums and other colloids or stabilizers and advertised to the

The Best Boiler for Hard Water



The Gem Flueless Boiler

"I do not know very much about boilers, but I think this one does fine. I can start fire and in one-half hour have fifty pounds of steam. It does good enough to satisfy me."

Very truly yours,
J. L. ULRICH,
Manager.
Miami Valley Co-operative Milk Producers' Assn.

Made in sizes from 1½ to 30 H. P.

THE GEM CITY BOILER CO.
DAYTON, OHIO, U.S.A.
ESTABLISHED 1895

Patent Applied For

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

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CHICAGO BRANCH
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116 No. Peoria St., Chicago, Ill.

MEYER-BLANKE COMPANY
214 Washington St., St. Louis, Mo.

O'BRIEN & BUSHNELL, Mgrs.,
St. Paul Branch—304 Pioneer Bldg., St. Paul, Minn.

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THE JELL-WELL DESSERT COMPANY
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W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

LEADERSHIP

Not many years ago the gelatine industry in the United States was in a most unsatisfactory condition, its greatest weakness being lack of standardization. But the entry of DELFT gelatine into the field established new and higher standards and practices, as other manufacturers followed the lead of DELFT.

Some of the features back of DELFT leadership are:

A certificate of analysis with every shipment.
Unqualified endorsement by Food Control officials.
Never rejected; always better than the law requires.
Uniformity, solubility and freedom from liquifying and harmful bacteria.

***Send for samples and put them to every test. You will find DELFT leadership a FACT, not a phrase—and* facts are stubborn things.**

Ask any Food Control official about DELFT

THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

Harold A. Sinclair

CERELOSE

CERELOSE is a pure white refined corn sugar which has been found to be of advantage to ice cream manufacturers for use in conjunction with cane sugar in the proportion of 25 to 50% Cerelose instead of 100% cane sugar, for the following reasons:

1.—Cerelose emphasizes the richness of the butter fat with the result that Cerelose develops the natural flavor of ice cream.

2.—Cerelose produces a smoother cream.

3.—Cerelose is the new solid builder for ice cream because it improves the body and texture. It will not crystallize nor form sandy cream.

4.—Ice cream made with Cerelose is more digestible than when made entirely with cane sugar because Cerelose is a dextrose sugar being directly assimilated by the blood, therefore, more ice cream may be consumed, particularly by infants and invalids.

5.—Cerelose is approximately 25% cheaper in price than cane sugar.

Cerelose should be used in the same manner as cane sugar, the amount depending upon the type of cream desired. 25 to 50% is recommended.

CORN PRODUCTS REFINING COMPANY
17 Battery Place New York City

CORN PRODUCTS REFINING CO.
17 Battery Place
New York City

WE accept your offer to send us FREE ten pounds of Cerelose to try out in our plant. This puts us under no obligation to your Company.

Yours truly,

Name .....

Address .....

consuming public that their ice cream contained no gelatine. This made the consuming public believe that the presence of gelatine in ice cream was a detriment and something to be shunned. Little has been done to tell the consuming public different. Is there any question in the consumer's mind about the advisability of feeding convalescents ice cream? Isn't ice cream given to an invalid or a convalescent as their first food? If ice cream is a food that can be given first at the end of a fast or after a patient has been unable to take food for three or four days, it is surely a safe food for a growing child or a normal adult. Why is it different than other foods?

Last year Dr. Downey presented a paper at your annual convention giving some very interesting details on adding gelatine to milk and ice cream in order to make it more digestible and so we have added gelatine to ice cream in order to prevent water crystals and unknowingly we have made an ice cream more edible and digestible.

Flavor: Flavor of ice cream is an important factor in the constituents of an ice cream mix. Do not think, however, that you can use any other than the best dairy products and obtain a good flavor by means of a good flavoring extract. A poor flavoring extract is ruinous and detrimental to your ice cream, but the background of the flavor must come from the flavor of your milk product constituents. There are few ice cream companies in this state but what use the very best materials obtainable. I do not know of any large ice cream manufacturers in Ohio that use milk powder and the smaller companies that use powder only use it when it is impossible to obtain the fresh product. Is there anything about milk powder that is not pure and as sanitary as condensed milk? I should say that a good powder is just as sanitary and just as nutritious, but the quality of ice cream in Ohio is such that an ice cream plant making its ice cream from milk powder could not compete in Ohio. The fresh condensed milk has the fresh milk flavor and the fresh sweet cream gives the excellent flavor which is more pleasing than the quality of vanilla or other flavoring extracts that may be added. In the future, no doubt, milk powder will be manufactured that will be equal to condensed milk in value.

If you are making your ice cream from milk powder and sweet butter, no matter under what sanitary conditions it may be produced, and if you are using the most expensive extracts or the strongest compound, your product will not be as good as that ice cream made from fresh condensed milk with sweet cream. In adding flavoring you must have the right kind of materials. A poor flavoring extract may spoil the flavor, but a good flavoring extract cannot make ingredients, which are not of the best, good.

If the dispenser of ice cream knew more about its constituents he might be better able to spread the Gospel to the consumer. Have you ever heard the remark that the ice cream that we used to make at home was superior to the ice cream that is manufactured today? This statement will not stand investigation. The ice cream that was made at home did not contain the food value of the ice cream that is made today. People have told me of their home made ice cream which was superior to commercial ice cream and after you ask them what per cent of solids or butterfat it contains, they answer that they know nothing about the solids, but that it is much richer in butterfat than commercial ice cream. Upon further questioning you find out their formula, and the usual discrepancy is that if they had a gallon of 4 per cent milk and a quart of 20 per cent cream they assume that the finished mix will test about 20 per cent, while as a matter of fact it will test about 6½ per cent. The only fair way to judge ice cream of the past and present is to place them side by side and taste the two, one after the other.

How many of you remember the time when the water from your spring was the only water that quenched your thirst? Any other water was flat or tasted too strong of minerals, and after you had left that home and had become accustomed to river or lake water, this old spring which was filled with sulphur and iron produced water that was not fit to drink. The water had not changed, but your taste had changed, and so it is with the taste of ice cream.

PRACTICALLY all of the regularitory laws that have been passed in regard to ice cream only refer to the minimum amount of butterfat and the maximum amount of gelatine. The reason for this is two-fold:

First—The ice cream manufacturer has always sold his ice cream on the percentage of butterfat that it contained, saying nothing about the presence or value of the milk solids not fat.

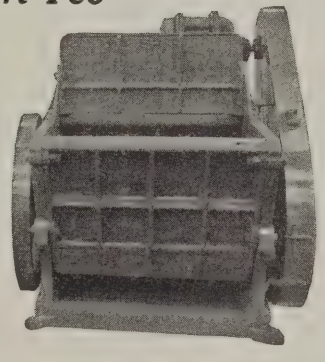
Second—Ice cream manufacturers educated the people against using gelatine in ice cream. The manufacturer is, therefore, responsible for this belief and the consuming public will naturally believe statements, whether false or true, until they have been told different.

Last week I was reading an article in the Literary Digest which was very interesting. I had always been told that an ostrich burrowed his head in the sand when it desired to hide. This fact has been told to us as youngsters and pictures showing ostriches with their heads buried in the sand made us quite confident that

Whether You Use Little or Much Broken Ice

it will pay you to install a

Creasey Ice Breaker



It reduces a cake of ice to just the size wanted for freezing or packing ice cream, or cooling foods or drinks. Heavy manual labor, waste and untidiness from flying pieces of ice, noise and loss of time are all eliminated.

There are more than 20 styles and sizes from small hand machines up to capacities of 50 tons per hour. Also machines arranged with individual motor drives so that they can be located where most convenient, regardless of shafting or belting.

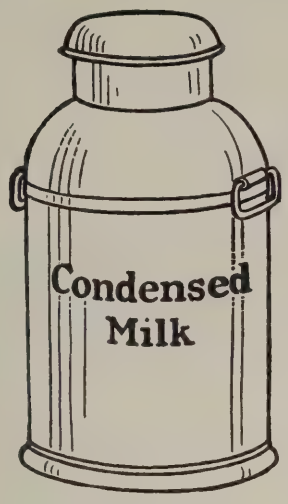
Ask for our new catalog R-1125

COCHRANE CORPORATION

Creasey Ice Breaker Dept.

3178 North 17th St. Philadelphia, Pa.

142



Spoils easily
Not uniform
Uncertain supply
Uncertain quality

Compare!

FOR insuring the correct per cent. of serum solids in the mix, Merrell-Soule Powdered Milk is ideal because of its uniformity.

Its use saves time and trouble for the ice cream manufacturer and improves the quality of his product.

In addition, Merrell-Soule Powdered Milk has several other distinct uses in the ice cream plant—each one of which is an advance over old-time methods of handling milk and cream.

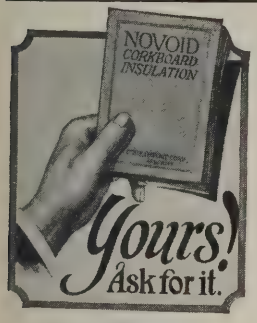
Send formulae and methods of mixing. Let us discuss your problem from a new — highly modern — angle.



Always sweet
Guaranteed pure
Always ready
Absolutely uniform

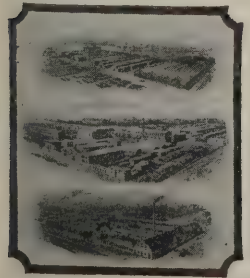
MEMBER THE ASSOCIATION OF ICE CREAM SUPPLY MEN

MERRELL-SOULE CO. **SYRACUSE, NEW YORK**





Every Sheet 12" x 36". All material crated—no breakage



Plants of Manufacturas de Corcho

The **third** of a series; read it and watch for the next!

No "Hit or Miss" with NOVOID!

While it is true that every insulation job requires a certain number of odd sized pieces, yet each must be of that exact size and shape to fit the particular space at hand. It is simpler and quicker for the workman to cut from a **standard** sheet than to search thru piles of corkboard for an odd sized piece that may be somewhere the size needed. On the other hand, it is a waste of labor to find a certain percentage of the corkboards in the hands of erectors of odd widths, or lengths, or both, which either throw off the **plan** of erection and cause unnecessary filling in and bad joints, or make it necessary that these "odds" be again laid aside to be used or not used as the opportunity may occur.

It is a well understood **fact** that these "odds" represent a definite item of cost-of-erection on every job where they are included in the shipment. To avoid this "hit or miss' factor, and its consequent additional cost, it is necessary that **every sheet** of corkboard be furnished **full standard 12"x36".**

NOVOID CORKBOARD, marketed in conformity with this principle of every sheet full size, —one of six basic principles followed by Manufacturas de Corcho, S. A., at their modern plants in Spain, home of cork,—is justly entitled to be known as a UNIFORM HIGH QUALITY insulation, absolutely dependable in **actual** service. Molded and baked in sheets 24½"x36½", SPLIT and finished full standard 12"x36" in 1", 1½", 2", 3" and 4" thicknesses. NO OTHER CORKBOARD is made in this way, with **complete** protection to user against dangerous and costly "green-centers."

Then, too, proper processing eliminates all voids between particles and confines the "dead-air" entirely to the hermetically sealed microscopic air cells contained in the cork bark itself. Thus, one more barrier is raised against the ever present destructive forces encountered in cold storage temperatures, and another good reason is noted for the wide use of Novoid Corkboard for all cold rooms.

CORK IMPORT CORPORATION

Junius H. Stone, General Sales Manager

345-349 West 40th St. NEW YORK CITY

BOSTON NEW YORK BUFFALO PHILADELPHIA ATLANTA ST. LOUIS CHICAGO

Distributors in principal cities and localities of the U. S. Jobbers everywhere

"If its CORK INSULATION, it should be NOVOID!

CORKBOARD and CORK COVERING also STONEWALL FINISH and ENAMELS

TRADE MARK MANUFACTURAS DE CORCHO S.A.

Palamos
Palafrugell
Barcelona
SPAIN

this was a fact. Someone who has studied ostriches and knows their habits says this is false, and that the ostriches do not burrow their heads in the sand for the purpose of hiding. You are not interested in what the ostrich does or how he hides, but you should be interested in having the consuming public change the erroneous opinion which the majority of them have in regard to the presence of the milk solids not fat and gelatine in ice cream. These erroneous opinions are not only among the people who are not connected with the dairy industry, but it includes people of all classes. Not long ago a resolution was presented to a group of people who are all interested in educational phases of the dairy industry and they went on record as recommending an ice cream with a high fat content. I will grant that none of them were ice cream men, but it is time that the ice cream industry educate men of the dairy industry to the fact that butterfat is not the only constituent in ice cream as it is in butter.

Let us educate everyone connected with the industry from the can washer, the salesman, the supply man and all who come in touch with the industry.

THE ice cream industry is still young. The quality of the product is far superior today than it was five or ten years ago. The time of hit or miss practices is passed and although there are a great many things about the manufacture of ice cream that we do not understand, it is rapidly becoming a science. I do not believe that there is an ice cream manufacurer here who is not desirous of producing an ice cream of the best quality that is made in the state or in the United States. Do the people from your town know what fine ice cream you make? Do they boost the industry or knock it? If they say uncomplimentary things about the quality of the ice cream it is probably because you have hid your light under the bushel.

Ohio stands out as an ice cream state, both in quantity and quality. You men have continually improved your product. You are desirous of producing the best and I know of no better way of your being of greater service to your community in particular and humanity in general than to serve a high quality ice cream to your community.

FOR SALE

On account of recent purchases we are offering the following equipment from stock, for prompt shipment.

2—40-qt. Emery Thompson brine freezers with 3 phase, 60 cycle, 220 volt motors. One used 3 weeks.
2—40-qt. Cherry brine freezers and motors.
2—40-qt. Emery Thompson belted freezers.
2—300-gal. per hour viscolizers.
1—300-gal. Cherry Model No. 1 batch mixer.
2—300-gal. Cherry coil pasteurizers, steel bodies.
1—300-gal Cherry coil pasteurizer, wood body.
2—400-gal. Cherry Jensen cream ripeners.
1—400-gal. Cherry I. C. batch mixer.
50 and 100-gal. Cherry upright batch mixers.
2—De Laval Alpha Acme cream separators.
1—No. 12 De Laval cream separator.
1—Ft. Atkinson ice cream can washer and sterilizer.
1—900-lb. tubular milk cooler.
2—Champion No. 11-H hopper type ice crushers.
1—No. 125 white enameled 2 compartment cabinet.
3½ ft. and 5 ft. copper vacuum pans.
15, 20 and 90 ton shell and coil brine coolers.
30,000 lineal feet of 2 in. hardening room piping.
Refrigerating and ice-making systems can be furnished from our own stock of good used equipment.

Send us your inquiries

ROBERT P. KEHOE

7 East 42nd Street New York, N. Y.

Telephones: Vanderbilt 9594-9595

Ohio stands out as an ice cream state, both in quantity and quality. You men have continually improved your product. You are desirous of producing the best and I know of no better way of your being of greater service to your community in particular and humanity in general than to serve a high quality ice cream to your community.



PRESIDENT OF BIG CREAMERY COMPANY DIES.

Huston Wyeth, president and one of the founders of the Blue Valley Creamery Company, died at Miami, Fla., January 25. Mr. Wyeth has been in poor health during the past year.

Deceased was president and principal owner of the Wyeth Hardware Manufacturing Co. of St. Joseph, Mo., one of the largest wholesale hardware and saddlery concerns of the country. A man of exceptional business ability and of large affairs, he was deeply interested all his life in promoting prosperous agriculture. This led him to become interested in dairy farming and in 1900 he, with L. C. Hamilton, also of St. Joseph, and J. A. Walker and C. J. Walker, then of Marysville, Kans., organized the Blue Valley Creamery Company, being its president ever since.

The broad vision, high ideals of quality and service and the financial genious of Mr. Wyeth have been great factors in placing Blue Valley on a sound and solid foundation and building up the large organization it is today. His passing brings deep sorrow to all blue valley officials but, never active in the direct management of the company, the death of Mr. Wyeth will in no way affect its business.

Mr. Wyeth was 62 years old. He leaves a widow, two daughters and two sons, William M. and John, both of whom are actively engaged in the management of the Weyth Hardware & Manufacturing Co. William M. Wyeth is also a director in the Blue Valley Creamery Co.

The funeral took place at St. Joseph, Mo., Friday, Jan. 30, in the presence of a great assembly of friends and associates, including officials of the Blue Valley Creamery Co., all joined together in loving tribute to a great leader, a wise counsellor and a true friend. As a mark of respect all blue valley creameries and offices were closed between the hours of 12 and 4 on the day of the funeral.



ICE CREAM CODE SUBJECT OF PUBLIC ADDRESS.

A Milwaukee ice cream manufacturer told some members of his public some interesting facts about ice cream recently. William F. Luick, head of the Luick Ice Cream Co., addressed the Milwaukee Rotary Club members at luncheon early in February, telling them how the National Association of Ice Cream Manufacturers has taken steps to maintain the purity and wholesomeness of ice cream in accordance with food laws, by making this the first article in the code of ethics adopted by the association.



Moore, Krombholz, and other scientists advocate the systematic inclusion of protective and emulsifying agents, such as gelatine and albumin, in the dietaries of normal adults, in order that fats may be maintained in finely divided emulsified condition and thereby be more amenable to the action of the digestive enzymes.



More pure milk, vanilla, shortening and other pure ingredients are used in making one CREMO Cone than in three "plain ice cream cones."

CONSOLIDATED WAFER CO.

The largest manufacturers of Ice Cream Cones in the world

2628 Shields Avenue
CHICAGO - ILLINOIS

515 Kent Ave.
BROOKLYN

2426 S. Harwood St.
DALLAS, TEX.



LEADERS in the Ice Cream Industry, concerns that spend millions to advertise their respective brand of Ice Cream, recommend and supply to their trade Cremo Cones exclusively. They do this even though many cones that are supposed to be just as good can be bought for one-half the price of Cremos. It required over twenty years to learn to make Cremo Cones—the finest Cone in America. That's why the **Big fellows** want their particular Ice Cream served in Cremo Cones.

CONSOLIDATED WAFER CO.

2628 Shields Avenue
CHICAGO - ILLINOIS

515 Kent Ave.
BROOKLYN

2426 S. Harwood St.
DALLAS, TEX.

The largest manufacturers of Ice Cream Cones in the world.

CREMO CONES

are the best

HOW THE ICE CREAM INDUSTRY CAN PROFIT FROM A PRINCE'S LESSON.

(Continued from page 14)

advancement is the organization of that industry. There must be unity of effort, and agreement as to goal, and the only way to arrive at these is through organization.

Then there has to be an "engineer." It seems true, as Mr. Everett said that

"Sometimes he exists right in an industry. He does not know he is an 'engineer.' If he were called one he might be insulted, because there are engineers and engineers, and one may not know whether he is being classified with the engineer of a steam shovel or a mechanical or chemical engineer with seven letters behind his name and memberships in famous technical societies to his credit.

"But whether he would recognize himself by the name or like it, he has a **flair** for looking at his business—and at the businesses of all the other men in his same line—from the point of view of the other fellow, or more strictly speaking, from the point of view of the other fellow in the mass; that is, of thousands of the other fellow rolled into one. It worries some psychologists profoundly that they cannot explain the tremendous difference between the actions of the human mind in single play and the actions of a thousand human minds in common play.

"None of us has a catching of the throat and strong emotional impulses if he hears a funny German band play the Star-Spangled Banner in an alley, but a thousand of us together in a public square with flags waving and some soldiers swinging by, will tear our hats off, shout and choke, no matter if the funniest collection of musicians in the world should tell us that 'our flag still waves.' Singly we seldom want to go to all the well-worn but effective properties of the occasion set, let some word wizard move our emotions for an hour and we will go to war or endow a fondling hospital.

"Our 'engineer' of an industry has the faculty somehow developing of thinking of his business in the terms of a thousand of the other fellow all in one. Then, he has something else besides.

"He has an instinct for presenting his industry to this thousand-minded other fellow in the way he would like to have the many-minded individual regard it.

"He proceeds to so present it. The tools of his effort are publicity, advertising, honest educational measures, development of quality in product, so that the quality will do some talking for itself, elimination of uneconomic methods in his industry, so that more resources are released to back up his 'engineering' measures.

"If he is really a good 'engineer' he will work to make his industry honest, not merely in the production of a quality product but in its daily methods. In our private moments we must have all admitted that some of the cant and flim-flam and beating-the-devil-sanctimoniously-around-the-bush that passes today for business 'smartness' is enough to make us glad that an unmerciful, unfearing satirist like old Dean Swift is not alive. He could take that prize production of the generations, a certain type of twentieth century business man, and flay him utterly."

This is not by any means a new game. Politicians are quite familiar with this sort of thing. Mr. Everett does not insinuate that we have to use the politicians' methods. Some politicians insist that the public can't be fooled. Other extremists are foolish enough to believe that the public has no intelligence whatsoever. Somewhere in the middle ground lies the truth, to quote Mr. Everett, who insists that "the industry that is honest, gives the public what is rightfully its own in valuation of purchase," and will soon enough come to be thought of as dependable by the public."

There can be no greater asset than this condition, with which we all agree.



SALESMEN'S CLUB ENTERTAINS CAROLINA ASSOCIATION.

At the request of the North Carolina Ice Cream Manufacturers' Association, the Salesmen's Club of The Association of Ice Cream Supply Men provided entertainment at the recent Charlotte convention of the first named organization.

"Standard of Quality"

STOLLWERCK

CHOCOLATE
Coatings, Liquors
AND
Cocoa Powder

Specially Manufactured for the
Ice Cream Trade

Samples and Quotations upon Request
The STOLLWERCK CHOCOLATE COMPANY
Factory, Stamford, Connecticut
NEW YORK CHICAGO LOS ANGELES

Order
PRINTED TIN-FOIL
WRAPPERS
AND
GLASSINE
BAGS
for CHOCOLATE COATED BARS

WRAPPERS and BAGS for
IMMEDIATE DELIVERY

Eastern Paper & Box Co.
"The Paper and Box House for Ice Cream Men"
46 Portland St. Boston, Mass.

Packaged Ice Cream Sundaes

Will Packaged Sundaes Aid Merchandising Efforts?

PACKAGES have been uppermost in the minds of ice cream manufacturers for the past several months more than anyone a few years ago would have thought possible. This is especially true of the recent winter months, when the subject was discussed at many ice cream conventions.

The sundae package has come in for its share of discussion. It is being urged upon the trade as a means of opening up new business, attracting new customers to ice cream. While some ice cream manufacturers do not believe that the sundae package in itself is profitable others say they are making profits from this business, the sundae package serves a useful purpose in advertising the product.

IT IS true that 75 per cent of the ice cream business today is done at the sundae fountain. But proponents of the idea argue that through making ice cream easier to handle more of it will be sold in containers, and in this way consumption will be more greatly developed. Others believe that whether or not package ice cream is boosted, it should not be advertised in such a way as to reflect upon the purity of ice cream served at the soda fountain, nor upon the sanitary surrounding conditions under which ice cream is dispensed at the soda fountain.

The Ice Cream Review has not passed any judgment on this matter. In line with its regular policy, The Ice Cream Review has made inquiries into the situation, and attempted to bring out helpful information upon a matter that now is of more than passing interest.

WE SHOULD be glad to have our readers write us more fully about this matter. It is only in this way that ice cream manufacturers can arrive at a logical conclusion. It is generally realized in the ice cream industry that the big thing is to promote more intelligent, more intensive merchandising.

The ice cream manufacturer has reached the conclusion that he must do merchandising just the same as the dealers. That is the urge in virtually every other line of business. Manufacturers of many different commodities today, representing to themselves that they must take part in work leading to the actual selling of their goods to the ultimate consumer.

THE sundae package has been represented to the industry as a step in that direction. The same is true of the general idea of selling packaged ice cream, which was introduced several years ago.

We are presenting at this time thoughts on the matter by different men in the industry, letting these men speak for themselves as to the real place in the industry of the sundae package.

We believe this will be of interest to our readers. We hope it will lead others to speak up and let us know what they think of the matter.

ENGLAND HAS HOUSE-TO-HOUSE DELIVERY OF ICE CREAM

House-to-house delivery of ice cream is now being carried out in London. A device with insulated chambers fitted between the side wheels of tricycles, of which a certain enterprising ice cream concern in London has a fleet of 400, enables this manufacturer to deliver ice cream in the homes. The householders use a method similar to that used in this country in ordering milk. They display a card in the window bearing the initial letter of the firm. The salesman makes delivery two or three times a day, while orders can be given to him for deliveries to be made at a future time.



By no means overlook the tremendous demand for a 10c Package of Ice Cream

More than 100,000,000 small size packages of ice cream have been sold during the past thirty months. The sales are in their infancy. The volume is increasing all the time. Ice cream manufacturers, seeking to increase their profits, are catering to the tremendous demand for the 10c package of ice cream. The 10c package nets the manufacturer a greater profit than received for bulk ice cream. The increase averages greater than 57c per gallon. A portion of this increased sales volume and added profit awaits every ice cream manufacturer.

KLEEN KUP

The Package that Sells Ice Cream at a Profit

Use a Mono-made package and get your share of the business. Use a Mono-made package with a label specially designed for *your* exclusive use, with *your* name prominently displayed. Get the *full advantage* of the advertising value of this package. Send for samples and "Packaged Ice Cream" information.

Mono Service Co.
NEWARK NEW JERSEY



Does the Packaged Sundae Lead More of the Public to "Sample" Ice Cream

Leading Ice Cream Manufacturers Have Given Their Opinions on Sundaes in Packages

CONTINUING its inquiry into the situation regarding packaged sundaes, The Ice Cream Review constantly sees brought up the suggestion that the package is the means of getting ice cream "sampled" by the public. Manufacturers who have different ideas on the subject seem to agree on that point.

J. A. Whitfield, president of Zero Products, Inc., Washington, D. C., thinks the ten-cent package is profitable, and "likes it very much." He includes overhead in figuring the profits in this phase of his business. He says:

"We try to look upon the five and ten-cent packages as specialties that carry some prestige and advertising value that reaches right to the consumer in each case," he said. "The sundae package business develops a large gallonage for the first plant to introduce it in a city. Shortly after, when all dealers are putting out sundaes, they cease to be a maker of new business for gallonage."

This manufacturer is inclined to think the packaged sundae is permanent business, "if for no other reason than that they become more attractive to the small manufacturer as the big manufacturer shows a disposition to discontinue selling them."

THROUGH the aid of the five-cent package the American Ice Cream Co., Cincinnati, increased its total gallonage, it was reported by B. Marchioni, manager of that plant. This was made possible," he said, "through its easy selling plan and also because of its advertising qualities." He likes the packaged sundae because "it enables us to place our name and business directly with the consumer. And also, because of its sanitation and desirability in selling, ideal carry-home pails causing no uncleanliness whatever."

"The individual sundae container in the ten-cent size only is all right for schools, picnics, small stands, etc.," according to M. I. Alfred, vice-president Alfred Pure Ice Cream Co., Los Angeles, which company has been in the sundae business a little more than a year, in that time selling only to the schools. He continued:

"It is hard to state whether or not the sundae has been profitable, as our price has fluctuated somewhat due to competition. It would be necessary to have a tremendous volume before the profit would be as it should. The sundae package helps to develop a large gallonage by getting your name before the public on the package, which cannot help but be read by the person seeing the package or eating the sundae."

W. E. Telling, president of the Telling-Belle-Vernon Co., Cleveland, speaking from experiences up to the latter part of December of last year, reported that up to that time his sundae had not been a success. "It is not what we would call a summer commodity in a sense

(Continued on next page)

JOHN H. MULHOLLAND CO.
1033 CHESTNUT STREET
PHILADELPHIA, PA.



ICE CREAM PLATES
Glassine Lined and Printed
Plain, Square and Round

ICE CREAM SPOONS
Bentwood and Flatwood

SIGNS
Sidewalk Signs, Ready for Service.
All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.
Electric Window Displays, for Standard Car Cards.

SINGLE SERVICE CAN and TUB
Soldered Tin Can Paraffined Fibre Tub.

because of the tremendous amount of work and the space they require in our coolers," said Mr. Telling. "This is only a little experiment with us, and doubt very much whether or not it is profitable. In a few cases, the ten-cent package seems to be more of a success."

THE Maryland Ice Cream Co., Baltimore, reported that the ten-cent package increased trade and that it has been profitable. It says that profits compare about the same proportion with brick ice cream. This company believes that the sundae has enabled it to make an increase of one per cent in business. This company could not see that it has proved an advertisement for its business. The official said that the sundae container would be permanent business, because "some good trade will insist on the sundae package."

Robert P. Smith, Smith & Clark Co., Scranton, Pa., reports that his company has been using a two-flavor sundae package since October 4, 1924 and has "every reason to believe that it was a very good move for the winter season."

He continued:

"We are using the the five-cent package, * * * using no fruit or topping, one-half ice cream and one-half orange ice. This we ran for two months, with sales constantly increasing for a period of six weeks at which time sales dropped appreciatively. We are now running them with changed flavors, one-half chocolate and one-half vanilla. We have reason to believe here that the changing of the flavors will stimulate the sale.

"Our net earnings during the months we ran the individual package were a great deal more this year, over previous years when we had no special package. * * * Net profit is not so great as it is on bulk ice cream or brick but it will run about .07 as great as that on regular ice cream. This includes overhead entirely.

"We consider the ice cream in the individual five-cent package in developing greater gallonage due to the fact that we use a goodly amount of ice cream, the new idea stimulating the sales and we feel that any additional gallonage outlay with these different novelties containing ice cream, if spread over a period of time will produce a marked difference in gallonage.

"It naturally is good advertising due to the fact that it is new, novel, everyone talking it, cartons and caps in conspicuous places whereby one will readily assume that the ————or whatever name it may have, is a big seller.

"As to the permanency of the individual package, we cannot say. We do feel, however, that with the proper amount of advertising and merchandising and keeping it before the public in a stimulating way that it can be carried on for a goodly period of time, beneficial to all."



Inviting!

THE first impression of the Jennings Cup lends confidence in the sanitation of its contents.

The Jennings Cup

More than that, it possesses an appeal that invites a purchase.

The Jennings Cup is naturally white and displays the printing to good advantage. Made in "10c" sizes only and shipped nested.

Excellent for quick service trade and summer business.

Send for some samples and prices.

The Jennings Sanitary Milk Bottle Co.

5110 Detroit Ave. Cleveland, O.

THE FIRST ICE CREAM.

Italy does not grant France the honor of having introduced ice cream first into the world's menus. The Italians claim that they manufactured sorbets during the fourteenth century. The sorbet was the juice of fruits which was frozen on icy snow. This drink became so popular in Italy that toward the end of the eighteenth century all sorts of ice were called sorbet.

An international congress of cooks was held in Italy at that time. This congress fixed the names of various dishes and it especially pointed out that only a mixture consisting of white wine, liquor, fruit juice and ice could be called a sorbet. The Italians had besides their sorbet the spongato, a frozen, beaten mass of frothy cream, and the gramolata, a half liquid delicate dessert prepared with ice. The latter was invented in the province of Toscana. Gramolata is composed of several fruit juices and wine, and it contains less sugar than does the ordinary sorbet.

Making Ice Cream Easy To Buy

Ice Cream Becomes Definite Merchandise When Handled in Packages, by Plan of Snow & Palmer Co.



This Method Makes it Easier for the the Dealer and the Housewive, Particularly the Latter

MAKING it easier for the customer to buy ice cream is a matter the ice cream industry only recently has begun to appreciate in its fullest light. Much importance now is being attached to putting up ice cream so it can be conveniently handled from store to the household, which is our greatest undeveloped market. This purpose is served by containers—variously styled cartons, packages, boxes, etc.

Packaged ice cream gives to this product the same advantages that bottled milk gives to milk buyers. This thought is seized upon by the Snow & Palmer Co., Bloomington, Ill., in impressing upon patrons the fact that it is easier to take ice cream out of the store now than it was in the past. The Snow & Palmer Co. drives home this thought in a little pamphlet they have issued concerning its Cream-Pak, in which it issues bulk ice cream packed at its freezers. The pamphlet does more than call attention to the ease and convenience in buying ice cream in this way; it also does much to draw the attention of the public to the soda fountain.

This has long been realized to be of much importance in view of the number of things in the drug store that compete with ice cream in drawing the buyer's eye.

The ice cream industry is learning that other business men have used to good purpose trade-marked packaged goods, such as raisins, milk, canned goods, etc.

IN ONE of the pamphlets of the Snow & Palmer Co., the old way of serving ice cream is likened to the old way of serving milk, when the milk once bought for the table was dipped—not bottled. The reader was reminded that the milkman once measured out a pint or quart of milk with the cover top of his milk can, and poured the white liquid out into a pail or bowl that the housekeeper kept for that purpose.

While the analogy is not exactly accurate, it is generally recognized by ice cream manufacturers that there are many disadvantages to the scoop system. For one thing, it takes up too much of the retailer's time.

THE industry now is much concerned with developing salesmanship among retailers. It is realized that through this every effort should be made to keep the retail salesmen interested in ice cream. This is not so easy to do when he feels that the work of dispensing ice cream is much of a bother to him. It is human nature for the dispenser, or any kind of salesman for that matter, to wish to dispose of articles of commerce which are easy to handle. Another disadvantage is this allows too many opportunities for the retail shop not to give full measure, which is not the case when packaged ice cream is put up at the factory and delivered to the dealer ready to pass over the counter to the public.

Cream-Pak is distinctly a Snow & Palmer creation, according to officials of this company.

"Not satisfied with having set the highest possible standard of quality, purity and deliciousness in the ice cream sold under our name," say officials of the company, "we are now offering Cream-Pak, what we believe to be the newest convenience and sanitation in the method of marketing ice cream."

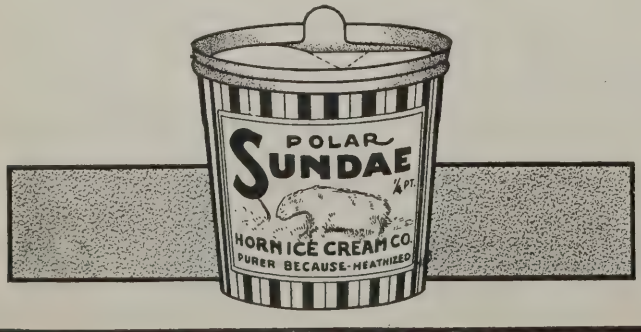
The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

PERFECT PACKAGE
TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



IS THE TRAIN AN OUTLET FOR ICE CREAM?



POSSIBILITIES of building up an outlet for ice cream on trains are suggested in an article in the February issue of the "Business Builder," published by the Citrus Products Co., entitled, "A timely and interesting discussion on taking ice cream to the people." The article was written by J. J. Mojonnier, secretary-treasurer of Mojonnier Bros. Co. of Chicago, who related an experience while traveling from Portland, Ore., to Los Angeles:

"The train stopped for a few minutes in a small California town. In front of the railroad station an enterprising inhabitant was calling out, 'Ice cream, ten cents a box.' He had brought a five-gallon packer filled with ice cream in individual packages, already packed, to the station.

"Inside of five minutes people from all parts of the train had rushed to his impromptu stand and in short order the vendor's entire supply was purchased and eaten. If this man had not met this train with a supply of ice cream in convenient packages for quick service, surely this rapid turnover would not have been feasible."

While at first blush, disposing of ice cream on trains may seem like "small pickings," consideration of the matter will show that in cities through which there is considerable railroad travel, such a business could be made to mean something. This will likely depend upon just how the matter could be handled. For instance, the average manufacturer would not be willing to handle any such business as this through ordinary "depot hawkers." In some cases it may be that such a plan could be worked out in co-operation with dealers, one ice cream manufacturer believing that a large dealer in the neighborhood of a railroad station could make arrangements with someone to dispose of ice cream on the trains as they come and go.

It was pointed out in the article by Mr. Mojonnier that a large part of ice cream is sold upon the basis of the consumer coming to get it at the fountain. For this reason the fountain is absolutely essential to the sale of sodas, sundaes and bulk ice cream, but—

"There is no question as to the innumerable opportunities for selling more ice cream by taking ice cream in a convenient package to the consumer. More ice cream can be sold if served just as the consumer wants it and when he wants it.

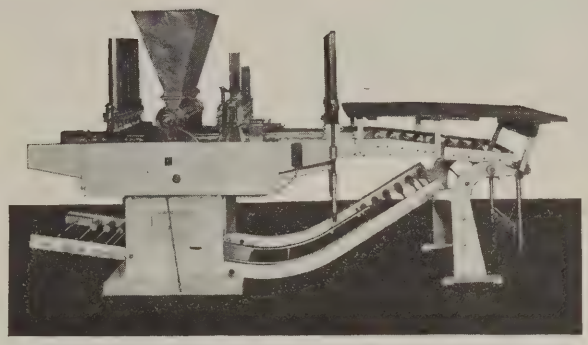
"Taking packaged ice cream to the people eliminated the difficulty of providing suitable service for quick sales."



SLOGAN RESTRICTIONS.

Restrictions covering the use of the ice cream trade slogan, "Serve it and You Please All," were outlined in a bulletin recently issued by V. F. Hovey, president of the National Association of Ice Cream Manufacturers, who recently announced that the executive committee had decided for the use of the slogan to be confined to ice cream manufacturers who belong to the national association, and to members of The Association of Ice Cream Supplymen who will use the slogan exactly as adopted by the association.

"In other words," according to the bulletin, "they will not be permitted to use the design if changed in any way, either by adding to or taking from the design."



BERGMANN ICE CREAM PACKAGING MACHINE—

¶ The practical machine for filling and sealing Packaged Sundaes. Fast, efficient, fool-proof and rustless. Reduces labor costs to a minimum. Used by prominent ice cream manufacturers.

¶ Automatic operation. Motor driven. Sanitary. Handles tray of 30 cups, filling and capping six cups at one time. Capacity 6000 cups per hour. Ice cream controlled by vacuum and gravity which maintains maximum run of freezer.

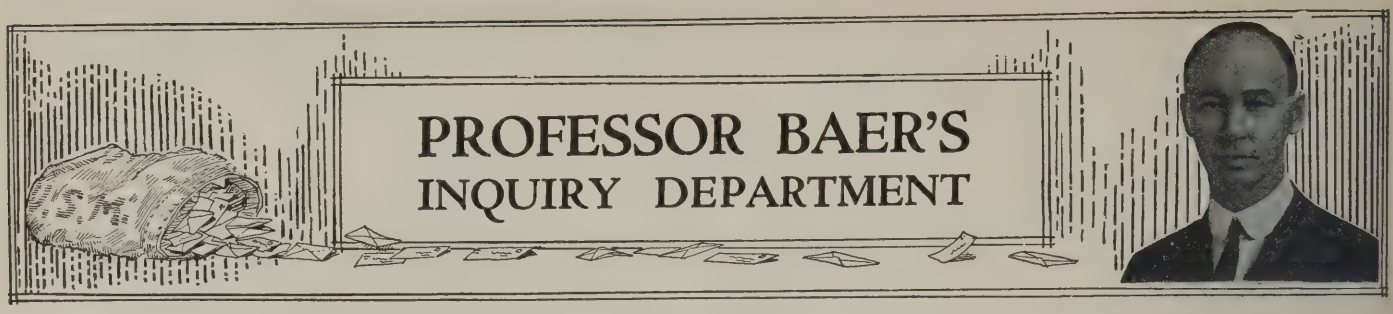
¶ The expansion of the demand for small size packages of ice cream necessitates this machine. Its use places profits on a new level. If you are marketing packaged sundaes you are interested in the Bergmann Machine. We'll be pleased to send complete information.

BERGMANN PACKAGING MACHINE CO.

1838 Henry W. Oliver Bldg. Pittsburgh, Pa.

SALES OFFICES

487 ORANGE STREET NEWARK, N. J.



Dear Sir:—We are having considerable trouble with our mix. We cannot control the overrun, getting too much—as high as 115 per cent. Finished cream tastes smooth, but looks course and has neither a good body nor a real good flavor.

The following is our complete mix—120 gallons.

84 pounds sugar.
3 pounds gelatine.
63 pounds butter (84%.)
42 pounds skim milk powder.
108 pounds Armour's evaporated milk.
300 pounds water.

We pasteurize the entire mix, with the exception of the flavor, to 145 degrees, hold 30 minutes before emulsifying, then age 24 hours before freezing. We have a horizontal C. and B. brine freezer, speed 175 r. p. m., brine 15 degrees.

At about what temperature is it advisable to hold in the hardening room? And also the brine to freezer?

Any help you can give us on this matter will be greatly appreciated.—A. M. H.

Reply: I have your letter discussing the considerable trouble you appear to have with your ice cream mix, especially in getting too high an overrun and getting a course produce.

I have made an analysis of your mix and you will find the calculations given below in table one. The calculations on your mix show that there is nothing wrong with the balancing of the various ingredients.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
84.00 lbs. sugar	.....	.....	79.80
3.00 lbs. gelatine	.....	.....	2.85
63.00 lbs. butter	52.92	.....	52.92
108.00 lbs. Evaporated milk	8.64	19.44	28.08
300.00 lbs. water	.....	.....	.....
42.00 lbs. skim milk powder	.....	39.90	39.90
600.00 lbs. mix	61.56	59.34	203.55
Per cent sugar	14.00		
Per cent	10.26	9.89	33.90

I believe that your trouble is rather in your method of freezing and handling. You stated that you were operating your freezer with a brine temperature of 15 degrees. That is a rather high temperature of brine. I would suggest that you try to run your freezer with an 8 degree brine and freezing your mix a little faster. Ten or twelve minutes should be sufficient time to freeze a batch. I believe you can in that way reduce the apparently high overrun and also get a little smoother product. The temperature of the hardening room should be somewhere near zero. It will not be objectionable to have the temperature 10 or 15 degrees below zero at night and it should not go higher than 5 and at least not higher than 10 above zero.

If you are not able to get a satisfactory smooth product without the use of some improver I would suggest you try using a little improver along with your gelatine.

You stated you also had trouble in getting a real good flavor in your ice cream. The flavor of your ice cream depends upon the flavor of your raw material. It is possible that the difficulty in the flavor comes from the butter you are using or comes from the evaporated milk which has a heated flavor.

* * *

Dear Sir:—One of our very old customers has been reading with considerable interest The Ice Cream Review. In fact, copies are on his desk continually and he has asked me to do him a favor and ask Prof. Baer in the department which you are operating to make an analysis of his mix.

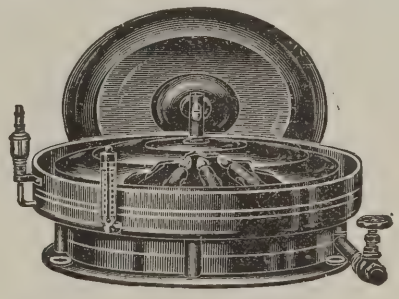
He gave me the following formula as being the one which he was using at that time:

350 pounds 40 per cent cream.
350 pounds 3 per cent milk.
160 pounds condensed milk.
140 pounds sugar.
6 pounds gelatine.

Also advise to what extent he should add water and powdered milk to still maintain the very high butterfat content of his product, providing he uses milk powder in place of the condensed. He would also like the same


Butyrometer (Test Tube) for Cream

ICE CREAM TEST
BY
"TROY-FUCOMA" METHOD
a new practical, ACCURATE and QUICK method to determine butterfat.
CREAM TESTING
with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.


Centrifuges: STEAM, ELECTRIC, HAND for 2 to 36 Tests

Skimmed--Condensed--Whole Milk
Quick and Accurate results will be obtained with our method.
Other Specialties:
Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.
154 Nassau St. *Specialists in Testing Apparatus* NEW YORK
Write for Illustrated Circulars

Here's Your Solution

to the cabinet question

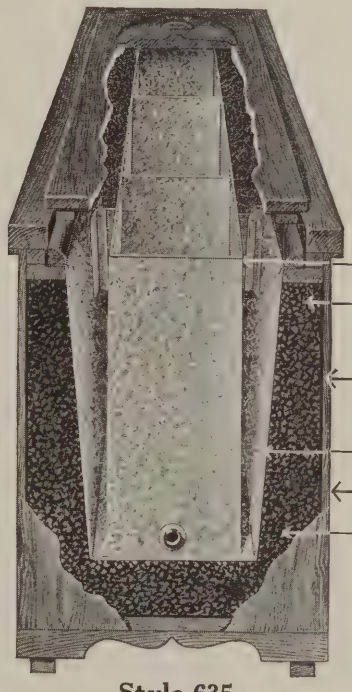
Nelson Duplex Zero

The last word in cabinet construction for Salt and Ice. Insulated with time proven insulator Sheet Cork—will not Settle or Change in texture—everlasting.

A Cabinet that is absolutely sanitary, has a water-tight container.

Will accommodate brick or bulk ice cream.

Compartments absolutely dry.



Style 635

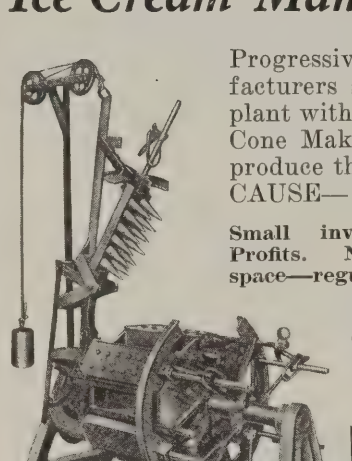
"Confessed the best when put to test"

Write for prices—today!

C. NELSON MFG. CO.

2306 Division Street St. Louis, U. S. A.

NEW FIELD Opens for Ice Cream Manufacturers



Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones BECAUSE—

Small investments net big Profits. No extra labor or space—regular salesmen solicit orders — helpers bake cones. Fresh, Crisp, Delicious Cones increase ice cream consumption.

This machine saves time, space and positively produces a better cone at less cost than any other machine on the market — Write for details today.

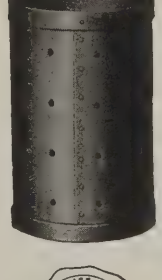
Patented

Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

THE PHILADELPHIA ICE CREAM CONE MACHINERY AND ART METAL WORKS.

68 N. Fourth St. Philadelphia, Pa.

Wall Super Service Steel Cylinders



Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

P. WALL MFG. SUPPLY COMPANY

3058 - 3098 Preble Ave., N. S. PITTSBURGH, PA.

SINCE 1864

analysis made of a mix in which the milk powder is used.

Reply: I have made an analysis of the mix which you state one of your customers was using, showing the calculations of this mix in which condensed milk was used. You will notice that this mix tests 15 per cent butterfat and 9.15 per cent serum solids. If the condensed milk was replaced by milk powder and water, the ingredients are given below in table two.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
350.00 lbs. 40% cream	140.00	18.69	158.69
350.00 lbs. 3% milk	10.50	30.21	40.71
160.00 lbs. cond. milk	.....	43.20	43.20
140.00 lbs. sugar	.....	.....	133.00
6.00 lbs. gelatine	.....	.....	5.70
1,006.00 lbs. mix	151.15	92.10	381.30
Per cent	15.06	9.15	37.80

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol.
350.00 lbs. 40% cream	140.00	18.69	158.69
350.00 lbs. 3% milk	10.50	30.21	40.71
140.00 lbs. sugar	.....	.....	133.00
6.00 lbs. gelatine	.....	.....	5.70
44.00 lbs. skim powder	.....	43.20	43.20
116.00 lbs. water	.....	.....	.....
1,006.00 lbs. mix	151.15	92.10	381.30
Per cent	15.06	9.15	37.80

The formula in table two will have exactly the same composition as the one your customer is now using.

* * *

Dear Sir:—We would like your opinion on the following mix, which is figured in gallons instead of pounds. The mix is as follows:

50 gals. 18% homogenized cream.
30 gals. 4% milk
12 gals. 8% evaporated milk.
140 lbs. sugar.
6 lbs. gelatine.
1 lb. meloine.

The above is pasteurized to 145 degrees F., held for 30 minutes and run through emulser, cooled down to 40 and held for 15 hours.

Would you please calculate this in pounds, and how much finished product should it make, also state fat, Serum solids, and total solids?

We also want your criticism on same, and any suggestions for improvement will be appreciated, as we would like to produce a first class product. In fact, the best could be made to test 10 per cent. You may also suggest a formula for 12 per cent mix. J. G.

Reply: I have calculated the ingredients of your mix and you will find the figures below in table one:

Table One.

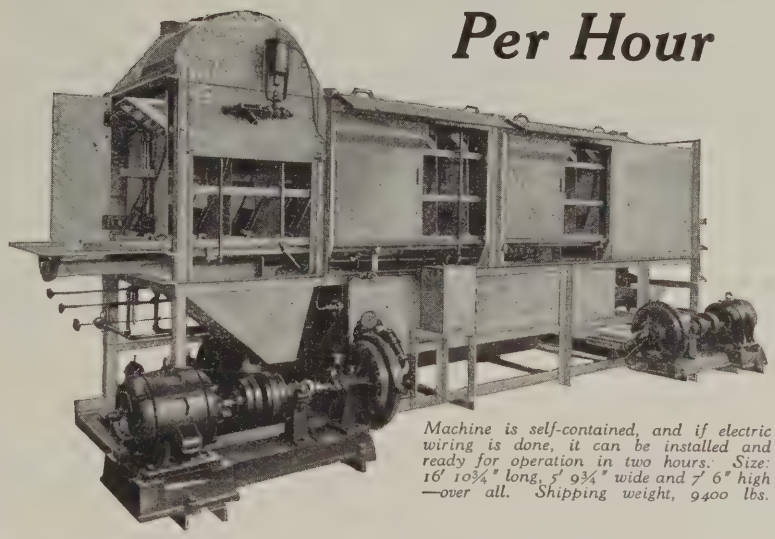
Ingredients	Fat	Serum Sol.	Total Sol.
50 gal. or 415.00 lbs. 18% cream,	74.70	30.26	104.96
30 gal. or 255.00 lbs. 4% milk	10.20	21.80	32.00
12 gal. or 108.00 lbs. evap. milk.	8.64	19.44	28.08
140.00 lbs. sugar			133.00
6.00 lbs. gelatine			5.70
1.00 lb. meloine			.95
925.00 lbs. mix	93.54	71.50	304.69
Per cent	10.0	7.7	32.9
Per cent sugar	15.4	.....	.....

You will notice that while your per cent of butterfat is about 10, the serum solids have not been brought up very much with the evaporated milk. You will also notice that your sugar content is 15 per cent.

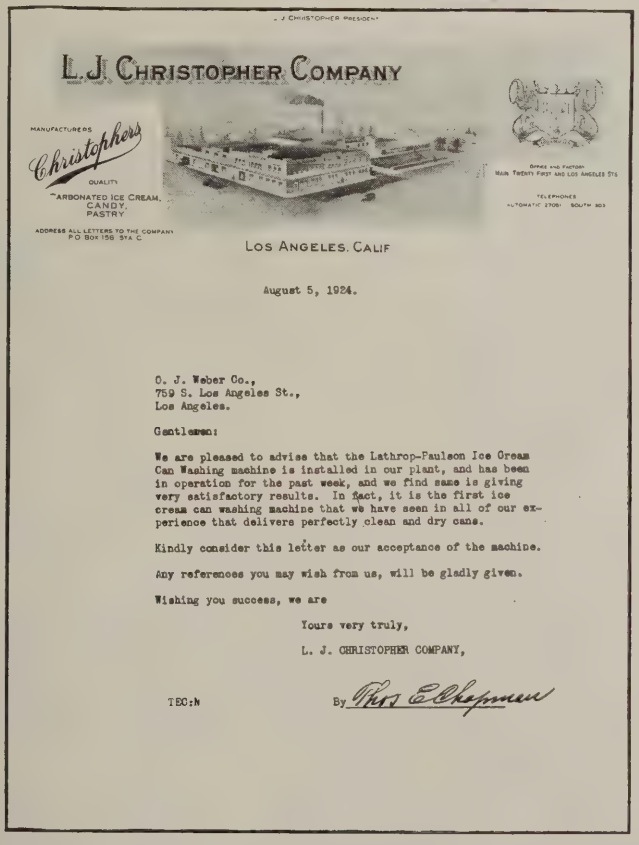
If I were to suggest changes in your formula I would reduce the sugar to 14 per cent, and possibly use skim milk powder to bring the serum solids to about 10 per cent, by using less evaporated milk and making up the

600 Cans and Covers or Brick Pans *Per Hour*

Absolutely clean, sterile and dry. Washes all size cans and covers from 20 qt. down to 4 qt. Cans are fed in and delivered at the same end of machine. Small cans may be washed together with larger cans, increasing the capacity to 1200 per hour. Has two speeds. Each can receives 17 distinct intensive treatments.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size: 16′ 10¾″ long, 5′ 9¾″ wide and 7′ 6″ high —over all. Shipping weight, 9400 lbs.



L. J. CHRISTOPHER COMPANY

MANUFACTURERS Christophers QUALITY CARBONATED ICE CREAM, CANDY, PASTRY

ADDRESS ALL LETTERS TO THE COMPANY P.O. BOX 156 STA. C

LOS ANGELES, CALIF

August 5, 1924.

O. J. Weber Co.,
759 S. Los Angeles St.,
Los Angeles.

Gentlemen:

We are pleased to advise that the Lathrop-Paulson Ice Cream Can Washing machine is installed in our plant, and has been in operation for the past week, and we find same is giving very satisfactory results. In fact, it is the first ice cream can washing machine that we have seen in all of our experience that delivers perfectly clean and dry cans.

Kindly consider this letter as our acceptance of the machine.

Any references you may wish from us, will be gladly given.

Wishing you success, we are

Yours very truly,

L. J. CHRISTOPHER COMPANY,

TEC:N By Thos E Chapman

L.-P.

ICE CREAM CAN WASHER & DRIER

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed. Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. Machine will also handle brick tanks up to 12 qt. size. All cans are placed in machine upright, and are delivered **absolutely clean, sterile and dry.**

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. Patent Soda Regulator.

Machine is sold on a results-guaranteed basis. Names of users will be gladly submitted upon request. It will not obligate you to obtain full information and price. Send the coupon today.

THE LATHROP-PAULSON CO.
2459 W. 48th St. CHICAGO, U. S. A.

The Lathrop-Paulson Co.,
2459 W. 48th St., Date.....
Chicago, Ill.

Without any obligation on our part, please send us complete descriptive matter of L.-P. Ice Cream Can Washer and Drier, together with price.

Name .....

Address .....

weight with skim milk powder until you have it properly adjusted.

If I can be of assistance to you in this matter I should be glad to help you figure this out if you will indicate just what you should like to do, especially with the use of skim milk powder.

I would suggest also that you secure from The Olsen Publishing Company, Fifth and Cherry Sts., Milwaukee, Wis., a copy of a little book entitled, "Ice Cream Mix," which you can purchase for $1.00. This will give you many ice cream formulas, among which you would undoubtedly find a number suitable for your use.

* * *

Dear Sir:—Our trade demands an ice cream or custard containing 16 per cent fat, as a special.

Since the fat is 4 per cent higher than our plain ice cream, it becomes necessary to prepare a special mix to meet the requirement. We are willing to do this.

But, so far, I have found it difficult to properly make a 16 per cent cream that is satisfactory, so I am herewith sending you my formula, and asking your advice. Formula:

57 lbs. cream, 36%.
57 lbs. milk, 3%.
19½ lbs. cane sugar.
1⅓ lbs. egg yolk.
(3 lbs. sweetened skim condense (42% sugar, 28% ser. sol.)
½ lb. gelatine, good grade, vanilla, color, etc.

I pasteurized mix and homogenized at approximately 1,800 pounds. After thirty-six hours' aging the body and viscosity was not apparently restored; the mix poured almost as free as water. Why?

I then froze one freezer. temperature of mix was 34; temperature of brine, 4 above zero, and the freezing was very rapid. At 100 per cent overrun the cream was stiff enough to draw. I cut off brine, and drew, but before my freezer would empty the cream beat down and became too stiff to fill voids in cans and pans.

I warmed mix temperature to 40 degrees, and brine temperature to 10 degrees. Froze another freezer with same results. I then left remainder of mix to age twelve hours longer. Then froze mix at temperature of 40 degrees; brine temperature of freezer at zero; another at 8 degrees; but the results were no better. The cream beat down and became so stiff that it had to be forced or jarred into cans, and lightest weighed 24½ pounds net to five gallons. But on starting to draw my overrun tester showed 100 per cent overrun.

My plain ice cream formula contains:
12% butterfat.
13.5% sugar (7.056% in condense.
(6.444% added sugar.
.5% gelatine.
.5% egg yolk.
16.8% sweetened condensed skim (42% sugar.
(28% serum solids.

My butterfat is derived from sweet milk and sweet butter, as my sweet cream supply is small and uncertain. Do you think it would be practical to weigh off a certain quantity of this plain ice cream mix and add to it "a require dmix to make the 16 per cent formula?" and how would you suggest this might be done?

Would you advise using coconut fat in any per cent, to increase the 12 per cent to 16 per cent? If so, how much, and how added? Is there a coconut fat that has small coconut flavor?

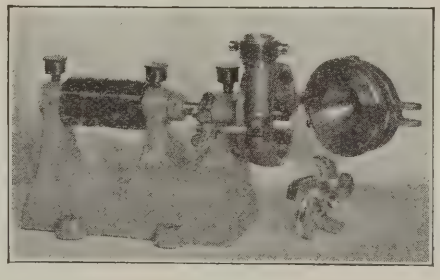
We thank you for your attention, and hope we are not imposing in asking your advise. H. R. S.

Reply: I have analyzed your mix and you will find the figures given below in table one.

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
57.00 lbs. 36% cream	20.52	3.24	23.76
57.00 lbs. 3% milk	1.71	4.92	6.63
19.50 lbs. sugar			18.52
3.00 lbs. sweet cond.		.84	2.10
1.30 lbs. egg yolk			1.17
.50 lbs. gelatine			.47
138.30 lbs. mix.	22.23	9.00	52.65
Per cent	16.10	6.50	38.16
Per cent sugar	15.00	.....	.....
Per cent gelatine	0.35	.....	.....

You will notice that this mixture tests 16 per cent butterfat, but the total solids is 38 per cent or a little better. In figuring out the sugar I notice that your mixture contains 15 per cent sugar. I believe that if you will reduce the sugar content to 13½ per cent or 14 per cent and possibly use only one-half as much egg



W-Z Super-Sanitary Milk Pump

But one part to clean—requires no tools—no places for milk to lodge—monel metal shaft—big capacity—low in power requirement.

Write for illustrated circular and prices

WRIGHT-ZIEGLER CO.
BOSTON, MASS.

A Magic Transformation

A better description in so few words is hardly possible for our process of

Retinning Ice Cream and Milk Cans

But differing from magic, the results of the sanitary triple coating process are lasting.

Send us a sample can for retinning and let us show you what we can do and how profitably for you.

SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.



Pierce-Arrow truck-Pfaudler tank, Nonpareil Corkboard Insulation—the combination that carried milk from Pittsburgh to Milwaukee with a 5-degree rise in temperature.

The Insulation Is Nonpareil

The whole dairy industry knows about the famous trip of the Harmony Creamery tank truck from Pittsburgh to the Dairy Show. From Saturday night to Tuesday morning—60 hours, 700 miles—the temperature of the milk rose but 5 degrees, from 36° to 41° Fahr.

The Harmony Creamery tank is insulated with 2 inches of Nonpareil Corkboard. That is the whole story of this 5-degree record. Nonpareil Corkboard held the temperature to a one-degree rise for every 12 hours.

One more triumph for Nonpareil Corkboard. One more demonstration of its dependable efficiency. Nonpareil is accustomed to records, whether spectacular records like this Dairy Show trip or the common, inconspicuous records of day-after-day efficiency in cold storage rooms. Nonpareil superiority is founded on dependability.

Have you tanks or rooms to insulate?

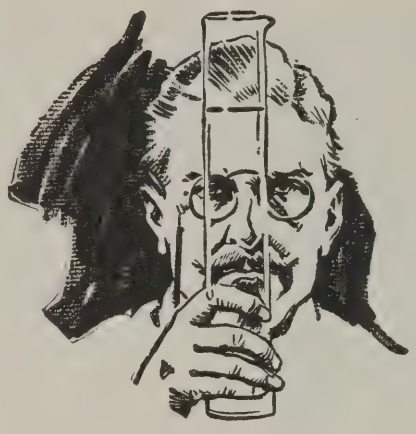
Full information, samples and estimates will be supplied on request.

ARMSTRONG CORK & INSULATION COMPANY 164 Twenty-fourth Street, Pittsburgh, Pa.

Also manufacturers of Nonpareil Cork Covering for refrigerated lines

Nonpareil Corkboard Insulation

For All Cold Storage Rooms



Safeguarding Our Customers—and Yours!

To safeguard the reputation of your product you must be sure of the quality of your ingredients. Your position in regard to the public is exactly our position in regard to you. We can no more afford to supply you a gelatine of inferior quality than you can afford to put such an ingredient in the product you offer the public.

Atlantic Super-Clarified Gelatine is as good as modern science, up-to-date machinery and finest materials can make it. In our modern daylight factory, skilled workmen long experienced in gelatine making are constantly striving to make a better gelatine for you. Our intensive manufacturing processes keep costs down, save you money on gelatine and give you a product on which you may depend for clarity, purity, viscosity and absolute uniformity.

Thus we safeguard your reputation with your customers—and our own with you.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS
Chicago: Suite 510, 118 N. La Salle Street
New York: Room 92, No. 1 Hudson Street
Seattle: 710 Arctic Building

ATLANTIC

super-clarified

GELATINE

yolk as you are using you will not have the difficulty you mentioned in your letter. I rather doubt whether it would be advisable to use your regular plain ice cream mix and try to raise the fat content and the contents of other ingredients from this mix. I believe it will be much better to make up the mix separately and process it separately by pasteurizing and homogenizing. I suggest that you try using a little less sugar, a little less egg yolk and see if that will not remedy your apparent difficulty.

It is also possible that you have already solved your trouble by modifying your method of freezing, as it does not appear that the difficulty with your overrun and the weight of the ice cream should be due to the mix. You should, however, be able to get from thirty to thirty-one gallons of ice cream from the mix as indicated in table one.

You also asked whether it would be advisable to increase the fat content of the mix by using coconut oil. I do not believe that the additional coconut fat is permissible under your state laws and you certainly would not want to adulterate your special ice cream in that way.



MARKED IMPROVEMENT SHOWN AT CANADIAN COMPETITION.

(Continued from page 18)

duce people to eat ice cream for some other reason than because it is cold. It must have a natural clean taste, characteristic of fresh milk and cream.

"A very slight change in the amount of milk solids not fat will make a great difference. About 10 to 11 per cent is about right, more will smother the cream flavor, while up to this amount of serum solids intensifies the cream flavor when 10 to 12 per cent is used as well as supplying the necessary body. Too much sugar lowers the freezing point until it is hard to keep and if served soft the ice cream will be sticky." Mr. George then went through the various ingredients giving the proper proportions.

"The texture of the finished product must be fine and close in order to obtain smooth ice cream and to bring out the natural rich flavor of the butterfat, for if this butterfat flavor is overpowered by the use of too much of any other ingredient we are not doing justice to our product."

"I have found a regrettable suspicion in the minds of the public," said Mr. George in conclusion, "that ice cream is not what it should be and while we know that it is a pure and healthful product we should, as an industry, use the greatest care that we do not obtain flavor and texture of which the public will be suspicious and with the elimination of foreign substances and the proper use of dairy products we can attain this end."



BETTER ROADS IMPORTANT TO ICE CREAM MEN.

At different times The Ice Cream Review has pointed out to the industry the importance of encouraging better roads. Reviewing the proceedings of the 1924 convention of the Illinois Association of Ice Cream Manufacturers, it is noted that President Z. G. Gassmann brought cut some interesting points on this thought.

"Because of the fact that our product is highly perishable," Mr. Gassmann said, "prompt and economical delivery is essential. Motor delivery has come to play a large part in the business of the ice cream manufacturer, and can only be done economically and successfully where improved roads exist. I urge every one of you to give your support to the hard roads measure. It means not only improved transportation, it means a saving in real dollars to everyone who operates motor vehicles, whether for business or for pleasure."

Going After Business

"Sanisco"

The best "Go-getter" any ice cream manufacturer can employ

Commands no continuous commissions or salaries. Just one nominal investment cost — that's all.

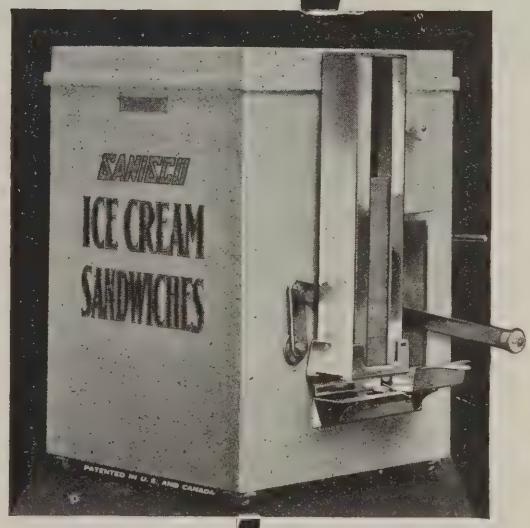
The big season for Sanisco Sandwiches will soon be here.

Are you going to get your share ?

LET US EXPLAIN THE SANISCO SALES PLAN

write

The Sanisco Company
1019 Third St., Milwaukee, Wis.

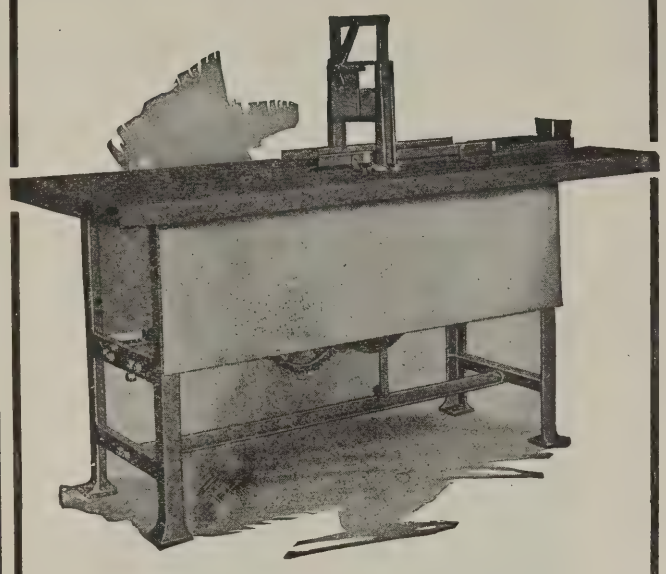


We recommend "UNEEDA BAKERS" Ideal Wafers. National Biscuit Branches thruout the U. S. can supply Ideal Wafers for Sanisco Machines at $1.70 per container of 725 wafers, or you can order direct from us.

-:- HIGH GRADE -:- ICE CREAM FRUITS

Crown Fruit & Extract Company, Inc.

418-420 West Broadway - - New York, N. Y.



The New Era
Ice Cream Brick Cutter

is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine, so same will space with unfailing accuracy.

Placed on ten days' trial, guaranteed to be practical, durable, and efficient.

Our representatives are the leading Ice Cream Supply Houses.

Detroit, Mich.
Columbus, Ohio
Cleveland, Ohio
Cincinnati, Ohio ..... **John W. Ladd Co.**

Philadelphia, Pa.
Baltimore, Md.
Pittsburgh, Pa.
New York City
Syracuse, N. Y. ..... **Cherry-Bassett-Winner Co.**

Cedar Rapids, Ia.
St. Paul, Minn. ..... **J. G. Cherry Co.**

Chicago, Ill.
St. Paul, Minn. ..... **A. H. Barber-Goodhue Co.**

San Francisco, Cal. ..... **Geo. W. Prising Co.**
Salt Lake City, Utah. ..... **Cannon Supply Co.**
Louisville, Ky. ..... **Standard Milk Machinery Co.**
Boston, Mass. ..... **Wright-Ziegler Co.**

The New Era Co.
146 MERRITT STREET
Oshkosh, WIS.

ROCKY MOUNTAIN ORGANIZATION PROPOSED.

(Continued from page 28)

The subject of mechanically refrigerated cabinets, iceless shipping jackets and refrigerated soda fountains was discussed on the second morning of the convention. At that time papers on iceless cabinets were read by Lewis Chamberlin of the Nizer Corp., Detroit, and by N. B. Acers of the Denver branch of the Delco Light Co., C. A. Pearson of the Lipman Company, Beloit, Wis., spoke on refrigerated soda fountains, and G. Berg of the Montgomery-Washburn Company, New York, spoke of the iceless shipping jacket which his company makes. All the talks held interest and the speakers were kept on the floor answering questions on different problems.

A DISCUSSION of cabinets, shipping jackets and refrigerated soda fountains was taken up in the afternoon. The majority of the manufacturers favored the use of all of these appliances, many of which are in use in Colorado. Most of the Colorado ice cream manmanufacturers buy the iceless cabinets to be used by their country dealers and then rent these cabinets to the dealers at 10, 11 and 12 dollars a month. In some cases the ice cream manufacturers provide the cabinets free in the cities, especially in Denver. Several manufacturers stated that they are using dry containers and iceless shipping jackets when shipping ice cream to country dealers and have found them very satisfactory.

One Denver manufacturer told of shipping a consignment of ice cream on a train that was wrecked and delayed 34 hours, but the ice cream reached the dealer in excellent condition.

THE Rocky Mountain Canaries, composed of the supplymen who operate among Colorado ice cream manufacturers, was organized during the convention, and will entertain the ice cream manufacturers during the convention each year. The officers of the new organization are C. L. Hurley, Denver, president; Lewis Chamberlin, Detroit, vice-president; John Bruce, Denver, secretary-treasurer, and C. H. Backer, St. Joseph, Mo., and G. Berg, New York, who, with the three officers, form the board of directors.

In the evening of the first day of the convention, a splendid banquet and dinner dance, a feature of the convention each year, was held. A number of Pueblo girls and women were invited to the dance by local ice cream manufacturers. The manufacturers and the supplymen attending the convention proved to be excellent entertainers and this banquet was one of the most successful ever held at the hotel.

On the final night, after the close of the convention, the ice cream manufacturers were entertained by the Rocky Mountain Canaries with a buffet luncheon, smoker and entertainment. Music was provided and several boxing matches were features. The convention ended with every manufacturer pleased that he had attended and promising to attend the next convention at Denver next year.

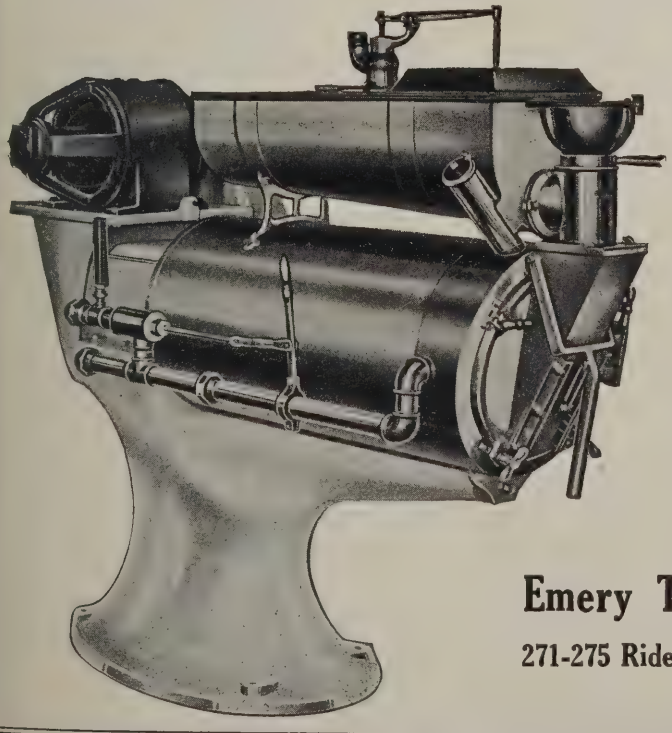
Among the ice cream manufacturers who attended the convention were E. B. Darrow, Pueblo; S. E. Miller, Denver; John Bruce, Denver; W. K. Zott, Denver; J. S. Bachelor, Canon City; Dan W. Morris, Sterling; L. H. Taylor, Sterling; C. B. Frank, Lamar; Harry Carlson, Denver; N. M. Due, Grand Junction; Edward Strain, Lamar; E. L. Carlson, Denver; A. R. Bleisner, Pueblo; H. F. Percy, Denver; C. F. Davis, Walsenburg; W. A. Randall, Boulder; C. T. Myers, Alamosa; George M. Flint, Denver; Frank Mauro, Walsenburg; W. F. Simpson, Denver; C. G. McLagan, Fort Morgan; D. B. Bier, Denver; H. J. Walsmith, Denver; L. W. Nelson, Pueblo, and Roy C. Newfarmer, Grand Junction.



An Ocean Voyage

The above picture of the Leviathan that appears on Page 20 of the new Emery Thompson catalog leads us to suggest —

Emery Thompson Ice Cream Freezers are enabling their owners to enjoy more of the good things of life — such as ocean voyages, long vacations in the the north woods, perhaps a finer new car, and other things that a man and his family desire.



Emery Thompson Ice Cream Freezers are in profitable use the world around—in this and practically every foreign country. They freeze ice cream on the Leviathan and many other great ocean liners.

In every respect, you will be delighted with the mechanical performance and sweet, smooth operation, and the long life of service given you by any Emery Thompson Freezer. Just how fully the Emery Thompson line meets every ice cream freezing requirement is shown in our new catalog. Shouldn't you have a copy for your files?

Emery Thompson Machine & Supply Co.,

271-275 Rider Ave., New York City, N. Y.

McLAREN'S CONES



Every Cone in Every Row is Uniformly Baked

INSIDE and outside, from tip to top, McLaren's Cones are baked to an even brown color. This result can be obtained only through the scientific use of fully-automatic cone machines. Heat adjustments must be exactly right, and the finished cones must be ejected from the moulds at precisely the correct time.

McLaren's Cones have no soft spots to dry out and shrivel up. No turned points. No intermixture of light and dark colors. No steam cracks to weaken wall of cone.

You would find it a pleasure to sell these good cones,—profitable too.

Every Cone is Guaranteed



The McLaren Products Co.

Peoria DAYTON Kansas City

CREATING HUMAN INTEREST IN ICE CREAM THROUGH WOMEN.

(Continued from page 34)

opening for six evenings. We had photographs taken of every department in our factory. We prepared the proper data in the form of short stories which we ran in connection with the various photos, and compiled into a little booklet a story entitled "Around the Globe with Pen and Camera." We handed every visitor one of these booklets, and made the statement that the little booklet was prepared by the Globe Ice Cream Company for their convenience as an educational feature so as to enable them to know more about ice cream. As they were escorted through the factory we pointed out the fact that we wanted them to remember the various statements made, and to check them up from their personal observations and as outlined in the booklet. This fact alone thoroughly convinced our visitors that we were telling the truth, and we dwelt upon the fact that cleanliness was the watch-word of our factory.

In taking these visitors through our plant we showed them every piece of machinery, and explained why it was necessary to have such elaborate and scientific machinery in order to produce a pure and correct ice cream product. We showed them our raw materials, such as fruits, flavors, sugar, and gelatine; and by the way, women are not afraid of gelatine because they serve it on their dinner table very frequently. We pointed out the fact that the gelatine was pure, and that it was necessary to use it in ice cream; we covered every minute detail pertaining to the industry, and much to our surpris, the women were more keenly interested in our explanation than the men, yet we must admit that most men are mechanically inclined. The men paid more attention to the big motors in operation than they did to the other kinds of machinery installed in our plant. But you can readily see that from start to finish we really did interest the public in knowing how, where and under what scientific and sanitary methods ice cream—a pure food—is manufactured.

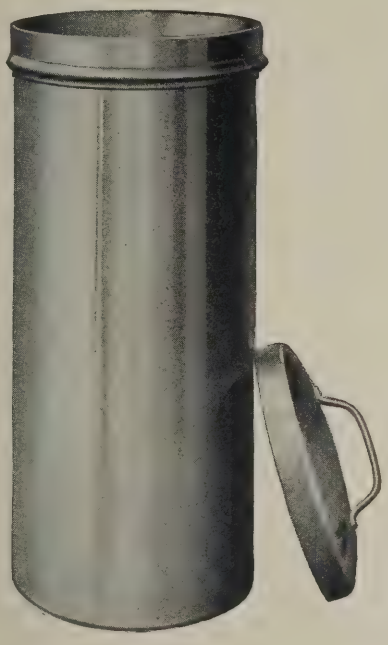
WE BELIEVE that the system employed by our company accomplished its purpose over and over again. For weeks we heard many people state that it was the first time they had ever seen the interior of an ice cream factory, and it was really interesting to see how, where and under what conditions ice cream is made, and they were very much surprised to learn the many details necessary in order to perfect and manufacture a good ice cream. Therefore, a human interest was created, and it still continues.

We might further state, that by using colored electrical effects for night advertising in which our system at night shows the inside of our plant in various appropriate colors, this item alone brings ice cream, whether it be Globe or some other brand, to the attention of the people on the street cars, the pedestrians, the people in automobiles, and constantly both day and night they are reminded of ice cream. We installed beautiful flower gardens in the front and on the side of our plant simply to attract the women, for we again realized that the women enjoy flowers and beautiful shrubbery.

Ice cream manufacturers in the United States today should immediately make plans to improve the inside and outside appearance of their factories, and this will have a tendency to increase ice cream sales. People will have confidence in that pure food product known as ice cream. Of course, manufacturers must realize the necessity of producing a good quality of ice cream, whether the butterfat be ten, twelve, fourteen, sixteen

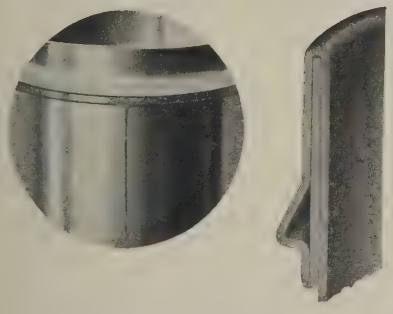
(Continued on page 104)

Now Ready for Delivery-



The New *Ultra-Weld*

NO SOLDER-NO RIVETS-NO HOOPS



This newly developed ice cream can we are offering to those who prefer the solderless or welded type. The bottom is made an intregal part of the cylinder by a continuous electric weld; it cannot leak, become loose, or drop out. The side seam joint is a genuine electric arc-weld and is built up with steel to securely bind the cylinder edge together; also notice the triple folded, rounded, "crackless" Ultra top band and bead.

Our new Ultra-Weld is exactly the same as our regular Ultra, except it is welded throughout instead of soldered. By all means see the excellent Ultra cans before buying your requirements for next season.

WELDED ➡



SOLAR-STURGES MFG. CO.

FACTORY AND GENERAL OFFICES:

MELROSE PARK ILLINOIS

CONTROL IN ICE CREAM SALESMANSHIP

THE developing of pride, loyalty and integrity among the men who do the selling work of the ice cream industry was urged in a speech before the New England convention in January on the subject of "Control in Selling." This subject, which has come in for little discussion at the ice cream conventions, was handled by the president of the Association of Ice Cream Supplymen, O. S. Jordan. Mr. Jordan introduced the question, "What is the training cost of a salesman?" One supply company selling to the ice cream industry, he said, spend between $15,000 to $20,000 at one time to bring its men in from the road and put them through classes in salesmanship. Other companies, he brought out, reckon the training cost of a worthwhile representative at $10,000—"in salary, time, blunders, etc."



O. S. JORDAN.

After pointing out that the ice cream industry has parallel problems, the speaker launched forth upon a line of talk in which he brought out the value of character in merchandising. J. P. Morgan, for instance, believes that cash collateral in obtaining a loan is not so important as character.

Measures for relief from a slipshod merchandising practice involved in the ice cream industry today, as seen by the speaker are:

"Those of building up company and association esprit de corps and pride among sales representatives, of endeavoring to inculcate in them a never-sleeping sense of honor to the interests they represent, that will exercise itself in small as well as in larger things. A necessary part of this sort of effort lies in education. Not especially text-book education or the mechanical learning of facts, but education as to the broader bases of business, business practice and personal conduct in business.

"Many supply companies and ice cream companies do this intelligently and earnestly today. It will interest you that one of the points of investigation on which admission to The Association of Ice Cream Supply Men rests is the degree of effort and success that an applicant company exerts and enjoys in the control of its sales representatives. As a supplement to the individual work among their representatives of many of the companies in the association, the Salesmen's Club of the association works week-in and week-out every year to build up among all the sales representatives of member companies an understanding of business honor, of intelligent sales practices and dignity and decency in manner. Although the club's activities are under the general sponsorship of the association, it is actually directed by broad-minded, earnest salesmen themselves, who are proud of their vocation and seek to do it honor. And they do; and in passing I can do no better than to commend the efforts and the purposes of that club to the good wishes and the real support of every progressive man in the industry."



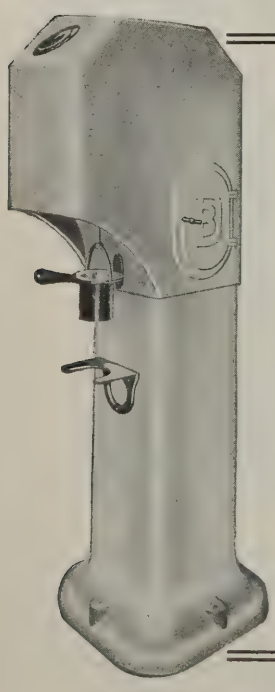
CREATING HUMAN INTEREST IN ICE CREAM THROUGH WOMEN.

(Continued from page 102)

or eighteen per cent butterfat, using good fruits and good flavors. It has been our experience that this grade of raw materials is cheaper in the long run.

Without throwing bouquets at ourselves, we would like to ask the question—"Why is it that the Globe Ice Cream Company of Los Angeles has created so much talk all over the United States?" Manufacturers come to visit us from all over the United States, and to our surprise, we have had many individuals who come to California as tourists go out of their way to come out and state that they have heard so much about Globe ice cream that they wanted to see the plant.

This article is in no way meant as a criticism. We have simply placed before you the true facts on which we have built up an elegant business, and which is increasing to our satisfaction day by day.



Sommers Ice Cream Over-run Tester

Simple in Construction—Quick Acting and Accurate

SMOOTH, SIMPLE CUP IS USED.

No loose weights or adjustment on Cup necessary.

Adjustments for variation in specific gravity of the mix are easily made on the Tester itself.

The Cup hanger is easily accessible.

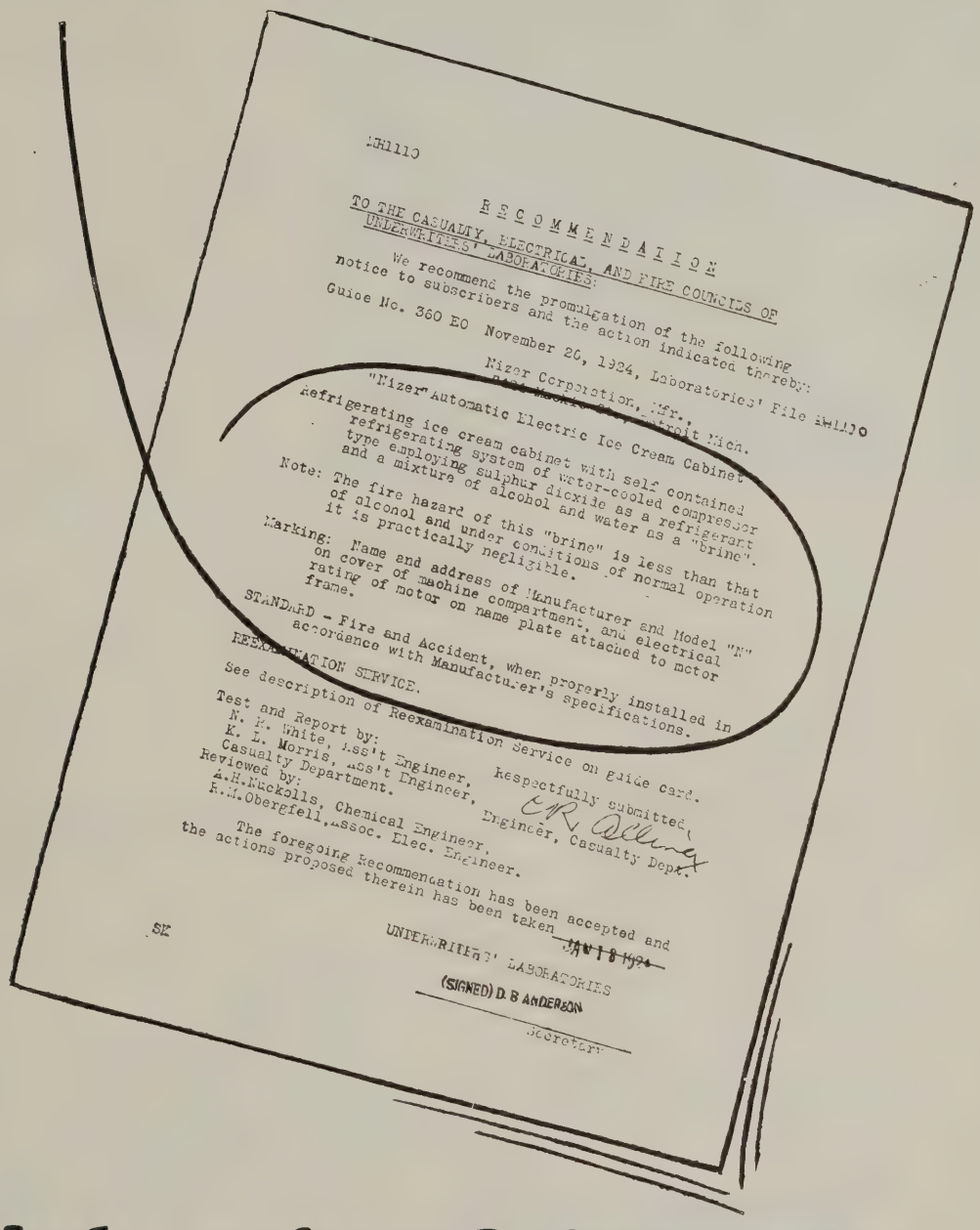
The reading is always made at one place, right under your eye as you stand in front of the Tester and tilt your head slightly forward.

Write for Descriptive Literature and Price

MANUFACTURED BY

Damrow Brothers Company, Fond du Lac, Wis.

Safety First!



RECOMMENDATION

TO THE CASUALTY, ELECTRICAL AND FIRE COUNCILS OF UNDERWRITERS' LABORATORIES:

We recommend the promulgation of the following notice to subscribers and the action indicated thereby:

Guide No. 360 EO November 26, 1924, Laboratories' File

Nizer Corporation, Mfr., Detroit Mich.

"Nizer" Automatic Electric Ice Cream Cabinet with self contained refrigerating ice cream cabinet with self contained refrigerating system of water-cooled compressor type employing sulphur dioxide as a refrigerant and a mixture of alcohol and water as a "brine".

Note: The fire hazard of this "brine" is less than that of alcohol and under conditions of normal operation it is practically negligible.

Marking: Name and address of Manufacturer and Model "N" on cover of machine compartment, and electrical rating of motor on name plate attached to motor frame.

STANDARD - Fire and Accident, when properly installed in accordance with Manufacturer's specifications.

REEXAMINATION SERVICE.

See description of Reexamination Service on Guide card.

Test and Report by:
N. R. White, Ass't Engineer,
K. L. Morris, Ass't Engineer,
Casualty Department.

Reviewed by:
A.H.Nuckolls, Chemical Engineer,
R.M.Obergfell, Assoc. Elec. Engineer.

Respectfully submitted,
C R Gilliland
Engineer, Casualty Dept.

The foregoing recommendation has been accepted and the actions proposed therein has been taken.

JAN 16 1925

UNDERWRITERS' LABORATORIES

(SIGNED) D. B ANDERSON
Secretary

SK

The Underwriters Laboratories Fully Endorse——

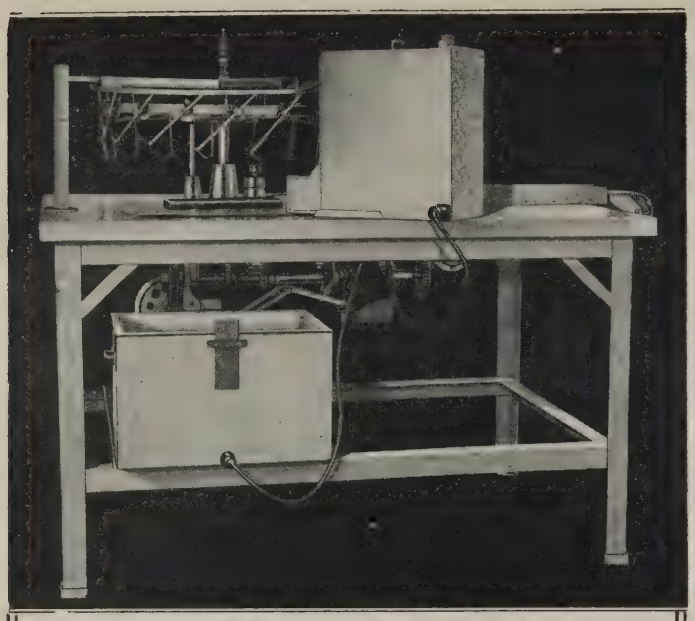
NIZER

Automatic Electric Ice Cream Cabinets

Made in 4, 6, 8, 10 and 12-hole sizes—water or air cooled—single or double row—self-contained or remote.

Nizer Corp.: Detroit, New York, Atlanta, Chicago, St. Louis, San Francisco
A. P. McLendon, Waco, Texas. Linde Canadian Refrigeration Co., Montreal

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.



How 300 Users Profit

They make a "pie" at a very low cost. They put it on sale to advantage.

They do this with the aid of Northwestern Cutting and Dipping Machines, which cut and dip 120 dozen pies per hour with a complete investment cost of only $375.00.

They distribute their low cost pies thru Northwestern Bar Cabinets. These cabinets help them to get a wide and economical distribution that makes the big production profitable.

The Success of more than 300 users can be yours. Write for circulars and details.

NORTHWESTERN CORPORATION
MORRIS - ILLINOIS



WHY DOESN'T THE ICE CREAM INDUSTRY CAPITALIZE ON POPULARITY OF DAIRY COW?

(Continued from page 13)

given much free publicity to milk. Since milk is the most important thing going into ice cream, this readily suggests that the industry can capitalize on the popularity milk already has won.

SO MUCH publicity has the milk industry achieved for itself, that we think it is worthwhile to publish in this connection, a letter from one of our correspondents who said that milk is mentioned in the Bible. This correspondent calls our attention to the following verses:

What Solomon Drank.

"I am come into my garden, my sister, my spouse: I have gathered my myrrh with my spice: I have eaten my honeycomb with my honey: **I have drunk my wine with my milk:** eat, O friends: drink, yea, drink abundantly, O beloved."

Verse I—Chapter 5—Book of Solomon's Songs.

* * *

What Isaiah Drank.

"Ho, everyone that thirsteth, come ye to the waters, and he that hath no money; come ye, buy, and eat: yea, come, **buy wine and milk without money** and without price."

Isaiah—Verse I—Chapter 55.

Another thought of the matter comes from C. H. Kimberly, dairy products laboratories, who said at the past New York State convention:

"With milk established as such a valuable food, it needs but little more to prove that ice cream, composed so largely as it is of milk products, is also a food."



ICE CREAM IN THE INVESTMENT MARKETS

The ice cream industry has broken into the investment markets. Trade observers recently were moved to get out some figures showing the remarkable expansion of its business.

The progress of the Chapin-Sacks Corporation, with a chain of 17 plants in the South was mentioned. It was shown that the average earnings of the Chapin-Sacks Corporation, available for depreciation, interest, taxes and dividends, for the past four years (1924 partly estimated) have been $588,982, or at the rate of $3.38 per share on the capital stock.



ICE CREAM MEN AID FARMERS.

Manufacture and sale of ice cream is not only profitable for those directly engaged in the business, but promotes permanent prosperity of the farmers by furnishing an outlet for farm products that take little fertility from the soil, Charles H. Allen of Defiance, president of the Farmers Sugar Company, told The Ohio Association of Ice Cream Manufacturers.

To cream, milk, eggs, sugar and corn starch, that compose ice cream, Mr. Alle nadded bacon, wool, and cotton as farm crops whose production should be stimulated because they do not rob the soil of its fertility. He contrasted these with wheat, which, he said, is always sold at a loss when the value of its mineral content is considered.



You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

WHY PAY HIGH PRICES *for* Vanilla Extract

Better Flavor and more lasting Flavor by using

"Vanoleum"

(TRADE MARK)

One pound of *"Vanoleum"* is equal in flavoring strength to two gallons of standard strength Vanilla.

Used for a quarter of a Century by the leading Ice Cream Manufacturers throughout the country.

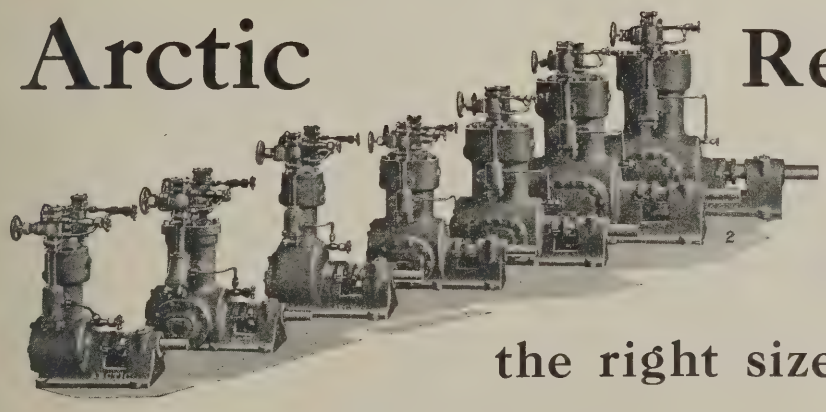
Contract Prices submitted on request.

WE ALSO MANUFACTURE A COMPLETE LINE of VANILLA EXTRACTS

MEMBER

CORRIZO EXTRACT COMPANY 211-215 West 20th Street NEW YORK CITY

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

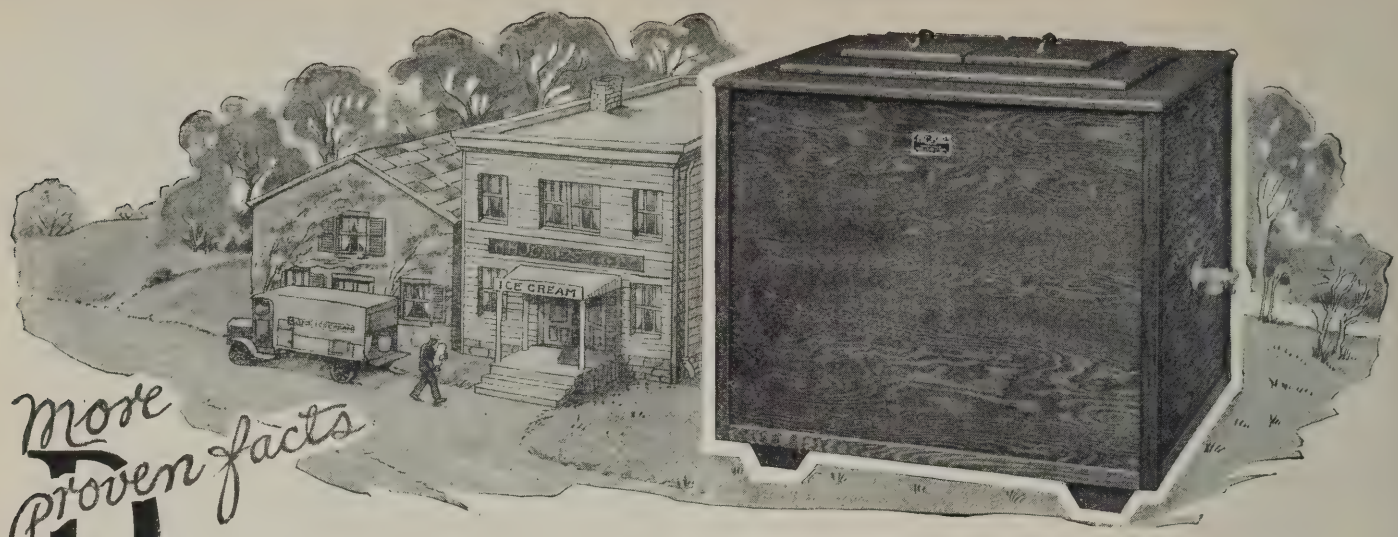
Simpler

Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention.

Better

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio



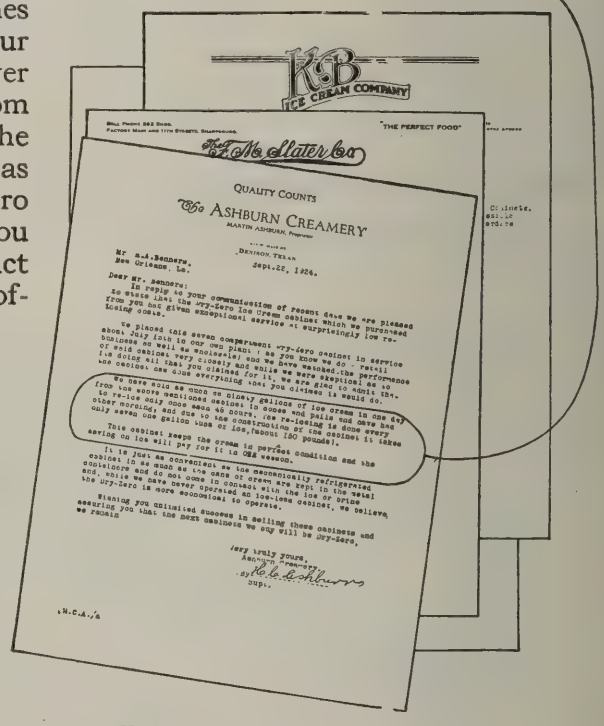
More Proven facts

Delivery costs on suburban routes cut with Dry-Zero 48 hour icing

Turn small profit suburban customers into regular profit ones by installing Dry-Zero cabinets. Instead of having your trucks make daily deliveries and daily icings, send them over suburban routes only once every other day. Changing from daily to every other day deliveries allows you to double the number of your drivers' routes, for there is no guesswork as to whether they can cover the ground when Dry-Zero cabinets are furnishing 48 hour icing. By doubling up you will need fewer drivers and trucks, less gas and oil, in fact less of everything which now makes it practically unprofitable for you to serve suburban customers.

Besides decreasing the number of your routes, your drivers can make more stops each route each day. Dry-Zero cabinets, while giving 48 hour icing, use 40 to 50% less ice and salt than any other cabinet on the market. Your drivers can serve more customers without increasing the amount of ice and salt carried by simply loading up with more cream.

Solve the problem of suburban deliveries by installing Dry-Zero cabinets. The decrease in cost will astound you. This is known to be absolutely true—it is not a mere matter of opinion. Big ice cream manufacturers, who tried out many different makes before standardizing upon Dry-Zero cabinets, have supplied us with information upon which we base proven facts. Before you even install Dry-Zero cabinets, you know definitely what they will do.


K-B ICE CREAM COMPANY

"THE PERFECT FOOD"

F. F. McClatchey Co.

QUALITY COUNTS

The Ashburn Creamery

Martin Ashburn, Proprietor

Denison, Texas

Sept. 22, 1924.

Mr. H.A. Benners,
New Orleans, La.

Dear Mr. Benners:

In reply to your communication of recent date we are pleased to state that the Dry-Zero ice cream cabinet which we purchased from you has given exceptional service at surprisingly low running costs.

We placed this seven compartment Dry-Zero cabinet in service about July 1st in our own plant. As you know we did. Install business as well as wholesale; and we have watched the performance of said cabinet very closely and we have watched the performance in doing all that you claimed for it. We are glad to admit that the cabinet has done everything that you claimed it would do.

We have sold as much as ninety gallons of ice cream in one day from ice alone mentioned cabinet in cases and pails and have had to re-ice only once each 48 hours. ice re-icing is done every other morning, and due to the construction of the cabinet it takes only seven gallon tubs of ice, about 180 pounds.

This cabinet keeps the cream in perfect condition and the saving on ice will pay for it in ONE season.

It is just as convenient as ice mechanically refrigerated cabinets and do not come in contact with the ice or brine and while we have never operated with the ice or brine the Dry-Zero is more economical to operate.

Wishing you unlimited success in selling these cabinets and assuring you that our next cabinets we buy will be Dry-Zero, we remain

Very truly yours,
F. F. McClatchey Co.
By H. A. Ashburn
Supt.

H.A./s

Here is what actual users of Dry-Zero cabinets say:

MAIL THIS COUPON

DRY-ZERO INSULATION CO.,
50 East 42nd St., New York City.

Gentlemen:

☐ Send one of the new D-Z cabinets built by Hercules.

☐ Send more information about Hercules built D-Z cabinets.

Name .....

Address .....

DRY-ZERO INSULATION COMPANY

50 EAST 42nd STREET

NEW YORK

Southern Representative: H. A. BENNERS, United Fruit Bldg., New Orleans, La.
J. H. CONNOR & SON, Ltd., Ottawa, Ontario, Canada. Manufacturer and Selling Agent.
HERCULES CORPORATION, Evansville, Ind., Sole United States Manufacturer.

The Sugar Market

The Outlook for 1925

(From Facts About Sugar)

WITH current crops in almost all parts of the world showing a decided increase over last season, the world enters 1925 with the prospect that the available supply of sugar will be the largest in its history. An increase in production of 2,000,000 tons is more than international markets ever before have been called upon to absorb in a single year, but it represents no more than a normal increase in production as compared with the yearly rate of growth in effect before the war.

That the markets of the world are perfectly capable of absorbing this increase there is no reason to doubt. The only question as to which opinions may differ is the price at which demand can be expanded sufficiently to take up this increased supply. The process of absorption will be aided by the fact that invisible supplies all over the world are reduced to the smallest possible dimensions. The restoration of these stocks to normal proportion will use up a large part of the augmented supply.

Another factor that favors a record-breaking consumption during 1925 is the improvement in industrial conditions and the generally good outlook for business. In Europe the stimulus of better trade conditions is evidenced by the increasing rate of consumption since the beginning of the present crop year, distribution keeping pace fully with enlarged production. In the United States business authorities almost universally agree that the coming year will be marked by an expansion of business activity in virtually all lines. If this expectation is realized it will mean full employment of labor at high wages, a condition that is always reflected in a heavy demand for sugar. In far Eastern countries, where consumption is governed by price to a greater degree than elsewhere, the low values now established may be expected to lead to a marked expansion of demand in that quarter of the globe.

THE process of discounting the heavy production of the current year already has made noteworthy progress. At the close of 1924 raw sugar was selling in the New York market three-quarters of a cent a pound below the quotation prevailing a year earlier and about the same amount below the initial 1923 quotation, but it was still a full cent above the price at the beginning of 1922 when the carry-over of 1,200,000 tons of the previous Cuban crop acted as a powerful depressing influence in the early months of the season. While quotations on refined have not fully discounted the decline in raws, the adjustment of prices to the lower raw basis which is now under way should result in an active movement during the early months of the year in order to restore trade stocks to normal dimensions.

It is not to be expected that distributors or consumers will attempt to accumulate supplies in anticipation of future needs until an upturn of the price movement is clearly foreshadowed, but the satisfaction of current requirements and the replenishment of depleted stocks ought to result in a heavy movement on refined sugar during the early months of the year. With Cuban raw



POPULARIZE YOUR ICES AND SHERBETS

You can do this by preserving the smoothness of their texture by using

Franklin Clear Invert Sugar

Ask our Service Department for sample and how to use it.

The Franklin Sugar Refining Company
PHILADELPHIA, PA.
"A Franklin Cane Sugar for every use"



Clifton Quality is Better

And the price is right.
A sample will prove it.

Why Hold Off Ordering Now?

You can order now for July 1st, delivery with a full guarantee against our own or general market decline to date of shipment.

SEND TODAY

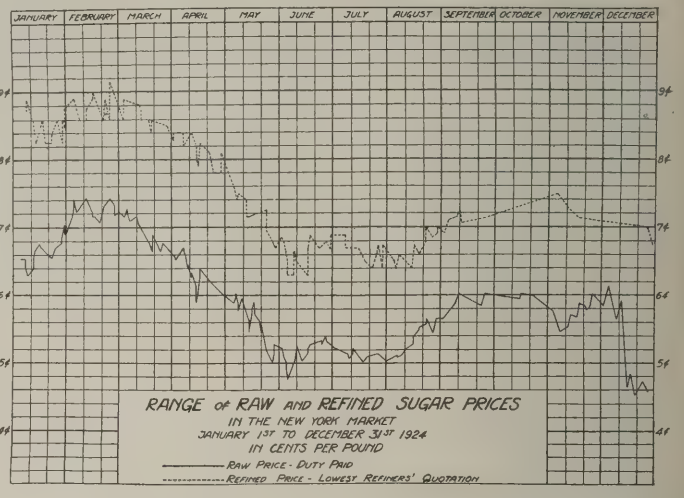
CLIFTON MANUFACTURING CO.
WACO, TEXAS

sugar selling below three cents a pound other countries are showing an active interest in supplies from this source, and their purchases are likely to continue in good volume while values remain in their present latitudes.

AS a result of these conditions it is logical to expect that there will ensue a rapid shrinkage of the apparently large surplus now in sight, that may pave the way to an upturn in the market by May or June, particularly if conditions arise that cause the outturn of leading sugar producing countries to fall below early estimates, or which tend to limit the areas devoted to the following crop.

On the other hand, an interruption of the steady and even flow of sugar marketward, or a scramble for supplies such as occurred in the early months of 1923 and 1924, undoubtedly will put a sharp break on distribution, will cause dealers to adhere to the close buying policy they have followed for months past, and will bring on a recurrence of stagnation and declining values at the season when market activity normally should be at the maximum. For the welfare of all branches of the sugar trade it is especially important this season that nothing shall interfere with the smooth progress of production and movement of the crops.

With production large costs will be lower, and with low prices and an orderly marketing movement consumption will be heavy. Even though margins of profits may be somewhat narrower than heretofore, producers, refiners and distributors should find results at the end of the season fully as satisfactory as in the year just ended. Those who are pessimistic under present conditions fail to realize that the sugar industry is one in which rapid growth and a steady rise to a position of greater and more vividly recognized importance are normal expectations, and that recessions in the production or consumption are due to abnormal conditions of no more than temporary duration.



Writes Lamborn & Company, Inc., internationally known sugar brokers:

"The situation now facing us is briefly as follows: Production for 1925 is estimated at about 23,400,000 tons, an increase of around 3,000,000 tons, or roughly 13 per cent, over the previous campaign. Two million tons of this increase is in European production, and 400,650,000 tons represents the Cuban increase according to present forecasts.

"Closing prices for futures January 8th are: Jan., 2.77; March, 2.77; May, 2.90; July, 3.02; Sept., 3.14, Dec., 3.13. These prices to a certain extent have discounted the increased production, but as stocks of Cuban sugar mount prices will probably ease off to somewhat lower levels. Meanwhile the trade are buying as little sugar as possible, but when prices do reach a satisfactory basis, it is expected an enormous buying movement will result. It is readily believable that consumption during 1925 may absorb the entire increase in production, just as it absorbed the 1,200,000 ton carryover in Cuba in 1922, and the subsequent increase in world production in 1923 and 1924. According to records for a number of years back there is a normal annual increase in consumption caused not only by the increase in population but also by an increasing per capita consumption. The rate of this normal annual increase which was interrupted by the war, indicated that today, but for the war, the world might be consuming several million tons more than the present estimated production. Theoretically, therefore, the world's ability to consume sugars is still far ahead of production. Certainly under the influence of low prices, prosperous conditions in this country and improved conditions abroad, there will be a vastly greater demand for sugar this year. To cite one probability, there is Germany, where last year, due to the collapse of the monetary system, consumption dropped from 1,450,000 to 970,000 tons. This year consumption in that one country may be increased 500,000 tons.

"Then, too, low prices during the early part of the year will have a tendency to curtail sowings of sugar beets in Europe and America particularly, but to some extent cane also.

"We are of the opinion that some time during the forepart of 1925 sugar will be a most attractive purchase. Already speculative interest in subar is growing strong. It is expected that with wheat, corn, coffee and other foodstuffs which are marketed on exchanges, selling at such relatively high prices, traders will be switching operations from these markets to the sugar market. In fact we have already seen evidences of this.

"While present prices are the lowest since June, 1922, and in some cases below the cost of production, there is as yet no indication that the present decline has run its course. Nevertheless from now on the sugar market bears close watching."


Patented Jan. 21, 1923

Texas Barrel Company has installed one of the largest Barrel, keg and Ice Cream Tub plants in the South and will be ready to serve its tub customers at an early date. Texas Barrel Company had the misfortune to lose its Tub plant by fire in August but in its place has arisen a magnificent factory capable of serving a wider territory.

Service and good workmanship our motto.

TEXAS BARREL COMPANY

Box 665 HOUSTON, TEXAS

"TRUE,—

Wisdom is in knowing what is best to know and Doing what is best to do."

THOMAS W. DUNN CO.

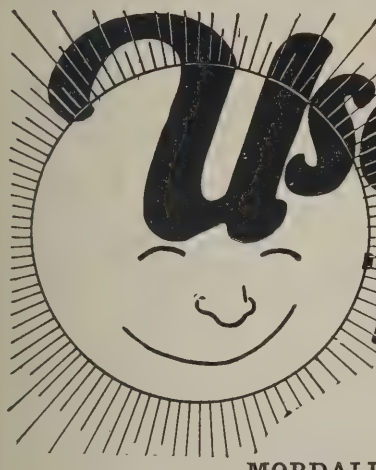
546 Greenwich Street

New York, N. Y.

Do you know that Thomas W. Dunn Co. were the first to introduce ICE CREAM GELATINE to the ice cream manufacturer and have been selling the finest product ever since?

THEREFORE,—do what is best to do and display true wisdom by using—

Dunn's Gelatine



Use MORDALITE

"IT SMILES BACK AT THE SUN"

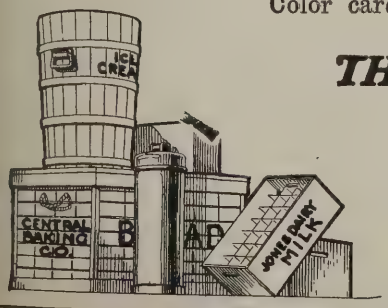
A MILL WHITE THAT STAYS WHITE

MADE IN GLOSS—EGG-SHELL AND FLAT

MORDALITE will bring light, health, and Cleanliness into your plant and salesroom at a surprisingly low cost.

MORDALITE Enamel is easy to apply and will stand frequent scrubbing without danger of discoloring, peeling or cracking.

MORDALITE is made in White and eight attractive shades. Color card and prices gladly sent on request.



THE GARLAND COMPANY

Cleveland Ohio U.S.A.

Makers of

PAINTS—VARNISHES—ENAMELS

ENAMELAD

THE EVER READY ENAMEL

for Tubs-Cans-Cases

Please send color-charts and samples to:

.....

.....

.....

What Do You Think The Ice Cream -:- -:- Business Is Going to do This Year?

Prosperity Gleams Ahead for our Business, Which is as Sound as the Packing Industry

*By R. C. MARINE**

YOU have all asked and been asked this question several times already. Yes, it is a stock question with many and although most trite remarks are dismissed with little consideration, I think this one deserves a little more than casual comment. So to conserve space and time, lets take for granted that the ifs and ands and qualifications hinging on the weather and general business conditions and the Republican party have all been disposed of and we are really considering what the outlook is for 1925.



R. C. MARINE.

From personal observation I have come to the unalterable conclusion that the ice cream business has reached a point of development and progressiveness that presages prosperity for those of its votaries who have withstood the gaff of the past few years and still remain steadfast to the principles of ethical competitive methods, and who display the faculty of good judgment in moving steadily ahead the tide of progress, instead of pausing to see what will happen next.

To succeed in the ice cream business of the future, requires vision. The day is past when a man can ride along on the rise and fall of everyday circumstances and rake in the kale. To be sure, there is still room in the front ranks for profitable service, but the fellow who figures he can keep the pace without working up perspiration is headed for a sad disillusionment.

Capital is being attracted to the ice cream business and to the allied industries, which serve it. Capital has always had its propensities for getting to the bottom of things and seeing that they are sound. To do that requires brains! Consequently, there has been an influx of scientific knowledge into this field, which has raised it to a higher plane than it ever would have attained without the contribution of the engineer's skill, the scientist's research and the economist's direction.

THE most obvious and gratifying indication of the effect these are having on the ice cream business is the increasing demand for the facts concerning everything that the ice cream manufacturer buys. Whether it be a product that goes into his product, or whether it be a machine which he uses in his manufacturing processes, or an article appropriated to the distribution of his product, invariably he must have the facts as to its worthiness. This is the primary consideration. The price is rapidly assuming only secondary importance.

More and more the ice cream manufacturer is reaching the viewpoint that unless the ingredients going into his product are pure and of the highest quality, he cannot afford to use them. He recognizes that unless the package he puts out is attractive, it will detract from the product within.

He is becoming convinced that the mere fact that his machinery is not worn out, is by no means reason to believe that it has not outlived its usefullness. For, unless it is efficiently performing the work it is intended for; unless it enables the ice cream maker to produce a better product; unless it lends itself to the maximum facility of plant operation; then it is indeed an expensive possession, for it frustrates the very purpose for which he is in business.

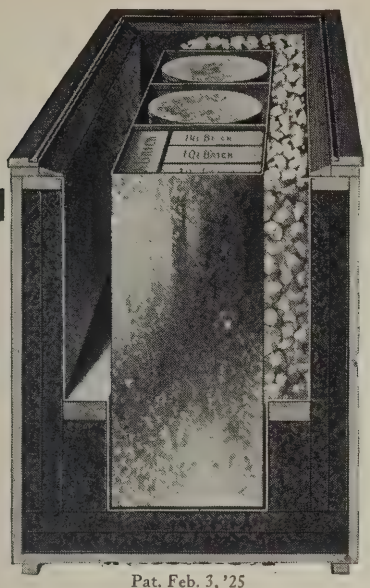
THERE are still a few who have rejected the most important inventions which have been introduced to the industry, as innovations unworthy of recog-

*North Carolina branch manager, Bessire & Co. This was written for The Ice Cream Review exclusively.

Fancy Ice Cream Forms
(Imported and Domestic)
Featuring
St. Patrick's Day and Easter Sunday
Leaves, W/Stem, Lace Papers
Imported Fruits, Pulps and Marrons
SCHALL & CO., New York
81 Barclay Street 16-18-20 W. Broadway

DREW'S
Egg Yolk
Makes Better Ice Cream
SOLD IN ORIGINAL PACKAGE
Prices on Request
JAMES F. DREW & CO.
320 Broadway New York City

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Pat. Feb. 3, '25

STOUT Brine Well

—the 48 Hour Service Cabinet

Test One

Alongside Any Other Cabinet
and You'll Adopt Them Regularly.

It Saves Money—Uses 30 to 50 percent less Ice and Salt —carry that much more "cream" on your trucks.

It holds the proper temperature, evenly

No brine comes in contact with the cans.

No sloppy dripping when removing them.

Holds either Bulk or Brick without changes.

Insulated with three to six inches cork board alternating with three layers of heavy asphaltum paper.

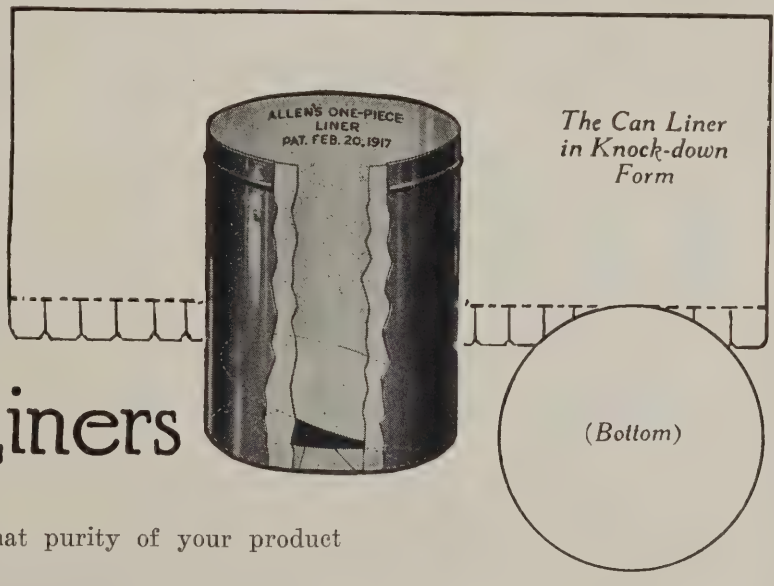
There is no question or guess-work about the 48 hours—numerous reports are coming in from users stating that this cabinet holds 72 hours.

Write for Fuller Details and Prices.

STOUT MFG. CO., 610 Sycamore St., MILWAUKEE, WIS.

Allen

One Piece Sanitary Can Liners



The Can Liner in Knock-down Form

The one means of preserving that purity of your product from freezer to consumer.

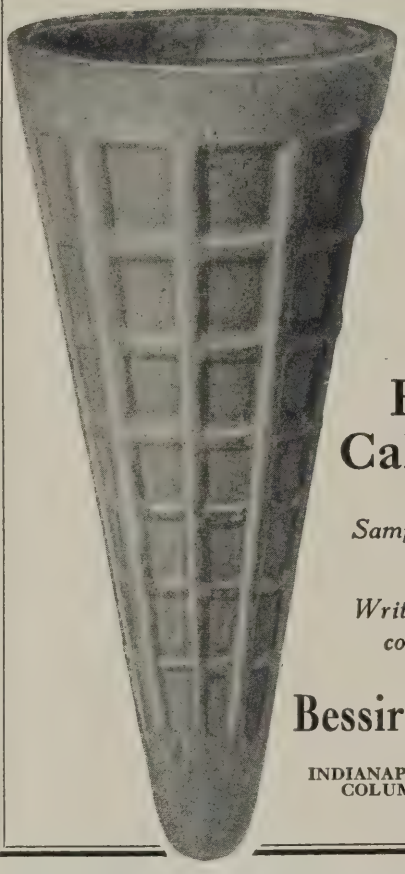
No matter what the condition of your can, the Allen Can Liner is 100% protection, and the use of Allen Can Liners is also practical. No trouble to insert in cans, and when removed your can is half cleaned. They save the hard scrubbing necessary to remove the "milk-stone."

Order your supply NOW.

Samples on request.

Allen Candy Company, - Pontiac, Ill.

ICE CREAM CONES



As a jobber you know that first orders are seldom profitable.

You must have repeat orders. Repeat orders are assured when you handle

BESCO Cake Cones

Samples and Prices on request.

Write us today about a contract for 1925.

Bessire & Company
Incorporated
INDIANAPOLIS LOUISVILLE
COLUMBUS MEMPHIS
ATLANTA

For FINE FLAVOR

Specify

ELPAM

(IMITATION MAPLE FLAVOR)

1 oz. flavors 9 to 10 Gallons Cream (5 gal. Mix.)

Manufactured by

G. W. Wardrop Company, Inc.

Specialists in Fine Flavors

450 Broadway
South Boston Station
BOSTON - MASS.

G. W. Wardrop Co., Inc., 450 Broadway, Boston 27, Mass. Send Sample of ELPAM for trial purposes.
Name .....
Address .....
.....
Cut off this tab and mail.

MEMBER

nition. This disposition has been encouraged and in some instances fostered by selfish interests that would thwart the progress of the entire industry if they could, that they might continue reaping profits from the disposal of objects of antiquity. How ridiculous it seems to us today that there ever was such a thing as an execution for witchcraft, that bathing was once prohibited by law, that the steam boat was called "a work of the devil."

No doubt, some candle-makers said that the oil lamp would shorten human life. But some soon recognized that lamps were better than candles, so they got busy and went to manufacutring lamps. Not many years ago some thought that the increased consumption of natural gas was hastening the end of the world, for as they believed, the earth was filled inside with gas and as soon as it was exhausted it would fall ker-flop through space, like a punctured balloon.

Man's credulity is overcome by reason and experience. Yet some there be who fail to profit by it for the simple cause that they do not exercise the faculty of reason. The current of least resistance will always be filled with derelicts. Thanks to the very strenuousness of the ice cream business there are few of these sad objects to be encountered within the ranks. Its easier to sink than to swim, but not so pleasant. Get into the swim; it will do you good!

"WHAT do I think the ice cream business is going to do this year?" Why I know what it is going to do! It is going to reward those who use discretion and work hard. It is as fertile a field for human endeavor as any industry in the land. It is basically sound as the packing industry, agriculture, or the clothing industry. Ice cream is as essential to the happiness and health of us all as bread and butter, and is a great deal more pleasant to take.

Why shouldn't the future be bright? Let each of us contribute the best that is in us to make it the foremost food of America and thus establish—"The Ice Creamic Empire in the Appetites of Our Fellowmen!"

NO ICE CREAM EATEN ON 300 DAYS.

I figured up the other day the amount of consumption of ice cream in this country within the past 12 months, taking the figures available so far as I have on the subject, and I found that during the past 12 months there was consumed in this country about 80 dishes of ice cream per person for the year. Thus, you see there were 285 days during the year in which ice cream was not tasted at all. That ought to be some inspiration to you! Nearly 300 days in the year when no ice cream was eaten by anybody and a little less than 80 days when each person had a dish of ice cream, or nearly one day out of five—about one day out of four and three-quarters.

We have plenty of evidence of the effect of intelligent co-operative advertising—From Illinois convention address by M. D. Munn.

THEATER NAMED FOR ICE CREAM MAN.

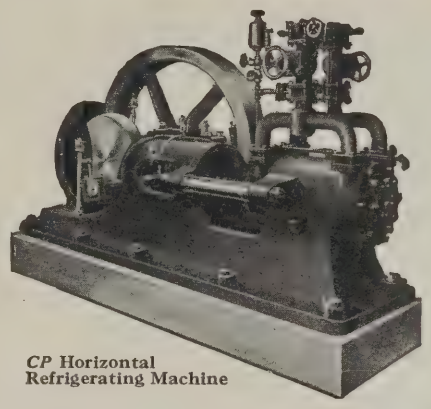
A California theater will be named for an ice cream manufacturer. This $600,000 structure is being erected at Fresno, Calif., which is the home of L. W. Wilson of the Benham Ice Cream Co., who with J. A. Benham, president of the company, are associated as the L. W. Wilson Co., Inc. The new theater will be named the Wilson Theater.

A *CP* Refrigerating Machine Which Has Been In Continuous Operation for 23 Years

For 23 years J. W. Beardsley's Sons of Newark, N. J., have been continuously operating a *CP* Horizontal Refrigerating Machine. Here is what they say about it:

"Certainly no machine could give better service and less trouble than this compressor has."

CP Refrigerating Machines are the heaviest machines on the market and every moving part is built over strong to withstand the severe work they are called upon year after year to perform. They can be supplied in all sizes in both horizontal and vertical types, either motor or belt drive.



CP Horizontal Refrigerating Machine

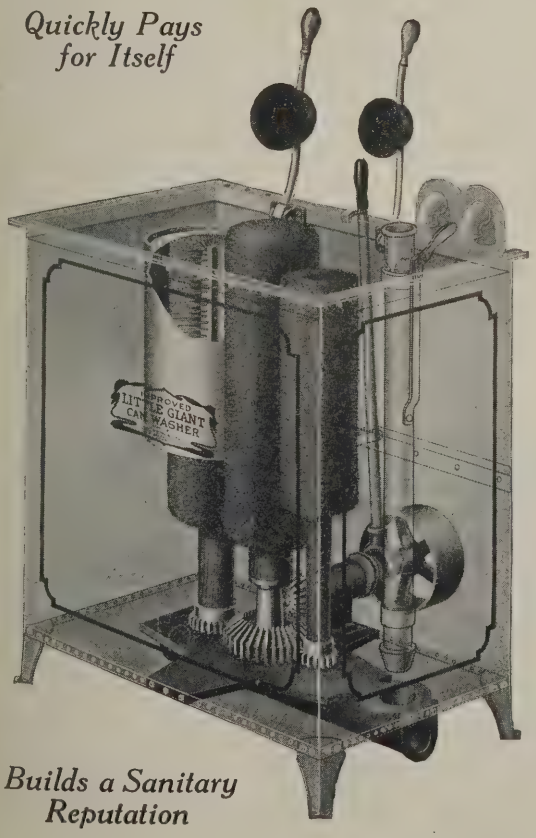
Write for descriptive catalogue

THE CREAMERY PACKAGE MFG. COMPANY

61-67 W. Kinzie Street Chicago, Ill.

SALES BRANCHES EVERYWHERE

Quickly Pays for Itself



Builds a Sanitary Reputation

LITTLE GIANT
CAN WASHER

200 to 250 cans relentlessly scrubbed every hour to

BRILLIANT CLEANLINESS

Without adjustment it washes any size from 4 to 40 quarts, thorough cleaning inside and outside including bottom.

AS FOR DURABILITY AND MECHANICAL PRECISION,
"IT'S DOERING MADE"

C. DOERING & SON, Inc.

1371 W. Lake Street CHICAGO, ILL.

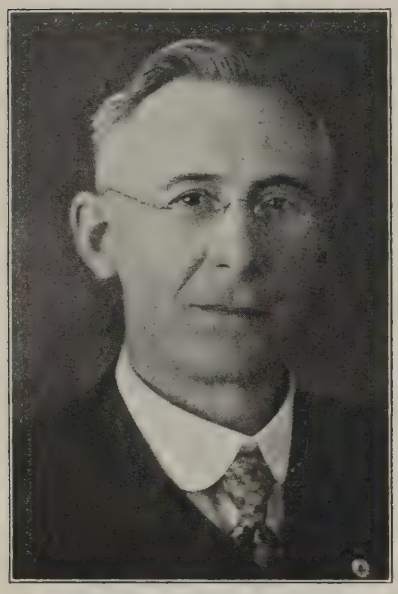
Dairy Refrigeration

The Compression System

By F. B. FULMER

MOST of the mechanical refrigeration is accomplished by what is known as the "compression system." In some special cases the "absorption system" may reach a higher degree of efficiency and this method will be considered later. In a general way, all of the refrigerating medias discussed have some points in common, hence the working cycle contains certain terms that apply to them all.

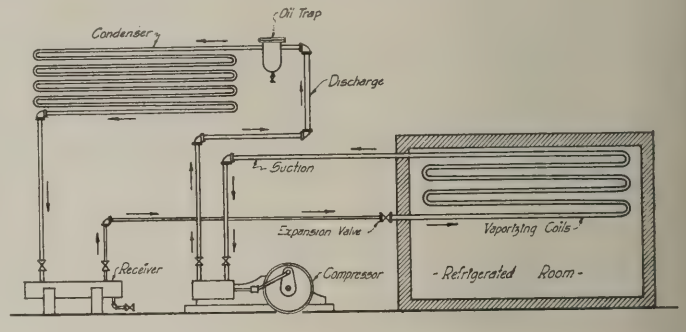
The first step in the cycle is starting with the media in a liquid form. The next stage is when the liquid passes from its first state into a vapor and it is during the second stage that heat is absorbed and carried away with the media when in this condition. As illustrated in the December issue of The Ice Cream Review, ammonia would perform its work when the vapor was permitted to escape into the atmosphere. This would apply to all medias used, but the cost of producing refrigeration would be prohibitive and it is to operate at the lowest possible cost that some form of a vapor pump is used to recover the vapor and changing it back into the liquid form to be used over again in innumerable successive cycles. The pump that is used for moving the vapor is usually called the compressor.



F. B. FULMER.

The compressor has two functions to perform, firstly the removing of the vapor from the coils where it is formed, so as to allow other media to be vaporized, and secondly, to compress the vapor to a dense state, under a high pressure, and force it to the part of the system where the heat is extracted, this being called the condenser, and when sufficient heat has been removed, the dense vapor is changed to a liquid. From this it will be observed that the compressor is the main power-consuming portion of the whole cycle and it is here that the principle operating cost is incurred.

The following schematic diagram will illustrate the essential parts of the refrigeration cycle:

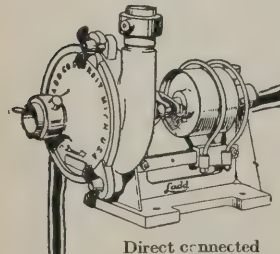


Schematic Plan of a Compression System

AMMONIA has a great storage capacity for heat. This can be illustrated by a comparison with air. If air is used there would be a required change of temperature of 55 degrees F. per cubic foot, or 55 cubic feet raised one degree in temperature to acquire the heat equivalent of one B.T.U., while one cubic foot of ammonia has stored up in it as latent heat of vaporization approximately 20,000 B.T.U., which would be available without change of temperature during the evaporization process.

The returning vapor to the compressor has absorbed a considerable heat, which for practical purposes can be termed "low level" heat and the action of the compressor can be considered as lifting the heat to a "higher level," so it would be entirely proper to consider the compressor as a temperature pump. The compressor, then, should be designed, as nearly as practically possible, to draw into the cylinder at each stroke an amount of vapor equal to the piston displacement, and discharge all of this amount into the condenser with the least expenditure of power and at the pressure required for condensation.

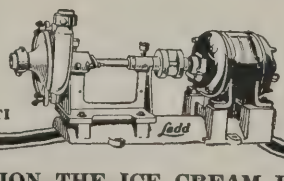
(Continued on page 122)



Ladd MILK PUMP

Does Not Affect Cream Line
Does Not Churn
Does Not Whip
Does Not Vibrate
Does Not Froth

Direct connected motor or adjustable belt shifter type. Our experience enables us to perfect the details in our pump—to give it the right kind of impeller, impeller housing, stuffing box, bearings, and other essential working parts.



JOHN W. LADD CO
DETROIT COLUMBUS
CLEVELAND CINNATI



The Gaulin HOMOGENIZER

Guaranteed 100% more efficient than any other HOMOGENIZER

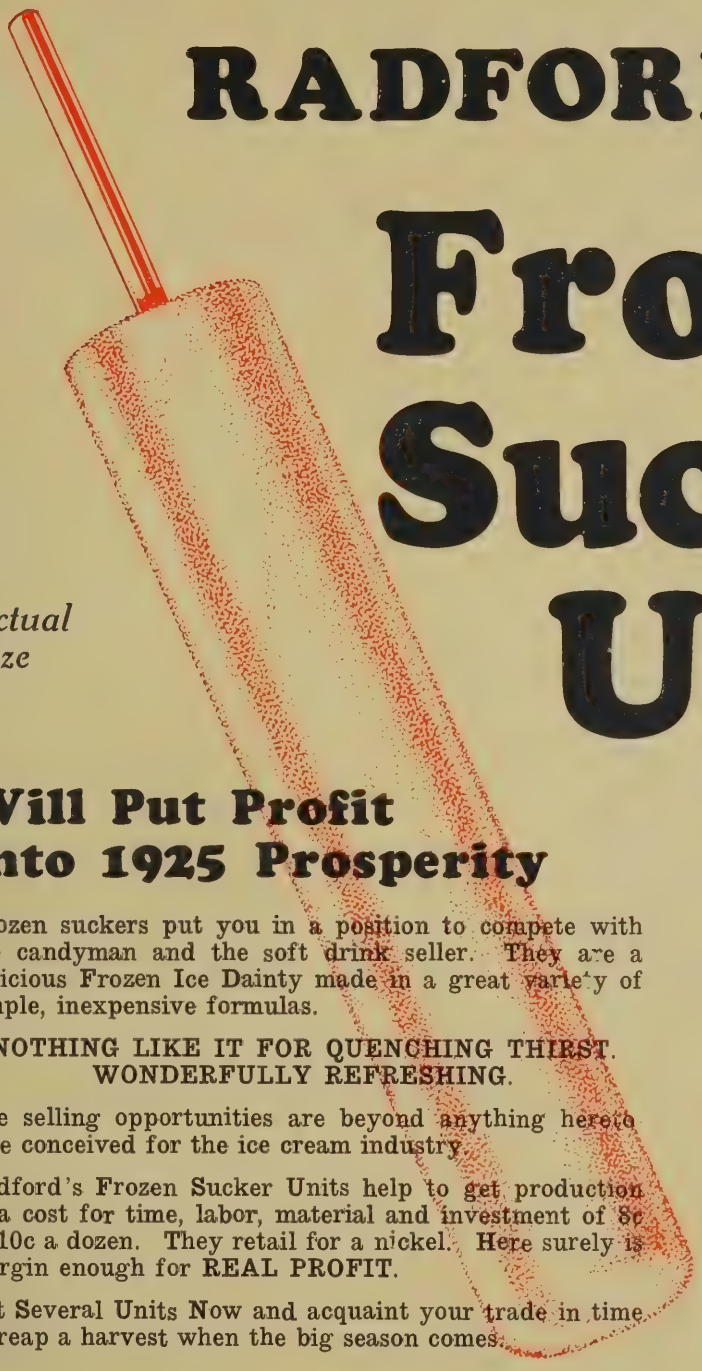
"Only Gaulin Can Build a Gaulin"

Send for descriptive Literature

MANTON-GAULIN MFG. CO., BOSTON, MASS.

RADFORD'S

Frozen Sucker Units



Actual Size

Will Put Profit Into 1925 Prosperity

Frozen suckers put you in a position to compete with the candyman and the soft drink seller. They are a delicious Frozen Ice Dainty made in a great variety of simple, inexpensive formulas.

NOTHING LIKE IT FOR QUENCHING THIRST.
WONDERFULLY REFRESHING.

The selling opportunities are beyond anything heretofore conceived for the ice cream industry.

Radford's Frozen Sucker Units help to get production at a cost for time, labor, material and investment of 8c to 10c a dozen. They retail for a nickel. Here surely is margin enough for REAL PROFIT.

Get Several Units Now and acquaint your trade in time to reap a harvest when the big season comes.

A Big Success

No Contracts. No Royalties.

Full manufacturing details and price of Radford Frozen Sucker Units on request.



THE H. A. BENNERS
Southern Selling Service

National Sales Agents for

E. H. Radford Sheet Metal Works
LOS ANGELES, CAL.

TRAY-PACK

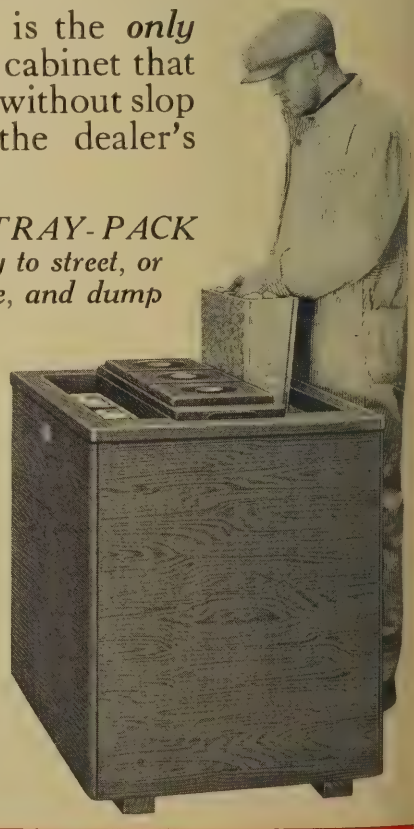
The New, Safe, Reliable and Economical Method of Supplying Perfect Service to Your Customers



IN OUR entire experience, covering over a quarter of a century, we have never witnessed such enthusiasm for a new cabinet as is being shown on every hand for TRAY-PACK, *the 100% dry pack cabinet.*

To get an idea of the TRAY-PACK service method and its great potential value to your business you have to study the accompanying illustrations. Note:

TRAY-PACK is the *only* ice refrigerated cabinet that can be serviced without slop and muss in the dealer's store.



To SERVICE TRAY-PACK remove trays; carry to street, or other suitable place, and dump brine, repack at truck; replace trays — that's all.



The 100% Dry Pack Cabinet



(PATENT PENDING)

Consider what a big hit this feature alone will make with *your* trade. But remember that TRAY-PACK has a great number of other unequalled features that recommend it to your immediate consideration. A few of them follow:

1. **UNIFORMITY OF ICE CREAM TEMPERATURE** is maintained, varying less than 2° in 24 hours or less than 6° in 48 hours with **ONLY ONE ICING.**
2. **ICE CREAM TEMPERATURE** is practically uniform at both top and bottom of can. Thru our "**TRAY-PACK**" arrangement a closer degree of uniformity is maintained than in mechanically refrigerated cabinets.
3. **DRY COMPARTMENTS FOR ICE CREAM CANS**—more sanitary than old method—eliminate floating cans.
4. **ELIMINATION OF FAUCET** and its attendant troubles, including loss of refrigeration.
5. **INCREASED LIFE OF METAL LINING AND CANS**—ice and salt do not come in contact with them.
6. **NO LEAKAGE** thru lining in cabinet.
7. **INCREASED LIFE OF CABINET**—"**TRAY-PACK**" is the only iced cabinet not subject to the usual packing abuse.
8. **NO EXPOSURE OF ICE AND SALT** after trays are once placed in the cabinet.
9. **LESS SERVICE AND MAINTENANCE COST** as cabinet can be serviced in less time and with less wear and tear.
10. **SEDIMENT ACCUMULATION** in bottom of cabinet is done away with thru "**TRAY-PACK**" method.
11. "**TRAY-PACK**" **METHOD** keeps cabinets in a clean and sanitary condition at all times.

As orders are now being received from every section of the country it is important that you write at once for full particulars and prices.

Use the Coupon Attached

GRAND RAPIDS CABINET CO.

55-59 Alabama Ave., N. W. GRAND RAPIDS, MICH.

"World's Largest Manufacturers of Ice Cream Cabinets"

USE THIS HANDY COUPON

Gentlemen:

Send me at once complete descriptive literature and prices on your new TRAY-PACK Cabinet.

Name .....

St. Address .....

City ..... *State* .....

Alert Officials Suppress Dangerous Ice Cream Bill

Effort to Raise Wisconsin Butterfat Standard to 15 Per Cent and to Eliminate Gelatine, is Thought to have been Repulsed in Wisconsin

STRIKING evidence of what can be done to protect the ice cream industry through concerted action was given by ice cream manufacturers of Wisconsin in February, when a committee of officers and directors of the Wisconsin Association of Ice Cream Manufacturers went before state officials and put forth sound arguments that very probably have put the "quietus" on a dangerous bill proposed for Wisconsin.

This bill, introduced by a Senator Schumann, proposed to eliminate gelatine from ice cream, and to raise the butterfat standard from 12 per cent to 15 per cent. Immediately after the introduction of this bill on February 6, President Kramer of the Wisconsin association wasted no time in rounding up his officers and directors to combat it.

Ice cream men went before the legislative committee on February 18, and after presenting a mass of overwhelming arguments against the ridiculous provisions in this bill, it was the attitude of the committee that it was not necessary for the ice cream men to go any further into the matter. There is every reason to believe that the bill will die in the committee. The ice cream men rested their case on a brief drawn up by the editor of The Ice Cream Review, who formerly was dairy and food commissioner of Minnesota. The brief was presented by Secretary A. H. Graeszel.

In this brief the following reasons were set forth as to why the bill was wholly incapable of serving any useful purpose:

"First. The manufacture of ice cream containing fifteen per cent butterfat will unquestionably result in a decrease in the consumption of the product. We have only to refer to a report issued by the U. S. Department of Agriculture covering the year 1920. This report shows that more ice cream is produced and consumed in those states with a low fat standard (8 per cent fat) than in those states having a higher standard (10 to 12 per cent fat). Divided into two groups the report shows that for the year the average per capita consumption of ice cream was 2.35 pounds greater in the low fat standard group than in the other. No state in the Union has a fifteen per cent fat standard.

"Second. This bill, if enacted into law, would prohibit the use of gelatine in the manufacture of ice cream. Crippling the gelatine industry would react against the interests of the dairy farmer who now enjoys considerable revenue from the sale of veal calves. Gelatine used in the manufacture of ice cream is largely made from parts of the veal calf that would otherwise find no market. One of the largest gelatine factories in the world is located in Wisconsin.

"Third. The dairy farmer profits by an active market for his products. Cripple the great ice cream industry of Wisconsin and you not only deprive him of a market for his cream for ice cream making purposes, but you also reduce the demand for other dairy products by a decreased ability to purchase."

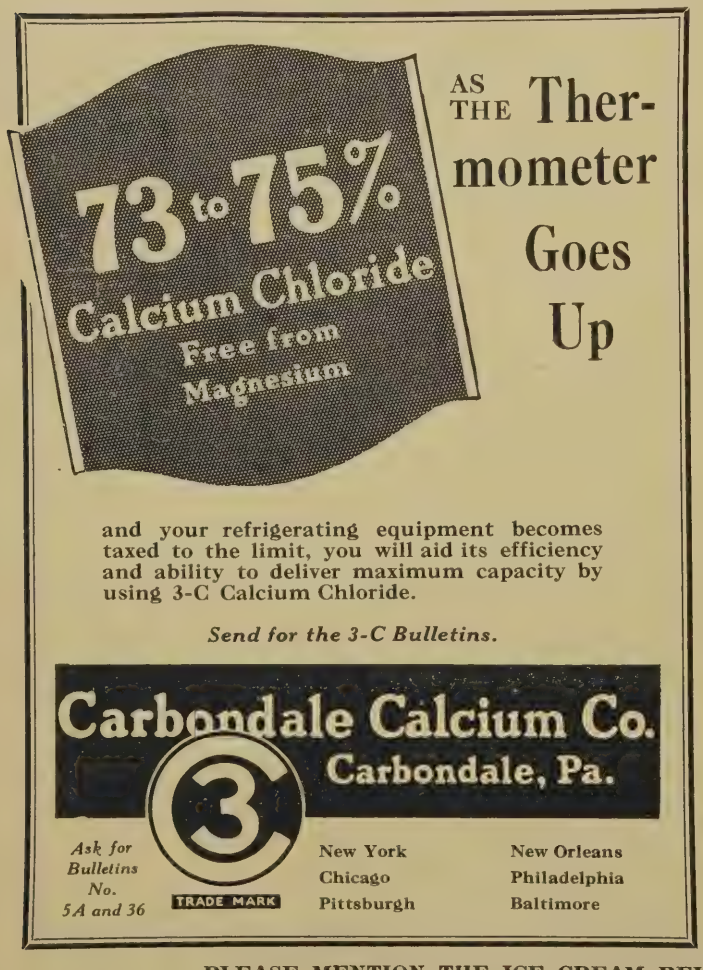
IT WAS further pointed out that the consumer of ice cream would suffer along with everybody else. It was shown that ice cream under such conditions as this bill proposed would make it possible for only the very wealthy to have ice cream, it being brought out that—

"If it were possible successfully to merchandise a commercial ice cream made according to the provisions of this bill, which it is not, ice cream would inevitably become the luxurious dish of the rich instead of the food of the masses. Besides denying the child of the poor man his ice cream cone, such a law would keep this delightful pure food product out of reach of the poor man for his Sunday dinner.

The paper then went on to show that forty-one states in the Union have set butterfat standards. Of these states, sixteen recognize an eight per cent standard. In regard to gelatine, this paper, which was filed with the legislative committee, said:

"To require such a high standard of butterfat for ice cream would be bad enough even if that were the only proposed amendment to the present law. The resulting product would be too rich in fat for the average person to eat. But this bill would also prohibit the use of gelatine, and ice cream made without it, containing such a high percentage of butterfat, could not be successfully merchandised."

"Gelatine has been used in the manufacture of ice cream for more than 40 years. Five million pounds of gelatine are consumed annually by the ice cream industry. Gelatine is a wholesome food. It is generally known that soup is most nourishing when made from bone stock. Gelatine is the pure protein-complex prepared from selecting white connective tissue in skin and bone of food animals by careful processes of liming, washing, extracting with water, filtering and drying."



The oldest electric truck in active service in Chicago is being operated by The International Dairy Co. It was bought in 1909—14 years ago—and has been in continuous service every day since.

Few persons are aware that the importance of gelatine was officially recognized by France as early as 1802, when a "Gelatine Commission" was created.

ALABAMA ASSOCIATION USES SLOGAN DESIGN.

The Alabama Association of Ice Cream Manufacturers is making use of the national ice cream slogan in a unique way. This slogan design, bearing the words in the circle, "Serve It—and You Please All," is used on



the letterhead, the inside of the circle bearing the name of the association.

J. P. Bethea of Mobile is president of the association, which recently held its third annual convention. J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers, also is secretary of the Alabama association.

SLIPPERY GROUND.

Any man who does not conduct his business at a profit ought not to be in the business, because he is not only a failure himself but he is a menace to other men in the same kind of business, as he not only prevents them from making a profit but actually puts their investment in jeopardy, and, wherever you find one line of industry in a crippled condition, it cannot be other than demoralizing for the entire community.

It is estimated that 90 per cent of those who engage in business ultimately fail, and it is further estimated that 75 per cent of these failures is caused by not knowing the manufacturing costs. If the ice cream industry is not included then it must be that the selling price is their salvation. If this is the case what will you do should the spread between cost and selling price be cut down, and as competition grows keener this very thing is bound to happen.

It is almost an admitted fact that the selling price of ice cream is not within the control of the manufacturer, and it goes without saying that the cost of material and labor is regulated by the law of supply and demand, hence the manufacturer has little to say as to what those two items of cost shall be. Now, if the manufacturer cannot control the selling price of his ice cream, nor the cost of his material and labor, then there is only one division of his costs that he can control, namely, the operating or overhead expenses, and he most certainly can control this group of expenses in a hundred different ways, but he can only do it when he knows what these costs are.

If, therefore, it is granted what has been stated above is true, there must be some kind of a cost system that will reveal these costs. The manufacturer who sells ice cream independent of cost is treading on slippery ground, and, if the selling price is less than cost, the day of reckoning lies before him.—From California and Pacific Convention address by Edward A. Burt.

The Ohio Association of Ice Cream Manufacturers will contribute $75,000 of its share of the $500,000 advertising campaign's fund for the national advertising committee.

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezers to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening rooms.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

Style	Diameter	Capacity	Freezer Opening	F.O.B. Price
A	28½ in.	6 cans	30 in.	$50.00
B	23 in.	4 cans	24 in.	45.00
C	34 in.	8 cans	36 in.	62.50
D	40 in.	10 cans	42 in.	75.00

Two or three can containers, placed so that two or three freezers can discharge at one time, can be mounted on one truck, increasing capacity, making lesa trips to the hardening room necessary. Prices for these special trucks made on application, specifications required.

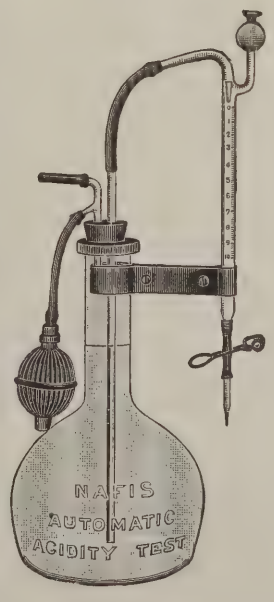
One regular size truck will be shipped, acceptance on approval.

UTILITY MFG. CO. FARIBAULT, MINNESOTA

A. H. Barber-Goodhue Co., Chicago, Ill., St. Paul, Minn.
Howe Scale Co., St. Louis, Missouri
Wright-Ziegler Co., Boston, Mass.

LET THE

Nafis *Automatic* Acidity Test



aid you in controlling uniformity of your ice cream by using it in grading milk and cream for acidity and in determining ripeness of ice cream mix during aging.

Accurate
Rapid
Economical

Buy through your jobbers. If they do not stock NAFIS GLASSWARE write for our catalog and the names of our distributors in your territory.

Louis F. Nafis, Inc.

Manufacturers of Scientific Glass Apparatus for Testing Milk and Its Products.

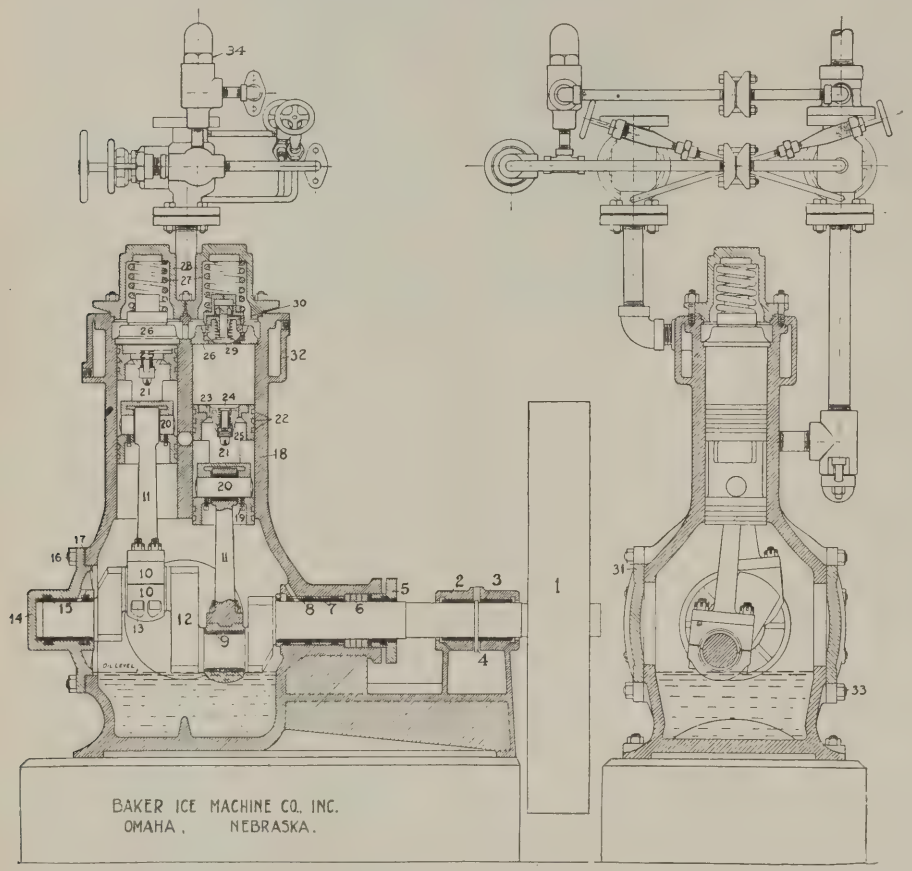
17-23 North Desplaines St., CHICAGO

Ask the Men Who Use It

DAIRY REFRIGERATION.

(Continued from page 116)

Ammonia compressors are, as a rule, divided into two types, the horizontal double acting and the vertical single acting. The choice of type depends upon the available space, the amount of work to perform, the class of work, and other local details. The single acting compressor is generally considered more efficient than a double acting one, and for installations requiring not over 50 tons of refrigeration effect the single acting machine is usually chosen. With the exception of very small machines, the verticle single acting compressors are manufactured with two cylinders and there is a similarity of design in practically all of the various machines made.



Descriptive part number.

1. Flywheel
2. Outer bearing
3. Outer bearing bushing
4. Oiling ring
5. Packing gland
6. Crankshaft packing
7. Loose sleeve
8. Loose sleeve babbitt
9. Connecting rod box babbitt
10. Connecting rod box
11. Connecting rod
12. Crankshaft
13. Connecting rod bolt
14. Blind bolt
15. Blind bearing babbitt
16. Housing studs
17. Blind bearing gasket
18. Compressor frame
19. Piston pin set screw
20. Piston pin
21. Piston
22. Piston rings
23. Suction valve seat
24. Suction valve
25. Suction valve keeper
26. Safety head and discharge valve seat.
27. Safety head spring
28. Compressor spring
29. Discharge valve
30. Discharge valve keeper.
31. Cover plates
32. Water jacket
33. Cover plate studs
34. High pressure relief valve

The following illustration shows a two-cylinder, single acting ammonia compressor in sectional detail and is fairly representative of all makes of this type.

As will be noted, with the enclosed crankcase, the crankshaft and connecting rod bearings run in an oil bath, and the action of the cranks as they dip into the oil when the compressor is in operation causes a "splashing" of the oil, so that all moving parts receive their lubrication from the "splash system." With some makes of compressors there is a forced feed oiling system, which is usually accomplished by a small pump driven by a belt from the crankshaft.

ANOTHER important matter is the "high pressure relief valve." This is connected so that a pressure above 250 pounds on the discharge side is by-passed back to the suction side and gives relief against undue pressure being built up on the compressor side. This matter is sanctioned by good engineering practice and is fast becoming a part of the "safety code" adopted by state and municipal governments.

Nearly all of the different makes of compressors of the verticle, single acting type have the suction valves in the pistons, the ammonia vapor flowing to the enclosed crankcase and the compressor cylinder is filled during the downward stroke. The horizontal, double acting compressors have a suction and a discharge valve at each end of the cylinder.

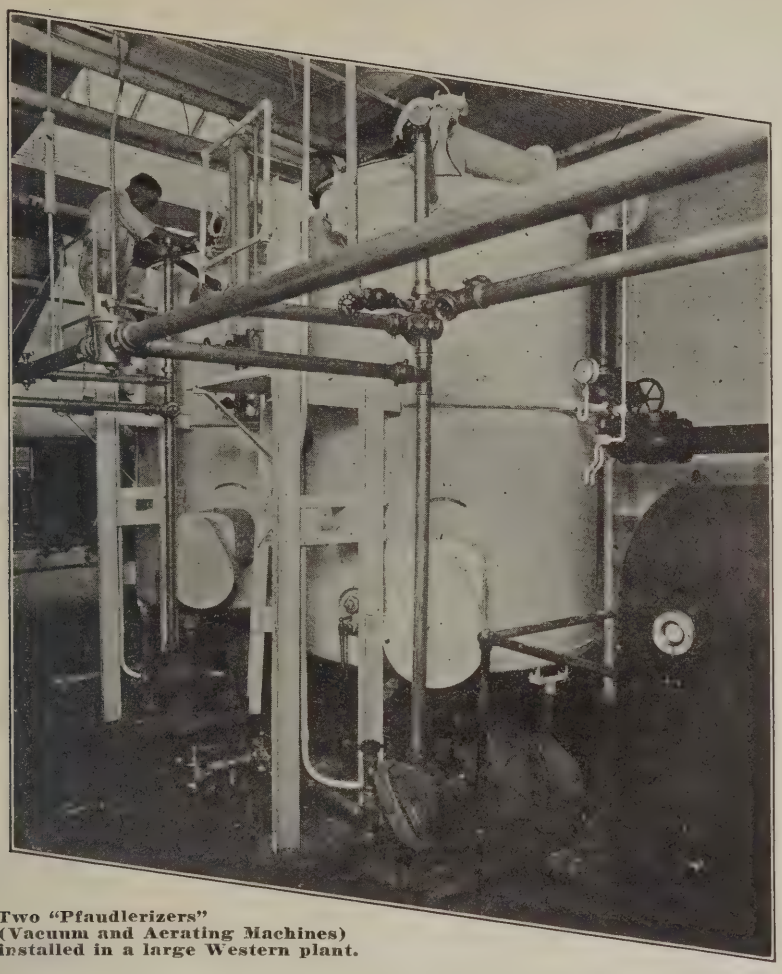
There are several factors which contribute to the efficiency of the ammonia compressor, and these will be considered in detail under the subject of "operation."

MICHIGAN SHORT COURSE.

The Michigan short course in ice cream will open March 3 to 14, it was announced by Prof. P. S. Lucas.

In the opinion of R. M. Washburn, formerly dairy and food commissioner of Missouri and dairy instructor in different leading universities, a standard of 8 per cent is sufficient for all useful purposes, and he brands a fat content as only a "national waste."

Ryan & Timberman, Inc.
Ice Cream Advertising Headquarters
WILKES-BARRE PENNSYLVANIA



Two "Pfaudlerizers" (Vacuum and Aerating Machines) installed in a large Western plant.

VELVETY MIX!

PROPER mixing of the right ingredients; proper pasteurization of these ingredients; and finally proper aging before freezing are the big factors that determine the quality of a mix. The right combination gives a velvety product.

America's best ice cream is made the "glass lined way." —May we send you the facts?

—MAIL THE COUPON—

Pfaudler

The Pfaudler Co.,
217 Cutler Bldg.,
Rochester, N. Y.

Gentlemen:
Send me details on the following glass lined equipment: .....

.....

Name .....Street..... City.....

I.C.R.-3-25

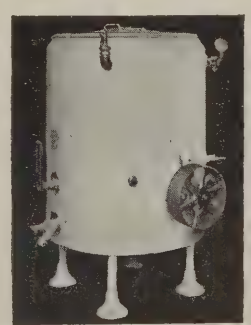
Do You Get "The Glass Lining"?

A free, bi-monthly house magazine, "The Glass Lining," is now issued to the trade, and contains stories on installations, technical articles, engineering data, etc. Like this trade magazine, it is informative in nature, and will be worth your while to read.

Send us your name. No obligation involved.

"The C-GAL"

The New Pfaudler 100 Gallon Glass Lined Ice Cream Mixer, Pasteurizer, etc.



$325.00 F. O. B., Elyria, Ohio, is the remarkable low price of this new special unit. Special folder on request.

How Luick Made Suburban Trucking Pay

Profits Depend on Whether the Manufacturer Goes After Suburban Business That Pays or Just to Get Somebody Else's Business. There is a Difference As You Will See by Reading On

SUBURBAN trucking is a matter of great interest among ice cream manufacturers the country over. Those interested in this phase of the business were told by William F. Luick, one of the principal speakers at the past national convention, that the first step necessary is "to get paid for it." His success in carrying out that thought is the feature of his most interesting experiences with suburban trucking.



WILLIAM F. LUICK.

Mr. Luick told how he did not wish to go into this kind of business when his lieutenants urged it upon him. This speaker, whose Milwaukee plant is one of the most up-to-date in the country, explained his reason for first turning down the project of suburban trucking by stating that he figured the cost of putting a $6,000 truck in operation in the hands of an employee costing about $200.00, and estimated something for wear and tear. It seemed his lieutenants did not like the idea of this business on the outskirts of their territory falling into the hands of others when they felt they should be going out after it themselves.

The following interesting conversation along this line took place, using the words of Mr. Luick at the convention:

"When I finally did take up the subject of suburban trucking with my lieutenants, I told them that the first thing necessary was to get paid for it. Well, you know, that just threw everything into a conniption fit, because—PAID for it? They couldn't quite get that. I wanted to get paid for that trucking from Milwaukee to Racine and Kenosha and Oconomowoc. Why, one of them, the man at the head of the delivery department, said, 'You have got to deliver at the same price that you do in Milwaukee.' I said, 'All right, then, we will not do any suburban trucking; that settles that.'

"So they started again. They said, 'Well, what do you want to do?'

" 'Why, I want the difference between Milwaukee and Racine and Oconomowoc.' 'Now,' I said, 'Boys, I will tell you. You cannot expect me to look my Milwaukee dealers in the face, who have supported me and given us this volume of business, and helped me build this business, and tell them that I am going to charge the fellow that is six blocks from the plant the same price that I am going to charge the fellows that are sixty miles from the plant. That is not honest, and I am not going to do it. You can do suburban trucking with me only on one basis. If you can show me where we are going to get paid for that trucking.'

" 'Well,' one of my men said, 'You might as well drop the subject.' "

" 'Why,' I said, 'No. You go out and talk to these fellows and tell them that we have got to charge an advance of ten cents a gallon over the Milwaukee price for trucking to beyond our certain zone, which I placed at a little bit beyond our city limits.' Well, I would say I placed it at about in some cases about five miles beyond our city limits, and in some cases only a few miles.

" 'Well,' he said, 'Mr. Luick, I am afraid we cannot do anything if you are going to charge them more money, because they are used to getting it at the regular Milwaukee price, and there is no use doing anything about that.' "

"So I said, 'I will go out and talk to a few of these fellows myself.' The next day I went out and I went to the nearest town and took the biggest dealers there, the fellows who had been used to getting the ice cream and having it shipped, and I put the problem straight, flat before them here: 'We can truck to you, we can take care of your cabinets, we can deliver ice cream to you right to your door, and we can put it into your cabinet, but we have got to charge you more money than we do when we deliver it in Milwaukee, within a mile or two of the plants, as compared with trucking it out here, because it costs money for trucks, men, labor and shrinkage on ice, etc., and it must be paid for.'

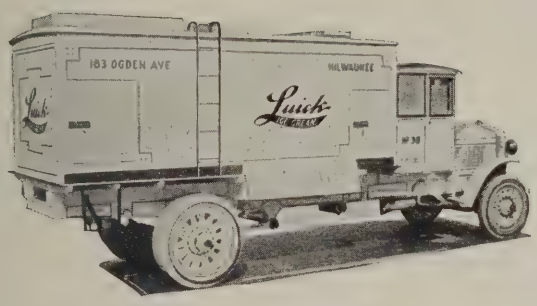
"I had no trouble at all. I lined up everybody in that town that we had any dealings with in one afternoon, and



Some of the Gas Trucks in the Luick Company's Service.

Miller Refrigerator Bodies

"We SELL you one—you BUY more"



Using four Millers

RIGIDLY CONSTRUCTED

PROPERLY INSULATED

EFFICIENTLY REFRIGERATED

NO BRINE DRIP

NO INCREASE IN BODY WEIGHT



Using seven Millers

We also build single compartment bodies for iceless routes

THE JOSEPH MILLER COMPANY

507-9-11 Ninth Ave. South
MINNEAPOLIS, MINN.

Manufacturers of Refrigerator Bodies and Ice Cream Storage Cabinets — Using Miller Patented Tanks for Refrigerating.

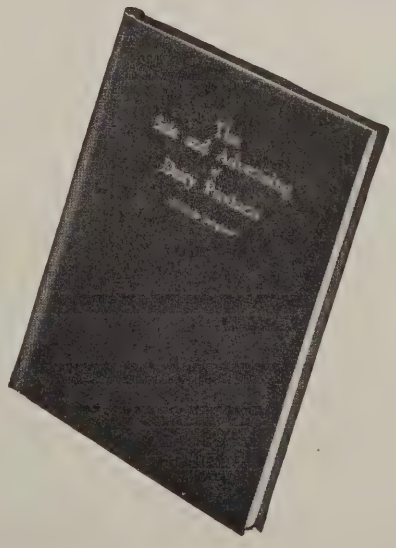
(WE ARE NOW LOCATED IN OUR NEW FACTORY AT THE ABOVE ADDRESS)

Increase Your Business in 1925

By Judicious Advertising

Resolve now to go after business aggressively during 1925. You can use the magical power of advertising to build your business just as successfully as Wrigley of chewing gum fame, Gillette of the safety razor or Ingersoll of the dollar watch. Let the public know early and often that you can serve them well and that you want their business and your reward is certain.

Send today for a copy of "The Sale and Advertising of Dairy Products." It will tell you how to plan an advertising campaign that is within your means and it will show you how to conduct it every step of the way.



This book contains hundreds of sales creating ideas that are carefully explained—any of which are worth several times the cost of the book. In addition it has scores of charts and illustrations which explain the subject matter with crystal clearness.

"The Sale and Advertising of Dairy Products" consists of over 100 pages, is abundantly illustrated with reproductions of actual ads and is well bound in blue cloth, lettered in gold.

It contains chapters on Milk, Ice Cream, Butter, Cheese and Dairy Farm advertising. It has become by far the best seller among dairy books. Send for your copy today.

THE OLSEN PUBLISHING CO.

Fifth & Cherry Sts., Milwaukee, Wis.

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES

Are Standard

Guaranteed to Comply with all National and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

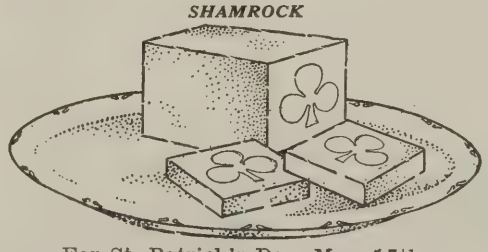
Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

1200 Tower Bldg.,
6 North Michigan Ave.,
CHICAGO, Ill.

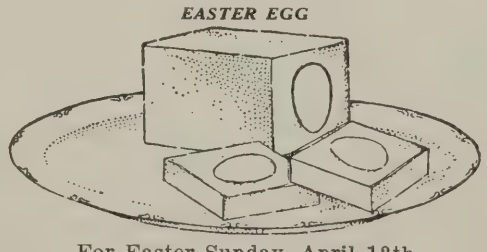
Holiday Specials in Cassell Center Molds

SHAMROCK



For St. Patrick's Day, Mar. 17th,
Dark Green Center in White Brick

EASTER EGG



For Easter Sunday, April 12th
We also have Easter Cross and Star of Bethlehem.
Price of any of these $1.35 each or $16.00 per Doz.

ORDER NOW

Through Your Jobber or Write

W. W. CASSELL

VINCENNES INDIANA

I came back and made my report to the rest of the boys that day, and that settled it. They gained courage and went out and got straightened out in the matter, and today we are running seven trucks."

ALL of this has taken place in the last year or so, this being the Luick company's third year running suburban trucks. It will be readily understood that the company went into this business, first of all, to make suburban trucking pay, and did not go after the matter on a competitive basis.

"We were not trying to get the other fellow's business," Mr. Luick said, "but we are getting right back to the old principle, and that is the thing, the principle of what it costs you to make the product at a normal profit above your cost."

An idea of what the company calls suburban trucking that pays was given in the information that last summer Luicks operated seve ntrucks. These were genuine suburban trucks, operating outside of the city of Milwaukee. One of the trucks operated only two months. The record of the other six trucks per month's sales was given by Mr. Luick as follows:

Truck No. 3— 6,862 gallons.
Truck No. 4— 7,200 gallons.
Truck No. 5—10,100 gallons.
Truck No. 6— 8,600 gallons.
Truck No. 7—14,800 gallons.
Truck No. 8—14,945 gallons, "in other words 15,000 gallons. That was their average delivery per month."

In discussing this feature, Mr. Luick said:

"Now, when you compare that with some of the figures that I have seen quoted here of delivering 20 or 30 gallons a day, or 15 gallon, as I remember in one case, with a small truck, a Ford, that is quite a different story. You cannot make suburban trucking pay unless you can get volume enough for the truck so that your gallonage will subdivide the expense to such a point that your cost of delivery suburbanly will be not any greater than the additional money you can get, and in our case we found that we could get ten cents additional cost, or a ten cents additional price I meant to say, and we found that we could, by trucking under these conditions, make it pay.

"To show you how quickly your cost of suburban delivery changes with your gallonage, here is one. Truck No. 7 with an average, the mileage per day was 50, the average monthly —this goes over a year's time—the average monthly delivery was 1,810 gallons, and the cost of delivery of that truck was 28.8 cents; whereas, Truck No. 8 with a gallonage delivery of 3,403 gallons, immediately reduced the cost per gallon delivery to 16.8. So there was a difference of 8 cents a gallon between the same trucks."

At this juncture there developed an interesting discussion, which is quoted from the record of the convention as follows:

Mr. Cunningham: The same mileage?

"Mr. Luick: No. Truck No. 8 went farther than the one that had the higher cost. Truck No. 8 with a mileage of 72 miles per day, showed a lower delivery cost by eight cents a gallon against the other truck, although the increase in sales was only from 1,800 to 3,400 gallons, nearly double.

"Question: How much truck depreciation did you charge on that?

"Mr. Luick: This does not take depreciation into consideration. I had my accountant get this up on the basis of miles truck operated per day, and the cost of operation is based on driver's cost, gasoline and oil, maintenance,—yes, that takes in depreciation, excuse me,—maintenance in our case covers depreciation and insurance and all those items and also ice and salt. It covers, but I cannot give you the figures that we used on depreciation, because it is covered under a total item here of 7.1 cents per gallon, so I cannot give you the amount of depreciation figured.

"Question: What size trucks are those?

"Mr. Luick: All of these trucks are 3 and one-half ton trucks. Now, there is no sense—a man costs you about the same amount per month, whether you send him out with a little Ford or a one-ton truck—that carries only a few gallons, or whether you send him out—it will probably cost you a shade more, but not much—or whether you have a

Miller Miller

THE
H·H·MILLER INDUSTRIES CO.
CANTON, OHIO.

MANUFACTURERS OF.....

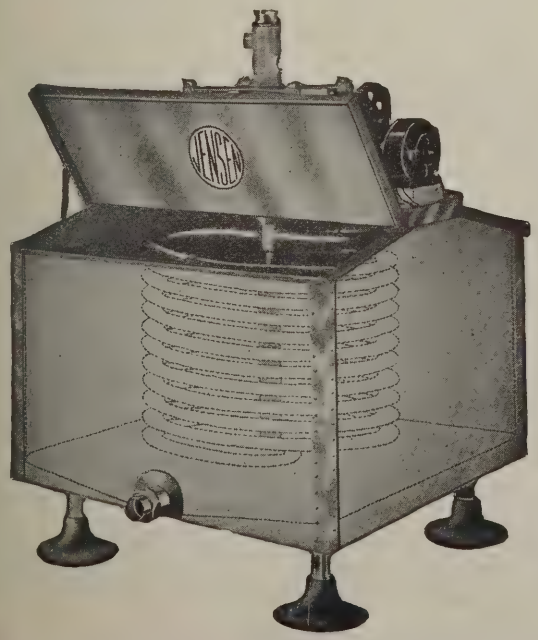
THE MILLER BRINE
ICE CREAM FREEZERS
MILLER PASTEURIZERS
MILLER HEATERS AND HOLDERS
MILLER CENTRIFUGAL PUMPS
INTERNATIONAL SANITARY PIPE, FITTINGS, ETC.

ALSO MANUFACTURERS OF.....

CHILLY KING COOLERS
SKIDD MILK HEATERS
SKIDD ROTARY BOTTLE FILLERS AND CAPPERS

CATALOGUE ON APPLICATION.

JENSEN
The Mark of Merit



Ice Cream Men

You Can Have Perfect Control of Your Mix

With the
Jensen Revolving Vertical Coil Batch Mixer

The Ice Cream Manufacturer wants a mix of **uniform flavor.** In order to maintain uniformity of flavor the mix must contain the smallest amount of air, particularly during pasteurization, homogenizing and aging.

Air, which causes **FOAM,** if not eliminated from the mix during the pasteurizing and aging period, results in the finished product having what is recognized as an oxidized, metallic or bitter flavor.

The Revolving Vertical Coil Batch Mixer furnishes the Ice Cream Manufacturer a process by which he is able to overcome these most objectionable evils.

The Revolving Vertical coil always revolving upwards, works the air and gas out of the mix. This coil being equipped with blades located at the extreme bottom furnishes the maximum agitating and mixing effect at the bottom of the vat where the sugar and heavy materials tend to settle.

Positive forced circulation of heating medium assures the greatest efficiency in heating, and eliminates any possibility of burning the mix and producing a cooked flavor.

Stuffing Boxes are entirely eliminated, therefore no grease or other contaminating verdigris can seep into the mix during the pasteurizing and aging periods.

Square construction requires one-half usual floor space.

Operating power reduced one-half.

Jensen Creamery Machinery Company

Builders of "Equipment of Practical Efficiency"

BLOOMFIELD, N. J. **OAKLAND, CALIF.**

Southern Representative: **BLANKE MFG. & SUPPLY CO., St. Louis, Mo.**

Sell more with these signs



Cost Less
Last Longer

"Hallowell" steel signs are practically indestructible. First cost is last cost. Special prices in quantities. Get details now. Write.

Standard PRESSED STEEL CO.
Box A JENKINTOWN, PA.

Refrigeration

The *"Sterling"* Way is most Economical Satisfactory Efficient

You will find interest in comparing the differences in construction details on Sterling mechanical Refrigeration.

STERLING BULLETINS EXPLAIN FULLY
Send for them

The United Iron Works, Inc.
Branches in all Principal Cities
Kansas City, Mo.

man capable of handling a three-and-a-half-ton truck and taking care of business during the hot weather. These figures that I read off to you of Truck No. 7 that cost an average of 24.9 cents, truck No. 8, that costs an average of 16.8 cents, are based on all year 'round delivery, not on a three months basis, so it takes into consideration the winter months. And these trucks operated all last winter, the winter months when the sales were comparatively light, you can figure that, and we made these calls every day. So you must remember that in considering this gallonage I am reading here, it is for 12 months' delivery. So you see that I can't give you an answer on the subject of whether suburban delivery pays. I can only tell you this, that suburban delivery, operated as we operate it, with trucks of three and one-half ton size, with gallonage enough so that the smallest amount of delivery by one truck was 6,862 gallons in one month during the three summer months, and the largest amount was nearly 15,000 gallons. Under those circumstances our cost accounting system shows us that these trucks did pay, and, strange to say, in keeping an accurate record of the actual cost of maintenance, and, in fact, all costs, on these trucks, we found that at the end of the year our ten cent extra charge that we made for that delivery just exactly, within a very small fraction of a cent, covered our actual cost of making that delivery, averaged for all of these trucks.

"Now I am not going to keep you any longer, because I don't know as I can give you any further information on the subject, but if anybody wants to ask any questions, I will be glad to answer them.

"Question: Might I inquire on the gallonage figures, what term does that cover, how many months?

"Mr. Luick: I will give you that gallonage figure.. Here is the gallonage figure covering a three month's period. This is the three summer months' period of this year, and in this case the lowest amount that any one of these trucks sold was practically,—I will give you this in round figures,—practically 7,000 gallons in the month, and the highest amount that any of these trucks sold was 15,000 gallons in the month. That is the minimum and the maximum, covering a three months' summer period.

"Now, when we get down to this other scale that I have here, here is the scale covering the entire 12 months' period of 1923 and that shows a minimum sales covering 12 months of 1,810 gallons per month, with a maximum sales covering the 12 months of 2,403 gallons. That explains, I think.

"Mr. Cunningham: Do you mean to say that you have sold that in Kenosha and Racine?"

"Mr. Luick: Right in your neighborhood. I suppose we will have John Knobbe and Cunningham up there with trucks next spring. (Laughter.)

"Mr. Cunningham: I don't believe he is entitled to that dime, John.

"Mr. Knobbe: Racine and Kenosha are large cities, and they are suburbs of your city, are they not? We make city delivery out fifteen miles. (Laughter and Applause."

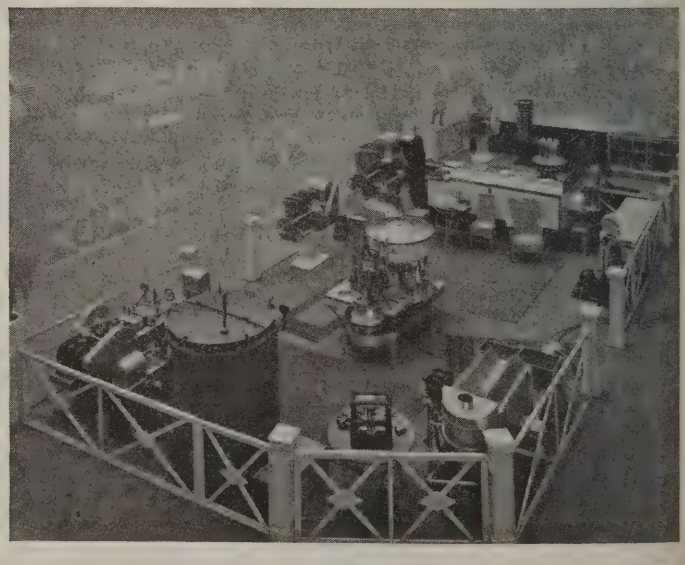
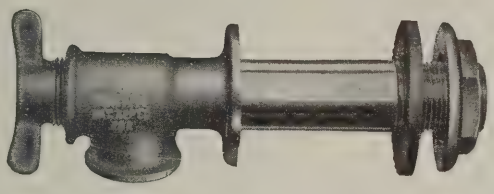


Exhibit of The Creamery Package Mfg. Company at Pacific Slope Dairy Exposition.

How Many Irritable Dealers have You?

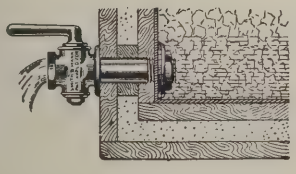


SMITH
AND
MANN
Leak-Proof
One Piece
Cabinet Valves

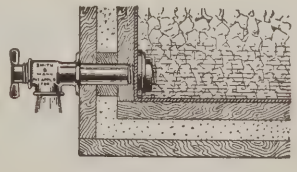
Order a trial lot and you will see a world of difference.

You need just that many Smith & Mann One-Piece, Leak Proof Cabinet Valves, because they will save you a lot of trouble satisfying this irritable contingent.

With Smith & Mann valves on their cabinets they will have no cause for irritation or complaint on leaking valves, corroding valves, stolen valves or plugs, nor "frozen" plugs.



SMITH & MANN CO.
914 West York St. PHILADELPHIA, PA.
State thickness of cabinet wall when ordering



MILK CONDENSING *and* MILK DRYING (*Spray Process*) MACHINERY

A SIZE TO FILL YOUR REQUIREMENTS

C. E. ROGERS 8731 WITT STREET DETROIT, MICHIGAN



S. N. SUTTON, Pres.,
Southern Association.

THEY WILL WORK TOGETHER

for the success of the 1925 Southern convention at Lexington next December, toward which an early start has been made. Kentucky has pledged full support, and Mr. Sutton has promised that a record number of delegates will accept Blue Grass hospitality.

Although Mr. Cuscaden may give up the presidency of his association this month, he is sure to give full co-operation to Southern association officers.



HARRY A. CUSCADEN, Pres.,
Dairy Products Ass'n of Kentucky.

Full Support to 1925 Southern Convention Pledged -:- -:- by Kentucky Dairy Manufacturers

Meeting of Southern Association at Lexington Next December Discussed by Secretary Clopton at Annual Kentucky Convention

SOME advance thoughts on the 1925 annual convention of the Southern Association of Ice Cream Manufacturers to be held at Lexington next December, were dropped by J. W. Clopton, secretary of the Southern association, at the annual convention of the Dairy Products Association of Kentucky, held at Lexington a few weeks ago. The convention further revealed that the Dairy Products Association of Kentucky will take an important part in the Southern meeting next fall.

A resolution pledging its whole support to the 1925 Southern convention "to make it an important educational and long-talked-of social event," was adopted.

Near zero temperatures and the heaviest snow in four years did not quell the interest of fifty manufacturers and supplymen who attended the general meeting of the dairy products association, which was held at the Phoenix Hotel in Lexington, January 29. This meeting was held in conjunction with the "farm and home" convention of the college of agriculture.

The president of the association, Harry A. Cuscaden, widely known in Southern organization circles, started the program promptly at twelve-thirty, and proceeded with such business-like precision as to give a pronounced zest to the occasion.

AFTER the luncheon, H. C. Horneman, president of the American Association of Creamery Butter Manufacturers outlined the advantages to be expected from the national campaign to advertise butter, and pointed out the important factors of the present butter situation.

J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers, made a short address on the plans and great good to come from the convention of his association to convene in Lexington, December 1, 2, 3 and 4, 1925. His speech was followed by the adoption of a resolution pledging full support from Kentucky dairy interests.

Prof. J. J. Hooper commended the interest manifested by the dairy products manufacturers, in the "farm and home" convention of the college of agriculture and the rapid advance of dairy interests in Kentucky. He urged, as necessary to show the growth of the industry, the compilation of statistical information as to the amounts of dairy products manufactured from the raw material produced in Kentucky. A questionnaire is being arranged by Professor Hooper and his assistants to send to the members of this association who have agreed to so co-operate. H. W. Schearce, secretary of the Kentucky Live Stock Improvement Association, told of the work of his organization to develop dairying and stated it had placed during the past year, between 80 and 100 purebred dairy bull calves, the majority of them Jerseys, on farms where a purebred dairy sire had never been owned.

AT THE divisional meetings many questions of trade ethics, transportation problems and equipment topics peculiar to each branch of the industry were threshed out. Three hundred plates were spread for the "farm and home" convention banquet at 6:30 p. m. The menu was a tribute to the taste of the banquet committee, as well as the entertainment, a testimony to the ability of the students by whom the unique program was furnished.

The annual meeting and election of officers to the Dairy Products Association will be held Wednesday, March 11, at the Brown Hotel, Louisville, Ky.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



NEIL MORTENSEN,
Past President, Dixie Flyers.

RECORD CONVENTIONS AND BETTER BUSINESS for the ice cream industry is the way J: W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers, views the outlook at the opening of the 1925 "season." He is pleased with results of Southern conventions held the past winter and believes better understanding will result in advanced business conditions. Arrangements have been made for Mr. Clopton to act as clearing house for state associations selecting dates for 1925-26 conventions to avoid conflicts. He already has visited Kentucky and been given assurance of heartiest co-operation in connection with the 1925 Southern convention.



J. W. CLOPTON, Sec'y.,
Southern Association.

Lexington is Ideal City for Great Southern Convention

Hotels Are Chosen for Ice Cream Manufacturers and Supply Men As Advance Preparations Take Shape

*By CARLTON BALL**

A MORE attractive Southern city than Lexington could not have been chosen by the Southern Association of Ice Cream Manufacturers for its 13th annual convention December 1, 2, 3 and 4, 1925.

Lexington has a population of approximately 50,000, and is a pivot around which numerous historic events of national magniture have occurred. The scenic beauty of the adjacent country is unsurpassed. It is a Mecca of regional and nation-wide educational expansion. It is pre-eminent as a nucleus from which a systematic development of highways and transportation lines has evolved. All these advantages add toward making Lexington an ideal convention preference.

Lexington has had the singular privilege of acting as host to visitors from all parts of the world who have come to worship at the equestrian shrine, and to attend its growing register of conventions. This city has accordingly developed adequate accommodations for the comfort and cheer of its guests.



Phoenix Hotel, Lexington, which will be headquarters for Southern Association of Ice Cream Manufacturers next December.

THE Phoenix Hotel is a modern hostelry of 400 rooms with luxurious equipment, which will be used as convention headquarters for the ice cream manufacturers. The Lafayette Hotel is a recent structure of 300 rooms with sumptuous accommodations, where the Dixie Flyers will make their headquarters, and adjoining which is the space under option for the exhibits. These two hotels are separated by less than a block on which stands the Union Station.

At a recent general meeting of the Dairy Products Association of Kentucky, a resolution was passed authorizing that all possible assistance should be given to the local committee on arrangements, which in addition to the proffers of aid from the Blue Glass Dairy Club and the Lexington Chamber of Commerce, forecasts the greatest convention that the Southern Association of Ice Cream Manufacturers has ever held.

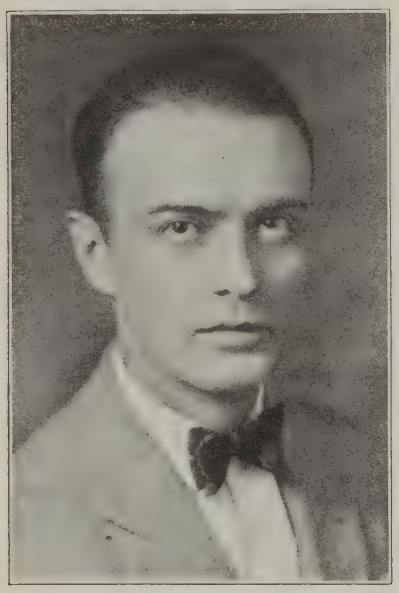
*General secretary, The Dairy Products Association of Kentucky.

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

TAYLOR REPRESENTS NIZER IN SOUTH.

Howell D. Taylor, formerly of Detroit, several months ago was appointed representative of the Nizer Corp., covering a portion of the Southern ice cream industry. He makes headquarters at Memphis. He made his formal bow to manufacturers of his territory at recent Southern conventions, including the Arkansas,' Mississippi and Louisiana conventions. He spoke on the subject of "Mechanical Refrigeration" at the Mississippi convention in January.



HOWELL D. TAYLOR.

Mr. Taylor was sent from Detroit to the South about eight months ago. He is a native of Ohio. He works under the direction of the Southwestern office at St. Louis, of which Lewis Chamberlin is manager. Mr. Taylor is 30 years old and married.

* * *

TOMPKINS LEAVES THE CREAMERY PACKAGE.

Effective Feb. 1, Clyde Tompkins resigned as advertising manager of The Creamery Package Mfg. Company to join the Hertz-Hadley Direct Advertising Co. of Chicago, as vice-president.

Mr. Tompkins was also at one time with The Chicago Pneumatice Tool Co. and Montgomery-Ward & Co. He has been active in the affairs of The National Dairy Association, having been a member of the publicity committee for many years. He is the originator of the slogen, "Prosperity Follows the Dairy Cow." He is also known to many as the author of the first book ever written on the merchandising of dairy goods which bears the title, "The Sale and Advertising of Dairy Products."

Mr. Tompkins has a host of friends in the dairy industry who will join us in wishing him abundant success in his new work.

ICE CREAM INDUSTRY'S COMPOSER.

The ice cream industry has its own composer. This role is upheld by Fred E. Hollweg, vice-president of the Thos. W. Dunn Co., New York City. Several months ago, when the J. M. Horton Co. gave a ball in its ice cream plant, and wanted a special march for that ball, Mr. Hollweg was called upon to produce. He wrote a march particularly for that occa-occasion, this march being entitled, "The J. M. Horton Co. Ball."



FRED E. HOLLWEG.

A recent song producduction at the hands of Mr. Hollweg is entitled, "Marguerite, Stop Fooling Me." It is published by Edward Schubert & Company.

The Salesmen's Club of the Association of Ice Cream Supply Men has announced its plans to do its own entertaining at future ice cream conventions in which this body participates. It seems that there will be little difficulty in finding material for this sort of business as the membership of the supply body boasts of considerable talent of this kind.

* * *

A. H. BARBER-GOODHUE COMPANY OPENS BRANCH IN INDIANAPOLIS.

In the desire to serve better its customers in Indiana and neighboring territoy, the A. H. Barber-Goodhue Company has arranged for the opening of a branch in the city of Indianapolis.

This company is the exclusive distributor for Indiana of the Burrell-Simplex specialties, the Milwaukee bottle filler and capper, the U. S. brine and direct expansion freezer, the Woolsey laced corner bottle crate, Jensen vertical pasteurizing ripener, and many other well-known specialties.

It is proposed to carry a complete stock of milk, butter and ice cream supplies and equipment.

(Continued on page 134)

Ice Cream Molds

For Large and Individual

FANCY SHAPES

Will Increase Your Sales

Send for Our Booklet

Order through your jobber or direct from us.

EPPELSHEIMER & CO.

Manufacturers

34-44 Hubert St. NEW YORK CITY

S A L T

for Ice Cream Packers and Ice Plants

We can supply salt for every purpose. Stocks in Southern Posts. Our prices are attractive. When in the market write us. We are now making contracts for delivery during 1925.

TAYLOR BROS. & CO., Inc.

Salt Merchants

NORFOLK, VA. WILMINGTON, N. C.

Are You Fair to Yourself?

If you have much tying to do, and are having it done by hand—

You are wasting

TIME

TWINE

and are sacrificing the neat appearance of your package.

Are you fair to yourself in continuing the old way, when a

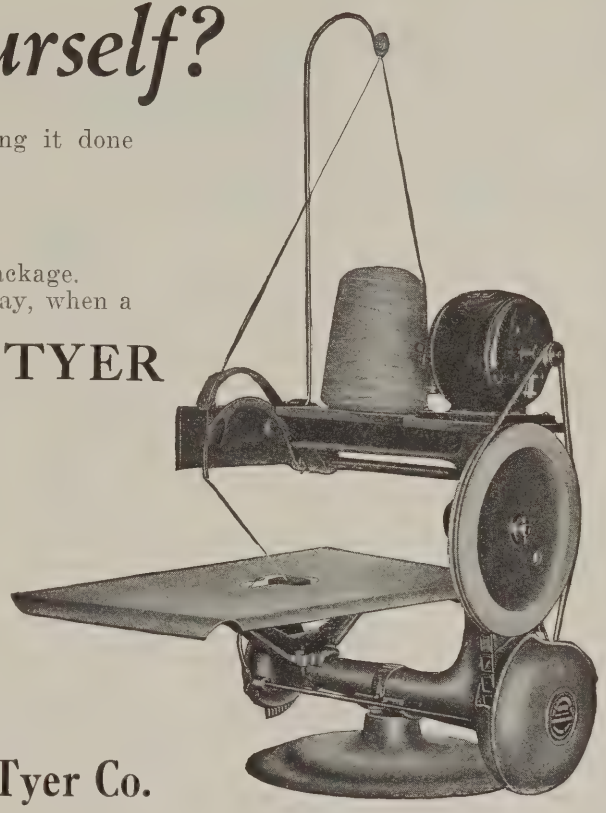
"SAXMAYER" BUNDLE TYER

will do the work—far better—in a small fraction of the time required—with no help but an operator who need have no experience in order to do a good job.

The saving of twine alone is a big item, and your packages are always neat and uniform.

TEN DAY'S FREE TRIAL

anywhere in the U. S. A., to give you an opportunity to see the machine work right in your own plant.



The National Bundle Tyer Co.

BLISSFIELD, MICH.

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

VANOLA

(Trade Mark)

This is a highly concentrated Vanilla Flavor composed of Vanilla Bean Extract, Vanillin, Coumarin, etc.

This product possesses a delicate yet persistent flavor and is guaranteed not to freeze or bake out.

ECKERT'S

ORIGINAL

Lemon and Orange Concretes

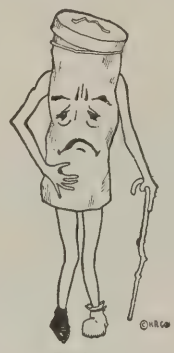
They impart, to frozen products, soda syrups, confectionery, pie fillers, baked goods, etc., the real flavor of the natural fruit. Miscible with water or syrup, will remain sweet and will not separate.

SAMPLES CHEERFULLY SENT UPON REQUEST

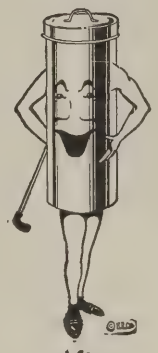
ACME EXTRACT & CHEMICAL WORKS

HANOVER, PA.

HOPWOOD
RETINNING CO., INC.



High Quality And Quick Service At The Right Price



Before After

Ship Your Cans To Us For Retinning

Main Office
56 Commercial Street
Brooklyn N. Y.

Factories
52 to 64 Commercial Street
15 to 64 Clay Street



Keep Your Cans on Wheels

Ask about Figure 106

Nutting
Ice Cream Can Truck

Plan to reduce your can-handling costs this season. Let us show you how a few of these trucks will save time and labor in your plant. Write for Bulletin C-6 or ask your jobber.

Nutting Truck Co.
1214 Division St., Faribault, Minn.
Floor Truck Specialists Since 1891

A lease has been made in the Indiana Terminal Warehouse for adequate storage facilities and the ground floor store in the terminal at 216 South Pennsylvania Street will serve as an office and show room.

The Indiana Terminal Warehouse is a new, modern structure, having both railroad and traction switches within the building. The location is near the Union Depot and within three or four blocks of all the principal hotels.

The branch will be in charge of Dan F. Wallace, who has represented the Barber-Goodhue Company in central Indiana for the past four years and who has a great many friends in that territory. He will be assisted in sales work by John J. Parker, C. H. Conrad and Harry Bonefeld. The northern part of the state will continue to be covered by A. H. Compton and R. P. Spicher, and Mr. Parker.

The merchandise for the new branch is being rapidly assembled and it is expected that the new branch will be in full operation by March 1.

* * *

JACOBSEN JOINS LEE-GREEFKENS.



H. P. JACOBSEN.

Announcement has been made that H. P. Jacobsen, formerly representing the Solar-Sturges Company on the Pacific Coast, has retired from his territory to be connected with the staff of the Lee - Greefkens Co., Inc., San Francisco. Mr. Jacobsen, who was president of the Supply Men of the Pacific Ice Cream Industry last year, becomes manager of the Lee - Greefkens Co., having assumed these duties on January 1. The Solar-Sturges Co. has closed its offices in San Francisco, according to announcement. Mr. Jacobsen for a long time has been popular among ice cream manufacturers of the Coast territory.

* * *

GODFREY AGAIN IN CHARGE OF CP ADVERTISING.

After several years in other departments, J. H. Godfrey is again in charge of advertising at the Creamery Package Mfg. Company main office at Chicago. Some twenty-one years ago Mr. Godfrey went down to Chicago from the University of Wisconsin to take on the advertising and catalogue work for the company. Prior to that time advertising copy for trade papers, of which there were less than a half dozen in all dairy lines, was written by the man who didn't have an alibi when press day came around.

Godfrey's work then was to handle and systematize the advertising. His advertising experience was zero, but, having been a practical buttermaker as well as student and instructor under Prof. Farrington, he knew the creamerymen's language and the product he was talking about.

Now, after seven years in sales work, he again takes the publicity reins, equipped, he says, to render better service to his company and the dairy industry in general. His work will not only have to do with the advertising of the company and its products, but he is in charge of the research work which is being developed along various lines by the company.

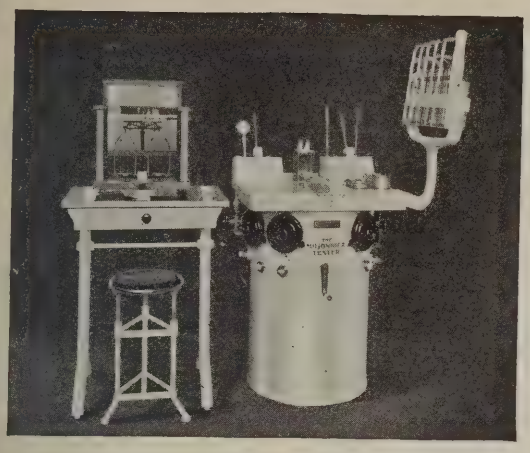
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NEW JAMISON ICE CREAM CABINET.

A new ice cream cabinet which is claimed to be much different in construction from any other on the market has recently been announced by the Jamison Cold Storage Door Co., Hagerstown, Md., makers of cold storage and freezer doors bearing that name.

According to J. V. Jamison, Jr., president of the company, the decision to enter the ice cream cabinet field some months ago was entirely the result of an opportunity to secure patent rights upon a cabinet previously constructed and used for over two years by a large and well known ice cream manufacturer and designed by one of his engineers.

This cabinet, now manufactured and sold under the name of the Jamison ice cream cabinet, differs from other cabinets in that the ice and salt chamber which contains the cylinders extends to only one-half the depth of the cylinders them-



Mojonnier Milk Tester, Model I.

Rheostatic control. Makes two fat and two total solids tests at a time. Operates from 110 V. lighting circuit. All models patented as follows: Process patented April 3, 1917; Apparatus patented February 5, 1918, April 9, 1918, June 11, 1918, August 5, 1919, and March 1, 1920. Other patents pending.

A New Mojonnier Milk Tester

THIS new model Milk Tester brings within the reach of the smaller manufacturers the same exact degree of control as the larger manufacturers have so long obtained using the larger models. Both butterfat and total solids tests can be made upon the new model, in from 25 to 30 minutes. It has capacity for two butter fat and two total solids tests at one time.

It embodies the same high principles of construction as is found in the other models and it is an item which the user can proudly add to the equipment in his plant.

Write for prices and descriptive circular.

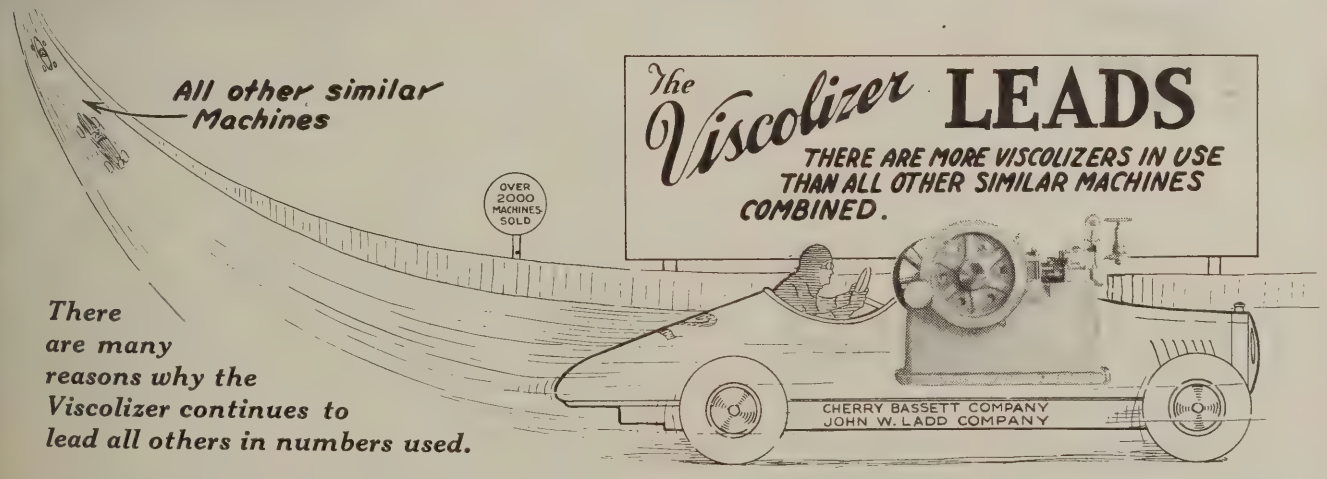
OTHER MODELS
Model D—8 tests, thermostatic control
Model A—8 tests, rheostatic control
Model G—8 tests, steam operated.

Mojonnier Bros. Co. 4601 W. Ohio St. CHICAGO

MILK ENGINEERS

Manufacturers of the Mojonnier Milk Tester and Overrun Tester, Vacuum Pans and Packaging Machines

BRANCHES: NEW YORK (Elmhurst) OAKLAND, CALIF. COLUMBUS, OHIO ST. LOUIS, MO.



There are many reasons why the Viscolizer continues to lead all others in numbers used.

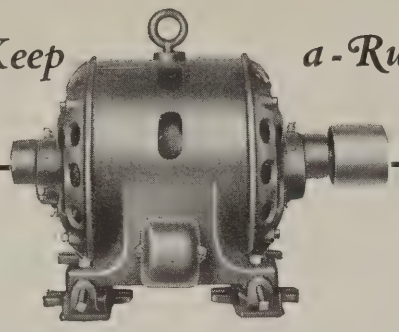
1. The Viscolizer is the Best regardless of Cost.
2. The Viscolizer manufacturer and jobbers all over the country of high financial standing, back the machine.
3. The Viscolizer gives complete satisfaction.
4. The contagious enthusiasm of Viscolizer users forces the machine to remain in the lead.

NATIONAL DISTRIBUTORS

John W. Ladd Co.
Detroit Columbus Cleveland Cincinnati

Cherry-Bassett Co.
Philadelphia Baltimore Pittsburgh Syracuse New York City

"They Keep a-Running"



BEARINGS of Highest Grade Cast Phosphor Bronze

The bearings in Century Repulsion Start Induction Motors are made from the highest grade cast phosphor bronze bearing metal that can be obtained. They are cast from metal heated in electric furnaces in the Century plant — the composition of each individual heat being exactly determined. They are then accurately machined on all dimensions and provided with machine cut figure-8 oil grooves, which insure a thorough distribution of oil throughout the entire length of the bearing. Lateral shifting is prevented by a heavy shoulder on one end of the bearing—built with liberal dimensions, they withstand the pounding of gear drive and pressures from unintentionally heavy belt tension.

These are just a few of the reasons why many Century Motor owners report continuous service for 20 years without a single bearing replacement.

Built in all standard sizes from ⅛ to 40 h. p. — temperature rise not more than 40 centigrade.

Send for Bulletin No. 29

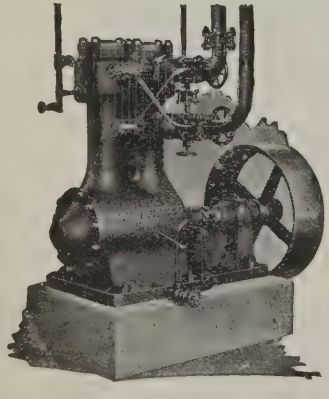
Bulletin No. 29 outlines all the superior features of Century Repulsion Start Induction Single Phase Motors — send for your copy today.

CENTURY ELECTRIC COMPANY
1827 Pine Street, St. Louis, Mo.
29 stock points in the United States and more than 50 outside thereof.

¼ to 80 H. P. Century MOTORS ¼ to 80 H. P.

Vilter

Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us Submit quotations on your requirements —no obligations to you.

The Vilter Manufacturing Company
ESTABLISHED 1867
830 Clinton Street Milwaukee, Wis.

selves, the lower part of the cylinders being encased with solid cork insulation. Thus, it is stated, a saving of 30 or 40 per cent in the ice and salt required to maintain the proper degree of frigidity is effected.

Refrigeration for the lower portion of the ice cream can, we are told, is secured by means of holes in the upper half of the cylinder which permits the brine to circulate around the lower portion of the can; while extra-heavy, pure cork board insulation maintains the temperature which the circulation of brine makes possible.

* * *

WINNERS IN THE PFAUDLER NAME CONTEST.

The Pfaudler Company expresses itself as being highly honored by the great interest which the dairy industry has taken in the naming of its new 100-gallon pasteurizer. The primary purpose in running the contest was to obtain a suitable name and for this prizes of $50.00, $25.00 and $15.00, respectively, were offered for the three best names. Over 2,900 names were submitted in the contest, and they came from all divisions of the industry—college professors, managers, stenographers, etc.

"Pfaud-Elyria," "Pfaudler Midget," "Pfaudler 100 Special" and "The Pfaudler Peerless Pasteurizer" were duplicated more than any other names submitted. Then there was a vast array of exotic and unusual titles. Most of the suggestions were accompanied by definite inquiry as to the exact nature of the unit, according to The Pfaudler Co., and in the short 60-day period that they have been advertising the 100-gallon unit, over 150 have been purchased.



W. E. HITCHCOCK, Thomasville, Ga. First Prize Winner.

Here are the winners:

First prize: "C-Gal" (pronounced See-Gal)—submitted by W. E. Hitchcock, Flowers Ice Cream Co., Thomasville, Ga.

Born near Dallas, Paulding county, Ga., September 27, 1892. Graduate of University of Georgia, 1914. Took post graduate course in 1915. Entered First Officers Training Camp at Fort Oglethorpe, Ga., 1917. Appointed successively first lieutenant and captain, serving at Camp Travis, Tex. In 1923 returned to Georgia, going into the ice cream business with two brothers-in-law. Later joined Joseph Flowers, owner of the Flowers Ice Cream Co., as assistant manager. Has learned ice cream industry by practical experience (i. e., did not study at university). His company produces approximately 2,000 gallons of ice cream and 1,000 pounds of butter daily. The name "C-Gal," which the judges in the contest selected, was considered the most desirable of all sent in—

—because it is short and easy to say,
—because it means "100 gallons,"
—because its spelling intrigues one's interest,
—because it suggests, in pronunciation, the mystic, snow-white "sea-gull" famed for its speed,
—because it does not contain the word "Pfaudler," and therefore can be used appropriately in combination with this word.

Second prize: "The Aristocrat"—submitted by Albert Anderson, Erskine, Minn.

Born in the great dairy country of Denmark, 1878. Has been in the United States nearly 30 years and has nearly always been engaged in the dairy industry in one way or another. Has recently been operating the Farmers' Creameries in Minnesota, North and South Dakota. While in South Dakota organized and was for several years secretary and treasurer of the state dairy association. Was also superintendent of the dairy department at the state fair. Has also had the honor of being appointed to several offices in the dairy associations, such as secretary of the Red River Valley Dairymen's Association, president and director of Minnesota Creamery Operators' and Managers' Association. While

CHAS. R. PHILLIPS, President.

F. J. MINGES, Vice Pres.

L. W. CHAPIN, Sec.-Treas.

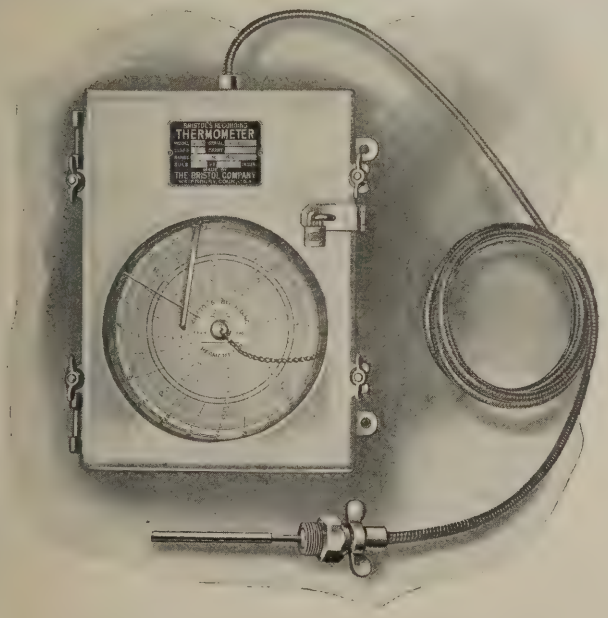
MEMBER

STANDARD

VANILLA AND BLENDS

SERVICE VALUE

G.R.RYAN MANUFACTURING CO. INC.
VANILLAS and BLENDS
Rochester, N.Y.



"Trouble Shooters"

That's what a telephone lineman would call Bristol Recording Thermometers.

BRISTOL

Recording Thermometers

Being sensitive to the slightest variation in temperature and indelibly recording the details on the chart as fast as they occur, Bristol recorders make it possible to trace the condition of the mix at the present or in the past. They give you a "history" of your manufacturing process that you can rely on in checking complaints on the quality of your product.

BRISTOL'S

The most extensive line of recording instruments in the world, including—Pressure, Liquid Level, Temperature, Electricity, Motion, Speed, Humidity, etc. Ask for our catalogs.

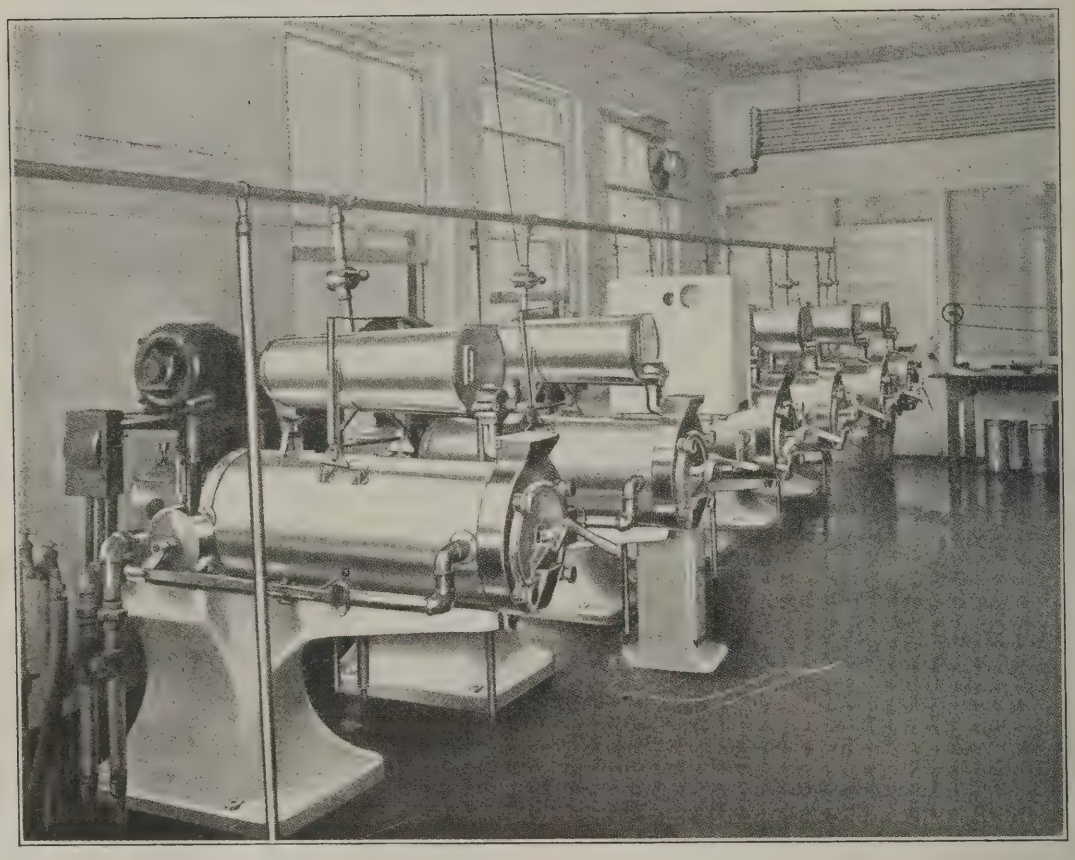
The Bristol Company Waterbury, Connecticut

FOR 36 YEARS Ask Any Technical Engineer MAKERS OF

BRISTOL'S RECORDING INSTRUMENTS

Barber Goodhue

Everything for the Dairy Industry



Battery of U. S. Heavy Duty Freezers in the Plant of Tauber Absopure Ice Cream Co., Chicago.

The U. S. Heavy Duty Brine Freezer

THE Tauber installation is typical of many that we have made in large plants throughout the Middle West—and hundreds of smaller plants are using one, two or three U. S. Freezers, with equal satisfaction and profit.

Here are some of the features that will give you a better product—and a better profit—with U. S. Freezers.

1—Automatic batch weigher that regulates mix and helps you to produce a uniform cream.

2—Patented removable bronze bearing for front end of dasher, which eliminates wear on cover and keeps whipping device in correct alignment.

3—Substantial brass hopper which simplifies the filling in of fruits and flavors.

4—Convenient hinged cylinder cover—always out of the way.

5—Rotary brine control valve which gives complete control of the rapidity of the freezing process.

6—Rapid vertical discharge for quick emptying.

There are seven sizes of U. S. Brine Freezers, ranging in capacity from 40 to 160 quarts. Ask for complete information and prices.

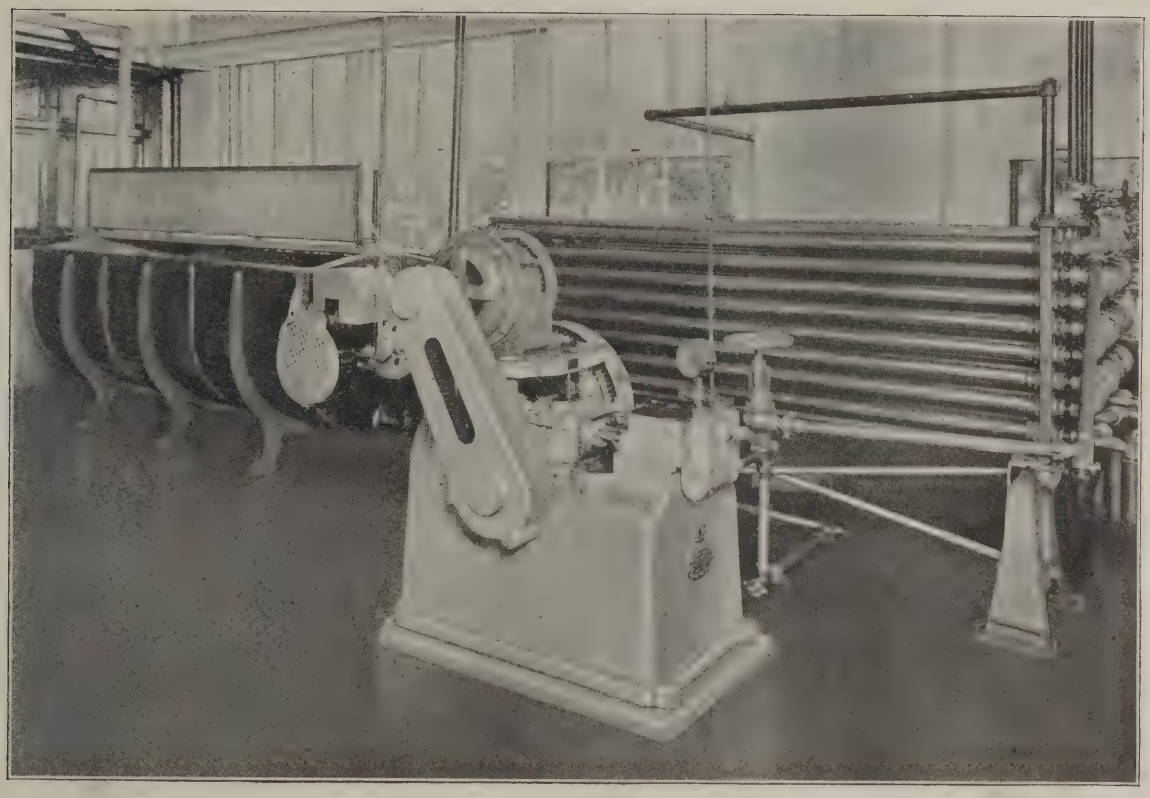
A. H. Barber-Goodhue Company

HOME OFFICE
300 W. Austin Ave.
CHICAGO

TWIN CITY OFFICE
2490 University Ave.
ST. PAUL

Barber Goodhue

Everything for the Dairy Industry



Crescent Creamery Co., St. Paul, Minn., showing Ice Cream Mix Pasteurizer, No. 300 Viscolizer and Internal Tube Cooler.

Plan Now for Bigger 1925 Production

1925 PROMISES more than ordinary business prosperity—for you, and all of us. That, coupled with the normal year-to-year increase in ice cream consumption, means larger sales and profits for you next season.

That will require larger production; and larger production calls for additional equipment—or speedier and more modern equipment to replace that you now have.

Now is the time to plan your plant improvements, while there is time to do so leisurely—without haste or waste. If you plan to build or remodel we shall be glad to give you, through our Engineering Department, the benefit of many years of experience in just that kind of work—without cost or obligation.

We shall be glad to advise you, also, in the matter of equipment, to help you select the items best suited to your needs. We may be able to offer suggestions that will reduce your equipment costs, or that will greatly improve your products or your service.

And don't overlook the economy of buying all of your equipment and supplies from a single source; we can give you everything from parchment to power plant equipment.

A.H. Barber-Goodhue Company

HOME OFFICE
300 W. Austin Ave.
CHICAGO

TWIN CITY OFFICE
2490 University Ave.
ST. PAUL

STOUT

Schroeder—Perfection Cabinets

for 1925 are now ready. Check over your stock and send us your requirements early.



★ ★ ★

"Insulation is the thing"

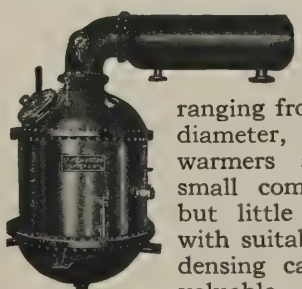
JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. MILWAUKEE, WIS.

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



Vacuum Pan.

Write for Prices

We can furnish these small size equipments in vaccuum pan size ranging from 8″ diameter to 36″ diameter, with suitable forewarmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U.S.A.

located at Erskine has held several public offices, such as president of the Commercial Club and mayor of the city of Erskine. Since resigning from actual creamery work has been engaged in the business of making and selling butter culture and other products for the creameries. Winner of several prizes for making butter, among them a silver loving cup for the best butter at the Great Northern Minnesota contest in Red Lake Falls, 1922.

Third prize: "The Centurion" — submitted by S. J. Pearce, 318 Federal Building, Salt Lake City, Utah.

Born at Plattsmouth, Neb., March 8, 1892, not far from where the Platte River flows into the Missouri. Moved with parents to Council Bluffs, Ia., when about 14 years of age. One year later moved to Lincoln, Neb. In Lincoln received grammar and high school education, later entering the University of Nebraska, from which he received the degree B. Sc. in agriculture. Good share of time has been put at some sort of farm work; later this was confined mostly to dairy farms. Considerable time also spent in dairy manufacturing and in educational work. At present time holds position of assistant market milk specialist, bureau of dairying, U. S. D. A. Prior to this was connected with South Dakota State College and Iowa State College. At latter institution was instructor in the market milk department under Professor Mortensen.

* * *

BEACON MFG. & SALES CO. TO EXPAND.

Chas. H. Lush, president of the Beacon Mfg. & Sales Co., Freeport, N. Y., reports plans are under way to triple the floor space of the company's present plant. An addition will be built around the south side and east end of the present building for manufacturing purposes and office space will be provided on the second floor of the new addition. Concrete blocks and stucco will be used. Work on the new structure will begin about April 1. They expect to increase their production of 40,000 sidewalk and hanging signs of last year to 80,000 to 100,000 signs this year. Mr. Lush reports the business is prospering, and that business with ice cream manufacturers is increasing rapidly. They also make a large number of signs for gasoline companies. Chas. H. Lush is president and A. M. Lush secretary and treasurer.

* * *

WRIGHT-ZIEGLER EXPANDING.

P. R. Ziegler of Wright-Ziegler Co., Boston, reports the purchase of a plot of land 80 by 160 feet opposite Sullivan Square in Charlestown, Boston, Mass. On this the company will erect a building covering the entire site, three stories and basement. Their business of manufacturing and jobbing is now scattered around various parts of Boston and the new building will facilitate administration and enable them to increase production.

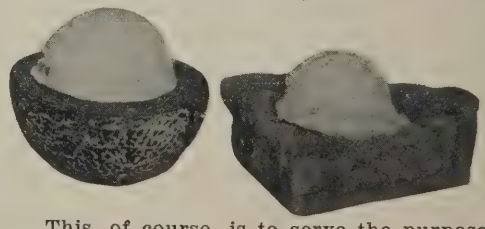
* * *

IMITATION ICE CREAM.

The Reproductions Co., 514 West 46th St., New York City, manufactures a complete line of imitation ice creams for window and counter display. Their product is different from anything else on the market, officials say. They control exclusive patents, it is added, and where the quantities ordered are sufficient they make up special designs such as large bricks bearing the name of the ice cream company and many other designs.



It is claimed that this product is such an exact imitation company can furnish cartons filled to the brim with any flavor ice cream one may wish to advertise—any size carton, we are told.



This, of course, is to serve the purpose of connecting up the name of the manufacturer with the product, and to make windows dressed with the cartons attract much attention.

* * *

MISS MOON WINS HIGH HONOR.

Miss Constance Moon, daughter of Mr. and Mrs. Roscoe Moon of Oak Park, Ill., was recently awarded the Scholarship Cup for the highest average for a period of four years, 93.7

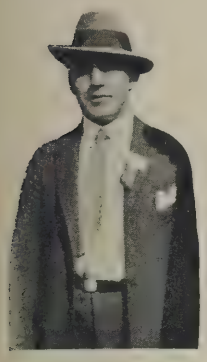
per cent, by the directors of the Oak Park high school. She was also chosen for membership in the National Honor Society, which has for its qualifications excellence in character, scholarship, leadership and service. Mr. Moon is well known in the dairy industry, representing Mojonnier Bros. Company, milk engineers of Chicago.

* * *

THE RIGHT MAN IN THE RIGHT PLACE.

John J. Harris of the J. B. Ford Co., known to his host of friends as "Jack," has been appointed chairman of the membership committee of the American Dairy Machinery & Supply Association. This is the organization made up of exhibitors at the National Dairy Exposition and which cooperates with the management in putting on the show. Mr. Harris's appointment means 100 per cent membership for the organization.

* * *



ERWIN HEXTER

CHOCOLATE FUDGE IS NEW PRODUCT.

A new product has been announced by the Kay-White Products Co., Inc., 8 West Broadway, New York, makers of "Scotch Bob." The company now has put on the market a French style chocolate fudge.

Erwin Hexter, who represents the company in the Western territory, is one of the originators of this product. He also was one of the originators of "Scotch Bob." Mr. Hexter makes his headquarters at 1488 Lauderdale, Lakewood, Ohio.

* * *

NEW STERILIZER AND DRYER.

A new sterilizer and dryer for milk and ice cream cans has been developed by the Economy Products Co. of Auburn, N. Y. This machine has been thoroughly tried out in several plants in New York State, where, officers say, it has given entire satisfaction. The cans are first rinsed with cold water, then moved to a steam jet, where they remain for about seven seconds. Cans are thus steamed three times, then moved over to a suction dryer. A thoroughly dry and sterile can is delivered, steam is drawn from the building, protecting the interior paint, the building itself, and the health of the operators. Machines can be used for either milk or ice cream cans.

Officers of the company are W. H. VanDine and L. G. Ford. Mr. VanDine was for fourteen years in charge of a 3,000-acre certified milk farm at Tully, N. Y., where he recognized the need for a dryer and sterilizer, and with L. G. Ford, an experienced mechanic, perfected this machine. Further information regarding the machine will be sent upon request to the company.

* * *

HALL JOINS SETHNESS CO.

M. H. Hall, 43 Oklahoma Ave., Milwaukee, has joined the Sethness Co. of Chicago, and will represent that concern in the Pittsburgh territory. Mr. Hall was formerly connected with Keystone Products Co.

* * *

BANTA PROMOTED

Otto E. Stoll, general manager of the General Motors Truck Company, announces the appointment of A. J. Banta as assistant to the general manager. Mr. Banta will have complete charge of engineering, manufacturing and purchasing. Mr. Banta has had more than 20 years experience in the automotive industry, both in Detroit and in the East.

Two new branches have just been opened by the General Motors Truck Company. One is located in Jacksonville, Fla., and the other in Dayton, O.

* * *

A new means of competing with soft drinks is opened up for ice cream manufacturers in the introduction of Radfords "frozen sucker units," according to Harry A. Benners, head of H. A. Benners Southern Selling Service, New Orleans, La. This proposition, according to Mr. Benners, is "a real solution of the much discussed elimination of the pop bottle at the baseball games." The sucker is described as "a most delicious frozen ice dainty and a real thirst quencher." Frozen suckers are made from pure fruit flavors, water, gelatine, sugar and citric acid, and are 5⅞ inches long by one inch in diameter, it is stated. The cost of manufacture

(Continued on page 150)

"Ax's

Fine strength is the result of it's Purity and Mildness.

No Medication.

No Artificial Coloring

Mail inquiries receive prompt attention.

ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.
NEW YORK 175 South Street
CHICAGO 94 Board of Trade
ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue
ATLANTA 269 Haynes Ave.
SAN FRANCISCO Second and Brannan Sts.
LOS ANGELES 731 Terminal St.
PORTLAND, ORE. 405 Hoyt Street

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."

Derycote
PAINT YOUR PERSONALITY ON YOUR PACKAGES

has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.

THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. Cleveland, O., U. S. A.

MIDDLE WEST — EASTERN SEABOARD

News and Notes *from the* Four Corners *of* FREEZERLAND

By Our Special Correspondents

PACIFIC WEST — CENTRAL SOUTH

PACIFIC WEST.

Christopher's Fifth Plant Opened.

Glendale, Cal.—A strictly modern and complete plant has been erected by the L. J. Christopher Ice Cream Co. This makes the company's fifth plant in California, with headquarters located in Los Angeles.

The new plant is 50 by 175 feet, with a storage capacity of 6,000 gallons of ice cream. A fleet of eight large motor trucks will operate out of Glendale, delivering the ice cream to Pasadena, Eagle Rock, Burbank and all points in the San Fernando Valley.

The company opened its doors to the public the early part of February and many visitors took advantage of the opportunity to see in operation this modern ice cream plant. S. C. Hookstratten, general manager of the Glendale plant, estimates that the company will have a monthly payroll of $10,000 at the outset. C. G. Hitchcock will be in charge of plant operations.

One of the outstanding features of the new plant is the huge electric sign erected on the roof of the building, blazing forth "Christopher's" in 2,500 electric light globes. The sign is 34 feet in length and 10 feet high.

* * *

Ice Cream Man Arranges Regular Radio Program.

Los Angeles, Calif.—The Globe Ice Cream Co. of Los Angeles, Calif., presented one of the greatest radio programs ever broadcast on the Pacific Coast when A. A. Comey, vice-president and general manager of the company, arranged a 30-act all-star vaudeville show, which was broadcast over Radio Station KNX at Hollywood, Calif., on the evening of February 15. The program started promptly at 9 o'clock and continued until the wee hours of the morning. No expense was spared, according to Mr. Comey, to arrange the big vaudeville show. This means of advertising proved to be a sensation. Prior to the air appearance of the Globe vaudeville show, the Globe Ice Cream Co. carried numerous ads in the local publications, in addition to having large banners displayed on all of the globe ice cream trucks calling attention to the show, the place, the time and the date.

This feature was quite a unique novelty in the way of globe advertising. Mr. Comey made a contract with Radio Station KNX to appear on the air one night each week for the entire year of 1925, each show to be a feature program, and running for two hours each evening.

* * *

WEST.

Colorado Delegates.

Pueblo, Cal.—Among delegates to the past Colorado convention were: S. E. Miller, Denver; A. Pearson, Beloit, Wis.; Herbert E. Bender, Denver; N. B. Acers, Denver; J. B. Byers, Pueblo; H. C. Ashcraft, Pueblo; C. W. Smith, Chicago; F. G. Burke, New York City; Fred Hartney, Pueblo; John K. Lind, Denver; Lewis Chamberlain, St. Louis; G. T. Wearing, Oklahoma City; Fred Milliken, Kansas City, Mo.; R. M. Richard, Los Angeles; C. O. Melber, Minnehaha, Wis.; Ira R. Alexander, San Francisco; C. H. Bacher, Chillicothe, Mo.; H. H. Prosser, St. Louis; John Bruce and W. K. Zott, Denver; L. C. Hurley, Denver; J. S. Bachelor, Canon City; W. W. Bachelor, Canon City; Dan W. Morris, Sterling, Colo.; L. H. Taylor, Sterling; H. F. Fairley, Pueblo; C. B. Frank and Edward Strain, Lamar; M. N. Due, Grand Junction; Harry Carlson, E. L. Carlson and H. F. Percy, all of Denver; Charles F. Davis of Walsenburg; John Haverty, Pueblo; Snapper Harrison, Denver; E. B. Darrow, Pueblo; W. A. Randell, Boulder; C. T. Myers, Alamosa; George M. Flint, Denver; Frank Mauro, Walsenburg; A. R. Bilesner, Pueblo; W. F. Simpson, Denver; E. G. Hadley, Casper, Wyo.; C. G. McClagan, Fort Morgan; D. B. Bier, Denver; H. J. Walsmith, Denver; L. W. Nelson, Pueblo; Roy C. Newfarmer, Grand Junction and M. H. Kessler.

* * *

SOUTH.

Alabama Officials and Ice Cream Men Co-operate.

Montgomery, Ala.—Commissioner of Agriculture and Industries, J. W. Moore, has received from J. W. Clopton, secretary of the Alabama Association of Ice Cream Manufacturers, a copy of a resolution adopted at the organization's recent annual meeting in Birmingham, expressing the ice cream men's appreciation for the co-operation given them during the past year by Commissioner Moore's department.

This resolution voices especial appreciation to the commissioner himself, Dr. H. M. Robertson, director of the departmental division of pure foods, feeds and drugs, and W. R. Anderson, inspector. The ice cream manufacturers realized that Mr. Anderson cannot cover the entire state to advantage, and recommended that he be given one or more assistants, in order that the territory may be visited more often. Support is pledged in securing the necessary funds to take care of this additional expense, at the next session of the legislature. The resolution concludes:

"WHEREAS, We are intensely interrested in manufacturing and distributing to the public a safe and high grade ice cream, we appreciate the co-operation of the department of agriculture and industries and will be at all times ready to assist the officials in the carrying out of the regulations now in effect or any in the future that shall be put into effect for the mutual interest of ice cream manufacturer and consumer."

In reply to Mr. Clopton's letter, enclosing copy of the resolution, Commissioner Moore has forwarded the following extract from the department's report, through the state board of agriculture, to the governor:

"In the adoption of Article 6 of the agricultural code, the state has provided standards and other modern regulatory provisions under which the dairy, creamery and ice cream industries may steadily develop to the full extent of their possibilities in Alabama. Without such provisions, these industries have never developed on a large commercial scale in any state.

"With difficulty in providing funds for the work, inspection service under this article began on February 1, with one inspector who has since devoted his entire time to these duties. The work of this inspector has to a large extent been, to the present date, more of an educational nature. It has consisted of visits to creameries, ice cream plants, cream receiving stations and other dairy products plants, where explanations of the provisions of this article and how they may be complied with, were given.

"At these plants cream testers were met and given examination to determine their capability of becoming licensed as reliable and efficient testers. Forty of those visited and examined were issued a license. Since becoming licensed it has been the duty of the inspector to make return visits and check results of

Ryan & Timberman, Inc.
Ice Cream Advertising Headquarters
WILKES-BARRE PENNSYLVANIA

Year Around Consumption

Ice cream is no longer a seasonable delicacy, but a valuable food which is quickly developing year around consumption.

Hundreds of ice cream manufacturers are developing a large winter business by maintaining such pure, wholesome, sanitary conditions in their processes by the use of

Wyandotte Sanitary Cleaner and Cleanser

Indian in Circle



in Every Package

that the delicate flavors and nutritious qualities of their ice cream commands a greatly increased winter trade.

Every possible source of uncleanliness or insanitation is quickly and easily removed from cans, freezers, separators, mixers, syrup containers, moulds and all equipment.

Moreover, Wyandotte Sanitary Cleaner and Cleanser is such a free rinser that the cleaner itself is entirely removed, leaving a pure, sweet, wholesome surface to protect the quality of your product.

Order from your supply house.

IT CLEANS CLEAN

The J. B. Ford Co. *Sole Manufacturers* Wyandotte, Michigan

their operations, the accuracy on which the dairymen depend for the full amount for butterfat due them.

"At the plants the machinery and equipment was thoroughly inspected and the managers interviewed with reference to the problems of the manufacturers. At the request of the manufacturers, in certain instances, the inspector took charge of the operation of the plants for two or three days, in aiding the manufacturers to solve their problems.

"The number of visits to creameries, ice cream factories, cream and milk receiving stations, cheese factories; the number of samples drawn and the results of their analyses, and the number of licenses issued to manufacturers and dealers of dairy products are carried in department bulletin No. 5, relating to foods and drugs. It may be stated here, that it is the policy of the inspection service to maintain close supervision of all plants wherever the products have been found to be under standard, or where butterfat tests were found to have been under read.

"Anothr matter which has consumed considerable time of the dairy products inspector has been the return of equipment to its owner. General complaints against express agents for failure to forward equipment delivered to them, resulted in our appeal to the district managers of the express companies, who have since rectified these conditions by causing the equipment to be forwarded immediately on receipt of its delivery to the express office."

* * *

EAST.

America's Favorite Dessert.

Pittsburgh, Pa.—Enrique Blanco, the Spanish writer, who, after a sojourn in the United States, has informed his countrymen that mashed potatoes and gravy come as close as anything else to being the American national dish, must have been singularly unobservant. How could he have overlooked ice cream, the importance of which is indicated by the news that students from as far apart as South Carolina and Illinois attended the Pennsylvania State College just to take advantage of a special course in the manufacture of our favorite dessert? Can you imagine a college giving a special course in the preparation of mashed potatoes, or of students coming a thousand miles to study the subject? Can you imagine mashed potatoes or any other food besides ice cream being served as a regular thing at pharmacies and candy shops as well as at restaurants? Apply these or a half dozen other tests that will suggest themselves and you will find that ice cream, not mashed potatoes, is the national dish.

The per capita consumption in the United States last year, according to the National Association of Ice Cream Manufacturers, was three gallons. No other nation can show anything approaching this.

(Continued on next page)

M.P.A.

Brand

POWDERED SKIM MILK

Absolutely dependable in quality.

A matchless product you will like to use.

Made from milk produced under expert supervision and received twice daily.

You will want our prices
Write or wire

MILK PRODUCERS ASSN. OF CENTRAL CALIFORNIA

PRODUCERS

MODESTO, CALIF.

R. A. McKEE CORPORATION

Eastern Distributors

261 BROADWAY NEW YORK CITY

Regarding this the Pittsburgh Post says: "Pennsylvania may well take pride in its position of leadership in the manufacture of this delicious, wholesome and national dish. We top the list of the states in the value of our ice cream production, which amounted to $35,322,300 in 1920, when the census was taken, and probably is even larger now, for the 1920 output was three and one-half times that of 1916. There is no reason to suppose that a movement which resulted in an increase of 350 per cent in four years suddenly halted.

"But we can take even greater pride in the quality of our ice cream than in the quantity produced. Pennsylvania has a comprehensive law governing the manufacture and sale of the delicacy—a law passed largely at the instance of the manufacturers themselves, who sought in this way to make cleanliness and wholesomeness mandatory. The law prohibits the use of cocoanut fat and other foreign fats and oils in the making of ice cream, thus assuring that cream and its products shall be the principal ingredients. It is forbidden to offer it for sale from any cabinet or container which contains any other article than ice cream, as for example, oysters and fish.

"With Pennsylvania taking the lead in almost everything that pertains to ice cream, it is not surprising that men should come to our state college from distant states to learn the business. It has great possibilities for expansion. During the years immediately following the occupation of Porto Rico by the United States, we exported ice cream to that tropical island—which suggests that an export business may be built up in other quarters, until these countries shall have become sufficiently fond of the dish to establish their own factories.

"The new forms which ice cream has taken in recent years—Eskimo pies, frozen tarts, sundaes, etc.—suggest also that there may be room for further developments along this line. At any rate it is obvious that study and a high degree of technical knowledge are necessary to get the best results. And no other institution is better qualified to give instruction in the subject than the Pennsylvania State College."

* * *

Northern Ice Cream Company Sold.

Gouverneur, N. Y.—The Northern Ice Cream Co. plant, and all equipment connected with it, has been sold by Clyde W. Bame of this village to Harry Steele of Wilkes-Barre, Pa. The sale was made by H. C. Roges, realtor, and it is reported involves approximately $35,000.

The new owner was for several years located here, being employed first by the International Milk Products Company, which sold out to the Nestles Food Co., in 1918. The former company manufactured cream on a large scale.

When the Nestles Food Co. bought out the International Mr. Steele remained with the Nestles Company until 1923, when he engaged in the milk business at Wilkes-Barre with a former associate, the Wilkes-Barre concern being known as the Glendale Farms. Mr. Steele will have associated with him his father-in-law, Erwin Liscum, and a brother-in-law, Ashton Liscum.

Mr. Bame has been operating the Northern Ice Cream Co. since the International Milk Products Co. ceased the manufacture of ice cream, and for several seasons has been making truck deliveries over a large section. The J. M. Horton Ice Cream Co. a year ago purchased of the Nestles Food Co. their local plant, and have since operated it, but the Horton Company does not manufacture ice cream here. The plant here is used to prepare the raw product for manufacture.

The name of the Northern Ice Cream Co. will probably be retained by Mr. Steele and his associates in the future conduct of the business.

* * *

Woman to Head New Ice Cream Company.

North Adams, Mass.—North Adams is to have its third ice cream factory within a short time, a new factory being already in process of construction on the south side of River street, just west of the Marshall street bridge, by some of the Mausert interests who recently sold out their interest in the Country Maid Ice Cream Co. It is reported that Miss Mary Mausert is to be head of the new concern and that its name is to be the Mary Mausert Ice Cream Co. Miss Mausert declined to make any statement for publication regarding the new factory.

* * *

James N. Gurdy.

Lawrence, Mass.—James N. Gurdy, president of the Jersey Ice Cream Company of this city and Lynn, died here February 3.

He was born in Fairfield, Ia., 63 years ago and had lived in Lawrence for more than 50 years. He established the

AT NO COST TO YOU

A LIBERAL SAMPLE
OF
IMITATION —ATLAS VERTEX— VANILLA
FLAVOR

Enough to flavor 100 GALLONS of ice cream will be sent you absolutely FREE in order that you may have the opportunity to try out this wonderful flavor.

TEAR OUT THIS AD AND MAIL TODAY

Name .....
City .....
State .....

NO STRINGS—NO CATCH—NO OBLIGATION

Just an honest effort to get you to try this perfect flavor
WITHOUT COST TO YOU

H. KOHNSTAMM & CO. INC.
ESTABLISHED 1851

NEW YORK: 83-93 Park Place CHICAGO: 11-13 E. Illinois Street

Jersey ice cream factory about 28 years ago. He also perfected and patented a refrigerator body and established the John J. Grothe Company of Woburn for the sale of these bodies.

Mr. Gurdy is survived by his widow, Ida M. Gurdy, two daughters, Mrs. William Kenison and Miss Irene M. Gurdy, and a son, Elbert O. Gurdy.

* * *

Damage Suit Settled.

Wheeling, W. Va.—The $10,000 damage suit of Charles Strauss against the Imperial Ice Cream Company terminated February 9 when an agreement was reached between counsel for the principals. Judge J. Harold Brennan was informed that a settlement had been reached and at once discharged the jury. Terms of the settlement were not made public.

The end came after testimony had been heard by the jury during the greater part of the day. The suit was the outcome of the construction of a part of the ice cream company plant adjoining the Strauss property, the plaintiff alleging that his property was damaged to a great extent through its foundations being undermined.

Reading, Pa. Approximately 150 ice cream manufacturers attended the fourth anniversary banquet of the Central East Pennsylvania Ice Cream Manufacturers' Association, which was held January 23 at the Berkshire Hotel.

A program including a turkey dinner, novelty acts and dancing was given under the direction of C. M. Fries, chairman of the entertainment committee. More than 150 members of the association were present.

The program was: Opening march "Central East March," Boyer's orchestra; America; Hart and Dale in comedy song and dance number; Hi Leopold, vaudeville pianist; dance; Homer Sibley, "The Man From Dixie;" dance; Fonsia W. Kraemer, soloist; dance; Sunshine and Sunshine, "Can Such Things Be?"; dance; Elliott and West, "The Two Orphans." Dancing was enjoyed until midnight.

The officers of the association are: G. M. Bring, president; R. T. Smith, vice-president; C. A. Tharp, secretary; C. Leichtman, treasurer. The directors; T. Hall, J. W. Newman, H. N. Forey, G. B. Marrow, C. M. Fries, C. Leichtman, F. Murray, N. H. Meyer, C. C. Burdan. The banquet committee: C. M. Fries, chairman; N. W. Hill, F. S. Morrow and C. R. Fickes.

* * *

Employees Feted.

Columbus, O.—Employees of the Crane Ohio Ice Cream Co., with Moores & Ross branches at Lancaster, Zanesville and Sabina, attended a midsummer frolic at the Knights of Pythias Hall, 24 West Goodale St., which was given by the company recently.

Dancing and a program of vaudeville were arranged by the committee in chcarge of this feature of the evening's entertainment.

* * *

Frederick, Okla.—A. O. Lewis of the Lewis ice plant has announced that a 40x50 brick building will soon be started on property recently bought just east of the ice plant, which will be occupied by the ice cream factory which M. T. Cochran of Altus recently bought of Emil Steinbock. It will have concrete doors three feet above the grade line and will be as sanitary as it is possible to make a buildnig, enabling the highest quality of ice cream to be produced. Mr. Lewis did not state what the estimated cost will be or whether it will be built by contract or otherwise, but did say work will begin as soon as the blue prints arrive.

Weatherford, Tex.—A deal has recently been closed whereby the Taylor Ice Cream Co. of Weatherford and Mineral Wells has been sold to Messrs. Turner and Wagley of Mineral Wells and Mr. Vandervort of Fort Worth. The new company took charge of the business on February 1. Messrs. Turner and Wagley have been in the automobile business in Mineral Wells and Mr. Vandervort has been connected with the Goodyear Tire Company in Fort Worth. The local plant will be known as the Weatherford Ice Cream Company after the new owners assume the management.

The Taylors, J. A. of Mineral Wells and Miss Emma Taylor of this city, have purchased the ice cream factory and bottling works in Greenville, Tex. and they will assume the management of the business immediately after the first of February.

Paris, Tex.—Velvet Ice Cream Manufacturing Company changed name to Paris Ice Cream Company.

McMinnville, Tenn. — The McMinnville Co-operative Creamery has just completed the installation of ice cream manufacturing machinery and a complete refrigerating plant. Manufacture of ice cream has begun. The capacity is five hundred gallons a day.

Keokuk, Ia.—A combination of the Vaughan Ice Cream Company and a number of prominent milk dealers is proposed and plans are under way to erect an up-to-date plant in this city.

Charleston, W. Va.—Diamond Ice Cream Company's plant has been taken over by the Imperial Ice Cream Company.

ONE WEEK SHORT COURSE FOR ICE CREAM MAKERS.

The one-week short course for ice cream makers will be given at the University of New Hampshire, beginning Monday, March 30th.

The lecture and laboratory work is planned for men who took the course last year, and for new men.

Lectures will include the following topics: Ingredients of the Ice Cream Mix, Standardizing and Processing the Mix, Freezing and Hardening the Mix, and Factors Affecting the Quality.

Laboratory work will include: Freezing the ice cream, testing milk, cream and ice cream for butterfat and acidity, scoring ice cream.

A registration fee of $2.00 is charged for the course. Any additional information may be had by addressing the Dairy Husbandry Department, University of New Hampshire, Durham, N. H.

BOOSTERS ELECT.

The Michigan Dairy Boosters elected officers at the 1925 convention as follows:

C. J. Yuncker, president; D. W. Shiel, vice-president and C. J. W. Smith, secretary-treasurer. The directors are: S. A. Von Jasmund, Otto Grove, V. G. Harris, J. A. Wise and H. B. Coburn. The director-at-large to Allied Association is Jas. B. Hill.

The Success of your Ice Cream Depends Much on the Way in Which it is Served

PEERLESS CAKE CONES

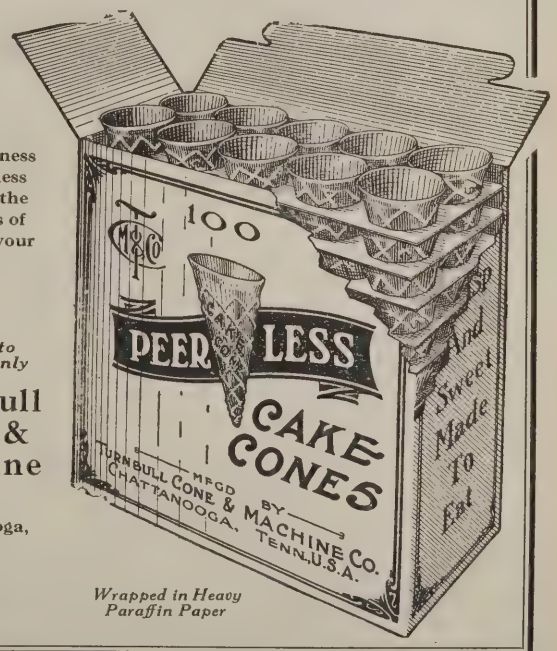
Their crispness and sweetness brings out the finer points of quality in your ice cream.

We Sell to Jobbers Only

Turnbull Cone & Machine Co.

Chattanooga, Tenn.

Samples and Prices on Request



Wrapped in Heavy Paraffin Paper

MINNESOTA MANUFACTURERS TAKE IMPORTANT ACTION.

(Continued from page 8)

old convention goer present and he voiced the general sentiment of all present.

At the afternoon session "Some Economic Policies" pertaining to over-head, ingredients of the ice cream mix, national advertising and insurance were thoroughly discussed by Chas. Weikert, St. Paul, Prof. H. A. Ruehe, University of Illinois, J. F. Kircher, representing Will Schwindeler, St. Louis, chairman of the advertising committee of the National Association of Ice Cream Manufacturers, and R. V. Mothersill of St. Paul. Prof. Ruehe's talk was along the same line as presented at other conventions recently and as reported in The Ice Cream Review, as was also the talk on national advertising by Mr. Kircher. The other subjects presented for discussion at the afternoon session will receive attention in a later issue.

The big banquet on Thursday evening, (346 plates), was a most enjoyable affair and all problems of business —even the all-absorbing one of iceless cabinets—were left outside the banquet hall. Starting at 7 o'clock with a sumptuous feed, happy men and women made merry until the early morning hours, and at the wind-up voted the function the best ever put on by the Minnesota Gophers, the organization of supply men responsible for it. A vaudeville performance, with President C. A. Gould as master of ceremonies, created plenty of entertainment for everybody, except a few hapless ice cream manufacturers, who were the victims in a mock trial and who were sentenced to eat "five teaspoonfuls of their own ice cream." A dance followed the vaudeville entertainment and completed a splendid program. The Gophers should be, and are, happy in their success as entertainers.

We were up and around early on the morning of the second day, expecting to find a deserted lobby, but, on the contrary, we found everybody "on the job" eagerly awaiting the day's developments, because the big question of iceless cabinets was to come up that day. The busses were to leave at 9:30 a. m. for the plant of the Ives Ice Cream Company.

It wasn't an inspection visit either, although a few precious minutes were devoted to that pleasant pastime. At a special meeting of the Minnesota Association of Ice Cream Manufacturers, held in Minneapolis last December, a special committee was appointed to investigate the refrigerated cabinet question. Clifford Ives of the Ives Ice Cream Co., assumed that part of the committee's responsibilities of compiling data on efficiency of the different cabinets and fountains, from actual tests under typical conditions, and arrangements were made to conduct these tests in his plant.

Accordingly a test was run, covering a period of about six weeks, and close records kept. Mr. Ives read the report covering the test, which was exhaustive. It took him an hour to make his report, and at the close he was accorded a rising vote of thanks for the good work done. The report of this committee was made in a closed session, to which ice cream manufacturers only were invited. The report was considered so valuable by visiting manufacturers from other states that orders were left with the committee for over 300 copies, to be forwarded as quickly as they can be printed, at $2.00 a complete set, including photographic copies of charts.

Following the committee's report special busses carried the delegates back to the hotel for lunch and for the closing session of the convention. After passing a resolution deploring a political effort now being made to abolish the identity of the state dairy and food department, and voicing disapproval of that section of the state co-operative marketing law which prohibits dealings between members and outsiders, the delegates got right down to business on the cabinet question. This also was a closed session, but convention hall was filled with men with a serious problem to solve.

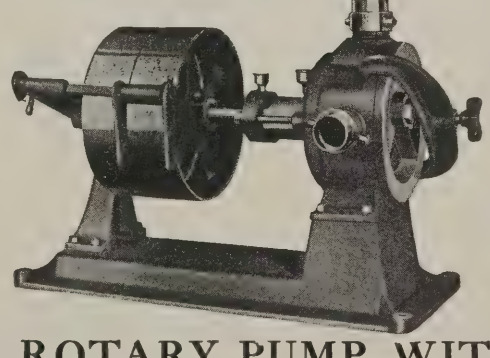
President Dunn briefly outlined the work of the association during the past year leading up to the special meeting in December, and the appointment of the special committee. He was generous with praise for the men that had worked with him, and for the members who have so loyally backed them up.

It was clearly the sense of the meeting that the officers and committee members had rendered exceptional service, and that whatever action they recommended would be speedily taken. Opportunity was afforded for a free and full discussion of the committee's report, and then followed the adoption of the following agreement:

RESOLVED, That we, the undersigned manufacturers of ice cream, in the state of Minnesota, in the interests of our industry generally, and protection of each and every manufacturer individually, do hereby agree to stand together firmly under the guidance of our state association in the matter of acceptance and disposition of mechanically refrigerated cabinets for preserving ice cream in retail stores.

We hereby agree not to install, rent or sell any refrigerated cabinets or fountain for the period ending Jan. 1, 1926, unless forced by competition, and in that case the following procedure shall be followed:

In case any competitor offers to rent, sell or install refrigerated cabinets or soda fountains we will immediately notify the president, in writing, who, with the state



A ROTARY PUMP WITH HIGHER EFFICIENCY

Operating at a low R. P. M., and with a minimum power requirement, the Viking Rotary Pump delivers an unusually high efficiency, even under extremely difficult conditions.

Built ruggedly of best materials and involving an improved pumping principle, the Viking has become the universal choice for every pumping purpose.

Could you ask for greater proof of what the Viking will do in your plant than that over 50,000 are now in successful use?

New, enlarged catalog, showing Vikings for every use, mailed upon request. Ask today.

VIKING PUMP COMPANY
CEDAR FALLS, IOWA
BRANCHES

B. F. Schirmer Co. - - - - - - - - 342 Madison Ave., New York City
Schirmer Co. - - - - - - - - - - - - Finance Bldg., Cleveland, Ohio
Viking Pump Co. - - - - - - - - 549 W. Washington Blvd., Chicago, Ill.
Norton Paper Goods Co. - - - - - - 719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co. - - - - - - 204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co. - - - - - - - - 519-21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co. - - - - - - - - - - Houston, Texas
Menge Pump & Mach. Co. - - - 862 Tchoupitoulas St., New Orleans, La
De Laval Pacific Co. - - - - - - - - 61 Beale St., San Francisco, Calif.



We Specialize in Printing for the Dairy Products Industries

In our modern building we have housed an array of equipment of the first order to turn out in volume, with precision and dispatch, an endless variety of advertising material.

Specializing in printing to the dairy products industries, we are in a position to lend advertisers the benefit of a long experience and association with this trade, its requirements and peculiarities.

Our volume production should also make our prices worth your investigation. Submit your next printing job to us for suggestion and quotation.



Booklets
Catalogs
Broadsides
Tags
Mailing Cards
House Organs
Circulars
Letters
Envelopes
Enclosures

THE OLSEN PUBLISHING COMPANY · *MILWAUKEE, WIS.*

Fifth and Cherry Streets

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

Get Your Cans Ready Now

While activity is low at your plant there is plenty of time to single out the cans that are in need of retinning, rebuilding and repairs.

You can get a lot of profitable service from rebuilt and retinned cans and an investigation of our prices for the service will prove it.

JOHN WOOD
Ice Cream Cans
Electric Weld

will give you better service than any other can. That's why so many are in use today. Are YOU using them?

Get Our Prices.



association director from the affected district, will act as a committee of two to investigate the case and attempt to settle the dispute peaceably. If no satisfactory settlement between the interested parties is arrived at we agree to withhold action for 15 days from date of written notice before any competitive or retaliatory measures are taken.

This agreement was signed by the delegates present, representing, it was stated, over 90 per cent of the ice cream output of the state. It is understood that all manufacturers in the state will be invited to sign the agreement.

It is understood, also, that the problems peculiar to each district in the state will be worked out at a series of district meetings to be held soon. The special committee was authorized to continue its work so as to cover refrigerated fountains.

The delegates made short work of the election of officers. By unanimous vote the secretary was instructed to cast the association ballot for the retiring officers, and they were re-elected.

An unusual honor was conferred on J. J. Farrell, St. Paul, who has served the association in many ways. The office of "counselor and honorary member for life" was newly created and Mr. Farrell was unanimously elected, in recognition of the splendid work he has done for the association.

In adjourning the convention, sine die, President Dunn used these words, "boys, we have made history today," and he seemed to voice the sentiment of all the manufacturers present.

GOPHERS RE-ELECT OFFICERS.

The Minnesota Gophers participated in three conventions this year. The Gophers went out of their own territory to aid the manufacturers of South and North Dakota in their conventions.

At the annual convention of the association, which was held at the annual convention of the Minnesota State Association of Ice Cream Manufacturers, the Gophers re-elected its old officers, including C. A. Gould, president; R. N. Pal, vice-president; W. M. Booth, treasurer, and H. E. Stinchfield, secretary. The officials of the association constitute the executive committee.

The Gophers sent flowers to the family of the late H. Bridgeman, veteran Minnesota ice cream manufacturer, who recently died at Duluth.

BRITISH ICE CREAM CONSUMPTION GROWS.

About 96,000,000 quarts of ice cream were consumed in the United Kingdom last year, the British, as a nation, now eating more ice cream per annum than the most optimistic persons in the trade would have ever thought possible a few years ago. There is one plant in London which turns out an average of 100,000 quarts every day.

The American consul in London reports that the British are taking to ice cream, and that the consumption last year increased 1,000 per cent.

It is estimated by the ice cream federation of London thata consumption has increased 400 per cent during the past five years, due, principally, to a wider spread knowledge of the food value of ice cream, better advertising, more imposing and attractive establishments for its sale, and additional facilities for its consumption in homes. Each city in the United Kingdon that consumption has increased 400 per cent durwith a production of from 100 to 200 gallons per day.

WANT DEPARTMENT



IT PAYS TO ADVERTISE

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

We reserve the right to refuse to accept advertisements which we believe are detrimental to the ice cream industry.

HELP WANTED

WANTED—Experienced salesman for ice cream trade, a country location in New Jersey, on salary and commission basis, must be a man with a clean record and proven ability, apply stating qualifications and giving references. Address: R-95, The Ice Cream Review. 3-25

WANTED—Man capable of making special brick, fancy creams and molding. Address: R-156, The Ice Cream Review. 3-25

WANTED—Flavoring extract salesman thoroughly experienced in selling the ice cream trade—old established manufacturer of extracts, certified colors and bulk fruit has opening in middle west territory for sales producer. Attractive proposition and permanent connection. Give age, earnings and experience in detail. Replies held strictly confidential. Address: R-135, The Ice Cream Review. 3-25

POSITION WANTED

POSITION WANTED — Manager of ice cream plant that can produce finest quality ice cream. Have all requisites necessary. Offers must show opportunities for a good future. Address: R-62, The Ice Cream Review. 3-25

POSITION WANTED—Production manager of ice cream desires change. Experience confined to plants of 100,000 to 300,000 gallons annual output, milk plant experience, university training. Thoroughly acquainted with the theoretical and practical phases of the ice cream business. Understand artificial refrigeration and all laboratory work. Available upon reasonable notice to present employers. Sober, efficient and trustworthy. References. Address: R-35, The Ice Cream Review. 3-25

WANTED—A position as production foreman or superintendent of an ice cream plant. Fully experienced. Good references. Address: R-110, The Ice Cream Review. 3-25

POSITION WANTED—Production man with technical training and practical experience in ice cream and market milk desires position with good reliable organization. Address: R-119, The Ice Cream Review. 3-25

POSITION WANTED—As plant or production manager in modern ice cream plant. Have 15 years experience in ice cream manufacturing. Thoroughly competent to handle any size plant. Address: R-158, The Ice Cream Review. 3-25

POSITION WANTED—Night superintendent of ice cream and market milk plant desires change. Experience confined to plant of 400,000 gallons annual output; milk plant experience in plant receiving 350,000 pounds daily. College graduate. Thoroughly acquainted with theoretical and practical phases of ice cream and milk business. Understand mechanical refrigeration and laboratory work. Available upon reasonable notice to present employers. Sober, efficient and trustworthy. References. Address: R-162, The Ice Cream Review. 3-25

POSITION WANTED

Business or Production Manager

If you are in need of a good practical and reliable man to manage the business or production end of your enterprise I can help you as I have helped others during the past 10 years in similar capacities. Plenty of practical experience. Not afraid of work. Married. Presently employed managing chain plant, but wish change of location. Can come on 30 days notice. Excellent references. Write: R-788, The Ice Cream Review. 3-25

POSITION WANTED—By reliable progressive man with 20 years executive and practical experience in large retail milk concerns and creameries. Also understand the ice cream industry and all its branches from A to Z. Excellent references as to reliability and ability to successfully handle a responsible position. Address: R-686, The Ice Cream Review. 3-25

POSITION WANTED—By a man who is now connected with one of the largest ice cream organizations in the country, but who wishes to make a change. College graduate; Thorough knowledge of every department. Competent to manage or direct sales department of any sized plant and get results. Address: R-80, The Ice Cream Review. 3-25

POSITION WANTED—By sales man or demonstrator who knows the ice cream trade from A to Z. Best of references. Address: R-132, The Ice Cream Review. 3-25

POSITION WANTED—As ice cream maker. Married, age 30. Six months course Iowa State College, 1920. Five years experience in full charge ice cream manufacture. Understand testing, standardizing, mixing, use of viscolizer, homogenizer and control of overrun. Make fancy creams and sherbets. Prefer position with firm manufacturing from fifty to eighty thousand gallons yearly or smaller plant where production can be increased. Some sales experience. Give salary and full particulars first letter. Will go anywhere. Address: R-154, The Ice Cream Review. 3-25

POSITION WANTED — Dairy chemist and production man, experienced and competent, desires permanent connection with progressive organization. 5 years with one firm. College graduate. References furnished. Address: R-116, The Ice Cream Review. 3-25

FOR SALE BARGAINS

BUSINESS

FOR SALE—Small ice cream plant complete with hardening room, brine freezer and up-to-date machine. Very good condition. I will sell this for small cash payment, balance in 10 equal monthly notes. B. D. Arthur, 105 S. Oakland Ave., Ventnor, N. J. 4-25

FOR SALE—Control in live ice cream and butter business. Output about one hundred fifty thousand gallons ice cream and like number pounds butter. In best of territory. Showing net profit each year, 1924 included. Address: R-169, The Ice Cream Review. 3-25

FOR SALE—An established ice cream business in a town of 5,000. Population practically doubled during the summer months. Write: R-87, The Ice Cream Review. 3-25

FOR SALE AT SACRIFICE — Well equipped ice cream plant, in beautiful manufacturing city of 60,000 population. Surrounded by dense urban population. 1925 ice cream sales should exceed 100,000 gallons. Address: R-137, The Ice Cream Review. 3-25

FOR SALE—One of the finest wholesale ice cream businesses in Chicago. Centrally located. All new, modern, up-to-date equipment of the finest kind. Sales 250,000 gallons. Sickness reason for selling. This is an unusual opportunity. Address: R-777, The Ice Cream Review. 3-25

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 3-25tf

FOR SALE—Refrigeration Machine—Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 3-25tf

FOR SALE—Freezers at special reduced prices. Miller 40 and 80-qt., Ft. Atkinson 40 and 100-qt., Cherry, Thompson, new, used and re-built, belt and motor drive. Guaranteed. Free trial period. Homogenizers, viscolizers, vats, etc. Send for list and illustrations. Philadelphia Retinning Co., North Philadelphia, Pa. 3-25tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago. 3-25tf

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad. for you and insert it in the next issue of The Ice Cream Review. You just stay at home and wait for results. You'll soon have your hands full.

FOR SALE — One Type "B" Sealright packaging machine. Price is right. Address J. G. Trumbull Co., Orleans, Vermont. 3-25tf

FOR SALE—5,000 pounds 100 per cent pure milk or butter fat equal to finest creamery butter for use in ice cream manufacture, packed in 50 pound tins. Apply R-64, The Ice Cream Review. 4-25

NOTICE—Ice cream cabinets for sale—second hand. All sizes, also brick cabinets. Cypress wood. Write for prices. Detroit Creamery Company, Detroit, Mich. 3-25

FOR SALE—One 9x9 vertical enclosed York compressor, belt driven, high sides, complete, hardening room, coils, cooler, complete ice cream plant. Reasonable price for quick disposal. B. D. Arthur, 105 S. Oakland Ave., Ventnor, N. J. 3-25

"You'll make better ice cream if you get the "Ice Cream Review."

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

FOR SALE—One 7x7 vertical enclosed double cylinder York complete with motor, hardening room, coils. Complete ice cream plant. Reasonable price, quick disposal. Victor McFadden, Glenside, Pa. 3-25

FOR SALE—One 80-qt. Cherry freezer. Two 40-qt. United States freezers. One Sealright filler, all nearly new. One 40-qt. Upright Miller freezer. Address Connor Ice Cream Co., Owosso, Mich. 3-25

FOR SALE—One Emery Thompson vertical belt drive freezer, $225.00. One motor drive vertical Progress ice cream freezer, with motor. One Champion combination tub freezer and crusher. One 200-gallon, belt drive, Manton Gaulin homogenizer. These machines are guaranteed to be in perfect mechanical condition, and carry attractive prices. Address Dairymen's Mfg. & Supply Co., 403 North Main St., St. Louis, Mo. 3-25

FOR SALE—One 40-qt. Emery Thompson upright freezer, belt drive, fine shape $200.00. One 15 h. p. North Western motor $150.00. One Viking brine pump good as new $25.00. 150 five-gallon ice cream tubs some of them new. Write for prices on tubs, real bargain. Address Pipestone Ice Cream Co., Pipestone, Minn. 3-25

FOR SALE—600 packing cans from 1 to 5-gal. size; 250 packing tubs 3, 5 and 10-gal. size; 2 vertical Progress ice cream freezers. These are all in good condition, ready to be used, price reasonable. Whiting Milk Companies, 9 Howard St., Worcester, Mass. 4-25

FOR SALE—150—Used five-gallon bulk shipping tubs with canvas covers and good hoops. Just re-coopered, all in good repair. Address Geo. C. Mansfield, 4th and Poplar Sts., Milwaukee, Wis. 3-25

FOR SALE—York, latest type belt drive refrigerating plant 7½x7½ inches together with 2½-ton ice making tank. This plant will give you 7 tons refrigeration and 2½ tons ice. Like new. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 3-25

FOR SALE—Motor, Wagner, 40 h. p. 60 cy. 2 phase, A. C. used but six months. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 3-25

FOR SALE—York, 4x4 latest type, enclosed belt driven 3-ton refrigerating plant, guaranteed perfect condition. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 3-25

FOR SALE—One 6-ton vertical enclosed double cylinder Baker compressor, direct connected to a vertical steam engine on the same base with high sides and brine tank, brine cooler, ice cream making equipment, in first-class condition. Will sell this plant to responsible party under lease with monthly payments. W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 5-25

FOR SALE—Brunswick refrigerating plant, twin cylinders, 6x6 with link belt drive. Excellent condition. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 3-25

Perfected--Simple--Practical--Proven

Cost Accounting System for the Creamery, Poultry, Milk, Ice Cream, Egg, Cheese and Hatcheries Industries.

The Standardized Accounting Service Co.

100½ E. GOODALE ST., COLUMBUS, OHIO

3-25tf

FOR SALE—Six Miller horizontal, forty-quart, direct connected, motor driven, brine freezers, with or without motors. Reason for disposing of these, replacing with eighty-quart freezers. Address Sharpless-Hendler Ice Cream Co., Wilmington, Del. 3-25

FOR SALE—1924 pattern Emery Thompson horizontal brine ice cream freezer, 80 quart, motor drive, complete with 5 h. p., D. C. motor. Motor can be changed for requirements. This machine was taken out of stock, and used in an emergency, where a break down occurred, and was used only two months. The machine is same as new, and is offered at a greatly reduced price. Address Dairymen's Mfg. & Supply Co., 403 N. Main St., St. Louis, Mo. 3-25

FOR SALE—Baker, twin cylinder, enclosed belt driven refrigerating plant, 2 tons capacity. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 3-25

FOR SALE—Several hundred 20-quart Eastern style packing tubs. Also, one New Era brick cutting machine. Address Sharpless-Hendler Ice Cream Company, Wilmington, Del. 5-25

FOR SALE—Two Emery Thompson, belt drive, horizontal, 40-qt. brine freezers, used three seasons, in first-class shape, price $250.00, each, F. O. B. Asbury Park, N. J., Grennelle & Schanck, Inc., Asbury Park, N. J. 3-25

WANTED TO BUY

WANTED—To lease with option of buying small ice cream plant. Prefer one where there would be good opportunity for pasteurized retail milk business. Address: R-47, The Ice Cream Review. 2-25

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.

NOTES OF THE TRADE.

(Continued from page 141)

of the "frozen suckers" is said to be extremely low. Actual figures supplied by ice cream manufacturers show the cost, including material, to range from 8 to 10 cents a dozen, it is further claimed.

* * *

BLANKE-MEYER COMPANIES MERGE.

Announcement has been made of the consolidation at St. Louis of the Meyer Dairy Equipment Co. and the Blanke Mfg. & Supply Co., with headquarters office at Vine and 3rd Sts., St. Louis, and with branch office and warehouse stocks at 1608 First Ave N., Birmingham, and 316 N. Preston St., Dallas.

Officials fix the combined gross business of the merged firms at four and a half million dollars annually, and they expect this merger to become a very important factor in the supply and equipment field in the dairy industry, with assets adequate to handle greater volume.

The active executives of the two merged firms are Ed. Meyer, Carl Meyer, Robert L. Blanke, H. E. Blanke and E. R. Owen. Sales development will be in the hands of Robert L. Blanke as president, with headquarters at St. Louis. The Dallas branch will be managed by E. R. Owen, and the Birmingham branch will be directed by H. E. Howland, as in the past. The financial and purchasing department will be conducted respectively by E. R. Meyer, as chairman of the board, and Carl Meyer. There is a combined sales force of 30 men.

* * *

Something new in dealer help advertising is being offered by the Bushong-Perry Company, Inc., "Purveyors of Paint and Painted Publicity," 32 East Georgia St., Indianapolis, Ind. It appears to be different from any other sign that has ever been offered to the trade. It is a modeled composition in strong relief against a background made of composition board. Material of which it is made is practically indestructible, officials say, and the whole sign is artistically treated in oil colors, done by hand and made "for keeps." It is easily washable. Inquiries directed to J. D. Riker, sales manager, will have prompt attention.

⚜

Send your personals and news items to "The Review" and see how well they look in print.

Trade Literature

EMERY THOMPSON'S NEW CATALOGUE.

An elaborately designed and beautifully printed catalogue has recently been issued by the Emery Thompson Machine & Supply Co., New York City, in which their line of ice cream freezers are featured. It contains much valuable information for the ice cream manufacturer even though he may not at the present be in the market for a freezer. A postal card will bring you a copy.

* * *

A REPORT ON IMPROVERS.

Announcement has been made by S. Gumpert Co., Inc., Brooklyn, N. Y., that the company's chief chemist, Dr. A. R. Albright, has prepared a research laboratory report on Gumpert's ice cream improver, which, officials believe, will be of interest to ice cream manufacturers. Careful scientific research was conducted over a period of several months before this report was compiled, we are told. Officials add that this report shows, "Definitely, conclusively and scientifically why Gumpert's ice cream improver will produce richer tasting and better ice cream. It is further believed, that this report shows that one can make ice cream that is distinctly superior in flavor, in texture and in general appearance by the use of this product."

The importance of flavoring in determining the quality of ice cream and influencing the consumer is stressed in this report, which goes on to set forth how the creamery richness of ice cream is brought out to the fullest by the Gumpert improver. We are told that by the improvers' effect upon the proteins, of which casein is most important, the proteins are made ready for quick assimilation due to enzymic action, and that the protein films surrounding the particles of butterfat are developed to the maximum. It is further claimed, that the body of ice cream in this manner, is greatly improved and that the unfavorable reactions are thus avoided.

The Gumpert company has expressed willingness to send a copy of this report to anyone interested.

The ICE CREAM REVIEW

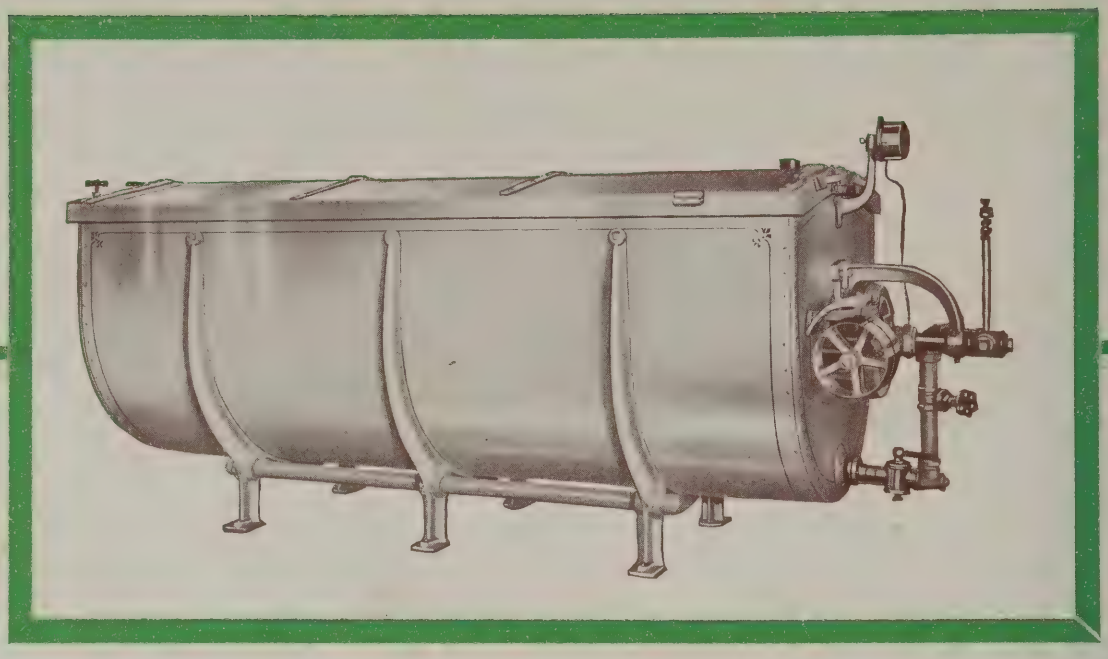
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Ice Cream Cone Week

May 10th to 16th

APRIL 1925



ICE CREAM Batch Mixer

BODY CONSTRUCTION

Can be supplied with entire wood construction [selected straight grain California redwood] or gray finished enamel, steel body or select cypress covered with vitreous enamel sheeting.

INSULATION

Every means of obtaining perfect insulation is used in the construction of these machines. Models C1 and C2, D1 and D2, E1 and E2 are lined with two inch corkboard —the best obtainable.

COIL CONSTRUCTION

Cherry coils insure absolute dissolving of all ingredients and a thorough agitation and mixing of the entire batch.

THERE is perhaps no trade as fickle as is the ice cream trade.

Retailers who pat themselves on the back and gloat over a wonderful business have been known to lose it all because their ice cream suddenly "went bad."

The shrewd ice cream manufacturer looks ahead and protects his trade by carefully watching every step of the manufacturing process.

A good freezer, yield, quality cream, etc., means nothing *if the batch is not properly mixed and aged.*

Cherry Coil Batch Mixers are universally recognized as highly efficient units. They provide for perfect mixing of the entire batch of ice cream mix.

J. G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa. Peoria, Ill.

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FACTS about the greatest Exposition of supplies, equipment and machinery ever assembled for the industry will shortly be ready for distribution. Some of them involve the relation of the ice cream to other industries - - remarkable developments in processes and equipment in and for the industry since 1923.

You may receive them if your name is on our mailing list. See the coupon.

(PLEASE DETACH AND RETURN BY MAIL)

The Association of Ice Cream Supply Men,
1328 Broadway, New York City.

Please send me periodically, without cost, facts about the Greatest Ice Cream Exposition.

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Company_____

Street_____

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The Seal

THE ASSOCIATION OF ICE CREAM SUPPLY MEN

1328 Broadway New York City

of Safety

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

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OFFICIAL ORGAN
Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Illinois Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Mississippi Magnolias
Minnesota Gophers
Arkansas Travelers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

APRIL 1925

ARE you preparing for Ice Cream Cone Week, beginning May 10? Are you going to get all the results that are possible from a special drive to further popularize this delightful ice cream package? Why not make 1925 the greatest ice cream cone year in the history of the business? And let it be understood that when we speak of the ice cream cone we have in mind also the ice cream sandwich which has gained such high favor.

The object of Ice Cream Cone Week is to sell more ice cream. That is what is interesting ice cream manufacturers in it, and rightly so. Ice cream sold in cones or sandwiches does not displace other sales of ice cream. It is added business, and that is exactly what business men want.

We sincerely believe that the possibilities for increasing the sale of ice cream cones is unlimited. In spite of the fact that millions upon millions of them are used each year the number might be easily doubled or trebled. The amount of ice cream thus sold runs into big figures.

A good ice cream cone or sandwich filled with good ice cream is good food. It rightfully belongs in the food class, not alone a delightful treat for the kiddies. There was a time when the grown-up had to "sneak" his ice cream cone. He didn't want to be caught with one on his person. He didn't like to admit his fondness for a kid's dish. But times have changed. The ice cream cone and his twin brother, the sandwich, are found in the best society circles. The only trouble is they are not found there often enough. The object of this special week's drive is to make them still more popular by calling attention to their merits.

The ice cream cone business is good business for the ice cream manufacturer. That is the reason we want to see it grow. We want to see ice cream manufacturers sell more ice cream. That is good for them, and it is good for us. That is why we emphasize Ice Cream Cone Week.



THE reader who is interested in the iceless cabinet question, and that takes in most people in the ice cream industry, will find this issue of The Ice Cream Review particularly valuable. Beginning on page 72 you will find a synopsis of what has transpired at the several conventions, which have been held during the past year, relative to the iceless cabinet question.

We have tried to bring facts together which might be helpful to our readers, so that in one issue anyone can find the answer to the question he may have in mind relative to iceless cabinets, that is, so far as the question was touched upon at the conventions. Arguments for and against are presented, along with statements from association officials, all with the object in view of bringing the situation in the different states before our readers, and which they can use for reference. The contracts used in different sections of the country are reproduced, along with any agreements that have been entered into between ice cream manufacturers.

We sincerely trust that our readers will find the same interest and profit in reading this presentation as we have found in compiling it for them.



FOR over four years past a certain druggist near our house has been catering to the whims and tastes of the members of our household. He is a good salesman. He has considerable of our hard earned money. He furnishes our home with a lot of things that depend on good salesmanship for their distribution.

We have asked him favors and they have been cheerfully granted. When we have had to get him out of bed in the middle of the night to fill an emergency prescription he has made us feel that nothing could give him greater pleasure. He can and does fill any sort of a prescription that we can prevail upon an accommodating and liberal family physician to give us.

This druggist salesman even cashes our personal checks and when our schoolboy hopeful calls in on an

errand, and has forgotten what he was sent for, this good salesman steps to the telephone and helps the boy out. He believes in "specials." He runs "specials" on most everything in his well stocked store, from cosmetics to gold fish. When a customer drops in for a box of tooth powder or a cigar he is reminded of some "special," and he is reminded by word of mouth as well as by the printed sign.

That man has sold us on so many "specials" that the word has become a household term. He has a lot of our money that he would not have if "specials" had never been invented. He has made us like it, too. He is a good salesman and we admire him. We suspect that many of his "specials" cost us as much or more than we would have paid somewhere else, but we admire him just the same.

During all these years that he has been successfully pursuing us with his good salesmanship he has never sold us a package of ice cream except when we went into his store with the fixed purpose of buying a package of ice cream. We have been waiting for him to suggest that we take along a package of ice cream and we are still waiting.

True, he has a couple of fancy signs hanging in his store, showing a pretty girl eating a dish of ice cream, but we suspect that he considered he was doing the ice cream manufacturer a great favor when he consented to have the signs placed there. We have always found him with a plentiful supply of good ice cream, but he has never seemed anxious to sell it, although he sells lots of it and at a good profit. He may not realize it, but he is not a good salesman of ice cream. He is doing business in a community where lots of ice cream is consumed and people just go to his store and take it away from him, he doesn't sell them. He seems to consider his ice cream sales in the same class with his prescription sales—something that the customer must have anyway.

This druggist is a fair sample, we believe, of his profession. There are exceptions, of course. There are ice cream dealers who really sell ice cream, but they are few and far between. Everything the average dealer does, in acting as the manufacturer's distributor, is done with the feeling that he is doing the manufacturer a favor. Ice cream manufacturers have only themselves to blame for this condition, but that is another story.

The dealer is a necessary link in our present plan of ice cream distribution. The question of whether that plan will ever be changed and ice cream sold direct to the consumer, as milk is sold, we shall leave to the prophets. We are not even the son of one. Our contention is, however, that the ice cream manufacturer who depends entirely on the salesmanship of the average dealer to increase the consumption of ice cream is working in the wrong direction. Nothing is to be gained by ignoring the true situation. If this average dealer cannot or will not part with his stock of ice cream except as his customers take it away from him, then it is up to the manufacturer to create the desire to buy in the minds of his customers. Many of these customers never go into the store. They do their business with the dealer over the telephone. They never see his signs showing the pretty girl eating a dish of ice cream. So long as the dealer persists in never suggesting ice cream, not even over the telephone, the ice cream manufacturer has no contact with the consumer.

The answer to this big problem is "consumer demand." When that demand is increased sales are increased, and not before. Many ice cream manufacturers realize this fact and are planning their advertising campaigns accordingly. They are not depending on the dealer to create consumer demand. They have tried him out and found him wanting—yes, "wanting" is a good word, he is always wanting — wanting and getting all that fierce competition will permit him to get. This is the fellow that ice cream manufacturers the country over have been spending their money on. This is the fellow that they fight over and try to take away from each other. Is he worth the cost?

A national advertising campaign that will reach the consumer in the home is a move in the right direction. Such a campaign, backed up by the manufacturer and reaching right into that same home, will unquestionably increase consumer demand. And that is what this industry needs more than anything else. Let's all resolve that from now on we will think of the consumer more than we have been in the habit of doing. Then we will be building on the right basis.



WE REMARKED to a friend the other day that we contemplated writing an editorial for these columns, in which we would recommend ice cream as a breakfast food. He replied, "Do that and your readers will think you were born in Winsted, Connecticut." It went over us at the time, but upon making inquiries we learned that the above mentioned town is famous as the birthplace of two-headed calves, four-legged roosters and other freaks of Nature. By the time we learned these facts our friend was in another city. We resolved then that we should make good on our threat to make such a suggestion.

First, we are going to admit that it will be difficult to provide a supply of ice cream for breakfast. The

GENTLEMEN OF ILLINOIS—THANK YOU.

The Ice Cream Review has been named official organ of the Illinois Association of Ice Cream Manufacturers, according to announcement last month by officials of that association. This is the thirty-second organization to confer this honor upon The Ice Cream Review.

The Illinois association is the oldest body of ice cream manufacturers in the industry. It was from this association that the National Association of Ice Cream Manufacturers was formed, leading members of the Illinois industry taking the lead in steps that put the national body to functioning.

The association celebrated its silver jubilee at its annual convention last year.

The Ice Cream Review deeply appreciates the honor that comes from an organization that has such a glowing record of constructive achievements for this industry.

druggist in our neighborhood who supplies us with ice cream is one of the last business men on the street to open up his store.

But even that is not going to prevent us making the suggestion. If we could create a real demand for ice cream for breakfast in our community we are sure some enterprising ice cream manufacturer would find a way of supplying that demand.

Why not eat good ice cream for breakfast? We have tried almost everything else on our breakfast tables. Almost anything that a good respectable dairy cow will eat is offered, in some form or another, to the consumers of this country. Most of these products, ranging from bran and cracked corn to baled wheat and shredded corn fodder, are nourishing and quite palatable if flavored, sweetened and liberally covered with cream.

Why not take these dairy products straight? Why not a dish of good ice cream, which contains the flavoring and sweetening along with the cream that is so necessary on all these patented palate teasers?

If you must have a dish of fresh fruit on your breakfast menu why not cover it with a liberal helping of good ice cream? A big dish of fresh strawberries a la mode, for instance. As Harry Lauder would say, "Yu canna beat it."

Really and truly now, how many of you men who believe in your product have tried a dish of good ice cream for breakfast? About every other food manufacturer in the country enjoys the demand created by three meals a day. If ice cream is more than a dinner dessert, and we all believe it is, how about getting it on to the dining tables in this country alongside of other dairy products?

We don't expect that this suggestion will result in immediately creating such a demand for ice cream for breakfast that any of you men will have to start early morning deliveries, but if it emphasizes the opportunities that lie before this industry to popularize ice cream as a pure food dairy product we shall be content.

⚜

SOME men persist in misunderstanding the proposal to fix an 8 per cent federal minimum butterfat standard for ice cream. They persist in believing that it is suggested in order to cheapen ice cream, thus making greater profits for the manufacturers.

The ice cream manufacturers who are sponsoring this proposal are not that foolish. They are sound business men and they know that they could not hope to win greater favor for their product by making it inferior. They want the consumers in this country to eat more ice cream and they believe that the tendency to increase the percentage of butterfat from year to year—a tendency that has prevailed for some time and which has been almost forced by competition—has gone too far for the good of the industry. They want to see this tendency halted. They want to see official recognition given to what they sincerely believe is the proper minimum fat standard.

Such a standard will in no way conflict with state standards. It is hoped, of course, that state standards will eventually conform to the federal standard, but that is a problem for the different states to wrestle with.

Where state laws require a higher percentage of butterfat the federal standard, of course, will mean nothing in actual practice. Ice cream will continue to contain whatever percentage the state law requires, or more.

So far as trade practices are concerned a federal standard will mean nothing except in the case of ice cream crossing a state line in transit. When it has entered any state it must contain the percentage of butterfat that is required in that state.

Some people apparently overlook the fact that the 8 per cent fat standard is proposed only as a minimum standard. Nothing will prevent the manufacture of richer ice cream if the trade demands it. And the good business man gives his trade what it wants.

The greatest benefit that can come from the fixing of an 8 per cent minimum standard, as we see it, is to crystallize sentiment and to work toward that butterfat content which experience teaches results in highest consumption. That, we understand, is the big object in the minds of the men who are giving liberally of their time and effort to get this standard question settled once and for all.

⚜

A COMMITTEE in the New Jersey legislature the other day voted disapproval of a bill which proposed to require the weight of ice cream to be labeled on the package. The bill did not seek to establish a weight standard, but was killed in committee just the same. It is to be hoped that weight bills pending in other state legislatures will meet the same fate.

OUR ICE CREAM CONE BOY.

The earnest lad that greets you from our front cover this month, with a death-grip on his ice cream cone, is not Jackie Coogan but is one of the army of American lads who never would eat so much ice cream as they consume were it not for the inexpensive cone. Ice cream at 15 cents and 20 cents a dish is entirely out of the question for the great bulk of boys.

The photograph from which our front cover was reproduced, by the way, was furnished by The Wide World Service, being copyrighted by that organization and released to The Ice Cream Review under a special agreement.

BULLETIN OF EVENTS.

National Association of Ice Cream Manufacturers—Twenty-fifth annual convention to be held at Detroit, Mich., the week of October 19, 1925. Convention headquarters, Hotel Statler. Secretary, Fred Rasmussen, Telegraph Bldg., Harrisburg, Pa.

Southern Association of Ice Cream Manufacturers—Annual convention at Lexington, Ky., December 1, 2, 3 and 4, 1925. Convention headquarters, Phoenix Hotel. Secretary, J. W. Clopton, Decatur, Ala.

Pacific Ice Cream Manufacturers' Association—Second joint convention with the California and Southwestern States Ice Cream Manufacturers' Association, Portland, Ore., January 12, 13, 14 and 15, 1926. Secretary, Bert H. Walker, Royal Ice Cream Co., Tacoma, Wash.

California and Southwestern States Ice Cream Manufacturers' Association—Annual convention to be held jointly with the Pacific Ice Cream Manufacturers' convention at Portland, Ore., January 12, 13, 14 and 15, 1926. Secretary, Jay H. Kugler, 57 Post St., San Francisco, Cal.

Safe or Out?

Soon on the sand lots and league ball parks, we'll be hearing the old familiar cry "Safe" or "Out." No matter which way the decision goes some good sport will yell "Kill The Ump."

You're the player and the umpire both in your business. When the hot weather comes along and "Old Sol" starts doing his stuff, will you have enough ice cream cans?

If you haven't you'll be "Out." If you order Electric Weld cans now, you'll be "Safe," not only this season, but for a couple of seasons.

PLAY "SAFE"

John Wood Mfg. Company

CONSHOHOCKEN, PA.

JOBBERS AND WAREHOUSE STOCKS IN ALL PARTS OF THE COUNTRY

Intensive Merchandising

OFFERS DAWN OF NEW DAY TO THE Ice Cream Industry



BETTER merchandising methods is the big matter before the ice cream industry. This has been approached from many different angles at recent conventions. As one prominent ice cream manufacturer has put it, the industry has passed through many different stages in the march to its present development, but "the present age belongs to merchandising."

A new day is dawning for ice cream; it is in the form of co-operative merchandising.

It is the same in all other industries. This is the day of the seller's market. The man who has something to sell is going out to put over his sale, leaving production details and other routine matters to capable men that the industry has been developing in recent years. We have made much progress in building up uniform quality in the ice cream industry, but as a large manufacturer of the East has said, "Now that we have something to sell, we don't know much about how to sell it."

Ice cream manufacturers are not satisfied with slip-shod selling methods in vogue in the retail stores at this time; that is, slip-shod as applied to the merchandising of ice cream. Our product has been regarded by the retailer much as a red-headed step-child, something that he just has to bother with but doesn't like to, for that reason taking little interest in developing the market for ice cream.

Ice cream manufacturers must do more personal visiting among the dealers. This is a point on which there seems to be much unanimity of opinion after a campaign in which The Ice Cream Review has worked together some of the selling ideas of the industry.

DISPLAYING ice cream in the dealers' windows is an all important matter. In the past we have seen very little of it, but more manufacturers are beginning to study window displays and co-operating with their dealers toward getting ice cream on the same selling plane with tooth paste, kodaks, stationery, writing fluids, and other sundries that druggists have been crowding to the front of their windows to the injury of ice cream.

"The trouble we find with the dealer is that he does not take care of his window trims for any considerable length of time," states H. S. Allen, one of the pioneer ice cream manufacturers of Illinois. "The dealer apparently thinks," says Mr. Allen, "that the manufacturer will supply as many trims as he can throw away. The ice cream industry has been greatly abused in years past, but the consumer is beginning to realize now that ice cream is a substantial food instead of a delicacy and that there is nothing better for light refreshments or for an after-dinner dessert than good ice cream," continued Mr. Allen. He believes that if some way of displaying ice cream in the dealer's window, other than show cards, could be developed, there would be greatly increased sales generally. He also believes that the manufacturers should visit the dealers and explain to them the necessity of his helping to advertise ice cream to his customers, and especially endeavor to get customers to take home packages of ice cream for home consumption.

The Hydrox Co., Chicago, is making much progress with its soda fountain school, where sales people are educated to fix up ice cream dishes for the fountain, to trim windows with ice cream designs, and to give demonstration service.

"In spite of the great amount of educational work that has been done by ourselves as well as other ice cream companies," states a member of the Hydrox Company—

"We still find it hard to understand the attitude of a great many ice cream dealers toward ice cream. In spite of the fact that it is without question the most profitable item they handle, and that the turnover is several times that of any other class of merchandise in their store, they still merely meet a demand, instead of introducing and pushing the sale of ice cream."

THE manager of the Trinidad Creamery Co., Trinidad, Colo., believes that an attractive way of advertising ice cream is to show or write on the plate glass windows of a store what special ice cream the dealer may be handling, changing such ads every day for the sake of variety and neatness. Although many ice cream dealers could do that work themselves, with a little experience with a brush, this gentleman believes that much of this work should be taken care of by the salesmen of the ice cream plants. This company has a man painting up or decorating the dealers' windows in the summer time and the manager states that every time this has been done, he notices it has considerable effect in the sales, "and it makes a dealer take much more interest in pushing the sale of ice cream."

C. A. Hay, Newton Ice Cream Co., Newton, Kan., has gone after restaurant business to get more pie a la mode served to customers. The restaurants have been furnished with signs which suggest that the patrons order pie a la mode. Mr. Hay further has gone after the dealers in an effort to get them to talk up ice cream for customers who order other things, asking them to display cards reading "Take Home a Quart of Ice Cream."

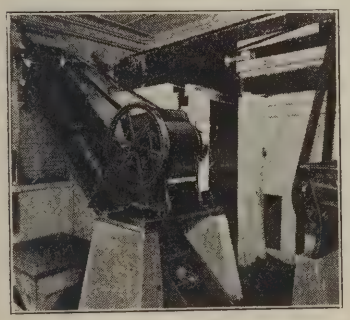
Dealers' windows change on an average of once every ten days caused by different wholesale firms trying to push favorite items, it has been observed by Nat

(Continued on page 154)

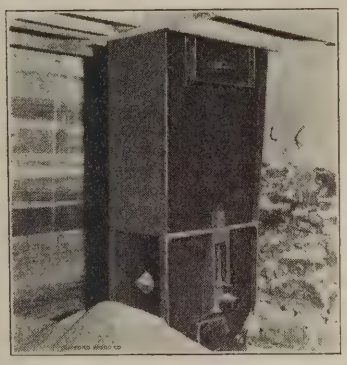
Crushed Ice and Salt Elevators



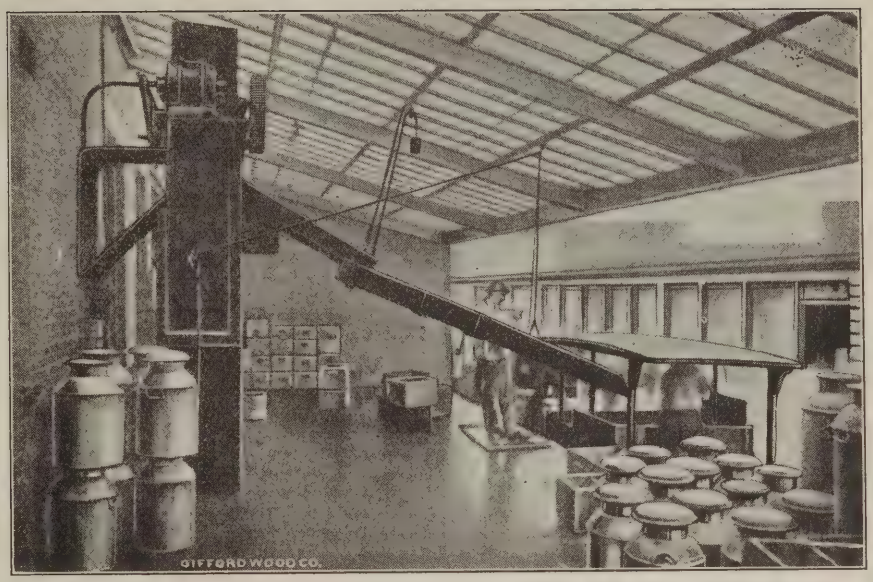
G-W Crushed Ice Conveyor for handling ice from under crusher direct to trucks.



Ice Crusher and double chain G-W Crushed Ice Elevator discharging to wagon chutes.



Standard G-W Centrifugal Discharge Elevator for salt. Feed point and take-ups are shown in this view.



For Reducing Handling Costs

Each piece of G-W Equipment shown here is a means of reducing the cost of handling ice and salt. All have been tested by experience and have justified the confidence of owners by the dependable results which follow their use. These few types are but a small portion of the complete line of G-W Equipment.

If you contemplate the installation of crushed ice or salt handling equipment in your plant, take advantage of our many years of experience in designing and building equipment of this character. You will find a talk with one of our practical engineers worth while.

At each of the offices below you will find engineers who are always glad to tell you about the many economies of G-W Equipment—Ice Crushing, Ice Handling, Salt and Sugar Handling—and how these economies can be brought to your plant. Just address the nearest one.

G-W PRODUCTS

Crushed Ice Elevators, Sugar and Salt Elevators, Ice Breakers, Ice Carts, Ice Cans, Ice Tools, Can Tongs, Ice Handling Machinery of all types, Coal Handling Machinery, etc.

MAIN OFFICE: 5 HILL ST., HUDSON, N. Y.

New York: 50 Church St. **Chicago: 565 W. Washington St.**
Boston: 222 State St. **Pittsburgh: People's Bank Bldg.**

Plants: Hudson, N. Y., and Oakmont, Pa.

Gifford-Wood Co. BUILT STRONGER LAST LONGER

ICE HANDLING MACHINERY AND TOOLS



G-W RIVETLESS SEAM ICE CANS

Users have proved the remarkable strength and durability of G-W **Rivetless** Seam Ice Cans. The electrically welded seams mean longer life and rock-bottom maintenance. Write now to the nearest office for complete information and prices on your ice can requirements.

Decrease of 9,000,000 Gallons was Ground Lost by Ice Cream Industry in 1924

Cool Weather Caused Total Consumption to Fall to 285,550,000 Gallons, While Per Capita Consumption Fell from 2.68 in 1923 to 2.56 in 1924 U. S. Survey Shows

THE ice cream industry embarks upon the 1925 campaign with much lost ground to recover. Jack Frost bit deeply into our market last year, cutting down consumption by nine million gallons. This is revealed in figures recently announced by the U. S. Department of Agriculture showing 1924 consumption to have been only 285,550,000 gallons, while the figure for the preceding year was more than 294 million gallons.

Per capita consumption fell from 2.68 gallons in 1923 to 2.56 gallons in 1924.

For a long time it has been understood that figures for consumption in 1924 would be far from satisfying, though many of us held out hope that the final computation would find these figures approximately as high as for 1923.

There seems to be every indication that the industry will win back its lost ground and go into new high levels in 1925. The weather outlook at this time is extremely favorable, following a comparatively mild winter and excellent prospects for early warm weather, to say nothing of important lines of action organized forces in the industry are trying to set in motion.

THE agricultural, commercial and industrial conditions of the country are largely healthy, it is pointed out by the president of The Association of Ice Cream Supply Men, Oliver S. Jordan, New York, who in a statement to The Ice Cream Review, said:

"It is a rare man in or related to the ice cream industry today who is not putting to himself the annual question, 'Is this a good ice cream year?' Many a prophet already has destroyed a reputation fortunately gained in this field by endeavoring publicly in April to answer such a question for a year not yet half run.

Your old-time ice cream man will permit no ifs and buts and ands as to prospective ice cream conditions other than those that attend what he regards as the first and last word, the weather. Some newer ice cream men, and optimists whether old or new throughout this field, believe, or hope at least, that the time will come when the weather will not rule so completely the volume of ice cream.

"It is to that end, partly at least, that national advertising is receiving much notable consideration.

"The expectation of conditions this year, at least, as in past years, will have to rest still on the weather to a great extent. A long, warm summer will surely substantially boost the industry's volume. A normal summer will undoubtedly show an increase in 1924's production.

"The agricultural, commercial and industrial conditions of the country are largely healthy. To my eyes, at least, there is nothing visible that is apt to tinge them with depression. It will remain with the weather to write the total number of millions of gallons that 1925, favored with these generally sound, basic conditions of business, will have been found next January to have produced."

ICE cream production for the first nine months of 1924 shows a slight decrease under the production in the corresponding period in 1923, according to figures recently issued by the United States Department of Agriculture.

The total amount of ice cream manufactured at the end of the month of September was 147,277,000 gallons. In 1923 the ice cream production at the end of September amounted to 156,305,000 gallons.

The ice cream industry started off 1924 by making a quarter of a million gallons less ice cream than was made in January, 1923. In February, 1924, however, production showed an increase of more than two million gallons over February, 1923. March likewise showed an increase of little more than a half million gallons over March, 1923, and in April there was an increase of almost a million gallons over April, 1923.

But the pendulum took the other swing when the cold weather continued to prevail last May, June and July, and beginning with May, ice cream production during the summer of 1924 began falling off. The industry rallied slightly in the month of August and showed an increase, but only to fall off again in September.

Ice Cream Production Through September, 1924.

Month	1924 Gallons	1923 Gallons
January	5,750,000	6,052,000
February	7,754,000	5,625,000
March	9,152,000	8,570,000
April	13,400,000	12,433,000
May	18,609,000	19,667,000
June	26,782,000	29,034,000
July	29,661,000	31,137,000
August	26,468,000	25,957,000
September	14,701,000	17,830,000
	147,277,000	156,305,000

"A"

Quality That Endures

Mail inquiries receive prompt attention.

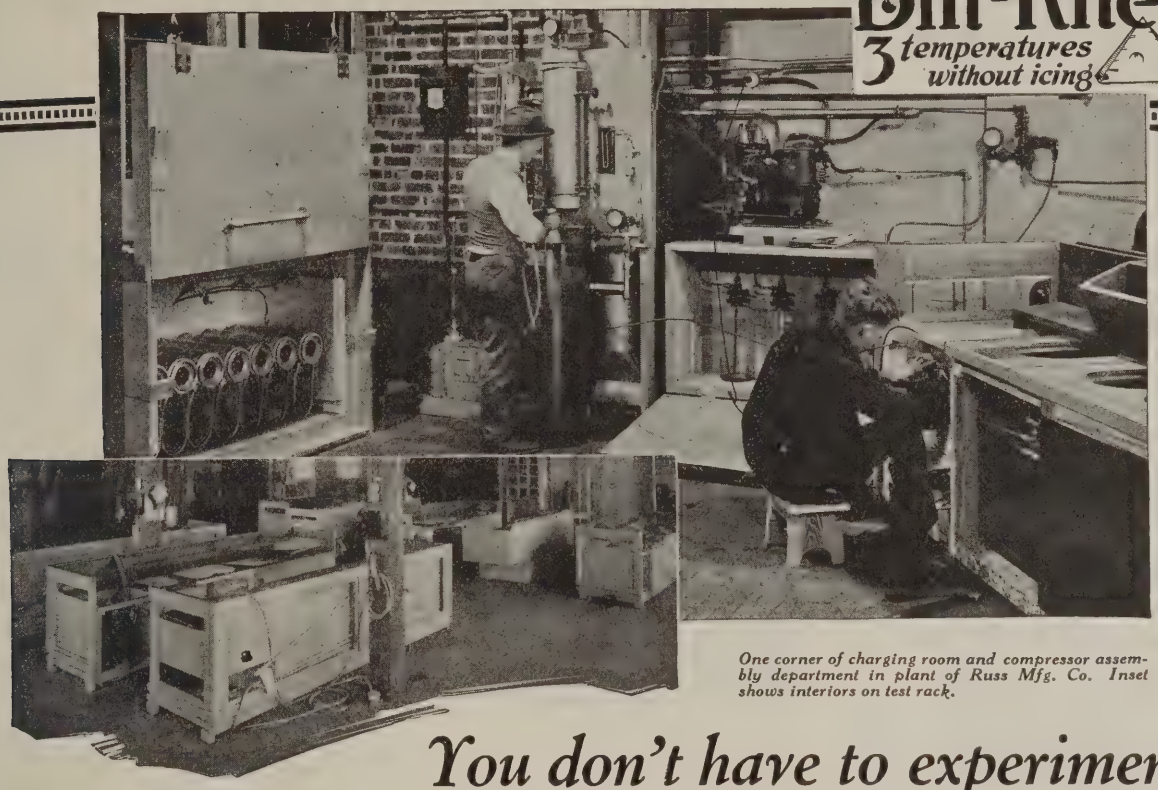
ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.
NEW YORK 175 South Street
CHICAGO 94 Board of Trade
ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue
ATLANTA 169 Haynes Ave.
SAN FRANCISCO Second and Brannan Sts.
LOS ANGELES 731 Terminal St.
PORTLAND, ORE. 403 Hoyt Street

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

WALKER-NIZER PATENTS

Bilt-Rite

3 temperatures without icing



One corner of charging room and compressor assembly department in plant of Russ Mfg. Co. Inset shows interiors on test rack.

You don't have to experiment with mechanical refrigeration!

The BILT-RITE fountain is a *proved* success

UNINTERRUPTED service through the entire summer of 1924—that's the record of about 100 Walker-Niser type fountains sold last spring.

It's the 100% Mechanically Refrigerated Fountain—the BILT-RITE—the first of its kind on the market—the only one with a background of a season of commercial usage.

Simple, efficient, economical, dependable—that's what all owners testify. NO HAND ICING and yet perfectly conditioned ice cream; wonderful dry cold storage and ICE COLD fountain drinks. It is the fountain that produces maximum results with the smallest amount of mechanical complexity.

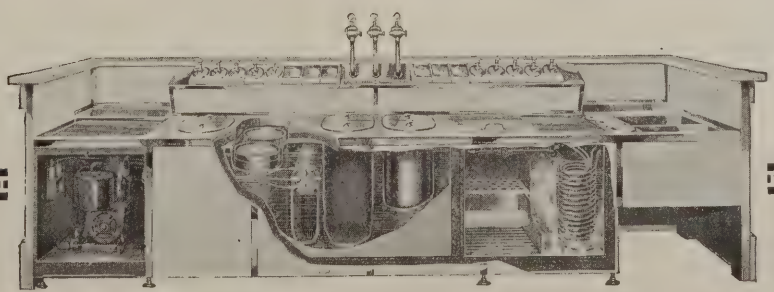
THE BILT-RITE is shipped to the purchaser as a complete outfit, with the refrigerating mechanism built-in. Every fountain is placed in operation at our factory and given an intensive three-day working test before shipment.

The three correct fountain temperatures are thus established, and all necessary adjustments made before the outfit leaves the testing rack.

Once set up in the purchaser's store, the fountain is ready for use without the uncertainties and delays that must follow where a refrigerating machine and fountain are delivered to the purchaser as separate units and assembled after delivery.

WRITE TODAY—Make Us Prove Our Statements.

The Russ Manufacturing Company, *Cleveland*



National Ad Campaign Taken Over By Executive Board

W. A. Schwindeler and his Committee Relieved With Praise for Meritorious Service, after Leading for Two Years a Winning Fight for Co-operative Advertising



W. A. SCHWINDELER.

The Industry's Honor Roll Has to Make Place for this Man who Has Given Much of His Own Time to Serve His Fellows-in-trade

AN AGGRESSIVE movement to put over the national advertising campaign with a vengeance has been begun by the executive committee of the National Association of Ice Cream Manufacturers, through the office of the secretary, Fred Rasmussen, Harrisburg, Pa. This developed at a meeting of the officers and the executive and advertising committees of the association at the Cleveland Hotel, Cleveland, a few weeks ago, when it was decided that the advertising committee already had made a very real contribution to the welfare of the industry, and that the rest of the matter was up to the executive committee.

The committee already has obtained approximately one-half of the required gallonage, and the executive committee has voted to take steps to obtain the balance of the 40 per cent of the gallonage of the country, this being required before the advertising campaign can be started, according to the vote of the membership at the 1924 convention.

WILL A. SCHWINDELER, chairman of the advertising committee, was given warm praise for extraordinary services he has rendered the industry in fighting for the success of the co-operative advertising movement. A bulletin from the secretary's office concerning the work of the advertising committee and Mr. Schwindeler, reported on at this recent executive meeting, reads, in part, as follows:

A complete report of the activities of the advertising committee since its inception in October, 1923, was given, the status of the work at this time was shown and the many questions that have arisen were discussed in complete detail. This report also included a list of state association meetings which some member of the advertising committee or Mr. Gentleman has addressed since the national association meeting in New Orleans, with copies of the resolutions passed by the various state associations, as well as a list of group and individual pledges made by various manufacturers the country over.

It was apparent to those attending the meeting that this activity had reached such proportions that it was no longer right or possible for the association to expect Mr. Schwindeler and the other members of his committee to be burdened with the responsibility of caring for details of this all-important association activity.

It was pointed out that Mr. Schwindeler and his associates had made a very real contribution to the welfare of the industry in devoting months of time and energy in an effort to bring this co-operative development program about; for that reason a resolution was passed thanking the members of the advertising committee for the splendid work they have done and putting the association office back of this work so that their work might go on with increasing impetus without so greatly taxing the energy of the chairman of the advertising committee and his associates.

The decision also was reached that when sufficient pledges are received, the funds will be expended under the direction of the executive committee.

"Inasmuch as it is highly important that we have these pledges in before the next joint meeting, which is to take place in the near future, the executive committee earnestly requests those who have not sent in their pledges for the advertising campaign to do so as quickly as possible," Secretary Fred Rasmussen has announced.

The meeting was attended by President Hovey, Vice-President Campbell, Treasurer Lewis, Secretary Rasmussen, Messrs. Lewis, Morris, Sutton, Dessert and Randolph of the executive committee; Messrs. Schwindeler, Cunningham, Kennison of the advertising committee; and F. W. Gentleman, who has been working with Mr. Schwindeler's committee.

THE national advertising committee of the National Association of Ice Cream Manufacturers early in March made known facts which showed the following results:

The membership of the states of Texas and Oklahoma has endorsed the plan with 75 per cent of the entire gallonage of these states. The state associations of Kansas, Iowa, Mississippi, Ohio, Kentucky, Louisiana, Alabama, Tennessee and the New England association have endorsed the plan Over 5,000,000 gallons are pledged on the Pacific Coast, and approximately 7,000,000 gallons in New England. Many of the best minds in the industry are lending their influence toward this constructive undertaking.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Commenting upon this report, Carlton Bell, general secretary of The Dairy Products Association of Kentucky, in a letter to his membership, said:

"We believe that you, too, are convinced that the future of the ice cream industry is not in the barbaric custom of taking another's business, but rather in stimulating and creating increased consumption by intelligent advertising: and that you will embrace this opportunity of endorsing the plan and pledging your support on the basis of one-half cent a gallon on your 1923 gallonage.

"Enclosed you will find a pledge sheet which is made out in duplicate. We would like to have your signature on this pledge sheet, keep the duplicate for your files and return the original to us at once so that the national advertising committee may know exactly the definite support it is to receive from Kentucky.

"National advertising and its benefits are well known and there is no reason why national advertising of ice cream should not bring about the increase in gallonage which would equal, if not surpass, the percentage increases that have been brought about by the nation-wide advertising of other food commodities. The fact is, that if our national advertising campaign accomplishes only one-third of what has been done with other food commodities, its consumption will be increased one hundred and seventy-nine million gallons per year, a part of which you are sure to recognize in your own plant.

"We know that you will be glad to participate in a movement which has for its purpose the building of a bigger, better and finer ice cream industry."

OHIO FURNISHED MOST SLOGANS.

Ohio furnished the largest number of slogans suggested for the national ice cream slogan, 12,562 slogans having been received by the slogan committee from the Buckeye state. Next came the state of New York, with 12,190 suggestions, followed by Massachusetts with 10,712 replies to the committee's advertisement for slogan contributions.

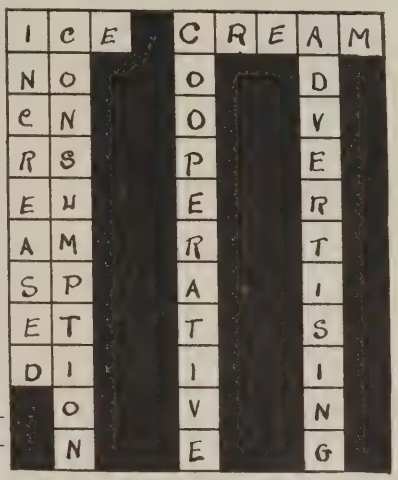
The nation's leading ice cream state, Pennsylvania, furnished 8,041 replies. Among the other states from which a large number of suggestions were received are California, with 7,401; Wisconsin, with 6,879; Michigan, with 2,747; Idaho, 4,683; Connecticut, 3,875; Missouri, 2,403, and Texas, 2,146.

Eight Canadian provinces furnished two or three thousand slogan suggestions, with Ontario, the home province of the girl who suggested the winning slogan, furnishing 1,235 contributions.

From Porto Rico there were received 38 contributions, and from Hawaii, 538. A total of 110,000 slogans

Our Eternal Cross Word Puzzle--

"Increased Consumption"



THE ice cream industry's eternal cross-word puzzle looms large before manufacturers as they prepare for the grind of another season. Our missing link consists of two words—one beginning with "I" and ending with "D," and the other beginning with "C" and ending with "N." These words are "increased consumption." They have been used so frequently in late years that they almost have become one word in the language of this industry, just as some folks say "damrepublicans," and other "damn-ocrats."

When we get these words adjusted in their proper place in our cross-word puzzle board, it seems sure, we shall have solved some troublesome problems. Do they fit as outlined above?

There are those who believe the answer lies in national co-operative advertising. They point out that discussions at conventions this past winter gave ample evidence that the ice cream industry, by profiting to an extent much less than other industries that have successfully advertised on a co-operative national scale, can increase consumption to a point far greater than otherwise could be expected.

It is one of the really big matters facing the industry.

Others believe that iceless cabinets will do much toward winning new customers for the industry, through better sanitary conditions, keeping ice cream in better condition, renewing the dealer's interest in ice cream, etc.

Standardization is regarded as a development which would make ice cream over the nation a definite article of commerce, which not only would better suit national advertising purposes, but in itself would do more to win and hold public confidence.

More attention is being given to window displays and co-operation with the dealer looking to more aggressive salesmanship in handling ice cream. To increase consumption we must induce people to eat more ice cream.

How about national advertising?

Don't forget National Ice Cream Cone Week—beginning May 10. Everybody set? Let's go!

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Ice Cream for the Invincibles

Young Stribling, "Uncrowned Light Heavyweight Champion of the World," Who Eats Quart of Ice Cream After Every Fight, is Proof that Ice Cream Can be Made a Most Popular Health Food, Since it Can be Eaten by People Who Don't Like Milk. "Gentleman Jim" Corbett, Babe Ruth, Ty Cobb and Nurmi also like Ice Cream

IN THE March issue of The Ice Cream Review there appeared an interesting discussion concerning reasons why the ice cream industry should capitalize upon the popular sentiment built up around the dairy cow. A. C. White, Flint, Mich., was quoted as wanting to know why ice cream never gets as much publicity as milk.

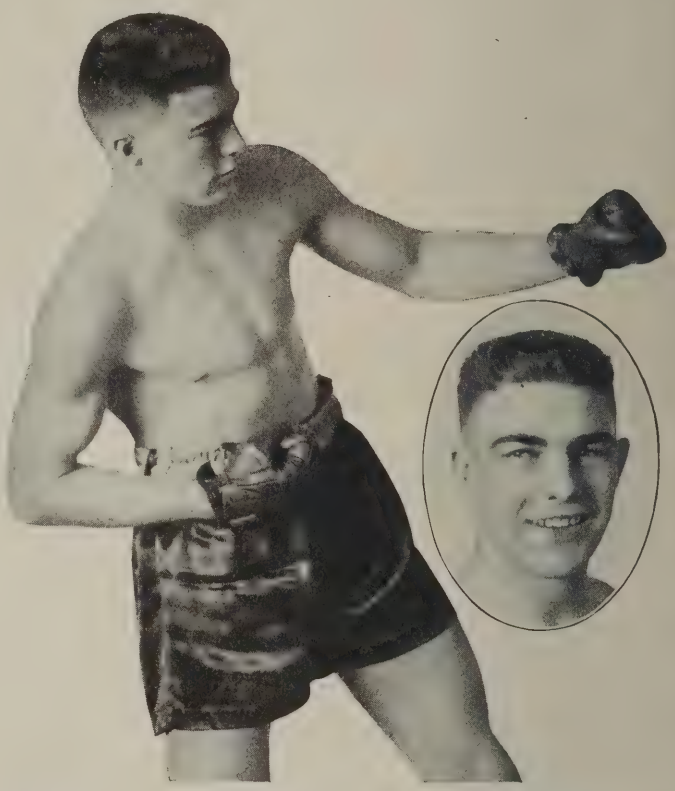
Welfare workers are continually making lectures on the health importance of milk, and many times prominent men voluntarily take time to make speeches of this kind, but when do you ever see anyone rise up in meeting to expound all the food qualities of America's greatest food dessert—ice cream? When?

The National Dairy Council has succeeded in driving home some valuable educational work for ice cream. But outside of that little has been done.

Mr. White, in the article in the March issue, was quoted as having observed that many people who should be drinking milk don't get it because they don't like it. But did you ever hear of anyone who doesn't like ice cream? If so, see Mr. White; he has offered a reward for anyone who can produce a child that doesn't like ice cream.

ICE cream for health? Why not? If we just stick a little closer to the dairy industry, keep letting folks identify ours as a dairy product, we shall hear more about the dairy food value of ice cream than has been said in public heretofore.

W. L. Stribling, "uncrowned light heavyweight of the world," is passionately fond of ice cream. There could be no better argument for the food value of the product than the phenomenal success of this great ice cream fan, who, in an extremely short space of time, has defeated virtually every pugilist of importance in his division.



Ring views of Young Stribling, "Uncrowned light heavyweight champion of the world," who likes a quart of ice cream at end of every fight.

He eats ice cream every day of his life except during the period of three days immediately preceding each fight.

And after each fight he eats one quart of ice cream before going to bed!

He likes our product pretty well, doesn't he?



Young Stribling getting his fill of ice cream at the Kinnett-Odom plant, Macon, Ga.

YOUNG STRIBLING was in Milwaukee in February to fill a boxing engagement. A representative of The Ice Cream Review sat at the side of his cot and talked to him after he had finished a run of about five miles. He was hardly breathing fast at all. His young body—he is not yet 21 years old—stretched as lean and muscular as that of a panther, power showing in every line.

His famous father-manager, "Pa" Stribling, was engaged in massaging each and every little muscle of importance. During this operation Young Stribling talked. And listening to him one could not help but be impressed with the great change in boxers of today—a decided improvement upon the plug-ugly type of mit

swingers we used to call pugilists. He frankly discussed his eating, living and fighting habits. All were clean.

JUST a few years ago a pugilist would snarl a nasty insult out of one corner of his mouth if anyone should suggest that he have a dish of ice cream. Not so with Young Stribling or any of the other high grade young fighters.



"Gentleman Jim" Corbett, who defeated the mighty John L. Sullivan for the world's heavyweight championship, always has liked ice cream.
This photo, taken when Corbett was champion, is used here by courtesy of John Morgenroth, Milwaukee.

People who have read the memoirs of James J. Corbett, the great pugilist who brought about a veritable reform in boxing technique, understand how ice cream was regarded in what some folks call "the good old days." Ice cream was "lady-like stuff." No he-man would think of eating it. Naw, gimme raw meat and hash brown potatoes.

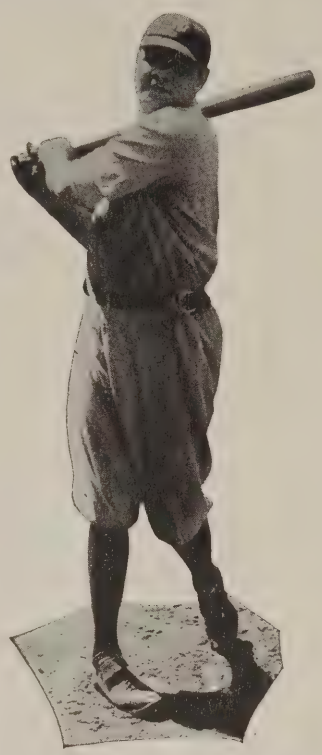
The story is told of how Corbett had an altercation with a young man once, a personal quarrel about a girl. They were at a party. The young man did something that made it very unpleasant for the young lady Corbett was escorting. "Gentleman Jim" immediately made up his mind that the next day he would call upon this young man, who ran a soda parlor in an obscure part of the city. On his way to this place, Corbett was joined by a friend, who also was Irish. This lad went along just to see a good fight.

They reached the soda parlor. The proprietor, the man who had committed the affront, was approached by Corbett, and the former immediately turned deathly pale upon recognizing the great boxer, for even then Corbett had much of a reputation. In fact, so great was the proprietor's agitation, and so profuse was he in his apologies, Corbett had no wish to fight him. So when the proprietor invited him to have a dish of ice cream on him, Corbett accepted the invitation, for he was—and still is—fond of ice cream. The fighter's friend, seeing the pugilist "lapping" up ice cream and no prospect of a fight materializing, said, "Aw, hell," and turned on his feet and walked away.

A FEW years later the same man was among those who stood on soap boxes and cheered till they were hoarse when "Gentleman Jim" Corbett, the lad who liked ice cream, knocked out the mighty John L. Sullivan and became heavyweight champion of the world.

Corbett's fondness for ice cream probably had much to do with the popularity this product soon began to claim among most all pugilists. To this day the great exponent of the modern school of boxing likes his ice cream.

Paavo Nurmi, "the Flying Finn," who at this writing is engaged in smashing running records all over this land, has learned to like America's great food dessert after becoming fully acquainted with it on his visit to America.

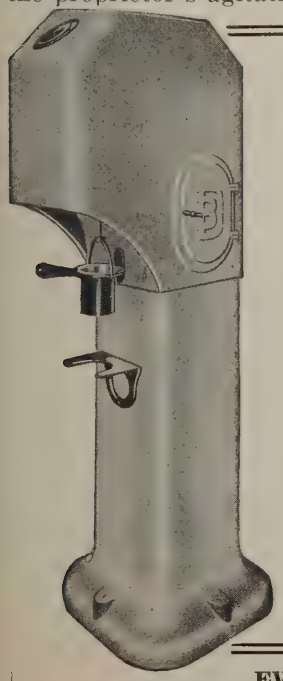


Babe Ruth, the mighty bambino, is a thoroughbred ice cream fan.

Ty Cobb, the world's greatest baseball player, holder of more records than any other man that ever played the game, is fond of ice cream.

"Babe" Ruth, the mighty slugger, can "kill off" a huge dish of ice cream any time he stops to pass the time of day with a friend.

Ice cream has won a place on most of the training tables for college athletes, wrestlers, professional baseball teams, swimmers and virtually every other kind of endeavor that calls for expending great energy.



Sommers Ice Cream Over-run Tester

Simple in Construction—Quick Acting and Accurate

SMOOTH, SIMPLE CUP IS USED.

No loose weights or adjustment on Cup necessary.

Adjustments for variation in specific gravity of the mix are easily made on the Tester itself.

The Cup hanger is easily accessible.

The reading is always made at one place, right under your eye as you stand in front of the Tester and tilt your head slightly forward.

Write for Descriptive Literature and Price

MANUFACTURED BY

Damrow Brothers Company, Fond du Lac, Wis.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

CALCIUM CHLORIDE

Granulated and Solid

Drums or Bags

Ice Cream Makers Supplies

RED TOP ENAMELS

Tub Enamel
Ice Cream White Enamel
Concrete Floor Enamel
Heat-Resisting Enamel
Truck Enamel

Red Lead and Oils

RED TOP PRODUCTS

45% INDUSTRIAL ALKALI
(*Cleaner and Cleanser*)

Sanitary Wiping Rags
Scrub Brushes --- Brooms

Dynamo and Auto Oils and Greases

TOPP OIL & SUPPLY CO.
Milwaukee

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."

Derycote
PAINT YOUR PERSONALITY ON YOUR PACKAGES

has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.

THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. Cleveland, O., U. S. A.

CO-OPERATION AND ARBITRATION IN THE ICE CREAM INDUSTRY.

New York, Feb. 27, 1925.

Editor The Ice Cream Review:

As I read your first editorial in the current number I said to myself, "Well, someone is waking up to the whole trouble in the ice cream business." You have hit the nail on the head, so far as the basic trouble is concerned. I felt the same about it years ago, but then I did not know how to remedy it. Now I do.

Secretary Hoover said the other day: "Industries must do their own house cleaning, or the government will step in."

The Commissioners of the Federal Trade told me the same thing. The U. S. Chamber of Commerce head said the same. I was then studying the great problem of every industry—how to make their members co-operate and deal fairly with each other. I have found it; it is an arbitration system that is at once a police power, an enforcer of fair dealing and a stabilizer of business conditions.

There are now 132 industries and businesses that are using arbitration to cure their ills, and it is succeeding even more wonderfully than was hoped. I have got up several plans and they are being put to good use. It can be done in the ice cream industry, and the plan can be more simple than you would think.

In two states there is a similar law on arbitration. When an arbitration clause is printed on contracts or bills all disputes must be settled by arbitration. The arbitrators have all the power of courts, can issue subpoenas for witnesses, documents or books, and the decisions can be filed with a supreme court judge, having all the effect of that judge's mandate. The decision cannot be set aside unless for bribery.

There is a national arbitration law ready to be passed by Congress which will allow the settlement of any dispute involving amounts less than $5,000 by arbitrators. We are working for a standard law in all the states, which will relieve the courts, save time, money and insure more fair decisions.

Any industry that is sold on this idea can set its own trade policy, tell what cannot be done and offenders can be hauled up before its own courts and adjudged. Publicity can make the judgments enforcible.

Why not try it out? Sincerely, L. O. THAYER.

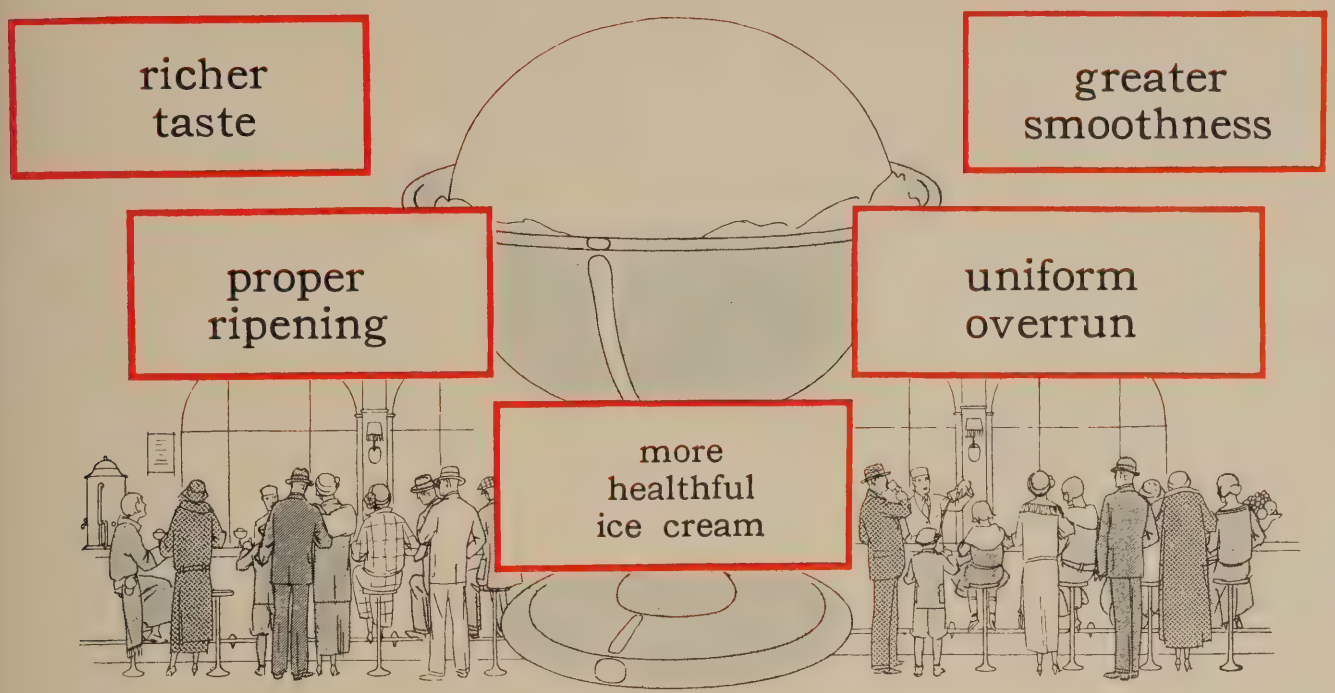
HOW ARE WE GOING TO GET THIS CO-OPERATION?

We manufacturers can equip our plants in the most modern manner, perfect quality until it is practically perfect, spend thousands of dollars yearly in advertising, until it would seem there could not be a man, woman or child in the community who would resist walking up and purchasing ice cream every day. But, alas, when they do, it is only to strike against the impregnable entrenchments built around our product by the indifferent and careless dispensers and all the money and effort put into advertising is scattered to the four winds of the earth.

The dealer is directly responsible for this condition of affairs—not all of them, of course, but the percentage of dealers that seem to have the right viewpoint toward our product is so small until at times it would seem they are almost unanimous in their attitude of absolute indifference, apparent lack of interest and entire lack of co-operation in promoting the sale of ice cream.

Just what is the cause of this, I am unable to say. It seems inconceivable, but it is true, that a druggist or confectioner will spend thousands of dollars on fountain and fixtures and then turn over the entire management and responsibility of making them profitable to a usually listless, careless, indifferent dispenser, who promptly fails to make good and as an alibi blames it on the ice cream.

What is the remedy for this? The advertising man will say: "Advertising;" the iceless cabinet man, "Better service;" the food official, "Higher standards;" the salesman, "Better salesmanship." True, all of these are unquestionably essential and beneficial and over all of them you have absolute control and the responsibility as to how efficiently they are administered rests entirely with you. But you have no control and cannot assume any responsibility for the dealer. We have gained the interest and appetite of the public and a little co-operation from our dealers would sell two gallons of ice cream where one is sold today.—From Southern convention address by Convention President W. J. Barritt.



Better Results for Less Money!

That's exactly what Junket Ice Cream Rennet will do for you. Numberless manufacturers have proved it to their own satisfaction. You can ripen to just the right degree with

Junket
REG U.S. PAT. OFF.
Ice Cream Rennet
TRADE MARK

It gives a richer taste and greater smoothness — causes a more certain and more uniform overrun — and makes more *healthful* Ice Cream.

Its cost per 100 lbs. of mix is extremely low — because we sell the rennet enzyme as such, and tell you what it is.

If you have never used it, order a trial gallon from your supply house and *see* what it will do for you.

Send for free booklet—"Some Ice Cream Problems Solved," by W. W. Fisk, expert in ice cream manufacture.

CHR. HANSEN'S LABORATORY, Inc.
Little Falls, N. Y.

Western Branch: Milwaukee, Wis.
Canadian Factory: Toronto, Canada.

[FOR A RICH, APPETIZING ICE CREAM *Hansen's June Cream Color*]

Mammoth Show Planned for Detroit

Ice Cream Men Will See Exposition One-Third Larger Than Last Cleveland Show When National Association Celebrates Silver Anniversary This Year, According to Supplymen's Officials

WHAT promises to be the largest and most complete exposition of ice cream supplies, equipment, etc., will be held in connection with the National Association of Ice Cream Manufacturers' silver anniversary at Detroit, October 19-24, it is indicated in an announcement just released by Roberts Everett, secretary-manager of The Association of Ice Cream Supply Men.

This exposition, according to announcement, will be larger by one-third than was the second national exposition in Cleveland's public hall in 1923. There was no exposition in 1924.

Convention Hall is the name of the building which will be the scene of the exposition. This is described as one of the largest industrial exposition halls in the world. The display will all be on the ground floor, which is of cement. We are told that the building is unusually well lighted, is within favorable distance of the leading hotels and business section, and is directly accessible from the street for the delivery of goods.

The supply association's announcement follows in part:

The exposition will be the largest and most comprehensive, in all probability, that the industry will ever have witnessed. This is indicated by statements of association officers, based on an informal survey that has been made of what may be termed the exhibiting field's requirements and on the leasing of an exposition area larger by one-third than that occupied by the second national exposition, held in Cleveland's Public Hall, in 1923.

Arrangements for the housing and convenience of delegates to the national convention, and visitors at the national exposition, will be adequate. Hotels, the association announces, within a ten minute radius of chosen hotel center—itself ten minute distance only from the exposition building—aggregating 7,000 rooms will receive, beginning immediately, reservations from the ice cream industry. No other industrial convention will be held in Detroit during the week of the national exposition and convention.

Pending the issuance of a general hotel guide for the week, The Association of Ice Cream Supply Men announces that its general headquarters will be established at the Hotel Tuller, and that the National Association of Ice Cream Manufacturers, according to information received by the supply association, will establish its headquarters at the Hotel Statler. These hotels stand on adjoining corners fronting Grand Circus Park.

DETROIT was put in Class "A" in the grading of American cities as to fitness for ice cream expositions when the Association of Ice Cream Supply Men completed its survey of the country some months ago, which was published in the December issue of The Ice Cream Review.

Group "A" includes the cities that can be expected to offer the least physical inconvenience with respect to

(Continued on page 20, second column)



Fresh Strawberries

AT a time of the year when fresh fruit is almost unobtainable VELVET Strawberries are available.

Prepared by a cold uncooked process which retains the color and flavor of the fresh fruit—far superior to cold pack berries.

Order Now! -:- *A Trial Convinces.* -:- *Packed in Barrels and Kegs.*

The International Company

VELVET EGG FRUITS & FLAVORS

LOMBARD & COMMERCE STS.

BALTIMORE MARYLAND

VANILLAS

PURE BEAN EXTRACTS

COMPOUND VANILLAS

All grades for all purposes

WARNER-JENKINSON CO. RED TRADE MARK SEAL ST. LOUIS

Certified Food Colors

LIQUID, POWDER, PASTE
in all required shades

[*Save money on this item*]

MARSHMALLOW TOPPING

WARNER-JENKINSON CO.

SAINT LOUIS

Fred Rasmussen, New Secretary, Assumes Duties

Loewenstein's Successor Takes Office in Time to Prepare for Association's Silver Jubilee

FRED RASMUSSEN is in harness. He assumed the duties of secretary of the National Association of Ice Cream Manufacturers March 1. It would be better to say, he is in harness again, for Mr. Rasmussen is no stranger to the dairy industry. His splendid career was reviewed in a past issue of The Ice Cream Review, when it was first announced that he would become identified with the ice cream manufacturers.



FRED RASMUSSEN.

He has wasted no time in setting things in motion at Harrisburg, Pa., where national headquarters have been established, after being located for many years in Chicago, where the association was organized.

Mr. Rasmussen takes hold in time to begin energetic preparations for the silver anniversary celebration of the national association at the Detroit convention next fall.

"There is every reason to believe this will be a most important convention," he says. "Detroit has admirable convention facilities. The totels are nicely bunched. The convention will follow the dairy exposition, so that delegates can go from Indianapolis straight to Detroit."

The secretary has some interesting ideas of his own about popularizing ice cream, for which product he believes there is a remarkable future. The suggestion of serving ice cream at breakfast with strawberries has been spoken of jokingly. Not so with the new secretary, who very solemnly believes there is no limit to the extent to which ice cream consumption can be increased.

National headquarters will remain at Harrisburg, at least for the time being, though officials give no intimation as to whether or not another location will be sought in the future. Washington, D. C., which was recommended by many manufacturers for ice cream headquarters, has been eliminated from consideration, however.

The bulletin in which President Hovey announced that Mr. Rasmussen was to take over the duties of secretary, stated that the national association had weighed the advantages that some believed Washington would offer as national headquarters and it had been decided that, for many reasons, Washington would not be made headquarters, among those reasons being, according to the president's bulletin:

> We consider that the work of dealing with state and national legislation is only a very small part of the work of the national association, and we do not believe it is desirable to subject the association to the criticism of being primarily a lobbying organization by moving the offices to Washington, at this time. Neither do we desire to leave the impression with our members that the legislative problems is the principal work of the association. For the above reasons, and also for the convenience of the secretary and president, and also because we do not wish to increase our expenses or make any great splurge until warranted by the work we are doing, we shall for the present defer consideration of Washington for our headquarters.
>
> The association now has a full-time secretary, who is ready to promote the industry in every way possible. To render the greatest service, he must have the co-operation of the members of the association. The offices of the association should be the clearing house for all the problems of the industry; therefore, whenever you have suggestions to make for the good of the industry, or problems which need study, or immediate attention, write the National Association of Ice Cream Manufacturers, Telegraph Building, Harrisburg, Pa.

Mr. Rasmussen recently visited Chicago and completed the details of taking the association's business to Harrisburg, where he will be found again in the service of the industry he loves so well, this time in the ranks of the ice cream men—in harness!



MAMMOTH SHOW PLANNED FOR DETROIT.

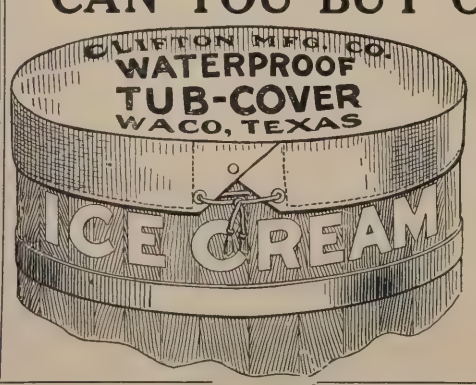
(Continued from page 18)

housing of guests, holding of exhibits, going to and from exposition and hotels.

Other cities included in Group "A" are Buffalo, Philadelphia, Cleveland and Atlantic City. Group "B" includes such cities as Chicago, Cincinnati, New York and Milwaukee.

This will be the first time that an ice cream exposition has been at Detroit, as also the first time that the national association will meet at that city.

CAN YOU BUY ON BETTER TERMS THAN THESE



Your order will be accepted NOW for delivery to July 1, 1925, with a full guarantee against our own or general market decline to date of shipment.

This should be ample assurance to place your order NOW.

OUR GUARANTEE ON

And—Clifton Tub Cover

QUALITY GOES WITH IT

?

SEND FOR SAMPLE AND PRICES

CLIFTON MFG. CO. - Waco, Texas

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

FOR MAKING THE MOST DELICIOUS

Water Ices and Sherbets, Use

BOWEY'S

JELINE

FOR WATER ICES, SHERBETS, ETC.

Increased business, larger profits and satisfied customers await the ice cream manufacturer who can supply the growing demand for smooth, delicious and stable Water Ices, Sherbets and Frappes.

Insures Uniformity and Stability of Color, Flavor and Texture

The day of the icy, harsh, tasteless Water Ices and Sherbets, etc., is over. Jeline insures body and velvety smoothness, uniformity of flavor and color and a stability that will permit repacking without loss of these most necessary qualities.

Sample Sufficient for 10 Gallon Pot Free on Request

Jeline does for Ices, Sherbets, etc., just what gelatine does for ice cream, and is far superior to gelatine in its particular field. Jeline is a pure vegetable product, easily soluble, requiring no boiling, soaking or heating, and invariably gives a velvety smoothness to the body of Water Ices, etc., while maintaining a uniformity of flavor and color.

Write for your 1925 Ice Cream Price List



MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St. CHICAGO, ILL.

Established 1895



Baird Bodies for

175 GALLONS OF ICE CREAM PER TRIP can be delivered in the Baird Refrigerator Body pictured above.

It is a regular 100 gallon Baird Refrigerator Body carrying 1500 pounds of ice and ample salt.

The ice cream compartment holds a full 100 gallons. In addition this body is equipped with an insulated and refrigerated can compartment, as described in our catalogue.

This insulated and refrigerated can compartment holds an extra 75 gallons, giving a total capacity of 175 gallons of ice cream.

175 gallons of ice cream, with 1500 pounds of ice and ample salt, in a Baird Refrigerator Body on a 1-ton truck means economical delivery.



Economical Delivery

THE WIDE AND GOOD REPUTE of Baird Refrigerator Bodies is based upon the lasting satisfaction which they give in service. This is demonstrated by the large number of Baird users who re-order Baird Refrigerator Bodies year after year.

A FEW INSTANCES:—

The Hershey Creamery Company, Harrisburg, Pa., bought 6 in 1923, 1 in 1924, and 3 in 1925.

The National Ice Cream Company, San Francisco, Calif., bought 3 in 1923, and 7 in 1925.

H. P. Hood & Sons of Boston, Mass., bought 4 in 1923, 1 in 1924, and 12 in 1925.

The City Creamery Company, Danbury, Conn., bought 2 in 1923, 2 in 1924, and 1 in 1925.

T. G. Hancock Company, Chelsea, Mass., has bought Baird Refrigerator Bodies in 1922, 1923, 1924, and 1925.

The Puritan Ice Cream Company, Boston, Mass., bought 1 in 1922, 1 in 1923, 2 in 1924, and 1 in 1925.

Mr. E. L. Garber of Lancaster, Pa., after observing Baird Refrigerator Bodies used by associated companies in 1924, bought 11 Baird Refrigerator Bodies in 1925.

William F. Baird Company

Little Building, Boston, Mass.

Character—

Atlantic Super-Clarified Gelatine is a product of Character. Absolute purity, crystal clarity and uniformity are not achieved by any manufacturer until modern manufacturing methods, cost cutting processes and tremendous buying facilities combine in his manufacturing program.

On these things and the resulting quality of the product you may measure the business character of every manufacturing institution. We ask you to judge Atlantic Super-Clarified Gelatine and the company behind it by the same standards.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS,

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 92, No. 1 Hudson Street
Seattle: 710 Arctic Building



ATLANTIC *super-clarified* GELATINE



Honeymoon Ice Cream

our Special today

THE new Honeymoon window strip pictured above, will soon be teasing the eyes and appetites of people in 42 states where Honeymoon Ice cream is now being made.

If you do not know about "Honeymoon Special," here is the story in a nut-shell. It is a fruit blend made exclusively by The Cleveland Fruit Juice Company. Two quarts are sufficient for a 5-gallon mix. No color is needed.

Honeymoon Ice Cream outsells other Specials because it has all three points that make a winning cream.

—a color that coaxes a trial. Pink with bright fruit pieces flashing throughout.

—a flavor that teases the taste. One of those rare blends that appeal to all classes of trade.

—a catchy name.

Let us send you quotations on Honeymoon Special. We'll also tell you about the success of other ice cream manufacturers in your own state with this great Special.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN · MEMBER

The Cleveland Fruit Juice Company
Cleveland, Ohio

Manufacturers also of Nesselrode Pudding, Orange-Pineapple, Fruit Salad, Grape-Pineapple, Black Walnut, Butterscotch, Double-Strength Chocolate, Maple and many other flavors.

Mail Coupon to THE CLEVELAND FRUIT JUICE CO., Cleveland, Ohio

Ship one dozen No. 10 cans (assorted two cans each) of Honeymoon Special, Nesselrode Pudding, Orange-Pineapple, Fruit Salad, Grape-Pineapple and Double-Strength Chocolate. Total cost $23.06.

Company_____

City_____ State_____



Honeymoon Ice Cream

Everybody's Sweetheart

People love it for its taste. You and your dealers will love it because it sells two gallons of cream where one was sold before.

See other side

The Cleveland Fruit Juice Company
Cleveland, Ohio

Breyer Again Will Teach Ice Cream Salesmanship

THE sales promotional scheme inaugurated by the Breyer Ice Cream Co., Philadelphia, in 1924, when the company held a convention of its dealers from several states, will be repeated this year, it is announced in a statement by E. J. Mather, sales manager of the Breyer Company.

The second annual convention and exposition for ice cream dealers will be held by the company at the West Philadelphia plant, April 13, 14, 15 and 16.

The company has put under way plans to entertain 20,000 or more dealers and their families this year. The company expects to make this year's convention eclipse the 1924 affair in every respect. The company has made the following statement with regard to business sessions:

"This year there will be but one business session on each of the four days—from 3:00 o'clock to 4:30 o'clock. The dealers will be addressed by men who are familiar with every phase of ice cream manufacture and merchandising, and opportunity will be given for informal discussions of problems affecting the industry. Practical talks will be given on store lighting, management, location, and other topics of interest to dealers in bringing about a closer co-operation between the maker and the seller of ice cream."

The exhibit will occupy two entire floors of the Breyer plant. Leading manufacturers of modern store equipment, soda fountains, fixtures, lighting devices, etc., of interest to ice cream dealers, will exhibit their wares. There will, of course, be inspection tours through the large Breyer ice cream plant, which claims the distinction of being the largest plant of its kind in the world.

⚜

A BACKGROUND FOR ICE CREAM.

It is absolutely necessary that you build a standard. You must have a background for presenting your product and a foundation on which you can present it with safety, assurance, confidence and success. What is your product? It is everything there is in milk. Your president said the consumption of milk has increased during the past three years over thirty per cent. That is true. The milk production of this country has increased from 1920 to the beginning of 1924 from 89,000,000,000 pounds to 109,000,000,000 pounds, and it has all been consumed in this country. Why? Because people are coming to learn the food value of milk and what is in milk. About 46 per cent of that 109,000,000,000 pounds of milk are consumed in the form of milk. Between 36 and 37 per cent is consumed or used for butter. The balance is used in ice cream, evaporated, condensed, powdered milk, cheese and incidentals, feeding calves, etc.—From national convention address by M. D. Munn.

⚜

There were 187 ice cream slogans submitted by American citizens temporarily residing in England, Spain, Germany, Japan and other parts of the world, showing how wide-spread and far-reaching was the publicity.

⚜

You see some wonderful things looking up; you see nothing but mud looking down.

RICUT

The **orange** flavored pulp absolutely uniform—no seeds, etc. Makes the finest Ice Cream, Sherbet and Ices.

Something new and better than ever before—improve your product. Send for sample. Packed 100 lb. kegs and bbls., also in gallon bottles.

ICOLETTE

The ideal flavor and color combined. Made in all flavors including orange, use 5 oz. to 5 gal. mix.

Full information and formula on request.

Packed in gallon bottles.

Manufactured by

The W. K. Jahn Co.

561 E. Illinois Street

CHICAGO

Importers and Manufacturers of

GELATINES—EGG YOLK—EXTRACTS

Motorized Delivery in the Ice Cream Trade

Experiences of Two Leading Manufacturers With Gas and Electric Trucks

THE experience of the Hendler Creamery Co. of Baltimore is interesting. This company has motorized its delivery, using both gas and electric trucks. Electric trucks are used within a radius of 10 miles from the plant, with an average daily mileage of 15. Gas trucks are used for the longer distances and for inter-urban transportation. The electrics are of 5-ton and 3½-ton capacities, the 3½-ton averaging 170 gallons of ice cream a day and the 5-ton as high as 500 gallons.

A driver and helper are used on each truck, and a superintendent and six men take care of the repair work in the garage on 31 trucks and 6 passenger cars.

Up to about six years ago horses were used but were abandoned for sanitary and other reasons. It was found that in the hot weather at the height of the season horses were knocked out just when their services are most needed. This seriously crippled their service and customers were lost as a result.

Trucks in use by different ice cream manufacturers of the country.



Some of the mighty carriers of the Supplee-Wills-Jones Co., Philadelphia.

Views of electrics of manufacturers of New England will appear in the May Review.



Part of a Chicago manufacturer's fleet of electrics.



Pittsburgh hills are no obstacle to these motors of The Tech Food Products Company.



The Carroll Company, Chicago, have used economical, dependable trucks for years.

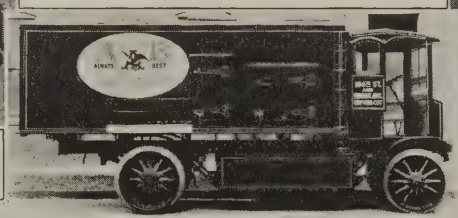




Trucks operated by the Hoefler Ice Cream Company, Buffalo.



Recent installation of trucks by the New Haven Dairy Company, New Haven, Conn.





Part of fleet of 10 trucks of the National Ice Cream Company, San Francisco.



Part of The Lawrence Ice Cream Co.'s fleet of 20 trucks.

Each truck carries also 500 pounds of salt and about 2½ tons of ice.

On account of the corrosion, due to the brine, the chassis are always galvanized and special refrigerator bodies used, which keeps the salt water away from the machinery of the trucks.

Two hundred and twenty-five dollars is allowed for body repairs and painting, because it is believed that well-kept trucks are a valuable advertising asset to the business. The same amount is allowed for repairs on the chassis and the cost of galvanizing is about $125.00.

The experience of this company shows that their electric trucks last at least twice as long as the gas trucks, and the tire mileage is about 33⅓ per cent greater.

The Chapin-Sacks Corporation, the large ice cream manufacturing firm, operating throughout the South, has recently motorized its delivery equipment in Washington, D. C., and Greensboro, N. C., changing over from horses to electric trucks. After testing and experimenting with various types of trucks, officials decided to sell their horses and stable equipment at auction and place

(Continued on page 157)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Gowing-Dietrich



Mr. E. G. Dietrich, President and Treasurer.



Our Syracuse retail store for the convenience of our local patrons. We have complete stocks of needed supplies always on hand.

Occasionally one of our customers will travel hundreds of miles to see Mr. Dietrich personally and secure his disinterested advice on new equipment. Of course, he is always glad to meet and assist them.

But your own orders receive the same fair, honest care in our hands whether you call personally at the office or not. Our experts are always ready to lay out the new installation for you, and our years of experience are always at your service.

Write or wire us your problems—we will be glad to advise you.

GOWING-DIETRICH CO., INC.
SYRACUSE, N.Y., U. S.A.

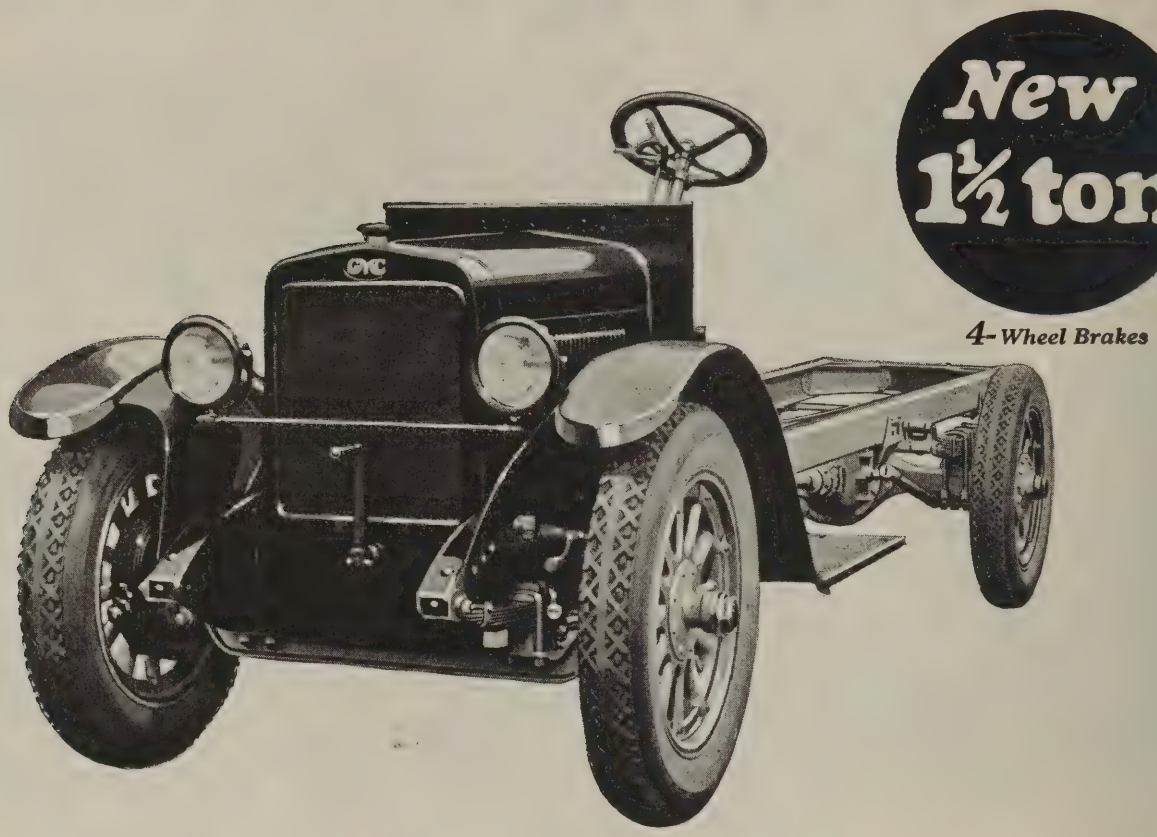
216 E. GENESEE STREET
BUFFALO, N. Y.

47 W. 34th STREET
NEW YORK CITY

The HOUSE *with the* GOODS *and the* SERVICE

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

Two New Trucks



The General Motors Truck Company now has on display at its distribution centers throughout the country two entirely new truck chassis These new models are designed to meet the swifter pace of modern business and the safety necessitated by ever-increasing street traffic.

It will pay you to step in and inspect these new models today. If you cannot, write for descriptive literature immediately.

The General Motors Truck Company builds trucks and tractor trucks from 1 to 15 tons capacity.

See these New Models now on Display

At GMC Distribution Centers

Akron	*Cleveland	*Fort Worth	*Minneapolis	Portland	San Antonio
*Atlanta	Cincinnati	Hartford	*Milwaukee	Parkersburg	Shreveport
*Albany	Clarksburg	Houston	*Montreal, Quebec	*Pontiac	Sioux City
Baltimore	*Columbus	*Indianapolis	*Newark	Rochester	Syracuse
*Birmingham	*Dallas	*Jacksonville	New Orleans	*St. Louis	*Tacoma
*Brooklyn	*Denver	Kansas City	*New York	*St. Paul	Toledo
Boston	Detroit	*Los Angeles	Oshawa, Ont.	*San Francisco	Toronto, Ont.
Buffalo	*Dayton	*Louisville	*Oakland	*Seattle	Tulsa
Beaumont	El Paso	Lincoln	Omaha	*Spokane	Vancouver, B. C.
*Chicago	Erie	London, Eng.	*Philadelphia	Salt Lake City	Washington
*Charlotte	*Fort Wayne	*Memphis	Pittsburgh	Saginaw	Wilmington
					Winnipeg, Man.

**Direct Factory Branches.* *Dealers in most Communities.*

GENERAL MOTORS TRUCK COMPANY—PONTIAC, MICHIGAN

Division of General Motors Corporation

In the Dominion of Canada—General Motors Truck Company of Canada, Limited, Oshawa, Ontario

General Motors

products of General Motors

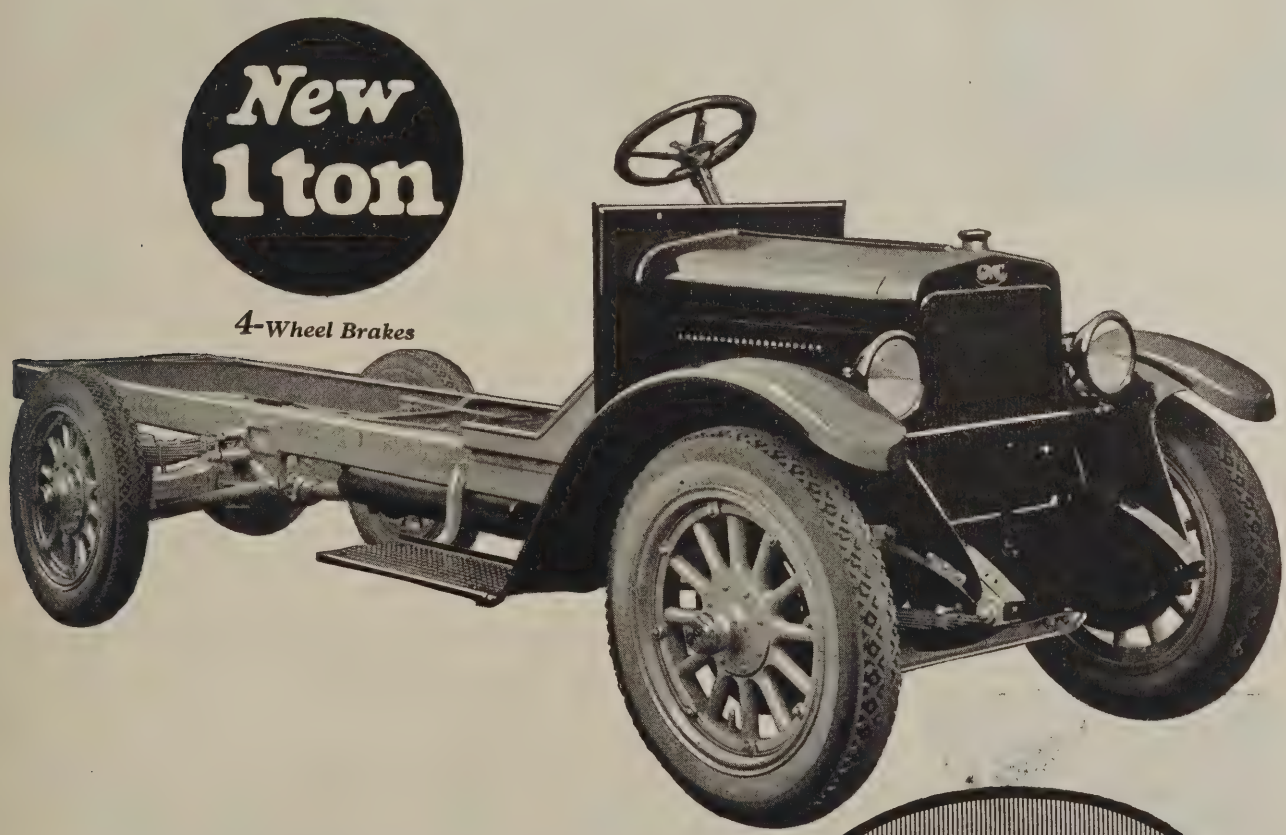
Both have new and more powerful engines with higher governed speed —full pressure engine lubrication — three point suspension with rubber cushioned insulation to reduce vibration and shock and insure longer life.

Both have mechanical 4-wheel service brakes and rugged emergency brakes. Simple in design and positive in action. Provide safe operation and complete control in all traffic.

Both have complete electric starting, lighting and ignition systems— standard equipment. Greater comfort for the driver with ample leg-room, easy steering and handy shift lever.

Both have new type rear axle with pressed steel banjo housing. Differential accessible through removal of rear plate only.

Both have greater strength and sturdier construction than other trucks of like capacities—without excess weight. Both represent years of experience in motor truck building.



Trucks

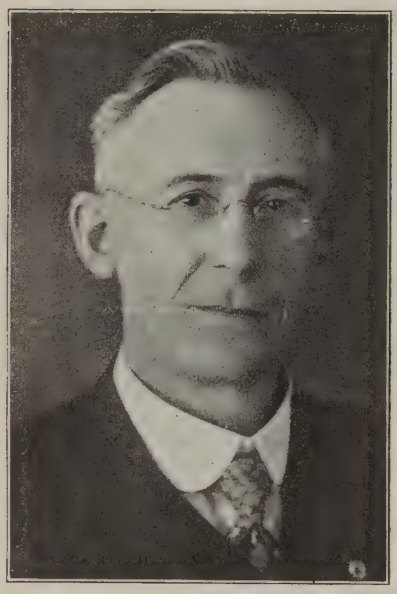
GMC TRUCKS

Better Morale for Employees

Working Seven Days a Week in the Ice Cream Industry May Be Eliminated by Iceless Cabinets, Expert Believes

A GOOD influence upon the morale of employees in the ice cream industry is seen in the iceless cabinet by F. B. Fulmer, chairman of the board of directors of the National Association of Practical Refrigerating Engineers, and connected with the Miller Bros. Creamery Co., Oakland, Cal.

It has long been a general complaint that the ice cream industry is pretty much a seven-days-a-week proposition, with little time off for anybody. The iceless cabinet promises to do away with these long working weeks, it was pointed out by Mr. Fulmer, in an address before the National Association of Ice Cream Manufacturers at the 1924 convention. The speaker told of the lengthy investigation of iceless refrigeration.



F. B. FULMER.

Speaking on the increased efficiency that may be expected of ice cream employees as a result of the iceless cabinet, Mr. Fulmer said:

"Brushing other considerations to the side, the lowest point that we considered was the ethical standpoint. Now, the theory of the mechanically refrigerated cabinet is this, that it keeps the ice cream, whether the can is nearly full or nearly empty, in a good serving condition throughout the whole period of the time it is in the machine. That being true, in the slack season of the year it is no trick whatever to fill up the cabinet to its full capacity on Saturday and allow the drivers and other operators their Sundays off.

It has been bound that people look forward to a day of rest on Sundays perhaps more than any other day of the week. I say that from experience, having tried it out. And, such being the case, we expect a reasonable increase in morale in the employees, and when that reacts we have the same condition that prevailed at Gary, Ind., when the steel mills there—I was going to say the steel trust—I will not use the words—the steel mills there reduced their working period from 12 hours to 8 hours per day and turned out practically the same amount of work."

Sanitation is an important point that should be considered with regard to iceless refrigeration, the speaker pointed out. His investigation shows that sanitation is one of the arguments on the side of iceless cabinets.

AS FOR durability, a point that has been debated much at recent conventions, Mr. Fulmer believed "it is reasonable to conclude the mechanical refrigerated cabinet as it stands today is reasonably durable." He said he had seen iceless cabinets that were in operation for three years and others that had been in operation one year. He has studied the mechanical construction of the various devices made, watched them in operation and gathered other's experiences.

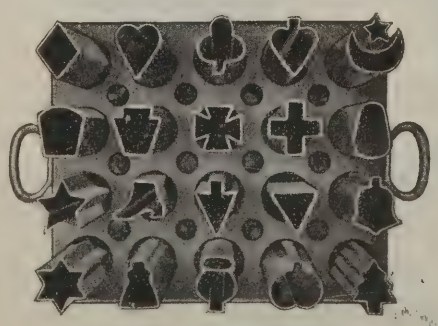
Regarding temperature, he said:

"As I understood the first speaker this morning to say that there was a range of temperature in the ice cream in the mechanically refrigerated cabinet of approximately eight degrees. Now, if I understood that right, I question it. I do not know what cabinet he is referring to, and it doesn't make any difference what cabinet he is referring to. I don't think there is a mechanically refrigerated cabinet out today that has a variation of eight degrees in the temperature of the ice cream. Probably the temperature of the media surrounding the cream was meant. If that was the case, I have no issue with him."

HE ISSUED a warning against forcing mechanically refrigerated cabinets upon dealers, pointing out the danger of reaction. The attitude of the manufacturer, he insisted, should be to consider the convenience as applied to the customer, the ultimate consumer, for—

"Any innovation or new appliances forced on the customer against his will, is not based on a solid foundation, and will, in time, react, and the reaction many times will be rather sharp. Such being the case, we should investigate the merits and demerits of everything that is put up to us as a new proposition."

Mr. Fulmer is one of the leading experts of the country on refrigeration. He contributes regularly to The Ice Cream Review.



Write for complete list of standard molds and prices

TELLING'S LATEST

(THE NATIONAL SLOGAN)

Serve It and You Please All

In addition to the long tubes used extensively by the large Manufacturers throughout the country for making Fancy Center Brick Cream, the smaller dealer may now secure all these designs in 1 qt. lengths with covers, neatly packed one dozen in a box, assorted if desired, at $15.00 per dozen.

Those using the Sealright container may secure these in one quart, three pint or two quart lengths, one end being closed to allow the removing by pouring a little water in the tube so it will lift out easily by a conveniently arranged handle, after which the space is filled with any color cream, sherbet, water ice or whipped cream, to carry out the design and color scheme, making a very beautiful portion when served. These sell at $17.00 per dozen.

C. B. TELLING 10325 EMPIRE AVENUE **Cleveland, Ohio**

Nutting Floor Trucks for the Dairy Industry

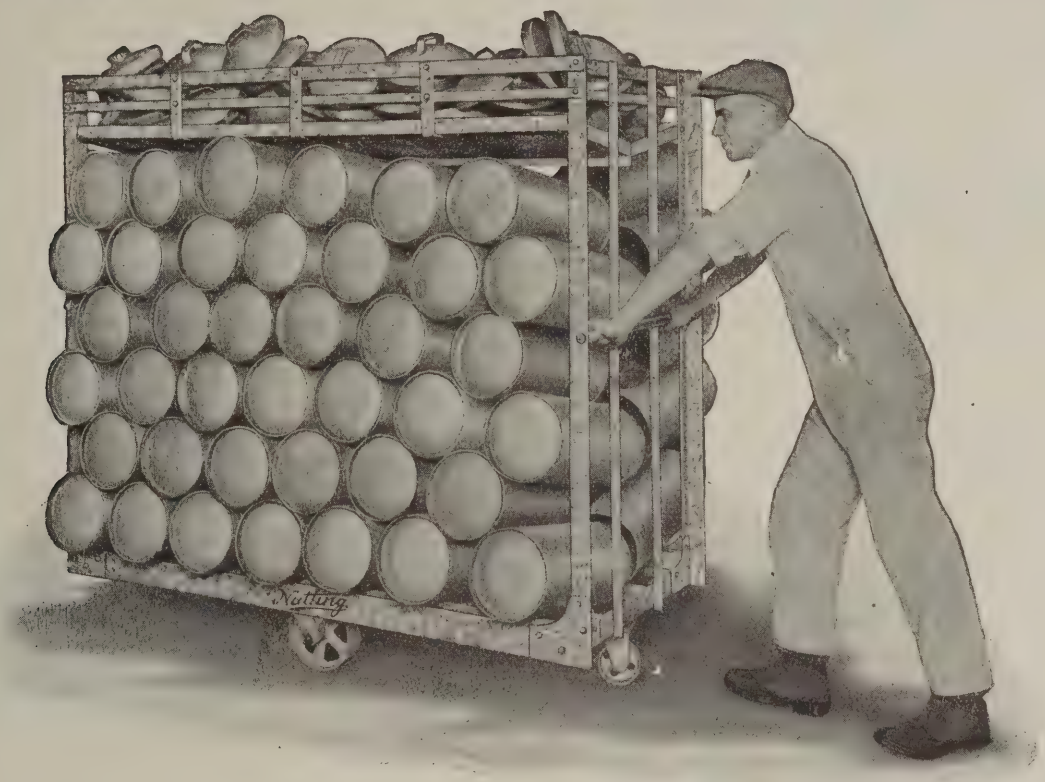


Figure 103

How are *your* "empties" handled?

Do your ice cream cans stand around too long, take up a lot of valuable room and require too much handling?

Keep them on wheels, the Nutting way!

This truck provides a quick, easy way to store cans and covers compactly and move them rapidly. Dirty cans all piled to slant upward and keep contents from spilling. When washed they are piled the opposite way to drain quickly. Hardwood bottom strips prevent denting cans. The mesh top and rail form a big basket to hold covers.

The strongest can truck made. Angle steel construction, well braced and heavily galvanized throughout. Flat face wheels that save floors and roll easier. Ball bearing swivel casters. Capacity 108 2-gal.; 96 3-gal.; or 78 5-gal. cans, including covers.

Thousands in use prove that the "Nutting" gives you the most efficient, economical way to handle your empties.

Price, 30 inch size, with rail, $52.00

F. O. B. Fairbault or Chicago

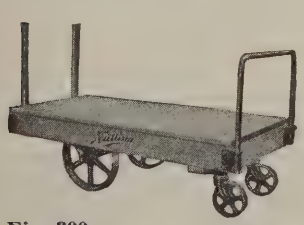


Fig. 300

This truck gives you a simple, handy means for moving materials quickly about the plant. It has extra heavy sills and "backbone," strong corner irons, roller-bearing main wheels and ball-bearing casters with flat smooth faces. No other floor truck made gives you so much value, quality and trouble-free service for the money. This is only one of our many styles of floor trucks made for the dairy industry.

Write for Bulletin C-6 or ask your jobber.



NUTTING TRUCK CO.

1215 Division St. Faribault, Minn.

Floor Truck Specialists Since 1891

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Why the Canvas Iceless Shipping Bag?

The Shipping Bag is Claimed to Have An Established Place in the Ice Cream Industry

*By P. C. GOODRICK**

ICE cream shipping containers made from canvas and other insulated materials which do not require ice or salt to preserve the cream have been holding the attention of the manufacturer the past six or eight months.

The containers made by the various companies are proving so successful in operation, and the ice cream manufacturers everywhere using them, appearing so enthusiastic over them, a brief outline of their general outline may prove interesting.

Canvas and hair felt, and other insulating material of this nature, have been used by milk shippers for years, being used to keep the cream in the cans from getting too warm, and to hold the cream to as low a temperature as possible during transit.

While canvas and felts had long ago proved their value as insulation, they had not come into use by the ice cream manufacturers until the introduction of the iceless cabinet. The use of the cabinet has given the iceless shipper a tremendous boost. Naturally the dealer operating a cabinet does not require ice that ordinarily comes packed around the cream. Further, he does not want the ice, much preferring to receive his shipment dry as the ice is objectionable in handling in his store and care should be taken that the can of cream is put into the cabinet dry; owing to the entire absence of any ice or salt in the shipper and to the fact that the canvas bag is so light, compared with the old tub and ice method, making such a decided drop in express cost to the dealer, it has rapidly in the past few months ascended to a place of interest to the ice cream manufacturer; second, only to the cabinet itself in importance and general interest.

* Manager of the Canvas Products Corporation.

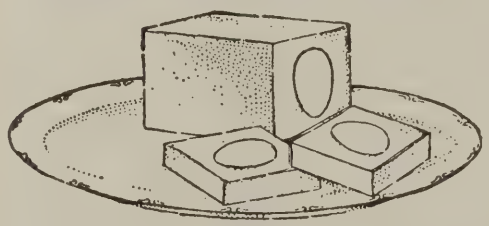
QUESTIONS are often asked the writer, as to how long will the cream hold in these bags. As a general rule the bag will hold ordinary cream, well hardened, from six to ten hours. A little depends on weather conditions; considerable depends on how hard and firm the cream was when put into the bag; and not a little depends on the cream itself. Naturally, a cream that is light and full of air will not hold as well as the heavier makes. It is advisable for the manufacturer contemplating to use bags to test out his own cream under conditions in his own territory to get an accurate average amount of hours the cream can be expected to hold. The different manufacturers of these bags will gladly send one for such a test. Cream has been known to hold fourteen to eighteen hours, and has been reported as high as twenty. Last month's "Review" carried the story of one manufacturer who claimed his cream was carried through in good shape after shipment had been delayed on account of a wreck thirty-four hours. On the other hand, a few manufacturers report they cannot use them at all, but many of these afterward purchase them and use them successfully. There is some advantage in keeping the bags in the hardening room or anti-room. If the bags are placed open in the hardening, or anti-room, for about fifteen minutes prior to packing, the warm air which is within the bag will become chilled or escape and in buckling the can of cream into the bag cold air is thus held within the bag. In filling the bags outside of the anti-room there is, naturally, a certain amount of warm air contained within the bag which must be absorbed before refrigeration takes place. Most manufacturers fill their bags outside of the anti-room, finding that the bags hold sufficient time to make the average deliveries and only on long shipments, or in severe weather, are the bags packed inside of the anti-room or hardening room. It is estimated that packing the bags within the anti-room as suggested will make an hour or two hours difference in the holding time.

WE ARE sometimes asked how long will the canvas bag wear? Ice cream manufacturers who contemplate using bags are sometimes worried, believing that this canvas will soon wear out. As a matter of fact, their fears are unfounded. The peculiar resilient quality of the canvas fabric will tend toward a longer life of usefulness than is ordinarily accredited by persons unfamiliar with these products. In a general way it can be said that there are certain advantages in favor of the bag in that it naturally cannot break. It cannot crack, and if wear comes about it will be a long process, with the insulation intact until the wall of the bag is completely worn through.

You can readily understand that these bags can be hurled from an express car without doing the bags any particular damage. They can be stacked one on the other, either lying down, upright, or even upside down.

Cassell Center Molds

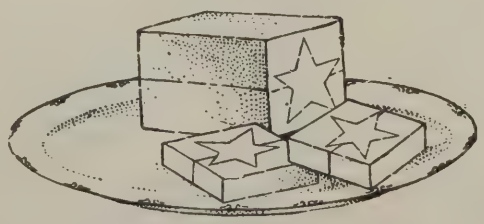
EASTER SPECIALS



For Easter Sunday, April 12th

We also have the Easter Cross and Star of Bethlehem for Easter.

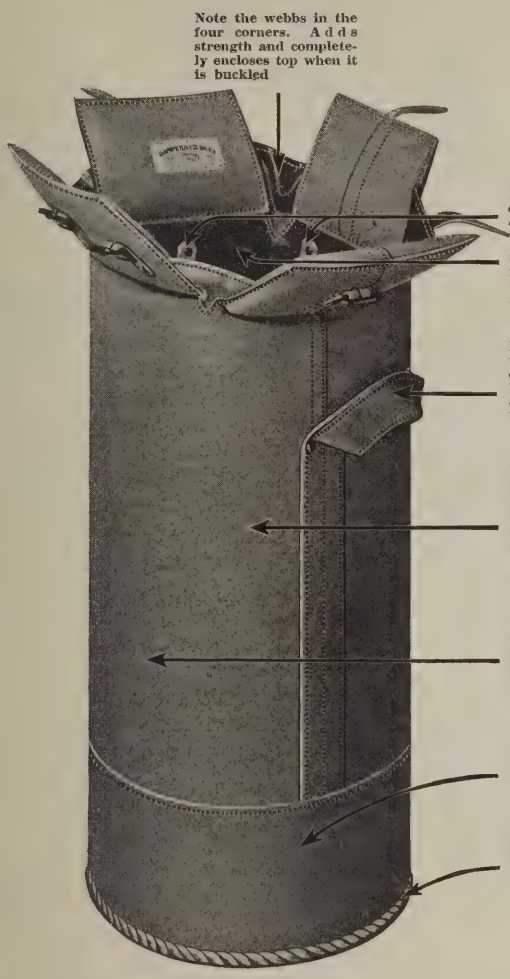
STAR OF BETHLEHEM



Price of either design $1.35 each or $16 per dozen

Order NOW Through Your Jobber or Write

W. W. CASSELL **Vincennes, Ind.**



"Patent Applied For"

CAN-PRO CO.

CANVAS SHIPPING BAG

10 POINTS IN CONSTRUCTION

Each is a Distinct Advantage

MORE INSULATION! ADDED DURABILITY!

20 quart shipper each.....$6.50
$5.85 in 100 lots

12 quart shipper each..... 6.00
5.40 in 100 lots

This shipper is being used successfully by hundreds of prominent Manufacturers North and South. All who testify to the wonderful saving and practical advantages derived.

No Ice
No Salt
No Packing

Note: At this time we are in position to make fairly prompt delivery of shippers, and can handle rush orders at once upon receipt, but present indications point out that unless orders are placed now or in the very near future—deliveries are apt to be very uncertain. We will take orders for later delivery, or at specified intervals covering the next three months.

By the manufacturers of the
STAY-ON Tub Cover and other specialties
for the dairy trade

CANVAS PRODUCTS CORPORATION
CAN-PRO-CO

19-21-23 E. McWILLIAM ST. FOND DU LAC, WIS.

TEAR OUT THIS COUPON AND MAIL

FREE TRIAL OFFER

CANVAS PRODUCTS CORP.,
FOND DU LAC, WIS.

Send us for free examination the following trial of your NEW CAN-PRO CO ICELESS SHIPPING BAGS.

It is understood if we like them we will keep them, remitting at invoice price, $6.50 each. If not, we will return them, after giving them a thorough trial with no obligation incurred.

Send.....**for 20 qt. Cans** (How Many) — We use **Tall Can** ☐ **Short Can** ☐ (Check which)

NOTE—We will send on trial one to twelve. If your delivery business is more than average you need more than one to adequately try these out, and sufficiently satisfy yourself as to its merits.

Name .....

Address .....

C ty..... State.....



Motor Driven—Works Automatically

THE NEW ERA
Ice Cream Brick Cutter

Is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart, besides cutting quarts and pints.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine so same will space with unfailing accuracy.

This machine is simple in operation, speedy, accurate, and very durable. It is easy to keep clean and takes up very little space.

The NEW ERA has revolutionized the Brick Ice Cream Industry.

Write for our leaflet showing the operation and construction of the NEW ERA.

Our representatives are the leading Ice Cream Supply Houses:

John W. Ladd Co	Detroit, Mich. Columbus, O. Cleveland, O. Cincinnati, O.
Cherry-Bassett Co.	Philadelphia, Pa. Baltimore, Md. Pittsburgh, Pa. New York City Syracuse, N. Y.
J. G. Cherry Co	Cedar Rapids, Ia. St. Paul, Minn.
Wright-Ziegler Co.	Boston, Mass.
A. H. Barber-Goodhue Co.	Chicago, Ill. St. Paul, Minn.

The New Era Company
146 Merritt St. Oshkosh, Wis.

The canvas bag is easily repaired and kept in repair. They can be painted, and it is believed by those that have used them any length of time that the average life of the shipping bag will nearly equal that of the tub; in fact if it does not actually surpass it.

As far as adaptability is concerned, it is a wonder. A boy can deliver twenty quarts on a bicycle. You can pile five twenty-quart bags in the back of your sedan and seat your family there beside and have no fear that the canvas will mar the finest upholstery. It takes up much less room than the tub and ice; it is much cleaner; and does not weigh more than half as much. An ordinary truck with a double platform, 8x12, can be arranged at very small expense to transport as high as 1,000 gallons of cream. There is not an ounce of salt or ice used, and the express, a very important item in distribution, is cut all the way from fifty to seventy-five per cent, depending upon locality and amount of shipment. The above are facts which can be verified. Most manufacturers have been successful in shipping cream in bags at actual weight (about forty-five pounds.)

There is no question but what the bag is among us to stay. The cabinet was the introductory medium, but now with the iceless shipper firmly intrenched and the dealer educated to its advantages, many are demanding them whether they have cabinets installed or not, preferring to save on the express or service charges and purchase their own ice; and the manufacturer likes them because they eliminate a great amount of his cost of packing and delivery and takes up so much less storage space in his plant during the winter months.



NO METALLIC FLAVOR POSSIBLE FROM TINNED COPPER SURFACES.

There has been so much propaganda in the trade papers of a misleading nature regarding "metallic flavors" it does not seem amiss to point out some facts that are invariably omitted from these articles.

It has been definitely established that it is no more possible for milk or cream to absorb "metallic flavors" from tinned copper curfaces than from glass. A careful reading of Prof. Hunziker's articles will reveal that fact.

You are never reminded in any of this propaganda that condensed milk is invariably heated in an **untinned** copper vacuum pan without imparting any "metallic flavor" to the product!

Your attention is never called to the fact that milk is first received at the farm in metal pails, put through a metal strainer at "animal heat" temperatures, transferred to your plant in metal cans and forced through metal tubes with a metal pump!

But most important of all, the flavor called "metallic" is now admitted by all authorities to be an acid or bacterial development in no way directly connected with metal or caused by contact with metal.—Cherry Circle.



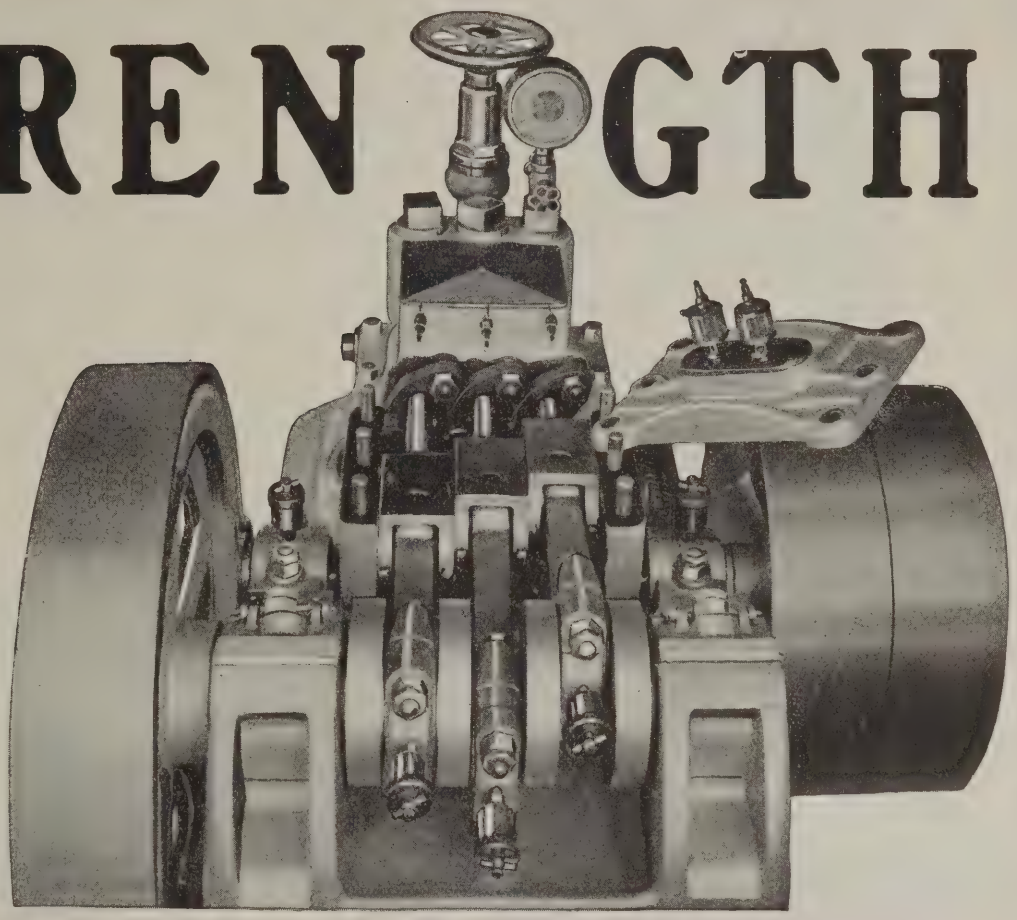
ICE CREAM IN THE NEWSPAPERS.

The ice cream industry is getting more publicity today than ever before. There was a time when newspaper editorial writers held away from such things as baseball, ice cream and golf, but in this day and time, when these things mean so much in the affairs of people, one reads a newspaper editorial on ice cream every once in awhile. An interesting editorial on ice cream recently appeared in the Pittsburgh Post.

STRENGTH

Every successful Ice Cream Dealer knows the value of the **Viscolizer.**

A machine of this type which produces results must be of powerful construction.



A view showing the mechanism of a No. 450 Belt Drive Viscolizer. Cross Head cover is removed and this affords a good view of the crankshaft, piston rods and bearings. The Viscolizer is built for heavy duty service.

With STRENGTH as an objective the VISCOLIZER is built with

MACHINED STEEL CRANKSHAFT
EXTRA LARGE CYLINDERS
HEAVY CONNECTING RODS
BRONZE CYLINDERS
CAST EN BLOC CYLINDER HEADS
NON-CORROSIVE STEEL PISTON RODS

"There Are **MORE** *Viscolizers* in Use Than all Other Similar Machines Combined"

PERFECT LUBRICATION

THE FAMOUS VISCOLIZER PRESSURE HEAD
WITH AUTOMATIC PRESSURE REGULATOR.

Write for Bulletin No. 53.

Built by Union Steam Pump Co.

Distributed by

John W. Ladd Co.
Detroit Columbus Cleveland Cincinnati

Cherry-Bassett Co.
Philadelphia Baltimore Pittsburgh
Syracuse New York City

What Advantages Does The Electric Truck Offer for Ice Cream Delivery?

Pertinent Points for Manufacturers' Consideration*

1—Do electric truck manufacturers advocate the use of electric trucks for all ice cream routes?
No. Only for city routes where they are clearly economical

2—Why is the Electric truck more economical on city routes when the manufacturers do not recommend it for long routes?

Read On:

TIME studies show that the electric truck with its limited speed actually makes as good and sometimes better time on frequent-stop routes than the gas truck can, due to the fact that it gets away to a quicker start and comes to a quicker stop—has no gear shifting. The average ice cream truck is standing still nearly three-quarters of the time on a city route. It makes anywhere from 100 stops up to 200 or 300 stops a day, including both delivery and traffic stops. The quick get-away of the electric truck is evident from 100 to 300 at home, or a toaster, a percolater or an iron. Just throw the switch. Electric trucks may be equipped with automatic cut-offs. When the battery is charged the current supply is cut off.

How often does an electric truck battery have to be charged? It depends largely on the size of the battery and the mileage per day. Some electric truck users make it a practice to plug in the battery each night at the conclusion of the day's work. Others charge it two or three times a week.



These trucks of a leading Philadelphia ice cream manufacturer make a good impression on consumers in the streets.

times a day. Experience shows that the gas truck driver does not stop the engine at each delivery stop because that would involve a delay in getting away, particularly if he uses a crank to start. It would be practically impossible to use a self-starter on an ice cream gas truck and stop the motor at every delivery stop. The frequent stopping and starting would soon wear out the self-starting mechanism and exhaust the battery. Wherever there is an open highway—wherever the route is the outlying cities and towns, the gas truck is the logical vehicle to use because it can make better time. But where stops are frequent, as in the city, the electrical is logical not only because it frequently saves time, but because it saves expense. When the electric stops, fuel consumption stops and so does wear and tear on the mechanism. This is economy of time, days in service, and money.

Has the electric truck an engine? No. The power plant of the electric truck is a storage battery—simple, rugged and lasting. It is the big brother of the storage battery used in millions of passenger cars, and requires practically no care except occasional flushing with water and charging.

Is charging complicated? No. You simply plug in the truck the same as you plug in for an electric light

Where is the battery charged? In your own garage, or at your own loading platform. With the electric truck it is frequently right at the loading platform. No odor, no dirt, no fire risk.

How long does a battery last? It varies with the type of battery. The Edison battery has a schedule of replacement allowances covering a period of ten years. If the battery wears out in five years, there is a considerable allowance made on the purchase of a new one. If it wears out in seven or eight years, there is a somewhat smaller but liberal allowance made. If it wears out at the end of ten years, even then there is an allowance. Lead batteries, such as Exide, Philadelphia, K-W, also have liberal schedules of replacement allowances.

But what is the average service life of a battery from experience? The average Edison is between six and eight years. The average on Exide batteries is between three and four years.

HOW is the current from the battery turned into traction to the rear wheels? Through an electric motor; this electric motor is built to last as long as the electric truck. It is a powerful, sturdy, simple mechanism that requires little or no attention. You have a motor in

* Contributed to The Ice Cream Review.



The PROFITABLE LIFE of a truck is terminated when it no longer does its work at a lower cost than any other type of vehicle.

The experience of hundreds of Walker USERS, who have operated a wide variety of trucks, as well as horses, has fixed the profitable life of Walker Electric Trucks at from ten to twenty years.

"Old Faithful," one of the first Walkers built and the oldest truck in Chicago, is fifteen years old, but keeps on delivering from 300 to 350 bottles daily for the International Dairy Company. Investigate the Walker—leading Electric. Ask the users in your own field.

WALKER VEHICLE COMPANY · Chicago

LEADING MANUFACTURER OF ELECTRIC STREET TRUCKS

New York Boston Philadelphia Buffalo St. Louis Birmingham

Distributors in Other Principal Cities

Load Capacities: ½ — ¾ — *1* — *2* — 3½ — *5 tons*

WALKER ELECTRIC TRUCKS

LOWEST TRUCKING COST ON CITY ROUTES

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

your passenger car and probably don't know it is there. That suggests to you the simplicity and freedom from trouble of the electric truck motor.

Is there anything about the electric truck, mechanically, that is at all complicated? No. The electric truck is acknowledged to be the simplest motor vehicle in existence. Outside of the battery and motor there is the chassis frame, the two axles, four wheels and a shaft, or gears, to convey the power. Taking one prominent make of electric trucks as an illustration, this driving train consists of a shaft with a Spicer universal joint and a worm drive axle—a type of construction that is thoroughly familiar to truck operators and truck service men. The wheels on this truck are artillery wheels similar to gas truck wheels. The brakes are the same as the gas truck brakes. Outside of this there is nothing except the controller which determines the speed of the truck. The electric truck has four speeds forward and two reverse. The higher the number of speeds the greater the number of contacts there are in the controller—the more power there is applied to the rear wheels. The controllers on electric trucks have been developed to a high point of efficiency and give little trouble.

How long does an electric truck last? The life of the electric truck is not really known yet. If an electric truck does not last ten years, with reasonable care, its maker is ashamed of it.

There are numerous electric trucks running around that are 15 years old, and, in fact, in New York City there are electrics running that are between 20 and 25 years old. Their owners refuse to trade them in for new vehicles because they are still running efficiently. This, in spite of the fact that the electric of today has many improvements over those of years ago. Ten years' life is a safe figure, and, in many cases, it is safe to depreciate electric trucks over a 15 year period.

What is the easiest way to determine the routes for the electric and the routes for the gas truck? By route analysis, or what is known as logging each route. It simply consists of determining the mileage on each route, the number of stops, the grades, paving conditions, and the loads to be carried. With this information it is possible to tell exactly where the electric truck can save money.

What saving does the electric truck effect? Users report savings of from 20 to 35 per cent, and some times as high as 50 per cent. Naturally it depends upon the character of the equipment that was used before the installation of electric trucks. The electric will operate more efficiently and more economically than the horse, and more economically than the gas truck on the short-haul or frequent-stop route. The degree of the efficiency against the gas truck on such routes depends upon the type of gas truck. It is obvious that a quality gas truck costs less to operate in the long run than the cheap gas truck. It is also obvious that an overloaded truck costs more to operate than a truck that is loaded to its normal capacity. If a man is using a cheap light gas truck and overloading it, he is not only rendering himself a disservice, but he is not fair to the truck manufacturers because he is subjecting that gas truck to a load and strain it was never recommended for. So the saving the electric truck will effect will depend upon the character of the present equipment.

You say that electrics are cheaper than horses. What evidence have you of this? Savings are a matter of dollars and cents. There are two ways to determine them. One is to set up a complete statement of horse costs in one column and set opposite them electric truck costs. The other way of determining which is more economical is through those who have used horses and replaced them with gas trucks. The Hydrox Ice Cream Company, Chicago, for instance, used horses on frequent-stop short-haul routes. They say that compared with the shortest horse route—down in the Loop District—the cost of the two vehicles was just about a stand-off. From there on up, the electric showed economy over each horse route and the economy grew greater as the routes grew longer. Rather than continue the few routes where it was practically an even break, Hydrox applied the electric truck to all horse routes and saved considerable money.



Partial view of plant and electrics of Goldenrod Ice Cream Co., Chicago.

The horse costs much less in first cost than the electric truck. Do you take into consideration depreciation and interest on the investment when you say that electrics are cheaper? Yes. We consider everything. You must bear in mind in considering everything that there are two sides to that story. The electric has a higher first cost and, therefore, higher depreciation and interest on the investment. Some users also insure their electrics against different forms of loss, although they did not insure their horse units against loss due to runaways, property destroyed, etc. On the other hand, the horse requires from two to five times the stable space when you consider not only the room taken up by the vehicle and one horse, but also the space for the harness room, the feed room, each horse's share of the hay loft, etc. As stated before some electric truck operators have greatly decreased their stable or garage space by storing their electrics right at the loading platform. But even if a separate garage is maintained for electric trucks, they take up very much less space than horses and wagons, making it possible to use the space saved for storage purposes. We know of one place where the proprietor now has a rest

(Continued on page 126)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



This Adjustable Spring Hinge is another special feature that saves you money

A DOOR without hinges is just about as useful as an auto without an engine. In fact, the hinges have just about the same relation to the efficiency of the door that the engine does to the performance of your car.

And, obviously, a big, husky door on a weak, wobbly pair of hinges is as sensible as a 12-cylinder body on a set of Ford tires. You must match strength with strength. Otherwise—you soon find your doors leaning up against the back of the building, instead of directly between the cold air of your storage rooms and the warm air outside.

The hinge we have on exhibition here has two big advantages well worth noting. First — it has the weight and strength to match the lasting qualities of our doors—and remember, please, there are quite a few Jamison Doors on the job right now, that are already considerably older than the last generation to try on long trousers.

Second—it has more than STRENGTH! A special, patented, adjustable spring holds the door tight against the seals of contact **all the time.** Losses due to heat transmission have ceased to be a worry in nearly nine out of every ten big plants, both in this country and abroad, where Jamisons are an established fact.

You see, even though a door may be a small item in a large plant, it's a mighty big item with us. And if we were building dirigibles, I don't believe we could use any more care in each operation or give our customers any greater assurance of built-in worth.

J. J. Jamison Jr.

President

Jamison Doors

JAMISON COLD STORAGE DOOR COMPANY
HAGERSTOWN, MARYLAND, U. S. A.

BISCHOFF'S PRODUCTS

BROOKLYN AND BALLSTON SPA, N. Y.
Branches:
CHICAGO AND BOSTON



Now Widely Used in

37 STATES

The heart of your future business and the happiness of your customers depend largely upon the quality of your products.

Make More and Better Eskimo Pies

There is no Chocolate manufacturer making products purer in food value, than the Bischoff lines now are, have been and always will be.

Bischoff Cocoa and Chocolate Liquor

for flavoring Ice Cream is claimed to be rich in color, most pleasing to taste and fairer priced.

ICE CREAM—EAT IT TWICE DAILY

GUARANTY

Our purpose is to have every pound of Chocolate or Cocoa sold by us exactly as represented. We absolutely guarantee that if any product purchased is not satisfactory it can be returned and either it will be exchanged for other merchandise, or your money refunded, as you prefer.

F. BISCHOFF, Inc.





A good profit maker in the Summer Time

The Anderson Eskimo Pie Machine which automatically cuts-dips-wraps, and the Universal Machine which cuts-dips are distributed solely by us. Information on request.

On the back of this page is reproduced one of the monthly series of placards our licensees receive free.

Ball games, picnics, excursion boats, beach resorts, swimming pools, parks, road-side stands, fairs—all are places where you can sell Eskimo Pie in large volume.

Eskimo Pie brings you a higher per gallon price for your cream than selling in bulk.

People want Eskimo Pie in Summer. They will eat it in preference to candy or cones. We have facts and figures to prove this.

Your Summer Eskimo Pie business will be a volume business—and there's good money in volume.

Keep your Eskimo Pie Department running this Summer. It will pay.

ESKIMO PIE CORPORATION
Louisville, Ky., U. S. A.

"ESKIMO PIE" - THE UNIVERSAL CHOCOLATE-COATED ICE CREAM BAR


Springtime ~ anytime ~
is
ESKIMO PIE
time
Genuine
ESKIMO PIE
ESKIMO PIE
5¢

DOBBIN GOES OVER THE HILL.

A traffic ordinance, recently passed by the city council of Los Angeles, prohibits animal drawn vehicles from the central business district of the city between the hours of 4:30 and 6 p. m.

"The horse, once man's speediest means of locomotion, has become too slow for the modern American city," says the Los Angeles Times.

Los Angeles is not the only city that finds the slow-going horse a problem. Already there is under consideration in Chicago the question of keeping horses out of the Loop section, at least during certain hours of the day. In all large American cities traffic has become a great problem. One way streets have helped somewhat. The regulation of traffic by towers, such as on Fifth Avenue, New York, opening all north and south traffic at one time, and opening all east and west at one time, has done considerable, but no regulation made by man can speed the horse up to keep the pace of motor traffic.

The electric truck is peculiarly adapted for traffic and frequent stops.

With an electric, the motor stops when the truck stops. A policeman may hold up traffic, and when the electric stops, the car is silent—no vibration, no waste of power, no wear and tear on the car. And the same is true when an electric stops at a customer's door.



HOW IS SUCCESS ATTAINED.

One of the questions uppermost in the lives of all ambitious people is the question of how success can be attained. Young people especially are interested because life is before them with all its allurements, prospects and adventures but also with its failures. They know that success has been attained by many and they are eager to carve out a successful future for themselves, but how can it be attained and what are the necessary essentials that bring it about?

H. C. Larson, secretary of the Wisconsin Buttermaker's Association, has given some good advice on this subject to the junior buttermakers of Wisconsin which is not only applicable to those learning the art and science of buttermaking but to all young people who wish to attain success. Mr. Larson says: "The essentials of success are to work hard, to be up-to-date, to be efficient in work, and to be prepared to meet scepticism and ridicule." He then quotes the following:

"The father of success is—Work.

"The mother of success is—Ambition.

"The oldest son is—Common Sense.

"Some of the other boys are, Perseverance, Honesty, Thoroughness, Foresight, Enthusiasm and Co-operation.

"The oldest daughter is—Character.

"Some of the sisters are—Cheerfulness, Loyalty, Courtesy, Care, Economy and Sincerity.

"The baby is—Opportunity.

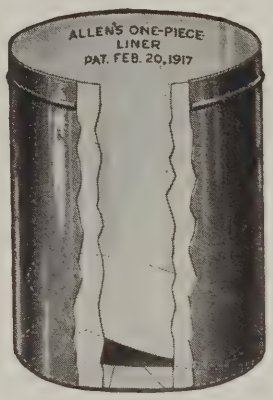
"Get acquainted with the 'Old Man' and you will be able to get along with the rest of the family."—Fountain City Republican.



The only ice cream customer really worth-while is the one who comes back for more. The Philadelphia Retail Public Ledger gives a hint at why some people don't go back for ice cream when it listed this paragraph under the headline, "That's Why I Didn't Go Back:"

"A tank of milky-white, lukewarm, oily water in which a soda fountain clerk washes the glasses, dishes and spoons and then dries them on what looks like a dustcloth."

Getting More Service From Your Cans



Cans, otherwise unsightly, pass by the customer with approval so long as the contents is protected by an

ALLEN
One-Piece Sanitary
CAN LINER

These liners give you more service from used cans, lengthen the life of new ones, and get them back into service quicker from the wash room.

Allen's Can Liners are 100% Sanitary, easy to use and highly appreciated by the consumer.

Ask your jobber for a supply.

Allen Candy Co.
Pontiac, Ill.

Ice Cream Campaign to Cut Candy Business, Confectioners Believe

Warning to Candy Men Voiced by Leading Candy Publications in Regard to National Ad Campaign for Ice Cream Industry

VERY great possibilities for the ice cream industry's national advertising campaign are suggested by an article in a recent issue of one of the prominent confectionery journals, it being stated in this article that ice cream is going to replace "thousands of tons of candy sales in the latter's best season — the cool months." The ice cream men's ad campaign is presented to the confectioners as a warning that they must be up and doing themselves. The candy men are told that the important feature of the proposition, from their viewpoint, is that the ice cream manufacturers are endeavoring to work up their advertising and lay plans to increase the sale of ice cream in the seven cool months. It is at this time of the year that candy is sold in greater quantities.

This matter is discussed under the headline, "Ice Cream Aims to Get Trade Away from Candy," in the February issue of the International Confectioner, which is ably edited by George U. Harvey. Mr. Harvey is one of the outstanding men in the candy industry, his fearless fight against gambling machines in the industry, which was brought to a successful conclusion, having stamped him as one of the candy industry's real defenders. The sub-title of the article says, "Back of the $500,000 National Advertising Plan is the Idea to Sell Ice Cream in the Cool Candy Months. A wonderful Example of Co-operation and Business Brains in this Well-Planned Action."

The article points out that there are three lessons in the ice cream men's undertaking for the candy men to study. These are:

"The industry must get together and do it now. The way has been pointed out. Candy must be advertised much better than before."

This publication quotes "one big candy man" as saying:

Candy men will be forced to do a lot more reading, and very much more deep thinking if they expect to retain present sales volume, to say nothing of increasing it.

"Leaders are called for and they should have positive minds and views and get into action with a determination to have things done.

"The trouble is that every man has surrounded himself with a high wall of suspicion within which he is slowly poisoning himself to death. If a man goes out to do anything right he is misjudged, so what's the use?

"I wonder if this is the real trouble with candy. It seems too drastic to be true. Yet the condition is here to be faced. Brave men face danger while the other kind run from it.

"If the big men of the trade will only get together and hang together they can accomplish much that ought to be done. They can get up a national advertising campaign as well as the ice cream men. A workable plan is easy to provide if the trade will support it. Co-operation is the one essential necessity, as viewed by the leaders, to put the candy industry on a sound basis.

The peak of the candy industry's sales came in December, 1924. If the ice cream men could get to work and try to sell more ice cream in December, January, February and the rest of the cool weather months, the candy industry feels that it should get together and sell more candy in June, July, August and September, the months during which the ice cream industry is going at its liveliest clip.

FOUR KINDS OF ICE CREAM.

There are four kinds of ice cream:

1. Plain ice cream—called Philadelphia or New York ice cream, which is uncooked and is the kind usually made by the trade.
2. French or Neopolitan ice cream which is cooked and includes the custard, parfait and pudding.
3. Fancy ice cream—which includes mousse, bisque and glace.
4. Sherbets and ices.

FORTUNE PRODUCTS TRADE MARK

DARKO

(Dutch Process Cocoa)

The new and better Chocolate Products for the making of Chocolate Ice Cream

Will you try absolutely free and without any obligation whatever a 5-Pound Sample of Darko?

Tear out the coupon and mail today.

Fortune Products Co., Chicago

Please mail post paid a Free 5 pound sample tin of Darko, (Dutch Process Cocoa). Send directions and quote prices.

.....

.....

.....

Please type or print name and address.

Fortune Products Co.
407 South Desplaines St.
Chicago

Fancy Ice Cream Forms
(Imported and Domestic)
Featuring
Easter Sunday and *July 4th*
Leaves, W/Stem, Lace Papers
Imported Fruits, Pulps and Marrons
SCHALL & CO., New York
81 Barclay Street 16-18-20 W. Broadway

Every operation automatic. Pies untouched by hand.



STURDILY BUILT
EASY TO OPERATE
SIMPLY CONSTRUCTED

This Machine Will Increase Your Eskimo Pie Profits!

Buy or Lease

the Anderson Machine under one of our easy payment plans. The saving in the cost of making Pies will in a few months pay for it.

There's real money in Eskimo Pies if you produce uniform Pies in volume at minimum cost. The Anderson Machine does just this: Automatically cuts, dips and wraps uniform Pies at an average rate of 80 dozen an hour.

Equip your Eskimo Pie Department with Anderson Machines. Two years' use has proved their value.

Write us for prices and full information.

Eskimo Pie Corporation

LOUISVILLE, KY., U. S. A. Exclusive Distributors

Our Ladies Who Have Helped the Dairy



"THE ROSE OF LITTLE ROCK"

(at left)

is the title given Miss Helen Carmichael of the Watson & Aven Co., Little Rock, who covered herself with trade glory in connection with the Southern convention held in that city in 1923.

Miss Carmichael was placed in charge of local arrangements for that convention and her reward in a handsome bouquet of flowers from the Dixie Flyers.

She is a member of the Ladies Auxiliary and takes a keen interest in ice cream activities generally as well as in her company's own affairs. Her father is with the same company. No, boys, not married—not yet. But stand back, now—no crowding.

Alice in Freezerland

Might Well be the Title of this Sketch



SHE HELPS HUBBY

(above)

run the Sutton Ice Cream Factory, Vicksburg, Miss., and no one can bring up any phase of the industry with which Mrs. S. N. Sutton is not familiar. Her husband is prominent in association circles and is the active head of the company that bears his name, but Mrs. Sutton is right in touch with everything. And does her business activity make her a matter-of-fact business woman? There is a chorus of emphatic "No's" from ladies and gentlemen who have shared hospitality in the Sutton household and have seen this gracious hostess presiding over the dining room, the dance floor—and in the kitchen!

THEY CALL HER DIXIE'S SWEETHEART

(below)

but Mrs. E. B. Geisel's popularity is not confined to the ladies and gentlemen of the South. She is the wife of E. B. Geisel, manager of the Anheuser-Busch Ice Cream Co., New Orleans, and while she leaves business matters entirely to Mr. Geisel, she always is an active figure at all conventions held in the Crescent city. Ladies and gentlemen of the ice cream industry in all parts of the country last November left New Orleans saying nice things about this lovely hostess, who is a native of New England, which few people know when they speak of her in connection with Southern hospitality. Mrs. Geisel was the first secretary of the Southern Ladies Auxiliary. She is shown here with her little girl, Patsy, also a popular lady.





MIS' MARY KATE

(above)

is a familiar convention figure. She takes an active part in the management of Carr's Creamery at Montgomery, and is among the best posted people of her section on dairy manufacturing thoughts.

In her shop, so they say, she puts forth the same amount of serious effort that she shows in having a good time at conventions. She goes on the job early in the morning and stays late, keeping up with everything that goes on and all the ice cream that goes out.

She never misses a Southern convention.

Make Ice Cream the Rose of Industry

THERE IS A LADY

who signs her name as B. Edith Moore and says she has not as yet gone "far enough to deserve publicity," but those in the know say she is doing good work for the Flynn Dairy Co., Des Moines. One of her partners in industry, Laura Norvell Elliott, with the Union Ice Cream Co., Nashville, likewise shrinks from the spotlight. Lucy White, head of an ice cream manufacturing company at Covington, Ga., has given her only photo to some one she likes. Mrs. Nafis is found to be a very active member of the fraternity when anyone visits the offices of Louis F. Nafis.

And these are just a few of the ladies who are proving that making ice cream is not altogether a man's game. Indeed, No—o—o!

THEY CALL HER SALLY
(at right)

and she is at home wherever ice cream freezers "do their stuff." Miss Sally Mahoney, Hudson Manufacturing Co., Chicago, is one of the industry's most popular ladies. She finds time to handle a large part of her company's business, participates in many conventions. Members of the firm will tell you she never fails to find time to go to church.

"She is a good girl—a mighty good girl" they'll tell you at the Hudson office and you'll be surprised to find out how much of that company's business passes through her hands. The company claims it "adopted" Sally when she was a chit of a girl about 15 years old.

Visit the plant and you will be surprised at the large amount of the company's business that passes through her hands. She was the first president of the Southern Ladies' Auxiliary.





NATIONALLY PROMINENT
(above)

Mrs. A. H. Vander Bie-Babcock of the J. C. Vander Bie Co., Inc., St. Paul, owns one of the largest ice cream factories of the West and takes an actual interest in the affairs of this business, although the actual operation of the plant is under the direct control of W. W. Dunn, Jr. Mrs. Babcock has a typically feminine office in her plant, and she spends much of her time looking on and advancing helping suggestions.

Her interest does not stop with her own business; she is interested in the upbuilding of the industry. She is one of the directors of the National Association, being a familiar figure at national conventions.

THE OTHER MASSEY
(below)

of the firm of Massey & Massey is none other than Mrs. R. J. Massey. She is a member of probably as many ice cream supply organizations as her husband, though he directs the business that is carried on at their place of business in Chicago. Mrs. Massey was elected president of the Ladies Auxiliary to the Southern Association and the Dixie Flyers at the New Orleans convention last year. She formerly was vice-president of that organization, and is identified with other organizations of ladies-in-arms in Texas and Oklahoma.

No one is better posted on conditions in the ice cream industry, or upon association affairs in different parts of the country.





A PRACTICAL ICE CREAM WOMAN
(above)

is Mrs. Ruth O'Neil Dawson, production manager of the Peerless Creamery, Chattanooga, Tenn., who began in the ice cream industry 25 years ago, and has seen it advance from humble beginning to its present place of importance. She began her career in Chattanooga with the Sprague Dairy Co.

Mrs. Dawson is keenly interested in the development of the ice cream industry of the South, and is a good friend of the Dixie Flyers, the supply organization affiliated with the Southern association. She is seen at most every convention of the Southern association. She is secretary of the Ladies Auxiliary to the Southern Association.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

National Ice Cream Cone Week May 10-16

Second Annual Occasion

ICE cream cone week has come around again. It is to be hoped that it will find ice cream manufacturers of the entire country "up on their toes" with high resolve to make the most of this occasion, inaugurated last spring and expected to prove a popular annual custom. Results last year spoke for themselves; manufacturers who got behind this scheme made it count toward new customers at the soda fountain — ice cream customers.

The cone has won its place in the industry. It is our hope that out of this custom of National Ice Cream Cone Week will develop interest among manufacturers that will lead to bringing about uniform quality standards among ice cream cone men. The majority of the cone manufacturers are making a high-grade product, though once in a while a manufacturer acts against better judgment and accepts cones from obscure dealers who have little regard for quality. This is something which can do our industry no good. The cone is one of the links in our industrial chain; we cannot afford a weak link.



PUTTING over National Ice Cream Cone Week in any given city or group of cities merely means getting together in advance. It will be worth-while for the manufacturers of each city to call a little conference and talk over things, figure out a little money for newspaper advertisements, window cards, and take steps to see that dealers actually have ice cream cone window displays for at least a portion of the time during cone week.

Windows are all important.

There has been much complaint and protest upon the part of the public with regard to "special weeks," "drives," and such commercial occasions. But the fact of the matter is the public not only will stand for these occasions but actually likes to do so. That is one of the odd inconsistencies of human nature; we grumble at the things in which we really are interested; we crack jokes at the things which strike our fancy, though the real truth of the matter is we do not dislike the things at which we joke. Take baseball, fishing stories, jokes on wives, etc.; nobody can say we don't like these things, and yet they furnish a large share of our popular jokes and complaints.

National Ice Cream Cone Week will enable us to sell more ice cream. That is its purpose. It will bring the people back to the realization that a nickel still is useful for a purpose other than putting it with other nickels to make a purchase.

The ice cream cone is one of the very few things that can be bought for a nickel; and there are few dime purchases that can even compare with the nickel cone with regard to value for the money.

DURING most of the year we talk to the public about ice cream in terms of dimes, fifteen cents—even a quarter and 35 cents. For ice cream in the dish often runs up to pretty high figures.

This is our splendid opportunity to talk to the public in the term of a popular price —the lowly nickel. Not everybody can afford to pay fifteen and twenty cents for an ice cream dish, and still fewer can afford 25-cent sundaes and banana splits. The nickel cone enables us to attract to the ice cream counter many people who in the past have been spending their nickels with our friends the enemy, the soft drink and candy people.

With the ice cream cone we can meet these gentlemen on even ground, getting a fair field and asking no favors.

(Continued on page 54)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

new points *in making* ice-cream

Send for a copy of the new folder on Skimilflakes

IF you're not already using Skimilflakes for your ice-cream, it's high time you learned about it and tried it.

The little folder just published by the Borden Company tells you exactly why this wonderful new dry milk in flake form is better than any other milk for ice-cream.

Skimilflakes is better

First, because it improves your product. A perfect body-builder, Skimilflakes makes smooth, rich ice-cream that never becomes grainy or sandy when cut. It's absolutely uniform, too.

Second, because it prevents waste and delay. Immediately and entirely soluble in cold water. For this reason *it does not clog the homogenizer with lumps.* Once in solution it will not separate or precipitate. Can be prepared at your convenience and used when you're ready.

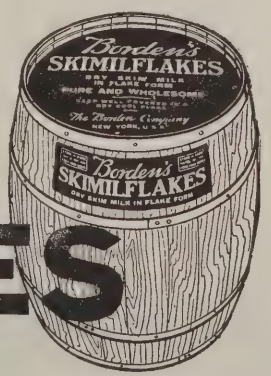
Third, because it's more economical. Reduces manufacturing costs to the lowest possible figure. Eliminates all waste—cuts freight charges—saves time.

The folder contains a complete set of ice-cream formulas using Skimilflakes—made with or without a homogenizer. Some made with sweet butter, others with cream—of varying richness to suit your needs.

You'll find it well worth your while to read this information and try Skimilflakes for yourself. Send for a free copy of the folder today—or for advice, samples and prices. The Borden Company, 768 Borden Building, 350 Madison Avenue, New York, N. Y.

Borden's

SKIMILFLAKES



Ice Cream Cones



Why

your Ice Cream Dealers should get their Cone Supplies thru you!

Only a quality cone can truly represent the quality of your ice cream

Moral: Know the quality of cone your dealer sells

Ice Cream Cone Week

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Build Business!

Because:

The quality of ice cream is dependent as much upon the quality of the cone in which it is served as upon any other factor entering into the manufacturing and distributing of ice cream.

The best ice cream ever made will not live up to expectations when served in poor cones.

Good cones build gallonage. See to it that your retailers use good cones.

Many leading ice cream manufacturers of the country would not think of letting their retailers use cones that they did not know to be of high quality.

The ice cream manufacturer is in direct daily contact with his retailers. By pushing the high quality cones he will be helping to build up his gallonage.

The ice cream manufacturer is in position to do the jobbing for the retailers on his list, and could handle the cone business to much better purpose than others.

The Cone Makes the Ice Cream
a Balanced Ration

This advertisement published in the interests of National Ice Cream Cone Week by several leading ice cream cone manufacturers.

May 10th to 16th



There's No Argument About It

Practical use has proved that DREW'S Egg Yolk makes better ice cream and increases demand. Your gallonage will prove it—Your profits convince you of its continued use.

Let the good judgment of the largest ice cream manufacturers guide you. Write for particulars today.

Certified

Egg Yolk sold in original Cases

JAMES F. DREW & CO.

320 Broadway New York City

The cone enables us to reach the child, whose penny long ago became valueless, and whose nickel even now buys little except candy—and not a high-grade product at that. A nickel ice cream cone enables the child to get a real nourishing product at a price the child can afford.

In the cone one can buy the best ice cream made for a nickel.

You can't say the same of any other kind of merchandise.

For just one week in the year—the week of May 10—can't we afford to put a little snap and ginger behind a campaign to let the public know something about what a nickel will buy of our product?

Gentlemen of the ice cream industry—let's go!

ENDORSES CONE WEEK.

Editor The Ice Cream Review:

We certainly indorse your action to have an ice cream cone week in 1925. I think all of these special sales assist in the output of ice cream.

I think if we had a national day for strawberry ice cream, about the time when strawberries are ripe throughout the country that it would help also.

I would not be surprised if a national pineapple ice cream week would not help sell pineapple ice cream, at about the season of the year when pineapple is arriving on our market.

Yours truly,
THE YELLOWSTONE CREAMERY.
By V. E. Sampsel.

WILL DOCTORS ORDER ICE CREAM?

Medical condemnation of our civilized foods is so frequent nowadays that it is refreshing to hear something on the other side from an equally scientific source.

Edinburgh's medical officer of health has made a report on ice cream. Ninety per cent of it as sold in Edinburgh, he says, is good food material, being extremely rich in butterfat. This seems to confirm the recent accounts of how a prominent professional boxer did his training chiefly on ice cream.

Smith, minor, may now proceed to the tuckshop with a sense of virtue and fortified by medical approval—provided he restricts himself to ice cream. We can hear him murmur as he licks the luscious "slider," "The very thing the doctor ordered!"—Confectioners' Union (London).

NO ICE CREAM LEGISLATION IN NORTHWEST.

The ice cream industry of the Pacific Northwest is not affected by any legislation passed by the state legislatures of that territory, which recently completed their work. This information is conveyed in a bulletin from E. A. Burt, president of the Pacific Ice Cream Manufacturers' Association.

OUR INDUSTRY AND HUMANITY.

When you manufacture and distribute your product, remember that you are manufacturing and distributing vitality, health, efficiency, and, above all, national security. And don't ever forget this: the better you serve your own industry, the better you serve humanity; and the better you serve humanity, the better you serve your own industry.—From national convention address by M. D. Munn.



Sooner or Later

Every ice cream manufacturer in the country can be assured that the quality of his product is of the best when using *American-made Edible Gelatine.*

The health value of American-made Edible Gelatine is now being proclaimed throughout the land, and it is important that every user of gelatine give thought to that fact, also that the gelatine he uses is made where Government standards are so rigid as in the United States.

Sooner or later every user of gelatine will take pride in saying he uses *American-made Edible Gelatine.*

Inquiries invited.

"Foremost by Every Test"

ATLANTIC GELATINE CO.
Woburn, Mass.

CRYSTAL GELATINE CO.
Boston, Mass.

JAS. CHALMERS & SONS
Williamsville, N. Y.

ESSEX GELATINE CO.
Boston, Mass.

KIND & KNOX GELATIN CO.
Camden, N. J.

MILLIGAN & HIGGINS GELATINE CO.
New York, N. Y.

SWIFT & CO.
Chicago, Ill.

UNITED CHEMICAL & ORGANIC PROD. CO.
Chicago, Ill.

UNITED STATES GELATINE CO.
Milwaukee, Wis.

J. O. WHITTEN CO.
Winchester, Mass.

Edible Gelatin Manufacturers' Research Society of America, Inc.

Ice Cream Cone Week—May 10

Second National Observance Promises to Create More Interest in Ice Cream Than Ever Before Has Been Possible Through Cones

ALL set? Let's go. The ice cream cone comes into its own again. The week of May 10 has been designated National Ice Cream Cone Week. Manufacturers throughout the country will seize this occasion to promote the sale of ice cream in cones. This is not to say that the regular channels of sales will be neglected, but by pushing the sale of ice cream cones during a certain period of the year manufacturers have the opportunity to win many new friends for their product.

National Ice Cream Cone Week was inaugurated by The Ice Cream Review, the first event of this kind being held last year, in co-operation with cone manufacturers and leading members of the industry.

THE idea is not merely to enable cone manufacturers to sell more cones, though they have a perfect right to want to see their market increased; the real purpose is to get over more sales of ice cream. It is in this spirit that The Ice Cream Review has fostered ice cream cone week, and it is in this spirit that manufacturers of the nation have rallied around the plan and taken steps to give the movement their greatest support.

It is advisable for members of the industry to begin making preparations well in advance. National Ice Cream Cone Week should be well advertised in different cities. We often have urged manufacturers to do more co-operative advertising, joining together to advertise the ice cream made in their city or state, rather than spending money merely on their particular brand of ice cream.

Individual advertising has great merit from the viewpoint of attracting customers for the time being, but the industry's greatest advancement is coming through that advertising which sells ice cream as a safe, wholesome, palatable food product.

BOOSTING cone sales has proved to help ice cream sales. The dealer likes this business; he has no dish to bother with after the sale. By boosting for more ice cream in cones the manufacturer is helping get the dealer more interested in ice cream, and the interest of the dealer in our product is an all-important matter; in fact, it is one of the things most necessary to the industry's growth.



This float commanded much attention during an ice cream pageant. The Wheat Ice Cream Co.'s big ice cream cone was drawn through the streets of Buffalo.

Coming at this particular time, National Ice Cream Cone Week gives members of the industry the opportunity formally to open the ice cream season with a bang.

The Ice Cream Review will be glad to give what advice readers may ask regarding advertising copy in connection with ice cream cone week.

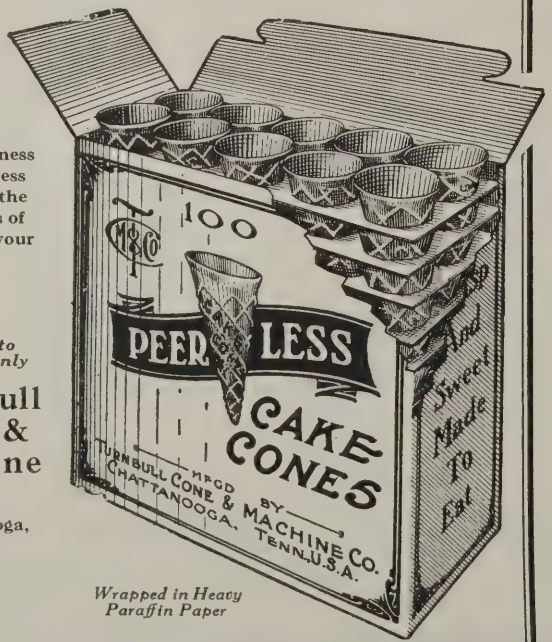
The week opens on Sunday. Float parades Saturday afternoon, in trucks particularly decorated to carry out the idea of ice cream cones, would be an excellent way to attract attention. Placards for dealers' window also will keep the thought before the minds of buyers.

DOES the public know much about ice cream and cones, food affinities that have traveled together for several years? Very probably the public doesn't. The cone is a food product in its own right. It is manufactured for the special purpose of being eaten with a splendid food product, such as ice cream, and no kind of cake or pie fills the particular purpose the cone serves.

The manufacturer will do well to satisfy himself that dealers are using only the best of cones. The best ice

The Success of your Ice Cream Depends Much on the Way in Which it is Served

PEERLESS CAKE CONES



Their crispness and sweetness brings out the finer points of quality in your ice cream.

We Sell to Jobbers Only

Turnbull Cone & Machine Co.
Chattanooga, Tenn.

Samples and Prices on Request

Wrapped in Heavy Paraffin Paper

Signs that Last

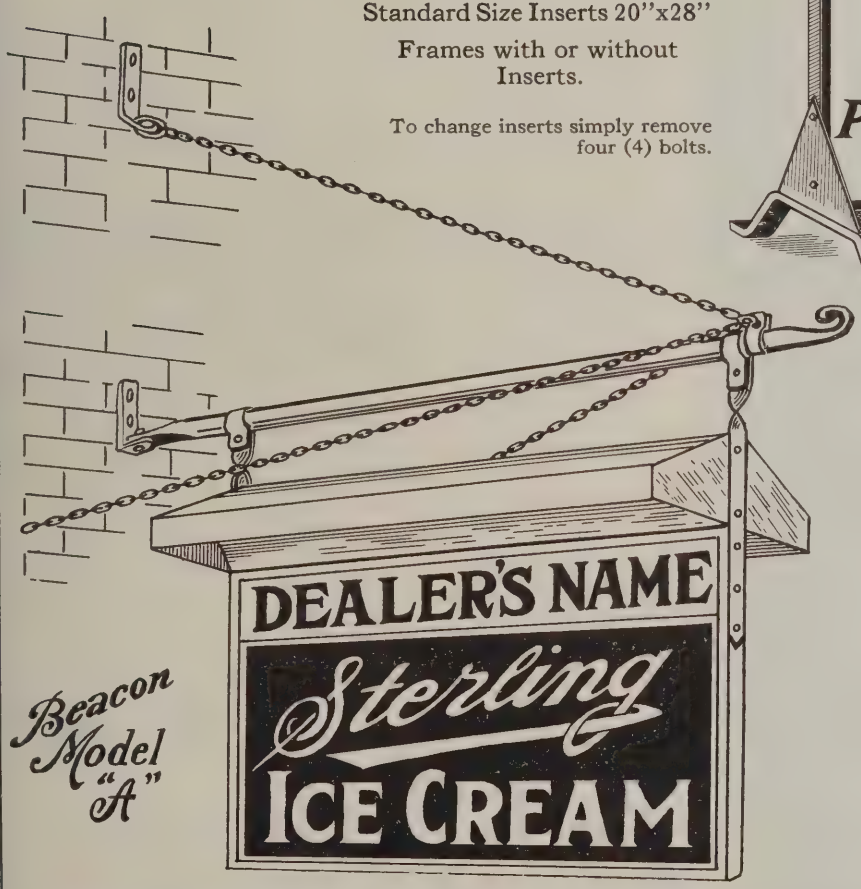
Made of Metal

Angle Iron Frame
Wrought Iron Legs
Welded Joints

Baked Enamel Finished

Standard Size Inserts 20"x28"
Frames with or without Inserts.

To change inserts simply remove four (4) bolts.



Beacon Model "A"



Weight 25 Pounds

"HOLDS THE SIDEWALK"

DIMENSIONS:

Total Height - - -	38 inches
Total Length - - -	48 inches
Size of Panel - -	30x48 inches

THIS BEAUTIFUL "BUNGALOW TYPE" ELECTRIC SIGN
Complete with all necessary Hanging Irons, Chains, etc. Wired for 6 Lamps (no bulbs).

$42.50
F. O. B.
FREEPORT, N. Y.

Write for Booklet and Quantity Prices

Beacon Mfg. & Sales Co., Inc.

EAST MERRICK ROAD - - FREEPORT, N. Y.

MEMBER



cream in the world would mean little if served in a cone not up to the proper food standard.

If for nothing else than that it gives ice cream manufacturers the occasion to think more about their cones and their quality, the idea of National Ice Cream Cone Week has proved to be of value.

Last year's cone week brought out many pleasing developments, particularly when it is considered that it was the first time this matter was put before the public. Manufacturers learned some interesting facts about public habits. For instance, one manufacturer viewed results of the special week in 1924 and decided that the ice cream cone is our best weapon for meeting the competition of the nickel soft drink. It is one of the few things that a youngster can buy in this day of time when penny commodities are almost entirely gone.

CHILDREN have more nickels now than they ever had before in their lives, and actual proof can be offered that the child can get for a nickel nothing that contains so much as an ice cream cone.

Mothers are being drawn away from prejudices that some of them built up against the cone.

The ice cream cone has proved one of the most important innovations of ice cream history. After twenty years it not only has retained all of its original popularity but steadily has grown in public favor, certainly not proving to be a "flash in the pan."

IN a speech before the World's Dairy Congress in 1923, Martin Mortensen, head of the department of dairying, Iowa State College, Ames, Ia., who has studied dairy manufacturing in Great Britain and Denmark, summarized the development of the ice cream industry in the United States as follows:

1. The progressive and aggressive attitude of the ice cream manufacturers.
2. The rapid development and improvement of machinery and equipment.
3. Trade papers and books.
4. State agricultural colleges.
5. State agricultural experiment stations.

"The ice cream cone, in 1904, aided in increasing the sale of ice cream," he said, and he might have added that it has been one of the factors in the industry's growth since that time.

Sunday, May 10, should find all dealers with their windows well filled with displays calling attention to ice cream cones and ice cream cone week. Many manufacturers already have laid their plans; all will do well to take steps in this direction.

SERVICE AND SELLING.

Let the quality be right, let the quantity be right, let the manner be right and your service will be right. And service must always be written with a dollar mark through the "S," because that is what service means to the individual and to the institution.

After all, you are not selling ice cream and the things that go with ice cream. You have only one thing for sale, and that is service, that is integrity, that is character, and the value of your ice cream doesn't lie so much in the ice cream itself as it lies in the integrity and the character and the honor of the men and women back of your ice cream. You can take two ice cream dealers only three blocks apart, selling the same ice cream, one succeeds and the other fails. Why? Because of the service, integrity and character.—From national convention address by Harry L. Fogelman.

When ice cream manufacturers have to depend so largely upon the flavor of their product for sales, it is not surprising that so many select Hudson's Ice Cream Flavor No. 52 Concentrated, or Hudson's Ice Cream Flavor No. 52 Special. One can not afford to speculate with ice cream flavor!

Use Hudson's and Be Sure

Ice Cream Flavors - Concentrates
Compounds - Blends, etc.
All Grades for All Purposes

Let us ship you a sample gallon of Hudson's Concentrated No. 52, or a sample keg of Hudson's Ice Cream Flavor No. 52 Special—express or freight prepaid to your City. You may return same to us if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER, President & General Manager INCORPORATED *ESTABLISHED 1888*

Vanilla Products

119-121 North Union Ave., CHICAGO, U. S. A.

Good Cones Uphold Ice Cream Quality

Manufacturers Should Pick Their Own Cones for Their Dealers, Jobbing Only the Best to Protect Their Quality

THE quality of ice cream is dependent as much upon the quality of the cone in which it is served as upon any other factor entering into the manufacture and distribution of ice cream.

The quality idea is being—and has been—thoroughly studied out in this industry for a long time, and members of the industry have come to realize that quality does not stop the work and care that actually enter into the production of ice cream.

It is for this reason that the ice cream manufacturer should be at least as much interested as anyone else in seeing that only the very best cones are sold. Poor cones can do as much to hurt the ice cream industry as anything else, and in the course of time, no doubt have done much to this industry's detriment.

The best ice cream ever made will not live up to expectations when served in a poor cone.

You would not expect anyone to enjoy the best butter made in the world if butter was spread between two pieces of stale bread. The same thing applies to ice cream in a cone—that is the same analysis.

One of the great evils of the situation has come about through the activities of jobbers of cones not identified with the ice cream industry. These men, who are in no way interested in the welfare of the ice cream industry, or for that matter, not interested in anything else except making sales, often sell to retailers cones that are not of the best quality.

The ice cream manufacturer is in position to do the jobbing for the retailers on his list in matters concerning ice cream, and could handle this business to much better purpose than the other kind of jobbers.

It is through the ice cream manufacturers that these cones should be sold. Some of the best cone manufacturers of the country are of this opinion. Many of the leading ice cream manufacturers of the country would not think of letting their dealers use cones that they did not know to be of the best quality.

The ice cream manufacturer is in direct contact with his retailers. By pushing the right kind of cones, he will be helping to build up his gallonage.

Most of us like to believe the industry as a whole is well established on the idea of all around quality. But the fact remains that there are some manufacturers who would not think of letting one thing enter ice cream that could possibly do any harm, but at the same time are indifferent about how their ice cream is relayed to the public through the dealer.

The advertised product is almost inevitably a guarantee of merit. Cones are not different from any other kind of merchandise when it comes to this standard.

It is not meant by this to insinuate that all manufacturers who do not advertise in reputable trade publications are making poor cones, but there are a number of cones made in what may be called the "underbrush" of the cone industry, that will not stand up to this standard.

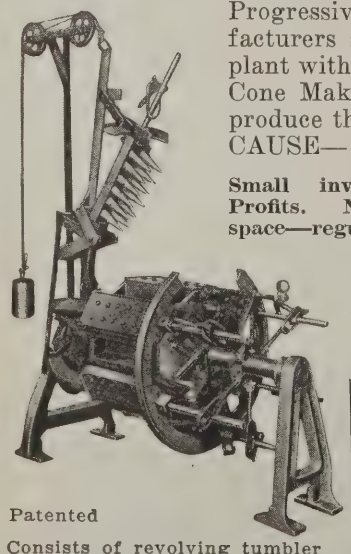
The best plan is for the ice cream manufacturer to secure a cone that is of high quality. Sell this cone to his trade, and he will not only make a profit on the cone, but will be absolutely assured that his ice cream is being done full justice by being served in the right kind of a product. The matter of price should not necessarily be a consideration.

A chain is no stronger than its weakest link. The cone is one of the links in the chain of distributing the ice cream from the manufacturers' freezers to the ultimate consumer.

This is the situation that we might get under full control.

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.

NEW FIELD Opens for Ice Cream Manufacturers



Progressive ice cream manufacturers should equip their plant with the "Philadelphia Cone Making Machine" and produce their own cones BECAUSE—

Small investments net big Profits. No extra labor or space—regular salesmen solicit orders — helpers bake cones. Fresh, Crisp, Delicious Cones increase ice cream consumption.

This machine saves time, space and positively produces a better cone at less cost than any other machine on the market — Write for details today.

Patented

Consists of revolving tumbler containing six sets of moulds of 12 cones each baking 72 cones each revolution.

THE PHILADELPHIA ICE CREAM CONE MACHINERY AND ART METAL WORKS.

68 N. Fourth St. Philadelphia, Pa.

THE UNBROKEN CHAIN.

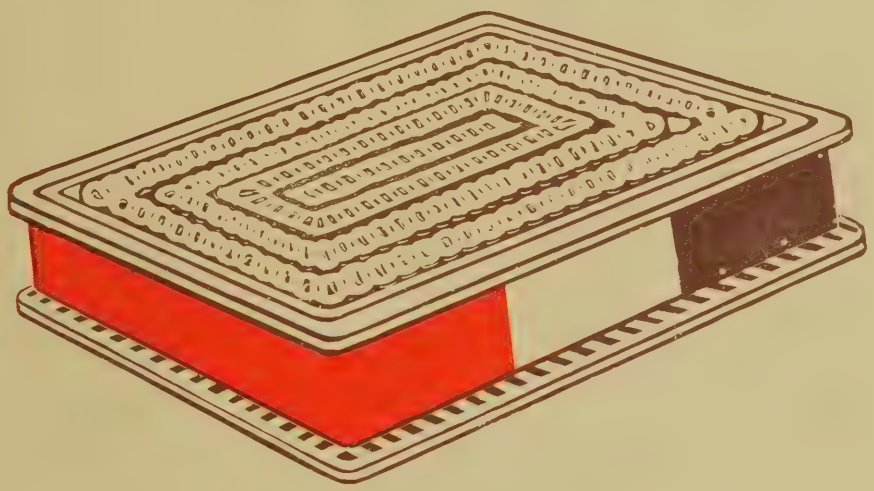
Conditions today will not permit a line to be drawn between the manufacturer and the retail dealer, nor between the retail dealer and the consumer. No manufacturer can long prosper or continue to increase his business, if after making the sale to the dealer, the latter is unable to dispose of the manufacturer's product with reasonable success. Therefore, in modern merchandising, the manufacturer whose goods reach the consumer through dealer outlets, should be as much interested in retailing as is the retail dealer himself, and as much interested in satisfying the consumer in the matters of quality and price, as is the retail dealer himself, and vice versa. The co-operative interest must be complete all the way down the line and up the line.—From California and Pacific convention address by K. L. Carver.

THE LATEST ICE CREAM SENSATION!

RAINBOW

[Trade Mark Reg.]

Sandwich



RAINBOW SANDWICH, with Orange and Chocolate Wafers, have increased Ice Cream Sales for some of the leading and most successful Ice Cream Manufacturers in the country, and will do it for you.

You don't have to pay any royalties or invest in any machinery or equipment, which is one of the reasons why RAINBOW SANDWICH proved a big success.

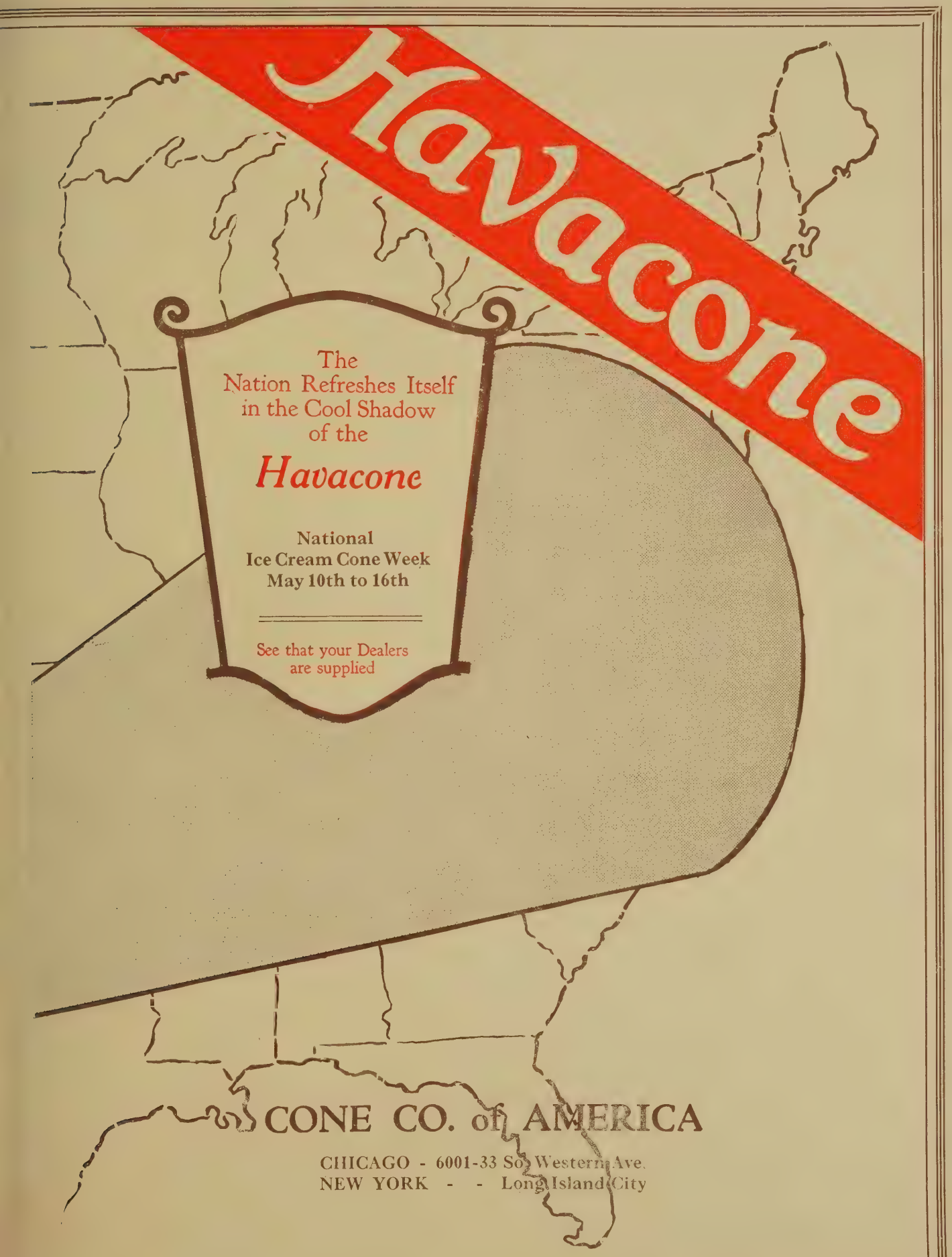
If you want to increase your volume on both bulk and brick Ice Cream, get in touch with us quickly. IT WILL PAY YOU.

CAKE CONE COMPANY, Inc.

715-719 Victor Street

ST. LOUIS, MO.


PURE CAKE
HAVACONE
Havacone
— CONTAIN —
No Animal Fat.
No Preservative.
No Binder.
No Coloring Matter.
Baked to their own color.


Havacone
The
Nation Refreshes Itself
in the Cool Shadow
of the
Havacone
National
Ice Cream Cone Week
May 10th to 16th
See that your Dealers
are supplied
CONE CO. of AMERICA
CHICAGO - 6001-33 So. Western Ave.
NEW YORK - - Long Island City

Glowing Picture Depicted for Ice Cream Industry

Manufacturers Given to Look on the "Dark Side" Have Little Reason for Such Pessimism, Trade Educators Declare

INTERESTING statistics favorable to the future of the ice cream industry were given in an address before the Oklahoma convention by Prof. A. D. Burke of Oklahoma A. & M. College. Pointing out that the ice cream industry involves an outlay of billions of dollars, the production of some 466 million gallons of milk for the manufacture of 300,000,000 gallons of ice cream, "a product unexcelled in palatability," the speaker declared that there is little ground for the pessimism of ice cream manufacturers who occasionally look on the dark side of their business and feel "hopelessly lost in his undertaking."

The speaker then shot forth a ray of sunshine by saying that he wished to banish all misgivings and to—

"Bring before you the realization that your servants are scattered all over the entire world. According to True in the proceedings of the World's Dairy Congress, the U. S. department of agriculture has about two thousand scientists engaged in its research work. Under governmental direction these scientists are striving to solve the problems of the soil, which, although frequently not directly related to the ice cream industry, do serve in some way to affect it indirectly. Our government is likewise keeping in touch with leading dairy countries of the world, publishing regularly in the Experiment Station Record a complete review of all dairy experiments and discoveries. Forty-nine experiment stations serve you. About one hundred and ten dairy scientists are attempting to fathom as many or more problems relating to dairy products while many industries establishing private research laboratories are aiding in solving your difficulties. In many an endowed college, unattached to the government and state experimental departments, many an individual has answered a puzzling question of the ice cream trade and the information is spread through the medium of trade papers, extension workers, dairy students, short course students and those sent out by the government to establish new discoveries and processes in the various plants. I believe I am safe in saying that the ice cream industry may gain all assistance desired if it but seeks the opportunity, yet sometimes I feel there is lack of co-operation between the trade and its servants."

Future opportunities for the ice cream industry are indicated by what has been accomplished in the last fourteen years. Prof. Burke went back to 1910, when the bureau of animal industry reported that "the enormous increase in the consumption of ice cream, together with the fact that it is now generally on sale in the small towns as well as the large ones, etc., and it was figured that the expenditure for equipment need not exceed $300.00, and that "such an outlay could often be paid for in one season with a substantial surplus remaining."

PROF. BURKE then went on to show how much had been learned in the years since about such matters as the acidity problem, the bacterial problem, the problem of defects and lead himself up to the present day, the problem of food value, in stating that many ice cream manufacturers themselves accept the argument of food value as hearsay, the speaker pointed out some interesting facts:

"Probabilities are, someone figured that since it contains fat, carbohydrates, protein, minerals and water, it must have food value. Therefore, it does and that's all there is to it. Where is the concrete proof? Recently, Smith, writing in the Journal of the American Medical Association and working with ice cream containing 10 per cent fat, cites the fact that although the product is frozen we still have our vitamines A and B, so necessary for growth and well being, but that vitamine C may be somewhat deficient, due chiefly to pasteurization. A little later, this year, if you please, Dr. Howell, a specialist of Columbus, O., has written for us in the trade journals an account of his findings in feeding infants ice cream, and makes mention of the fact that "in homogenized ice cream we can find a safe substitute for the butterfat of mothers' milk," and Hammond, trying the feeding of ice cream in the schools of Cumberland, Md., reports in The Ice Cream Review, gains in weight of the principals varying from 1 to 9 pounds in 9 weeks. So we have at our beck and call definite proof that ice cream is really a food. Who knows but that it may prove to be the most desirable food in the world? Perhaps additional research will answer the question! That's a future possibility."

INTERESTING thoughts along the same line were brought out at the 1924 Pacific joint convention by another able educator, one of the greatest in the industry, Prof. M. Mortensen of the Iowa State College, Ames.

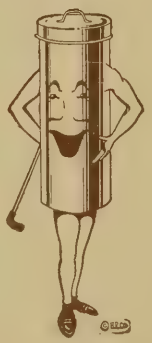
It is well known to ice cream manufacturers, as the speaker pointed out, that our industry is of recent origin; that "twenty-five years ago it was hardly considered as an industry, but it has since that time advanced at a most tremendous rate which is evident when we realize that only 80,000,000 gallons were manufactured in 1909 as against 263,520,000 for the year 1922, or it represents a consumption of over two gallons per capita per year."

As a result of this rapid development the research worker has not been able to solve many of the numerous problems which have arisen, and although it was "embarrassing to admit," the speaker felt that the scientific

HOPWOOD
RETINNING CO., INC.



High Quality And Quick Service At The Right Price



Before After

Ship Your Cans To Us For Retinning

Main Office
56 Commercial Street
Brooklyn N. Y.

Factories
52 to 64 Commercial Street
15 to 64 Clay Street

The Lesson FASHION Teaches

"Give us something different," says Fashion—and an army of dressmakers and milliners spring to do her bidding. It is this "something different" all the time that keeps the wheels of business humming——

Isn't there a lesson in this for *you*, Mr. Ice Cream Manufacturer? *Your* Public wants something new—something different—something good. Why not give them

SCOTCH BOB BUTTERSCOTCH Ice Cream

It gratifies and satisfies the eager palate of your Public—this wonderful ice cream that sells quickly and brings repeat business. Send for trial keg, price ten dollars.

KAY-WHITE PRODUCTS INC.
A GOOD HOUSE TO DEAL WITH — TRADE MARK
Eight West Broadway. New York City.

A Little Knowledge May Be A Dangerous Thing BUT A Lot of It Will Save You Money!

While the layman spends hours trying to start a balky Flivver, the expert locates and fixes the trouble in three minutes by the clock!

The layman has little knowledge; the expert, a lot!

From Flivvers to Flavors may seem an awful jump, but the same principles of **knowing how** apply.

We're vain enough to believe that in thirty-five years we've learned a lot about Vanillas and Vanilla Compounds. And you are Big enough to admit that we may be able to point the way to a better finished product, or a saving in money!

Deal with a firm that solves flavoring problems!

STAR EXTRACT WORKS, Inc.

"Your Protection — 35 Years in the Extract Business"

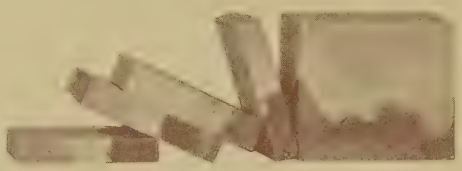
8 West Broadway New York

~ IMITATION ~
ICE-CREAM

Most Inexpensive and Effective

Window and Counter Display

Increases Ice Cream Sales Wherever Shown



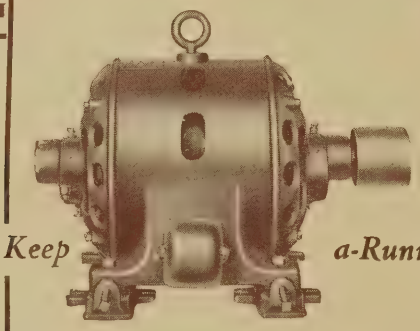
BRICKS CONES SLICES SUNDAES

Inserts for Cartons—Banana Splits—Cantaloupe or Pie A La Mode—Ice Cream Sodas in Glasses

Lifelike and Lasting

DO NOT CONFUSE THIS PATENTED PROCESS WITH WAX IMITATIONS

REPRODUCTIONS COMPANY
514 West 46th Street NEW YORK CITY



Low Starting Current Advantages

Because the starting current of all sizes of Century Automatic-start Induction Polyphase Motors does not exceed 245% of full load current, any approved single throw switch may be used for starting. Skilled attendants, special manual controls, compensators, or any other current-limiting devices are unnecessary—features which make this type of motor particularly desirable for automatic and remote control.

Another advantage in low starting current lies in the fact that the regular operating fuses are in most cases large enough to effect a start. In the few isolated cases where slightly heavier fuses are necessary, they are always small enough to give the motor ample overload protection.

Century Automatic-start Induction Polyphase Motors are especially desirable wherever a motor is called upon to develop a heavy starting torque with a definitely limited current. They are widely used for operating refrigerating machines, plunger pumps, compressors, conveyors, extractors, crushers, mixers, high-speed machinery and similar apparatus.

Built in all standard sizes from ½ to 60 h.p.—temperature rise not more than 40 deg. Centigrade.

SEND FOR BULLETIN NO. 28

Bulletin No. 28 outlines clearly the reason for Century Automatic-start Induction Polyphase Motor superiorities. Send for your copy.

CENTURY ELECTRIC COMPANY, 1827 Pine Street, St. Louis, Mo.
29 stock points in the United States and more than 50 outside thereof.

½ to 60 H. P. Century MOTORS ½ to 60 H. P.

knowledge available on the ice cream industry is "comparatively limited." The manufacturers may be able to render a service by assisting their experiment stations in securing equipment and facilities by which the research workers may be enabled to solve some of the problems which are of immediate importance to the industry. Then he turned his vocal guns to the defense of quality:

"In the manufacture of ice cream the quality problem is of great importance, for, although we consider ice cream to be one of our staple food products, yet, unless quality of a high standard is manufactured people will use their money for something else, as the young people who are our best consumers of ice cream give more attention to what pleases their taste than to the food value of the product. A certain retail dealer in Iowa has greatly increased his business by installing an iceless cabinet; he is now able to carry fancy as well as plain ice cream and the consumers are willing to buy and pay a good price for any food product which is of high quality. In judging ice cream the consumer considers mainly flavor and texture, except for special functions when the color may play a most important part. The flavor requirement is easily met by the manufacturer if he will only use high grade material. The texture, on the other hand, presents a number of difficulties and it appears from what is known today about the science of ice cream making that the experimentalist will be able to render the greatest service in that field of research.

"In studying the texture of ice cream it should be understood, that in general, the mechanical structure is made up from air cells, fat globules, serum solids, ice crystals and solids foreign to milk, such as sugar, eggs, stabilizers, etc. The secret of securing a desirable texture is first solved after the operator has made a thorough study of the proper combination of solids to meet the demand of his customers.

"The successful manufacturer is watching his overrun very closely for his profit is to come from the overrun. We are often inclined to consider overrun as a source of revenue when the real significance thereof is something entirely different. If an attempt were made to manufacture an ice cream without any appreciable swell, the resulting product would be unpalatable, as the texture would be extremely coarse."

600 MILLION GALLONS OF ICE CREAM.

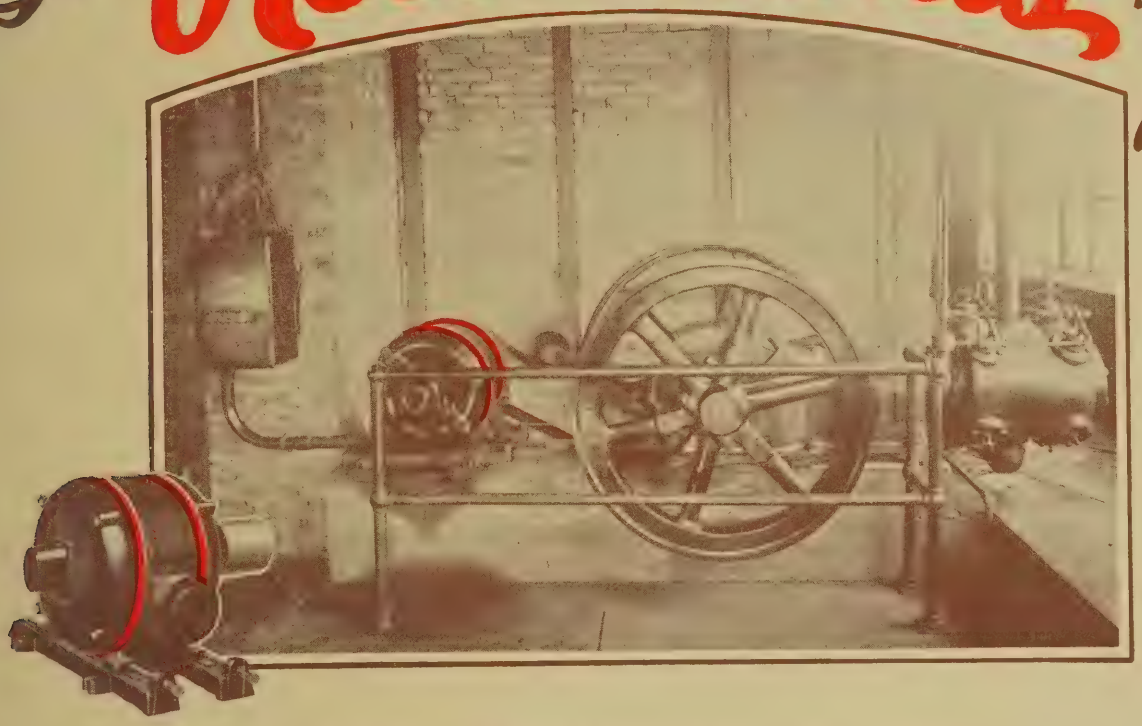
If there is any product in the world that would seem to lend itself less readily than other products to increased consumption, we might think it would be sauerkraut. The secretary of this association at Clyde, O., gave me these figures.

In 1918, 1919, 1920 and 1921 their sales were 100 per cent. In 1922 they began the campaign which you are all familiar with, and you probably laughed about it. I know I did. They are laughing now, incidentally. That campaign told us about Mrs. Brown calling up the doctor, you know, and she thanked him for telling Jim to eat sauerkraut three times a week, because since Jim had been eating the kraut and had gotten the lactic acid or the acetic acid in his system he was a better man. And their sales have gone up 275 per cent over those two years.

If we had done as well as an industry, with our product, we would have sold in that period an additional—get the force of it, gentlemen—an additional 595,000,000 gallons of ice cream.—From national convention address by Frank W. Gentleman.

PRINTING
Anything from a Card to a Catalog
The Olsen Publishing Co.
Fifth and Cherry Sts. Milwaukee, Wis.

Give Red Bands your hard jobs



"As Reliable as the Corner-Stone of our Plant"

Says N. H. Motsinger, Works Manager of The Cushman Company, Inc., Champaign, Ill., "We have in operation several Howell red band motors ranging from 25 H. P. to 5 H. P. in size. Most of these have been in service five years and during this period there was seven months when they were running twenty-two hours per day. We do not know what motor troubles are as, aside from an occasional cleaning of the rotors these motors have been as reliable as the corner-stone of our plant."

Howell Red Band Motors are made in all types and sizes from ½ H. P. to 100 H. P. Sales and Service blankets the nation. Catalog on request.

Howell Electric Motors Company
Howell, Michigan (58)

Howell RED BAND ELECTRIC Motors

Make Good On The Hard Jobs

Cone Attracts People on the Fly

It is Through the Aid of the Ice Cream Cone that We Can Step Up to the Speed of Our Prospective Customers in this Age of Speed

THIS is a faster age; the customer wants to get his on the fly—in again, out again and gone again, so to speak. That's the kind of service he wants to get when he buys ice cream at times, though most of us like to linger once in a while over the old-fashioned way of nibbling it out of the dish.

But we've got to step up to the public's speed. The soft drink and candy people are far ahead of us; it doesn't take long to put out a nickel drink of pop or a bar of candy and let the customer drop his change on the counter and be off again. It makes no difference where he is going; we're always going somewhere now-a-days and are in a hurry to get there, though it may not mean so powerful much whether we get there so soon or not.

Probably the auto is responsible, and probably various other things contribute to this mania for speed, but regardless of the cause, the fact remains that we must deal with men, women and children today on the same plane that they live—with action.

It is not difficult to interest the dealers in the ice cream cone; the dealer is in a hurry himself. One of the reasons why he doesn't push ice cream sales more is it takes so much time and trouble to scoop it up, dish it out, serve it—and then bother with the washing up after the customer is gone.

THE man in the auto will stop oftener for ice cream when he is given to understand how quickly and simply he can be served with the cone. What he likes about it is, he doesn't have to wait until the ladies in the back seat have finished theirs so they can return the dishes; they can just take their cones from the service boy, pay off, step on the gas and be right off again to wherever they are going—eating ice cream as they travel.

* * *

The big thing in the ice cream industry is to make ice cream easy to buy. That's the simple synopsis of the situation we face. Of course, we must have a quality product to make the customer want to eat ice cream in the first place, but given the quality product he will eat much more of it if it is made more convenient for him to get it when he wants it.

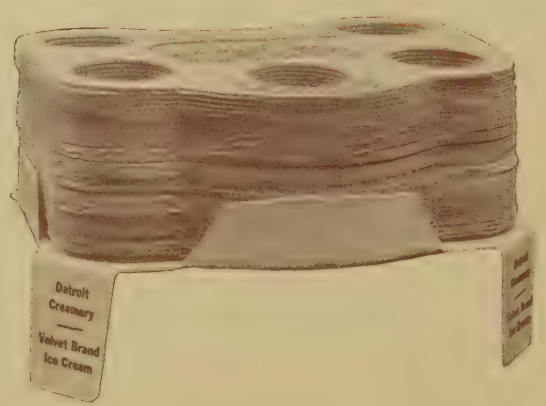
The ice cream cone serves an extremely useful purpose toward making our product easier to buy.

* * *

The ice cream cone is a natural ice cream affinity; it "teams up" with our product. Some of us think of it as a pastry, a piece of cake or a certain kind of confection. The truth of the matter is, it is a dairy product, made from wholesome milk, and being extremely

(Continued on page 114)

"Survitors" Sell More Ice Cream



Use this effective, economical and useful means of paving the way to greater ice cream sales by furnishing your dealers with cone survitors. Over 5 million used by ice cream manufacturers last season.

Have you received our revised 1925 Price List on

Washburn's
The ICE CREAM IMPROVER
VANILLA CONCENTRATE
CHOCOLATE CONCENTRATE

THE DAIGGER CORPORATION
MANUFACTURERS
WASHBURN'S PRODUCTS
215 West Schiller Street
CHICAGO



One Pinch of Salt

will spoil the ice cream—and so will an inferior cone.

You can't afford to handicap **your** cream and **your** business; competition is keen enough when everything is equal.

Follow the judgment of the big fellows—pay a little more for Cremo's—you, like they, will find it a business-building investment.

CONSOLIDATED WAFER CO.

2628 Shields Avenue
CHICAGO - ILLINOIS

515 Kent Ave.
BROOKLYN

2426 S. Harwood St.
DALLAS, TEX.

The largest manufacturers of Ice Cream Cones in the world.

CREMO CONES
are the best



Anyone can use flour as fine, milk, sugar and vanilla as good — and use as much of them—but no one has the twenty-three years experience and the modern automatic machinery that enables the Consolidated Wafer Company to produce Cremo Cones. More of them are made then any other cone in the world.

CONSOLIDATED WAFER CO.

The largest manufacturers of Ice Cream Cones in the world.

2628 Shields Avenue
CHICAGO - ILLINOIS

515 Kent Ave.
BROOKLYN

2426 S. Harwood St.
DALLAS, TEX.

DIXIE MAIL BAG

ARKANSAN BOOSTS THE REVIEW.

Little Rock, Ark., March 9, 1925.

The Olsen Publishing Co.,
5th & Cherry Sts.,
Milwaukee, Wis.

Gentlemen:

I am just in receipt of your favor of March 3rd, and appreciate very much your promptness in sending me another copy of the February Ice Cream Review. We feel sure that we will get The Ice Cream Review regularly now. We probably were in a hurry on account of some nice reports we had from some of the traveling salesmen of the contents of this issue.

The writer was in El Paso, Tex., a few days ago and in conference with Mr. Miller of the Velvet Ice Cream Company and told him what a wonderful ice cream publication you were getting out and suggested that he subscribe for it. If you have not heard from him by now you probably could enter his subscription if you would only write him.

I believe all the ice cream manufacturers in Little Rock are subscribers to The Ice Cream Review, but I will investigate and if I find some that are not will be glad to get them to subscribe.

Thanking you again for your promptness in getting The Review to us, we remain

Yours truly,
TERRY DAIRY COMPANY,
By Will Terry, Pres.

CUMBERLAND MANUFACTURERS MEET.

The Cumberland Ice Cream Manufacturers' Association, which embraces the ice cream manufacturers interested in southeastern Kentucky and is a subsidiary organization of the Dairy Products Association of Kentucky, met at London, Ky., Friday afternoon and evening, February 27, with W. N. Scoville of the London Ice and Ice Cream Company acting as chairman and host.

There was a full representative attendance from the ice cream plants at Middlesboro, Pineville, Barbourville, Corbin, Jellico, Harlan and London. The meeting convened in the London Hotel where a special dinner was served at 7 p. m.

Prior to the business session, J. O. Barkman, dairy manufacturers' specialist of the College of Agriculture, talked on the subject of furnishing the college with a monthly report on the gallonage of ice cream made or sold in Kentucky. Dr. A. W. Homberger, head of the chemistry department of the University of Louisville and a fellow of the Royal Society of Arts of England, was to have addressed the members on the nutritive advantages of ice cream but previous engagements prevented his being present, at the last minute.

The next meeting will be held in Harlan, about the middle of April, the exact date to be determined later.

As I grow older I come more and more to realize that we are losing a lot of the joy that we could have in living, when we do not express ourselves when we are pleased with the same readiness, that too often times we hasten to show when we are displeased.—Jacob B. Jones, Bridgeton, N. J.

Good NEWS for Users of Natural VANILLA

IF PURE vanilla has played a part in building a reputation for your ice cream, the inflated condition of the vanilla bean market presents a trying problem. To continue to use pure vanilla means an unwarranted increase in production cost. To switch to something altogether different is a move any foresighted manufacturer wisely hesitates to make. For these reasons we have designed and now offer a flavor that duplicates to a remarkable degree the delicate and fragrance of natural vanilla.

VAN VOGUE

makes no pretense of being a natural vanilla. It is, however, strikingly like vanilla and can be used to excellent effect to tide over the present condition.

Use it alone or blend to taste with pure vanilla. Trial gallon $6.00. Try it; you'll like it.

FOOTE & JENKS
INCORPORATED
Expert Flavor Specialists
JACKSON, MICHIGAN

A Splendid New Item for those who prefer a concentrate

VANIM

A concentrate (¼ oz. to 10 gallons finished cream) with more pronounced flavor than VAN VOGUE. Rich and smooth in taste—convenient and practical in use—very economical.

Ready for immediate shipment in any quantities. Try it.

Test pint..... $.4.00
Gallon $25.00

Iceless Cabinets—What and Why?

Virtually Every Angle—Advantages and Disadvantages—Brought Out in Sweeping Survey—Contracts used in Many States Presented for Study—Refrigerated Soda Fountains are Liked

Pro and Con

PROPER conditions are necessary for iceless cabinets to be of full benefit to the industry, it is made plain by a sweeping survey of the situation covering every state in the Union and Canada, conducted through the secretaries of the different ice cream associations and now announced in The Ice Cream Review for the first time.

While the organized industry is much opposed to the purchasing of the iceless cabinet by manufacturers, particularly to buying it outright, it seems to be the general consensus of opinion that the most important thing in connection with these cabinets is that a perfect understanding be developed in each territory into which they are introduced, regardless of the general plan of handling the purchases. Some manufacturers believe in holding off for the perfection of refrigerated fountains.

Searching inquiry into this matter has been made in virtually all parts of the country by committees appointed at past conventions of ice cream manufacturers. In many Northwestern states the plan of the Minnesota ice cream manufacturers has met with much favor. This is pretty much the same policy laid down in New England. It provides for the ice cream manufacturers, in consideration of rents, and other points, to install cabinets and lease them to customers for a period of three years, to maintain the cabinet in repair and working order for a period of one year, except where repairs are made necessary by negligence on the part of the customer, and the customer agreeing to pay all plumbing, electric wiring, freight, cartage, labor and other charges necessary to installation, giving the manufacturer access to the store to inspect the cabinet at all times.

THE Ice Cream Review's almost complete investigation into this matter is made possible by the cooperation of T. C. Reed, chairman of the committee on refrigerated cabinets appointed by the North Carolina Ice Cream Manufacturers' Association, which body went very thoroughly into this subject at its convention in January. Mr. Reed reported at this convention results of a canvass he had conducted on iceless cabinets among the different ice cream associations.

New England ice cream manufacturers have gone very slowly into this matter, this association's committee recommending that not more than ten cents be allowed to dealers in ice cream for cabinets. Although some New England manufacturers have their own contracts, the association has adopted one of its own, from which the one recommended by the Minnesota committee seems to have been adopted.

Two meetings have been held to study iceless cabinets. Discussions at one of these meetings are reviewed by Prof. H. F. Judkins as follows in picking out the advantages and disadvantages of iceless cabinets:

Advantages of cabinets.

1. Does away with disagreeable handling of ice and salt.

2. Much neater in store than ice and salt cabinet.

3. Ice cream kept in much better shape.

4. Manufacturer can do same business with less trucks and do it somewhat more cheaply.

5. More servings per five gallon can.

Methods of introducing cabinets.

Dealers buy their own cabinets. Majority of ice cream manufacturers think this is the best method.

Ice cream manufacturers buy the cabinets and put them out as they do the ice and salt cabinets.

Disadvantages were listed as follows:

1. First cost (about $500 per cabinet) is tremendous.

2. Dealer will not be as careful of cabinet as if he owned it himsef.

3. Hard to move them from place to place.

4. Rapid depreciation.

5. Difficult to place used cabinets if customer leaves you. Competitor may offer prospective customers new cabinet as inducement.

6. Something new. In short time prices are sure to be less and many improvements are probable.

7. May result in bad trade practices. Some ice cream manufacturers have offered a cabinet as an inducement to get a competitor's customer before first offering cabinets to their own customers.

One proposition was for the ice cream manufacturers to buy cabinets

NO CUSTOMER WANTS TO BUY CABINET.

(From National convention address by W. E. Hoffman.)

We have in operation 227 cabinets in our several plants. Our business covers five plants and they are all in small towns and a good deal of it is country trade. Our first intention, when we put in iceless cabinets, was to use them only in the country, but, like so many more of us, our competitors commenced to put them in the city and we did so, too. Now, we find the saving to be considerable. We are not prepared to give you exact figures, as some can do, because we haven't been operating them a year yet. Our first installation was on the 23rd of February, 1924, and we have kept on putting them in as fast as we could get our customers to allow us to do so. In some cases we have to coax them to let us put them in. They fear that there may be some advantage to us, and they don't care about letting us have that advantage if they can help it.

We put them in without any charge to our customers on the regular delivery route. We don't make any alterations to their building or anything like that; they have to prepare the space for the cabinet. But then we hitch it up at our expense. That applies to all customers on our delivery routes that are selling 1,000 gallons or more per calendar year. If we think he is not going to sell that much, or if he hasn't been, we put him on a contract and he pays two dollars per week rental. If he should exceed 1,000 gallons in a year, we agree to refund that to him.

Shipping customers that we pay the express on their ice cream, they pay the two dollars per week—and I say per week because we have it each week, so they don't carry it through the season, two dollars each week. And they get no refund, because in our case it costs us approximately twenty cents a gallon to ship that fellow ice cream, and he had to furnish his ice anyhow. But without any exceptions they are glad to pay it.

We had one case where the customer objected to paying it and she said, "Well, I will pay my own express if you will put the cabinet in." It was a little out of our line, but in order to please an old customer we put it in for her, and we instructed our bookkeeper not to charge her over $104.00 per year. At the end of four weeks she asked to have another contract. "Or else," she said, "I will have to quit selling ice cream." She said, "I paid between seven and eight dollars last week in express." So we were not long in convincing her that she would better pay the rent and let us pay the express. But the other fellows, our other dealers, we have some selling as much as 4,000 gallons that we ship to, but they pay the two dollars.

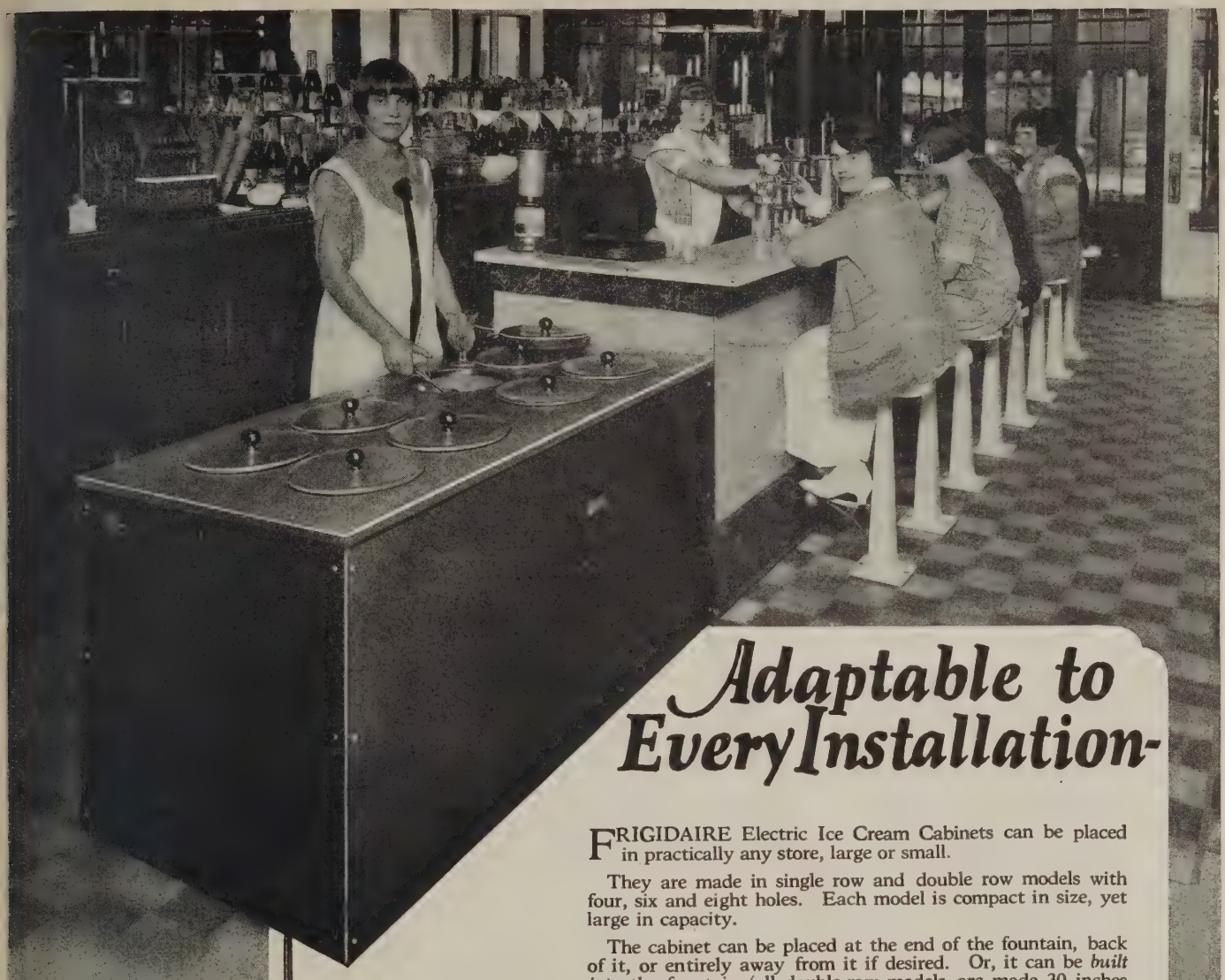
I don't believe in giving your customers a different price, that is, say ten cents a gallon less if they buy a machine. We own all the machines. We have in no case found a customer who wanted to buy a machine. If there is any saving, we prefer to make it ourselves. We are like Mr. Wilson in that respect.

If there are any questions, I will be glad to answer them if I can.

QUESTION: What is your price?

MR. HOFFMAN: One dollar thirty cents a gallon.

QUESTION: You deliver?



Adaptable to Every Installation-

FRIGIDAIRE Electric Ice Cream Cabinets can be placed in practically any store, large or small.

They are made in single row and double row models with four, six and eight holes. Each model is compact in size, yet large in capacity.

The cabinet can be placed at the end of the fountain, back of it, or entirely away from it if desired. Or, it can be *built into* the fountain (all double-row models are made 30 inches wide for this purpose).

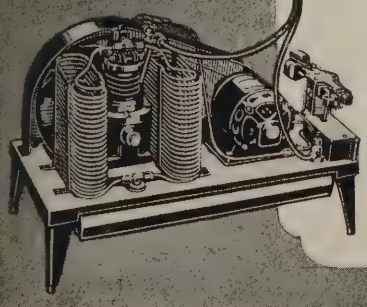
Frigidaire cabinets are equipped with either *water-cooled* or *air-cooled* compressors, to meet any service conditions. The water-cooled compressor may be installed with the cabinet in an added enclosed section. Both water-cooled and air-cooled compressors may be installed in another room on the same floor or in the basement.

The Frigidaire cabinet is quiet in operation and highly efficient. It saves salt and ice expense, saves time, trouble and annoyance, prevents shrinkage and waste—makes money for both the manufacturer and retailer of ice cream. It is a product of General Motors Corporation—backed by a nation-wide sales and service organization of over 2,500 representatives.

Write today for the complete Frigidaire story.

DELCO-LIGHT COMPANY
Subsidiary of General Motors Corporation
Dept. J-12 Dayton, Ohio

Makers of Delco-Light Farm Electric Plants, Electric Pumps, Electric Washing Machines and Frigidaire Electric Refrigeration



PRODUCT OF GENERAL MOTORS

Frigidaire

ELECTRIC ICE CREAM CABINETS

and sell them to dealers. The advantages of this plan were set forth as follows:

1. Dealers get cabinets more cheaply as ice cream manufacturers can buy them cheaper in quantities. The cabinet manufacturers greatly prefer ice cream manufacturers buying cabinets themselves and installing them on old plan or to sell them to dealers, as it means more cabinets sold with a low selling expense. Chances of losses due to bad credit less than if selling to a number of small dealers.

As for the disadvantages—

1. Manufacturer may buy more cabinets than he can sell.
2. Results in bad trade practices such as giving a variety of discounts and prices, especially to get competitor's customer.
3. Operation, costs, etc.

Service costs first year or two are small. So new, not much known what may happen after this.

Cabinet manufacturers usually furnish service first year.

Probably best plan for ice cream manufacturers to furnish service to cabinets no matter who owns them.

Dealers pay their own water and power costs. They are then less wasteful.

Detroit Creamery Co. found delivery cost of ice cream using cabinet varied from 3.6c for a 4,000 gallon per year customer to 36c for a 400 gallon customer. They figured

Cost of cabinet.....	$426.00
Interest	25.50
Depreciation (20%)..	85.00
Service	35.00
Total.....	$145.50

Most cabinets run to hold ice cream at about 10 F. Thought to be best temperature.

Compressor runs on average of 8 hours in 24.

The professor summed up his conclusion and forecast probable future practices as follows:

1. The refrigerator cabinet is here to stay.
2. Rapid improvement and lessening costs are likely.
3. Soda fountains are likely to install refrigerating outfits that will both cool the fountain and keep ice cream hard.
4. It is doubtful if any group of manufacturers in a given territory will all stick together and adopt a certain uniform system of introducing the cabinets. It would be easier for ice cream manufacturers if dealers would buy own cabinets.
5. Because of (4) most ice cream manufacturers are taking the attitude that they will not buy cabinets either to sell or to loan to dealers unless forced to do so by a competitor. That there will be much of this "forcing" seems evident.

The New England association contract follows:

CONTRACT.

(When manufacturer owns cabinet.)

This agreement made this..... day of.....by and between ..... of ....., in the county of.....and state of....., hereinafter called owner, and ....., ..., in the county of.....and the state of....., hereinafter called customer.

Said owner hereby agrees to install one .....ice cream cabinet hereinafter called cabinet in the store or place of business of said customer.

The customer agrees to provide the electricity and water connections to the point of installation of the equipment, at his own expense and to provide a space..... by.....by.....for a.....hole cabinet. The owner agrees to keep the said equipment in repair and in good operating condition except where repairs are made necessary by the negligence of the customer or his employees, when the repairs shall be made by the customer.

Said customer hereby agrees to hold said owner harmless from any loss, cost or damages, by reason of leakage or alterations made necessary to install said cabinet, or for any other cause or reason due to the installation and use of said cabinet.

It is hereby mutually agreed and understood that said cabinet shall be used for the express storage of the ice cream sold by said owner, and shall not be used for any other purposes whatsoever.

It is hereby mutually understood and agreed that this agreement can be terminated by a written notice of two weeks from said owner to said customer, or by a written notice of two weeks from said customer to said owner. Said owner shall have the right to enter the premises of said customer for the purpose of examination of said cabinet, to repair said cabinet, and to remove said cabinet, without being liable for damages for so doing.

It is hereby expressly understood and agreed that said cabinet shall be the sole property of said owner, and shall remain the property of said owner and shall not become the property of said customer, or his heirs, assigns, or any other person.

Witness our hands and seals this..... day of....., 19....

Owner .....

Customer .....

CONTRACT.

(When customer owns cabinet.)

Where the customer has purchased and installed a mechanically refrigerated ice cream cabinet at his own expense, it is recommended by the committee that a rebate not to exceed 10 cents a gallon be granted such customer, provided no ice or salt whatsoever is furnished.

Where shipping customer, who had not previously been serviced by the manufacturer, desires to have a mechanically refrigerated cabinet installed, it is recommended that the conditions regarding installation set forth in uniform contract be adhered to and that a minimum charge of 10 cents a gallon in addition to the manufacturer's established price be assessed.

UNFAIR PRACTICE.

The committee feels that it should be considered an unfair practice for an ice cream manufacturer to solicit business from other manufacturers' customers, using as an inducement the installation of a mechanically refrigerated cabinet where his own customers have not previously been offered this type cabinet.

A REPORT submitted to the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey sets forth the views of that association's committee as believing that there is no reason why cabinets should not be owned by either dealer or manufacturer. This report follows:

Your committee can see no reason why cabinets should not be owned by either dealer or manufacturer.

When the dealer purchases such mechanically refrigerated or iceless cabinets your committee feels that an allowance in price of ice cream not exceeding 10 cents a gallon in lieu of ice and salt service would be fair and reasonable.

Where a refrigerated cabinet is placed

MR. HOFFMAN: Yes.

MR. ROSZELL: I don't want to take up much time, but we couldn't hear back here very well. I understood Mr. Hoffman to say they had an installation of about 227 cabinets. Is that correct?

MR. HOFFMAN: Yes.

MR. ROSZELL: Did you also say your average sales would run 1,000 gallons?

MR. HOFFMAN: We don't put them in for a customer selling less than that, without we charge them a rental. I don't think we have half a dozen who sell less than 1,000 gallons.

MR. ROSZELL: You charge the rental for the customers under 1,000 gallons?

MR. HOFFMAN: Yes.

SHOULD BE HANDLED WITHOUT COERCION.

(From convention address by a representative of an iceless cabinet firm.)

The substitution of the iceless cabinet for the old style method of salt and ice should be accomplished without coercion of the slightest kind. The cabinet manufacturer should meet the ice cream manufacturer on a common sense ground and handle the cabinet situation as the ice cream manufacturer desires it to be handled in his particular territory. In other words, the cabinet manufacturer should be willing to play ball with the ice cream manufacturers. Any other method of handling this situation will be detrimental to both. Without the ice cream manufacturer's good will the cabinet manufacturer is bound to suffer. Without the willingness of the cabinet manufacturer to meet the ice cream manufacturer on a common sense ground and treat the subject of cabinets in a businesslike and conservative manner, a great deal of confusion, and sometimes hard feeling, may result.

DEALERS SHOULD PAY FOR CABINETS.

(From Illinois convention remarks by Ed. Klinenberg.)

As I see it, many cabinets are being put out today and these gentlemen will say, "I sold the cabinet," but after we get the correct information, we find out that the cabinet has been given to him in some way or another. I have not found one case where the ice cream buyer has put down his cash money for the cabinet.

I think it is time for us gentlemen to keep some money in our pockets, to go on a business basis and try and clean up the situation and see if we cannot find a solution to this problem.

Some fellows tell the dealers they will save from ten cents up to fifty cents a gallon on their ice cream by using these cabinets. I talked to one gentleman who bought a couple of these cabinets and he told me frankly that he'd be glad to get rid of these cabinets if he could and he'd rather serve the ice again just like he used to. I don't think one of you can show me a profit today that you saved on these cabinets if you serve them; if so, I'd like to get the information because I am as much interested as anyone.

I said before that I was in favor of these cabinets if we could put one in every stop that we have if the customer would be willing to buy the cabinet the same as he buys his other machines. We would get customers through the machine.

If he bought the machine himself, he wouldn't be calling us up at 11 o'clock at night to tell us that the machine is not working and if we don't give him service right away, or if we go there the next morning with some excuse why we can't fix it, tell us to take it out and he'll take somebody else's ice cream.





Business Jumps from 500 Quarts to 5,000

Here's how a New York dairy increased its ice cream sales 900%:

"By using Sealright Containers we reduced the price of ice cream to the consumer 20 cents per quart, and where we used to sell 300 to 500 quarts we are now selling 5,000 quarts in Sealright Containers at the reduced price to the consumer and we are making about the same amount of profit. We are in hopes of getting away from cans entirely. We believe it will not be long until all ice cream will be sold in sanitary paper containers, like Sealrights."
(Name furnished on request.)

Many other ice cream manufacturers have written us that Sealrights are big money-makers for them. Why not get in the same money-making class with these other alert manufacturers by using Sealrights—100% leak-proof and crush-proof.

The illustrations at the right show how Sealrights are used and why there are no other containers like them. Sealrights are nationally advertised in the Saturday Evening Post. Send coupon today for samples and full particulars.

SEALRIGHT CO., INC. DEPT. BB-4 FULTON, N. Y.

Also Makers of Sealright Pouring-Pull and Regular Flat Milk Bottle Caps

Sealright
Liquid-Tight
Paper Containers



1.

To remove ice cream, hold Container under cold water spigot for a few seconds.

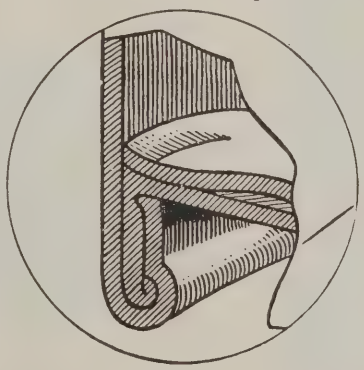
2.

Remove cover, press evenly on bottom of Container with thumbs.

3.

Cut in attractive, round slices.

"Here's Why"



Sealright Containers are absolutely 100% leak-proof. Double bottom, reinforced crimped-in flange and patented "inner seal" are exclusive Sealright features.

SEALRIGHT CO., INC.,
DEPARTMENT BB-4 FULTON, N. Y.

Please send me Sealright Container samples and full information. I, too, want to increase my profits.

Name.....

Address.....

City.....State.....

The Nizer Corporation

is the largest maker of iceless cabinets;

it is independent of all others;

it has basic U. S. and foreign patents;

it has great financial resources;

it was the pioneer and is the leader;

it is three years ahead in experience;

it has produced twice as many units

as all others combined.

Start right, stay right—buy Nizers.



NIZER

Reg. U. S. Patent Office

Automatic Electric Ice Cream Cabinets

Made in 4, 6, 8, 10 and 12-hole sizes—water or air-cooled—single or double row—self-contained or remote.

Nizer Corp.: Detroit, New York, Atlanta, Chicago, St. Louis, San Francisco
A. P. McLendon, Waco, Texas. Linde Canadian Refrigeration Co., Montreal

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The demand for
Nizer Iceless Ice Cream Cabinets
is three [3] times as great
as a year ago—a reflection of
the general belief in the trade
that Nizer Cabinets are supreme
in operating economy,
in reliability, in simplicity and
in adaptability to retailers' needs.
1925 is a Nizer year.



NIZER

Reg. U. S. Patent Office

Automatic Electric Ice Cream Cabinets

Made in 4, 6, 8, 10 and 12-hole sizes—water or air-cooled—single or double row—self-contained or remote.

Nizer Corp.: Detroit, New York, Atlanta, Chicago, St. Louis, San Francisco
A. P. McLendon, Waco, Texas. Linde Canadian Refrigeration Co., Montreal

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

with a dealer who does not own the property we recommend that a landlord's release be taken.

That there be no reduction in price of ice cream if manufacturer install refrigerated cabinets without charge to dealer and maintain service on cabinet.

That manufacturers do not pay for water or current, but shall pay for fire insurance on this cabinet and also liability insurance in case of injury to person or property, caused by such cabinet, if property of manufacturer.

We recommend that where the dealer purchases his own cabinet that manufacturers do not endorse nor give financial assistance in securing such cabinet for purpose of getting his business.

Where the installation of mechanically refrigerated or iceless cabinets are being considered by a manufacturer, we recommend that he first take it up with his competitor in that particular section and endeavor to secure a mutual understanding to the best advantage of manufacturer and dealer concerned.

We consider the use of iceless cabinets as an inducement for a competitor's customer to change over a distinctly unfair trade practice and cannot too strongly recommend co-operation between competitors in connection with the distribution and installation of these cabinets.

We advise that no iceless cabinets be installed where competitor's iceless cabinet is already in service.

Respectfully submitted,

J. W. NEUMAN, Chairman,
H. N. FORRY,
THOMAS HALL,
W. E. MYERS.

Section No. 1 was amended to read:—Your committee does not encourage the installation of ice cream cabinets by the dealers, but feel that the cabinets should be owned and installed by the manufacturers.

THE uniform contract recommended by the North Carolina Ice Cream Manufacturers' Association committee, of which T. C. Reed is chairman, for country and city use, has been submitted to the association as follows:

AGREEMENT.

The following agreement is entered into by and between the..... chartered and doing business under the laws of the ....., hereinafter called the Manufacturer, and ..... of ....., hereinafter called the Dealer.

The Manufacturer has been, and is, engaged in the business of manufacturing ice creams, sherbets, and other frozen ices and edibles, for which business it has advertised extensively, and has built up trade marks, trade names, and a certain defined good will, all of which is dependent upon the distribution and merchandising to the general public of this city and adjacent counties and communities, thereto, of its products by and through the medium of merchants and other vendors, who retail said ice cream, sherbets, etc.

And the said Manufacturer has the right to sell, distribute or use, in the territory in which the Dealer is operating, certain equipment for the purpose of temporarily storing and distributing therefrom for sale, and for preserving them in a proper condition during said storage prior to distribution from said cabinets, the particular wares manufactured by it, and which particular equipment is distinctively and peculiarly adapted for this purpose, and which particular equipment if further identified as.....Mechanically Refrigerated Cabinets, and which cabinets, the Dealer desires to use and the Manufacturer would only consent to being used by merchants and other vendors for the sole purpose of storing and handling the products of the Manufacturer; and the Dealer, who is engaged in buying and retail selling of ice cream in..... desiring to procure and secure the use of .....Mechanically Refrigerated Cabinets, adaptable for and suitable for its usage, contracts with the Manufacturer that the said manufacturer shall lend to the said Dealer one..... Mechanically Refrigerated Cabinet ..... size, which the Manufacturer is to install and maintain at its expense, and which the Dealer is to supply the electric current and water used, together with proper and reasonable upkeep at its expense; and the said loan is to extend for a minimum of three years subject to the following conditions, terms and agreements:

(a) The Dealer shall pay to the Manufacturer the sum of $100.00 which is the agreed cost of installation.

(b) That during the period of said three or more years, the Dealer will buy from the Manufacturer and distribute solely its wares from said cabinet, except in the event that the Manufacturer is unable to supply the Dealer at any time or times, then the Dealer shall be permitted to store in and sell from said cabinets the wares of such other party or parties as the Dealer might purchase from, but with the understanding that this license is only granted during the time that the Manufacturer is unable to so supply the Dealer either in whole or in part.

(c) It is agreed between the parties, hereto, that a basis on which this entire agreement is made is that the Dealer shall purchase from the Manufacturer during the life of this agreement not less than .....gallons per year of ice cream and should the Dealer fail to purchase that amount or more, he shall pay to the Manufacturer the sum of 10c per gallon of the above required amount not sold, as a rental.

(d) The Manufacturer is to sell to the Dealer during the term of this contract for the purpose of temporarily storing and distributing from said cabinet sufficient merchandise to supply the trade demands of the Dealer, subject to the conditions imposed in paragraph (b), with the understanding that the Manufacturer will not be responsible in damages for any failure to so supply the Dealer, either in part or times in whole, by reason of any causes whatsoever. The said Dealer is to pay the Manufacturer at his regular price and the payments to be made in the following manner: Terms:.....

.....

.....

(e) The Manufacturer, in accordance with this agreement, herewith lends and permits the Dealer to use one Mechanically Refrigerated Cabinet, ...size, which by no implication is to be construed to be the property of the Dealer, but remains the property of the Manufacturer, and the Dealer agrees that in the event it breaches any terms of this contract, including the payment of indebtedness, or any other terms or conditions hereinafter set forth, said Manufacturer may enter upon the premises of said Dealer and immediately remove said cabinet without legal process of any kind. The Dealer waives any damages liquidated or otherwise, that may be suffered in said removal as a part of the consideration of this contract.

(f) The Dealer is to properly keep up this said cabinet; shall keep same clean and in sanitary condition; shall keep the top polished and shall not unduly mistreat or expose said equipment so as to cause it to deteriorate, other than the usual wear, tear and usage. In the event of the failure to so do any or all of the conditions, the Dealer obligates itself to do in this paragraph, said failure shall be construed to be a breach, and the right of re-possession shall immediately vest in the Manufacturer, who shall likewise be vested with the right of re-possession in the event the Dealer should use said equipment at any place other than....., without the written consent of the Manufacturer.

(g) Failure to take advantage of one breach shall not be construed as the waiver of rights, the right herein given being a continuing one.

(h) In arriving at the price, which merchandise is to be furnished as set forth in paragraph (d), it is contemplated that shipments or deliveries will be made in containers which the Dealer agrees to return within two days of their receipt.

(i) In the event of the bankruptcy, either voluntary or involuntary, assign-

These things have been done, you know.

I could point out a good many other things that have come under my observation during the last 12 months. I only beg of you gentlemen that you consider this gravely before any of you put these cabinets in; see if we cannot get together with these manufacturers of ice machines to have them put out by the right method. We will be glad to help them in any way we can.

CABINETS SHOULD BE SOLD THROUGH ICE CREAM MANUFACTURER.

(From Illinois convention remarks by Lee Wilson.)

With 15c cost or rebate to the customer and assuming that 7c which seems to be the concensus of opinion and I am going to grant that that's right—although it isn't right and it's a long way from right—but I'm going to grant that it's right for the purpose of this illustration: There is 25 cents a gallon taken off of that customer's ice cream with the cabinet. With a thousand gallons, that means $250 per year.

I don't believe there's any business man who wouldn't invest $400, which is the cost of an eight-hole cabinet. Our average installation cost is approximately $25 to $30, which covers the bringing of the water line to the cabinet and the bringing of the electric line directly from the meter. The cost runs approximately $20 to $30. That would be the average. That makes an investment of $420 to $430 installation cost and a saving each year of $250.

Now we have some deductions. I am aware that there will be something to take off in the way of service charges. Our company has, I believe, 36 or 38 cabinets installed. I am not here to discuss the merits or demerits of the different makes of cabinets. That would't be policy for me to do. I have gone over the subject very thoroughly since the early days of the refrigerated cabinet, when it first bubbled forth a little over a year ago.

I had the misfortune, if you want to call it such, of representing the Michigan association at Dayton with Mr. Fisher and going over the subject there of the sale of the cabinet to the dealer. Mr. Grant also had a conference with several other ice cream manufacturers of Michigan and myself in an endeavor to conform their sales policy with ours. I will be frank in saying we were able to convince Mr. Grant that the logical solution of the sale of the cabinet was through the ice cream manufacturer, if he could be induced to see the light. I say "see the light" and I mean it in exactly that manner!

Just quoting from memory some few little figures in connection with our business, the figures of which I am now getting out, for a little analysis, I remember taking some stops where they had the old style soda fountain in. The old style soda fountain was almost impossible to keep the ice cream in a perfect condition or in a salable condition with one pack in 24 hours. That was our experience. I may be wrong. Maybe we did not know how to pack, maybe a weakness in our organization. But at any rate we found cabinets that were using seven and eight pails of ice twice a day. We were sending a truck to these stores twice a day to take care of them.

On account of the close proximity of our plant to the majority of our stores, it was cheaper for us to do that than it was to maintain large storage cabinets, and it was easier for the dealer because our drivers did all the work.

We made the analysis and figured our cost of ice at $5 a ton to our ice cream department. I realize that's high, and we make our own ice in a small plant suitable for the manufacture of the ice to take care of our individual needs under our

(Continued on page 82)

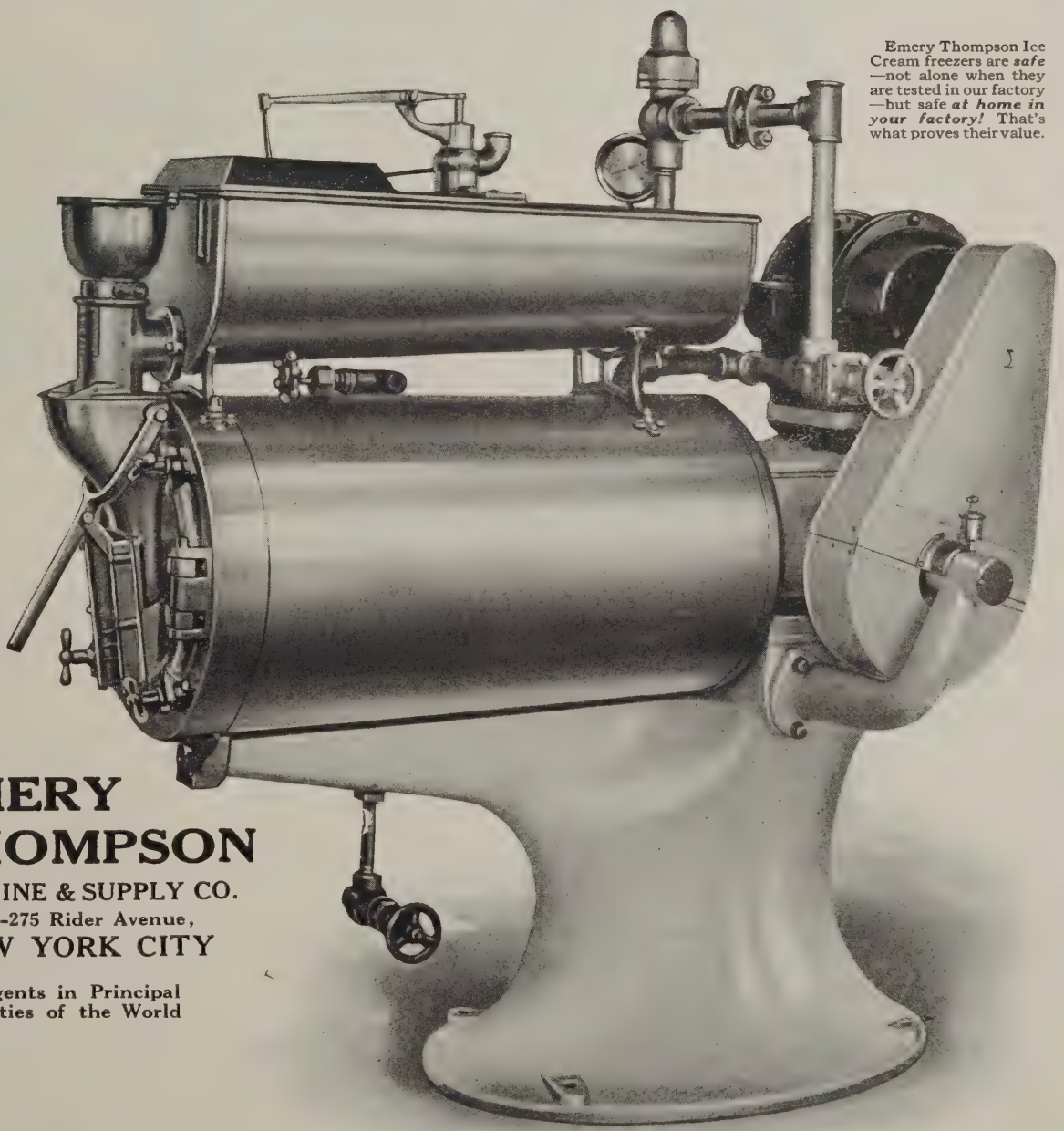
SAFE AT HOME!



THE reliable Emery Thompson line of ice cream freezers has been use in the most prosperous wholesale ice cream factories for so long a time that their value is proven without a doubt.

The Emery Thompson—whether you consider the Horizontal, the Vertical, or the Direct Expansion—is a **safe** machine to purchase and operate. It safeguards profits. It protects you against excessive labor cost. It assures you of satisfactory production and is your guarantee of a quality product. We believe that our catalog contains **reasons** that will interest you.

Emery Thompson Ice Cream freezers are ***safe*** —not alone when they are tested in our factory —but safe ***at home in your factory!*** That's what proves their value.

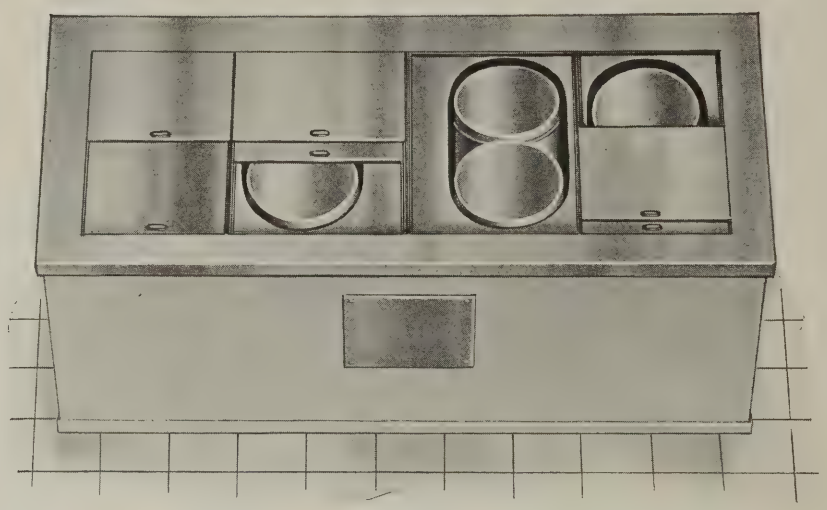


EMERY THOMPSON
MACHINE & SUPPLY CO.
271-275 Rider Avenue,
NEW YORK CITY

Agents in Principal Cities of the World

THE WALRUS CABINET

(Mechanically Refrigerated)



(Patented)

THE above illustration shows a "tilted" view of the No. 3, four compartment, Walrus Cabinet.

Each compartment in all three sizes of Walrus Cabinets is oval in shape and will accommodate two five-gallon packers of ice cream —one packer in front of the other.

There are two Sliding Lids over each oval compartment. The Sliding Lids are light in weight, but very sturdily constructed, and are easily and quickly shifted, as compared with the ordinary round, bulky, weighty and cumbersome type of lift-off lids.

Dispensing from the front or rear row of packers in the Walrus Cabinet is easy and most convenient. Compare the ease and labor saving of these Sliding Lids with that of lifting off a five or six pound bulky round lid several hundred times a day.

The Walrus Cabinet has a sturdy, strong body construction. The linings are of unusually heavy copper. The top and lids are made of heavy, pure, solid nickel silver. The Sliding Lids slide on nickel silver bars. The heavy copper lining is mounted on a flooring of artificial stone, which affords a substantial foundation and prevents punctures and breaks in the copper lining, which often occur in the ordinary type of cabinet when heavy packers of ice cream are carelessly dropped into the cabinet.

The facings on the Walrus Cabinet are not of heavy marble, that would "sweat," stain and break—or white glass, that would break easily—or enameled iron, that would chip and rust and can not be refinished. They are of aluminized Redwood, specially treated, and can be refinished, and thus renewed, easily, quickly, and at small expense.

The Walrus Cabinet conforms in height and width to the height and width of the standard Soda Fountain workboard.

Any one temperature desired may be generated and automatically maintained throughout one cabinet.

The Walrus Cabinet pays its cost with what it saves in labor, reducing to a minimum the loss in bulk of ice cream and preventing spoilage of perishable goods.

PRICES AND TERMS QUOTED UPON APPLICATION

THE WALRUS CABINET

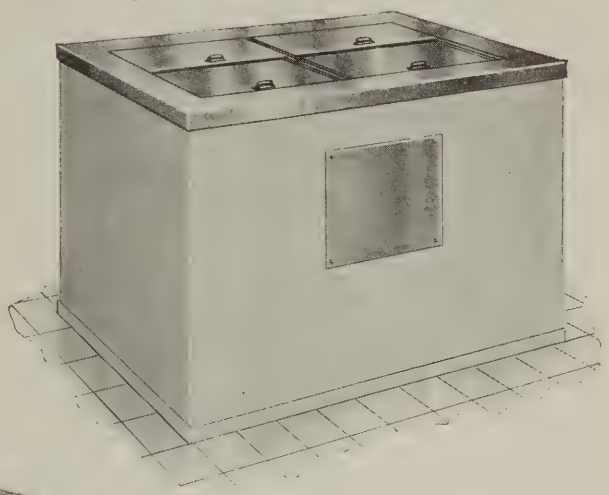
(Made in three sizes only)

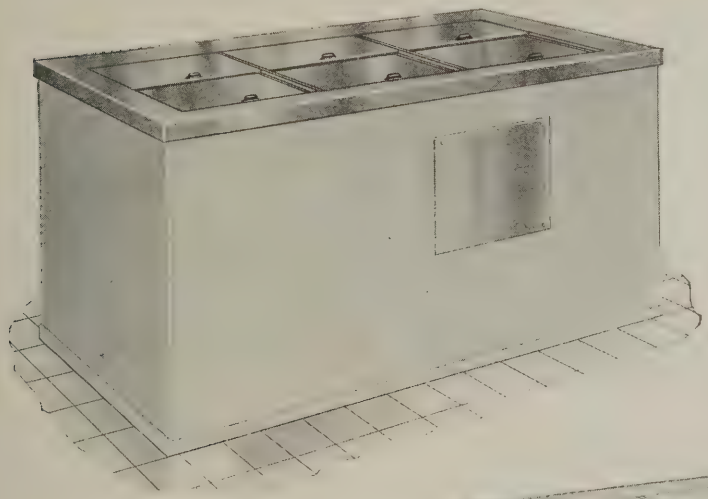
NO. 1 WALRUS CABINET

(Two Compartments)

39″ Long, 30¾″ Wide, 30″ High

Each Walrus Cabinet is equipped with a complete Frigidaire Mechanical Cold Storage or Refrigerating Plant. The Frigidaire equipment is put into operation and adjusted without additional charge, if the purchaser resides within a fifty mile radius of a Frigidaire Service Station. Also, six months' free service is included in the price of a Walrus Cabinet, under the same conditions. Frigidaire is guaranteed against all mechanical defects. Many thousands of Frigidaires are in use.





NO. 2 WALRUS CABINET

(Three Compartments)

52″ Long, 30¾″ Wide, 30″ High

Walrus Cabinets have many advantages in construction, convenience, durableness, appearance and efficiency. They eliminate entirely the use of ice and the labor and muss incident thereto. They function automatically and perfectly. They save perishable foods, prevent most of the shrinkage or loss of bulk in ice cream, are a protection to health and are not any more expensive to operate than the iced Cabinets.

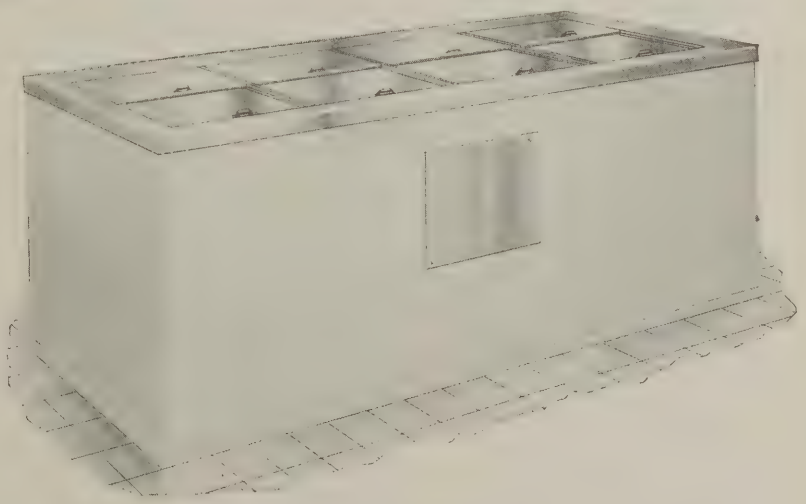
NO. 3 WALRUS CABINET

(Four Compartments)

65″ Long

30¾″ Wide

30″ High



Manufactured Only By

WALRUS MANUFACTURING COMPANY

DECATUR, ILLINOIS

Manufacturers of the World's Best Soda Fountain

THE WALRUS ELECTRICALLY REFRIGERATED SODA FOUNTAIN

OWN YOUR OWN CABINET

Renting a Cabinet means you are buying it for the other fellow.

ment or receivership of the Dealer, this contract shall immediately terminate and the Manufacutrer shall be entitled to repossess the Cabinet.

The period contemplated in this contract is a period of a minimum of three years from the date of its execution.

In witness of the understanding and agreements herein made, which are based upon good and valuable consideration received and acknowledged by each of the parties hereto, both of the parties have signed the instrument by and through the proper officials and representatives authorized to so make said contract for and on behalf of the respective parties.

This.....day of....., 192....

.....
Manufacturer.

.....
Dealer.

WHILE the Pacific Ice Cream Manufacturers' Association took no concerted action on this matter, Bert H. Walker, secretary of the association, has outlined some interesting views, as follows:

"As associations, there was no action taken, but it was the universal opinion (at the joint Pacific convention) that the iceless cabinet was not the answer to the problem in hand, but rather the refrigerated fountain. There were several kinds of both fountains and cabinets exhibited at the show, what business they did I don't know, but there were none of the men who favored furnishing dealers with cabinets for the purpose of inducing or holding trade.

"We had men who advocated putting in ammonia units for any customer who wanted them. We had one man who said any manufacturer who allowed his dealer to own either a refrigerated fountain or cabinet was digging his own grave. Others were willing to finance the dealer for a cabinet on a gallonage basis, or monthly payments. Others again who would not have anything to do with it and thought the dealer should own his own equipment."

IN ILLINOIS the ice cream manufacturers feel that inasmuch as the cabinets are part of the dealers' equipment, the dealer should properly make the purchase and pay for the power and water used in the operation of the cabinets, securing an allowance from the manufacturers for the ice and salt saved, according to N. Loewenstein, secretary of the Illinois association. A policy regarding the cabinet situation in that state was adopted by the Illinois association and was published in past issues of The Ice Cream Review.

Since that time there has been no material change in the attitude of the Illinois manufacturers, according to L. W. Roszell, who added:

"Manufacturers still feel that this equipment should be bought by the retailer and that manufacturers should not, under any consideration, make investments in this equipment, and least of all should they ever consider buying and placing this equipment as competitive advantage over other manufacturers.

"Manufacturers in this state are cooperating with the manufacturers of these cabinets in the sale of them to the retail trade. There is only one instance that I know of and that of a very small and inconsequent manufacturer purchasing any of these cabinets and placing them with dealers.

"We feel, out in this section of the country, that this equipment belongs in the classification of retail equipment and should be bought, paid for and owned by the retailer."

old system of packing and icing. Our reason for putting the price of the ice at $5 to our ice cream department is that we have an arrangement with the local ice company there that they take our surplus ice off our hands at $5.25 a ton on the platform, so we don't cheat the ice cream department any when we charge the ice at that figure.

We found, by taking the number of stops that we had and dividing them into two-hole cabinets, that our cost of taking care of the average two-hole cabinet was somewhere around (I'm quoting from memory) $4, I believe. Taking 52 weeks for a two-hole cabinet, it cost us over $200 to take care of it with ice and salt.

That caused us to think just a little before leaping. We took the larger installations first — fellows using 1,200, 1,500, 1,800 to 2,000 gallons and made our installation of refrigerated cabinets only in spots where it would be of such a great advantage to us that we couldn't help but see that we were going to get our cabinet investment back in a short time.

Our service calls and inspections on those 36 or 38 cabinets installed from January 3 or 4, 1924, up until I believe we made our last installation in that number along about the middle of May or the first of June— and by inspections I mean where the service man went to the store and opened the cabinet and looked in to see if there was anything wrong, to try the oil, look at the brushes, etc. —those together with the service calls from the customer numbered 22 calls, I believe, up until the first day of October.

Of those 22 calls, 5 of them were service calls, telephone calls to the office that there was something wrong with the cabinet. I don't just remember the nature of them, but there has been no case where we have had to pull the cabinet out of the store for the purpose of making the repair.

We have reduced our ice consumption to our ice cream department on our gallonage an average of 12 pounds for every gallon of ice cream that we sold during the months of June, July and August. I think that's the figure. Our gallonage in June and July was slightly less than what it was a year ago so that the 12 pounds would possibly be higher, the saving would possibly be higher had our gallonage gone to last year's rate. In the month of August our gallonage was almost identical and the saving went up just a fraction.

You must understand that we are not 100 per cent equipped, that some of those 36 or 38 cabinets are in country districts where we still ship in the old-fashioned method of ice and salt. We are not getting as much of a saving on those as we might, although we charge the customer our city delivered price, which is 20 cents a gallon over our shipping price. Our shipping price generally throughout Michigan is $1.10 a gallon f. o. b. shipping point. Our price to the shipping trade, where we make an installation of refrigerated cabinets (and we only do that in cases where it would show us a benefit) the price is $1.30 a gallon. That is for bulk vanilla cream. Flavors take a correspondingly higher rate of 10 cents and 15 cents.

The saving in ice has been approximately 12 pounds, which at $5 a ton means 3 cents a gallon on every gallon of ice cream that we sold regardless of whether it went in a refrigerated cabinet or not, and we are not 40 per cent equipped with refrigerated cabinets.

Possibly there are gentlemen who would like to ask me some questions. I simply want to tell you that I am quoting these figures from memory, but anyone can write me and they will get a frank expression from me on any question of any nature in connection with it, with an unbiased opinion.

I believe I stated here to Mr. Cun-

(Continued on page 84)

THE Wisconsin Association of Ice Cream Manufacturers took up this matter at its meeting in January and appointed a committee to confer with the Minnesota association's committee.

J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers, advises that only about a half dozen members of his organization use iceless cabinets, and most of them are restricting distribution to their local cities.

Although the past Kansas convention was almost entirely taken up with discussions of iceless cabinets, Secretary B. T. Perkins reports that it was impossible to get a majority to agree sufficiently to take action, except for one resolution, which disapproved lending or placing of cabinets free. He said:

"Almost the entire membership agreed that the ice cream manufacturer really should have no part in the purchasing of cabinets, but the retail dealer should buy the cabinets or fountains himself. Several expressed their opinion that they will not do so, but if competitors take up the placing of cabinets they will make reduction in price to counteract this competition.

"There have been a few of the larger ice cream manufacturers who have purchased and placed several cabinets, some on rental plan, one company has loaned them free of any and all charge, but we understand that at this time this company is about at the end of its rope on finances and now they see their mistake. Several large manufacturers who have not yet gone into the cabinet plan see that those who have been placing cabinets have done so because they wanted to beat somebody else to it, or was afraid the other fellow would get one or two accounts."

IN CALIFORNIA the situation is being handled entirely different in almost every locality covered by this association, according to Jay H. Kugler, secretary of the California and Southwestern States Ice Cream Manufacturers' Association, who adds:

"Where one manufacturer has attempted to install cabinets in certain localities, he has forced his competitors to do likewise and this has caused a very bad condition. A great many of our members favor the idea of promoting the installation of iceless soda fountains."

C. F. Jamison, secretary of the Ice Cream Manufacturers' Association of West Virginia, has announced the

Free!



A Buyer's Guide for Thrifty Ice Cream Manufacturers

1925 EDITION
Just off the Press

Get a copy of this handy pocket edition that fits conveniently into any desk drawer without crowding out a lot of other matter deserving room.

A POST-CARD BRINGS A COPY

It's a guide to economical, practical purchases in equipment and supplies for 1925.

Manning Manufacturing Company
Rutland, Vermont
New Haven, Conn.

The MANNING PRICE LIST

following report adopted by his association:

"We, your refrigerated cabinet committee, beg to submit the following report:

"That the ice cream manufacturers of West Virginia do not encourage the installation of iceless cabinets at their cost.

"That if untoward or competitive conditions arise involving the installation of such cabinets, the question to be handled by the regional associations.

"That if any action on the question by the regional associations is not satisfactory to a manufacturer, he may appeal to the board of directors.

"That where the dealer supplies his own cabinet, an allowance not to exceed 10 cents per gallon be made where icing service is now being given.

"That the dealer pay for the current and water.

Signed by the committee,
J. J. SCHMIDT,
G. W. SHETLER,
G. W. STRONG."

THE committee on cabinets of the Canadian Association of Ice Cream Manufacturers had taken no action on this matter when the survey was made, it was stated by M. E. H. Morrison, secretary.

E. L. Carlson, secretary of the Colorado Association of Ice Cream Manufacturers, states:

"Many of the principal members of the association are installing cabinets, and we have ironed out a few evil practices at their inception.

"We are installing on packing routes free of charge, the dealer paying costs of water and electricity. Our installations to the shipping trade are made on a rental basis of $10.00 per month for a four-hole cabinet, $11.00 for six-hole, and $12.00 for an eight-hole. The dealer pays costs of plumbing, wiring and remodeling of fixtures if necessary. He also pays costs of water and electricity.

"Most of us out here feel that the iceless cabinet is a big step forward and an instrument to be used for a great deal of benefit to individuals and the industry alike. It can be made likewise a source of contention and possibly an item of expense to the manufacturer unless they are installed under proper conditions."

The attitude of the Michigan ice cream manufacturers has been outlined by R. F. Frary, past secretary of the Michigan Allied Dairy Association, as follows:

"Large and small manufacturers alike generally conceded they (the iceless cabinets) were—at least when properly perfected—a decided improvement both in convenience, service, efficiency and probably (eventually) in economy, and in view of this prospect, after numerous meetings, decided to direct effort to a sane, businesslike distribution and keep away, if possible, from their free and unrestricted distribution. However, the effort in this respect, while it has been generally effective, in some few cases of course has failed. There is no question, though, but that it is important and well worth the effort to concentrate on the importance of making every cabinet self-financing, for neither large nor small manufacturers can afford to do otherwise, and especially so in view of the almost yet untried stage of their perfection.

"I presume that there are some 2,000 or more iceless cabinets now installed in our state."

ningham a year ago that I wasn't interested either directly or indirectly in the sale or manufacture of any iceless cabinet, and I'd like to say it again here.

"WE ARE WELL SATISFIED."

(From Southern convention address by George L. Boedeker.)

One of my good friends who cannot see iceless cabinets yet, this past year has increased the size of his garage, put in another ice tank and bought five or six new trucks. He probably spent fifty to sixty thousand dollars and that, if put into cabinets, would have started immediately to saving him money and he would not have needed the ice tank, trucks or added garage space.

We have purchased a total of 141 cabinets, of which all are in the city of Dallas. Thirty are in the smaller surrounding towns on a rental basis. Our investment on these out-of-town cabinets is $15,405.08, and we get a rental back from them totaling $5,865.00 per year, or a return of almost 38 per cent. It also holds the dealer for us, increasing his ice cream sales from 50 to 150 per cent, and increases the dealer's profit on ice cream.

We are very well satisfied with our refrigerator cabinet investment and experience.

ADVANTAGES OF MANUFACTURER OWNING CABINETS.

(From Illinois convention remarks by Mr. Hey of Sterling.)

We bought 50 cabinets. I think there is no one here who will say that we have used these cabinets as a club. We have tried to keep away from that and give the other fellows a chance to think it over for a year. We have had immense numbers of retail customers learn of the cabinets that we put in for our customers and there has been a great cry from other territories for cabinets. We undoubtedly could have put in a large number of cabinets and taken customers from our competitors, but we don't believe that we should go at it that way.

We are very much pleased with the cabinets. One reason for putting them in, one thing that decided us in putting them in, was that we do not intend to make as many deliveries as we used to make with ice and salt. We deliver twice a week now in and out-of-town places and we hope to close our doors entirely on Sunday. That, to us, is a thing to be desired and we haven't had much service trouble. I figured up the other day the average number of service calls, and it was somewhere between six weeks and eight weeks to a cabinet. No serious trouble. Several of the water valves didn't work right and the water ran a little longer than it should. The only serious trouble we had was the other day a machine went wrong inside and probably it was a broken crank. At the time we left, we were just taking the machine to our repair station to open it up and repair it. I do not know whether that's it or not, but I believe that's what the trouble was. That's the only trouble that has bothered us to any extent where we had to take the cabinet out and repair it.

That is the advantage, I think, in the manufacturer owning the cabinets—the ice cream manufacturer. If that dealer had that trouble, it might be quite a burden to the individual dealer, but by the manufacturer owning a number of cabinets, he can average his costs on the whole proposition.

We figured when we bought the cabinets that we ought to be safe on an average life of four years, and we intend to charge off 25 per cent depreciation. We don't know whether that's going to be right or not. We hope and expect that it's going to be a longer life than four years. We believe it should be more.

W. A. Wentworth, secretary of the Ohio Association of Ice Cream Manufacturers, has outlined his views on the subject as follows:

"An ideal situation would be that cabinets be installed by manufacturers, thereby eliminating their use in the solicitation of stops. This has been impossible in this state, but I think that it would be possible if everybody would get together at the outset. Our people in most sections of the state are working together pretty well on the thousand gallon minimum, although once in a while one breaks over. In the matter of ownership, we are finding that the majority of the people put them out in the same manner that they formerly placed the ice and salt cabinets, namely, that ownership rests with the ice cream manufacturers. Out of some three thousand installations in Ohio, I do not suppose there are five per cent of them owned by the retailer."

The following report was made by the Ohio association's committee on mechanically refrigerated cabinets on October 9, 1924:

"The uppermost thought in any change of policy in the ice cream industry should be for the improvement of service and quality of the product with no resultant increase in cost to the consumer thereof.

"Upon the best information gathered from dealers in, and manufacturers of, ice cream, in certain districts, this committee feels that the operation of the mechanically refrigerated cabinet contributes to the improvement of such service and quality; based upon this conclusion of the service provided by such cabinets, the committee desires to recommend certain policies and practices with regard to the extended use of these cabinets in Ohio. These recommendations are offered upon the conclusion that those policies adopted on February 1, 1924, at the annual convention have, to a certain extent, outlived their usefulness to the industry, in view of the fact that there are now in operation in Ohio approximately 2,700 mechanically refrigerated cabinets.

"Your committee does not feel justified in recommending or advising any policy which would arbitrarily affect all manufacturers in Ohio. We believe that local and district conditions should govern. We, however, propose the following basic policies for the installation of mechanically refrigerated cabinets in this state:

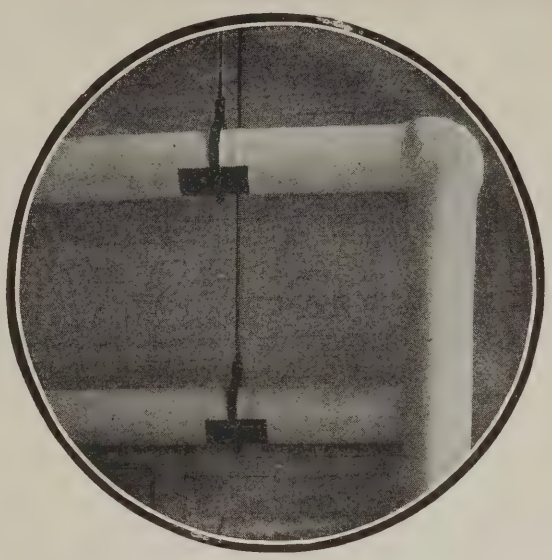
I. To promote the greatest economy in providing service for the ice cream dealer, it is the suggestion of the committee that dual service, i. e., the maintenance of both icing service and mechanical service on individual trucks where mechanical cabinets have been installed, be discouraged and discontinued as rapidly as possible.

II. That where the ice cream manufacturer installs the mechanical cabinet at his own expense and of his own investment, that profiting by experiences already gathered, such cabinets be installed only in retail stops which sell in excess of 1,000 gallons annually, whether these be so-called city or country stops.

III. That in view of experiences with



Trapeze hanger for large pipes and double lines. May be made with angle iron or pipe. St. Mary's Hospital, St. Louis, Mo.



Strap hanger for single lines. Note shield around covering. These lines are canvassed. Buffalo State Hospital, Buffalo, N. Y.

How to Hang Insulated Cold Lines

Cold pipe insulation must be as nearly as possible continuous, unbroken and sealed absolutely tight against the entrance of air and moisture. Every hanger that runs through to the pipe is a refrigeration leak, and carries moisture and frost right down under the insulation.

Here are two types of hangers that show how lines insulated with Nonpareil Cork Covering should be supported.

On the left is a trapeze hanger, generally used for large pipes or for two or more lines close together on the same level.

On the right is a strap hanger for small lines. Both have a metal shield between the hanger and the covering.

The point to note is that both hangers are entirely ***outside the covering*** There is no break in the insulation and no chance for moisture and frost to follow down the hanger rod under the covering. Outside hangers like these eliminate entirely the commonest source of trouble with cold line insulation.

With Nonpareil Cork Covering and Fitting Covers and ***outside hangers,*** you can insulate your lines from end to end without a break, without a crack or crevice where air or moisture can get in.

Hangers and other details of cold pipe insulation are fully explained in a 32-page book, "Permanent Covering for Refrigerated Lines and Tanks," sent free on request. Write for it.

ARMSTRONG CORK & INSULATION COMPANY 164 Twenty-fourth Street, Pittsburgh, Pa.

Also manufacturers of Nonpareil Corkboard for cold storage rooms

Nonpareil Cork Covering

For All Cold Lines

REFRIGERATED FOUNTAIN IS ANSWER

(From National Convention Address by William F. Luick)

The cabinet as we know it momentarily, is not the final answer, and at least three-quarters of your business within three years is going to be done with the refrigerated fountain. Therefore, why worry so much about the cabinet? The cabinet is going to be the place of storage for ice cream, because the up-to-date dealer will want and is going to have the refrigerated fountain. So you won't need to worry much about the cabinet inside of a year or two.

I am not worrying about it now; I am a big booster for the refrigerated cabinet, and the refrigerated fountain particularly, the equipment, for instance, that several of our manufacturers are making today is so reasonable in price that the dealer can buy a refrigerated cabinet and refrigerated fountain for less money than he paid for just an ordinary non-refrigerated ice cream fountain a year ago.

Therefore, the installation of the refrigerated fountain, which relieves you of all ice troubles, * * * and leaves you then clear to sell ice cream to that dealer back on the same old basis * * * cost of economical production of as good ice cream as you know how to make, with the normal profit that Mr. Knobbe is asking for.

Mr. Knobbe is trying to put across this thought, that what he wants to know is how he best can handle this to treat each one of his customers squarely and get the normal profit that he is entitled to, and that is all I am looking for. And the one principal reason why I don't favor the manufacturer owning the cabinet is because I am firmly convinced that the cabinet, even though you depreciate it 20 per cent, and you estimate it will last five years, the demand for that cabinet in that place is not five years of time.

In other words, the dealer, the druggist, we will say, that you furnish a cabinet to today, by next year he will say, "Well, I don't want this cabinet any more, I have contracted for a fountain and I want to take your credit. * * *. Therefore, you are going to get right back to that same proposition, that the final word is the fountain, and this cabinet question won't last more than another year or two.

Another reason why I don't feel like owning the iceless cabinet is because I have always worked on the basis of giving each one of my dealers * * * a square deal, and I don't think I can do it by installing the ice cream refrigerated cabinet, because I know that if we install a cabinet for the 700-gallon man, we are doing more for him than we are by installing the cabinet for a 2,000-gallon man. In other words, it costs us the same money to install the cabinet for the 500-gallon a year man as it would for the 3,000-gallon a year man, and we are not giving him a square deal. That 500-gallon a year man, if he can't do more business than 500 gallons a year, should stand the expense of the installation of equipment to handle that 500 gallons, and the 3,000-gallon man is entitled to have the benefit of the saving that is made on his greater sales.

MR. LIFTER: Mr. Luick, do you finance your dealer for that cabinet or fountain or does he finance it himself?

MR. LUICK: He has financed it himself entirely.

MR. LIFTER: You never finance it?

MR. LUICK: We have never financed it to the extent of one single dollar.

QUESTION: What do you allow per gallon?

MR. LUICK: Seven cents a gallon for the past summer, but we increased that to ten cents a gallon, because we want to encourage the installation of refrigeration. This step in refrigeration means the biggest evolution that has taken place in the ice cream industry in ten years, and we want our dealers to install it as soon as possible, and although we believe that the fountain is naturally the final answer, still there are a great many dealers who are willing to invest $400 to get that immediate return, and they get the immediate return, and the benefits of having a refrigerated cabinet.

mechanical cabinets located in so-called country stops, ice cream manufacturers who have placed such cabinets provide refrigeration and transportation or freight on the same basis as to so-called city stops. However, should a manufacturer prefer to continue on an f. o. b. basis to shipping customers, it is found that the cost of such service is at least 10c per gallon of ice cream, on account of the average life of the cabinet being three to four years.

IV. That wherever a cabinet may be installed by the ice cream manufacturer, the retailer, whether city or country, shall bear the cost of water and electric current used in the operation of such cabinet.

V. That in view of the available data on the cost of ice and salt service, viz., 5c to 10c per gallon, such actual cost of service be used for determination of any allowance in case the dealer or retailer, who previously was provided with ice and salt service, may furnish or own his own mechanically refrigerated cabinet.

VI. In case manufacturers of ice cream do not desire to install refrigerated cabinets as a part of their own investment in equipment, it shall be considered entirely proper as a contribution to the progress in the industry, to sell such cabinets to dealers or retailers at cost price, based upon the purchase price in lots of five, sale to be made for cash.

VII. That under circumstances of the ice cream manufacturers furnishing as a part of his own investment mechanical cabinets to the dealers, a contract providing proper terms and conditions under which such cabinets will be furnished and maintained, be used for the protection of the investment made.

VIII. Recognizing the many complexities of such a transition in the ice cream industry, and in view of possible developments and improvements in the designs and effectiveness of mechanically refrigerated cabinets and fountains, your committee suggests that the installation of such cabinets be made only where conditions may warrant or demand.

The action of the North Dakota association at its 1925 convention is covered farther back in this discussion. On April 1, 1924, the cabinet committee made the following report:

"Your directors acting as a committee beg to report to you on the mechanically refrigerated cabinets, as follows, which is timely and may save you money and lots of trouble:

"After thorough and deliberate consideration of all points involved on the subject of the mechanically refrigerated cabinets and equipment, it is the finding of your committee that no installation of such equipment should be made or paid for in any instance by ice cream manufacturers nor should manufacturers endorse any notes for dealers in the purchase of such equipment.

"Your committee is further of the opinion that no service charges, nor installation costs or costs of any kind should be borne by ice cream manufacturers on mechanically refrigerated cabinets installed by retailers.

"From all available statistics your committee feels that in the matter of allowances on the price of ice cream to dealers who have installed such equipment or contemplate installing same, that the actual saving of ice and salt for the packing of the equipment is the only saving that can be effected and that this ranges from 5 to 7 cents per gallon. In view of the desirability of encouraging the installation of refrigerated cabinets by retailers, it is the opinion of your committee that an allowance of not to exceed in any case ten cents a gallon is a fair and reasonable allowance. You will notice this paragraph applies to manufacturers who have regular routes carrying ice and salt and icing free to dealers. (We hope we have none of these in North

TWO SIDES OF THE PICTURE.

(From National convention address by N. J. Dessert.)

I find that 47 per cent of our city trade was served by mechanically refrigerated cabinets during the months of July, August and September, 1924, and that these customers handled 68 per cent of our total city gallonage. Just digest this for a moment—47 per cent using refrigerated cabinets handled 68 per cent of our gallonage.

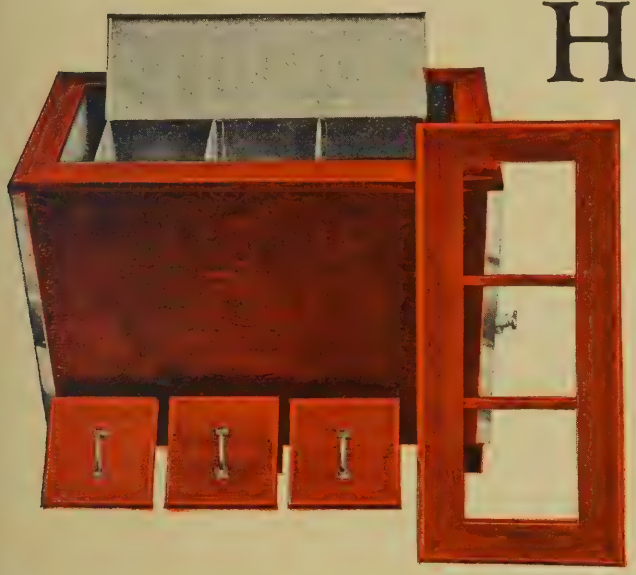
You will note from the figures given above for the decrease in ice and salt used during this period that with 53 per cent of our customers handling only 32 per cent of our gallonage, we used 63 per cent as much ice as for all of our customers combined during 1923. With complete mechanical equipment in all of our stops we could, of course, save practically all of our ice and salt, or roughly, seven and one-half cents more, and the additional saving in the cost of drivers and helpers and maintenance expense of transportation equipment would surely increase this saving by a variable figure, which I am not prepared to state. You can perhaps draw your own conclusions from some of the figures given above.

From the foregoing you may feel that I have worked out a rosy endorsement for mechanical refrigeration. However, there is another side to the picture, and we will now take a look at that side.

Our figures show an average cost for refrigerated cabinets installed in our customers' stores of $430 each, and this sum includes cabinets of all sizes, cost of labor for installing, running electrical wiring, water lines, drayage, handling, etc.

Now, to get an accurate line on the cost of ownership in cents per gallon, we have allowed six per cent interest on our investment in cabinets, a maintenance expense per cabinet of $38.40 each per year, electrical operating cost $33.36 each per

Twice-a-Week Icing Keeps His Cream Firm and Hard



Mr. R. C. Woods tells of astonishing performance of A-B Ice Cream Cabinet in store of Cobb-Woods Drug Company at Union City, Tenn.

Who is better qualified to judge the merits of an ice cream cabinet than the man who actually uses it in his store every day—who knows exactly how much ice and salt is necessary to maintain perfect refrigeration—who knows how often re-packing is necessary?

Here is a letter from just such a man—R. C. Woods, manager, Cobb-Woods Drug Company, of Union City, Tenn.

"We recently installed one of your A-B Ice Cream Cabinets in our drug store," writes Mr. Woods, "and wish to say that, from the standpoint of efficiency and economy, it is 100% perfect.

"We need ice the cabinet only two to three times a week, and it keeps the cream in perfect condition. Ice furnished in ice cream tubs is sufficient to take care of the needs of the cabinet."

A-B Ice Cream Cabinets will save more ice and more salt for you than any other pack cabinets you can buy.

Why? Because an unusually effective insulating material surrounding the ice and salt chamber on all four sides keeps cold air inside the cabinet and warm air out. Even the lids are fully insulated, and fit tight.

Cream compartments are square and perfectly dry. All sizes of bulk ice cream can be inserted with greatest ease—square pockets permit carrying all package cream in compact facility.

Full details and prices gladly furnished on request. Write for them—NOW!

Anheuser-Busch, St. Louis

Also manufacturers of ABC Refrigerator Motor Truck Bodies and Wagons

A-B Ice Cream Cabinets

Paul W. and Guy F. Minnick
Eastern Sales Representatives 280 Madison Ave., New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Bldg., Los Angeles, Cal. 617 Pioneer Bldg., Seattle, Wash.
458 Natoma Street, San Francisco, Cal. 216 U. S. Nat'l Bank Bldg., Portland, Ore.

Dakota), as it has been a bitter experience to most all who have tried it.

"Your committee is of the opinion that a complete refrigerated unit, composed of storage cabinet and fountain, is desirable equipment and will have a tendency to increase the per gallon allowance to the retailer by reason of the greater saving on the part of the manufacturer—by the manufacturer not being required to maintain what is known as dual service. Such dual service is now necessary in many instances by reason of the fact that a refrigerated cabinet alone in a dealer's store does not eliminate the necessity of icing the fountain by the manufacturer, thereby reducing or eliminating any saving in service to the manufacturer.

"Your committee has not exhaustively gone into the merits or demerits of the equipment on the market and is of the opinion that ice cream manufacturers are not called upon to recommend any particular equipment to their dealers—selection of equipment being a matter that should be left entirely to the discretion of the purchaser.

"Your committee desires it to be understood that it feels that the mechanically refrigerated cabinet is a propressive step in the distribution of ice cream and the further development of this innovation in the ice cream business should be encouraged, but it feels plainly obligated to set forth facts as they exist at this time, with reference to the general subject of refrigerated cabinets.

"There is a wide difference of opinion as to the most desirable refrigerant used in the various machines on the market. There is a question as to the practicability of these machines operated by a novice as would be the case in installation in retail stores—the point of liability in case of an accidental discharge of gasses or refrigerant in the event of loss of life or loss of business. There presents itself the question of the small retailer making the investment in the mechanical equipment and its subsequent influence upon the manner of paying his bills.

"While desirable and deserving of the fullest co-operation, it must be borne in mind that the development of mechanically refrigerated cabinets must be along lines consistent with continued sound and economical distribution of ice cream.

"Your committee emphatically DENOUNCES AS AN UNFAIR TRADE PRACTICE any attempt by an ice cream manufacturer to use the installation of mechanically refrigerated cabinets as an inducement to secure customers from a competitor or for the purpose of attempting to tie a retailer up with a long time contract, which has in practically all cases proven unenforcible and has no other significance than that of a sharp trade practice carrying a distinctly unpleasant reaction.

"Respectfully submitted by the directors of the North Dakota Ice Cream Manufacturers' Association,

S. J. LADUE,
H. K. GEIST,
F. O. KNERR,
R. C. SCHULTE,
H. C. CHRISTIAN."

year—you may know that all of the Detroit manufacturers are paying the electrical cost of operating these cabinets, and while this is not an unbearable item, it is one that should not be borne by the ice cream manufacturer and it is a practice that should be stamped out before it starts—figuring a depreciation of 20 per cent per year on this equipment installed in the customer's store.

By dividing our total gallonage for the year into the total cost of ownership, we find that the machines have cost us 7.28 cents per gallon. Now we show a net saving, due to decreased service costs of 6.98 cents per gallon, therefore, the installation of machines this year has cost us three-tenths (.3) of one per cent per gallon more than our service would have cost if we used no machines at all. This is the other side of the picture and it is not a gloomy one by any means.

While we have undoubtedly placed refrigerated cabinets in some places where the dealer, by reason of gallonage, was not entitled to machine service, we find from our records that the average gallonage per dealer serviced by mechanical refrigeration has been approximately 1,750 gallons. I believe that we should look into this matter of gallonage per customer very carefully and not make the mistake of scattering them around regardless of present or possible gallonage in the future. As we drop down in total gallonage per cabinet, the cost of ownership per gallon goes up very rapidly.

CABINETS AND COUNTRY RETAILERS.

(From Illinois convention remarks by John Knobbe.)

I go into the country occasionally, and I go into a store and I'll say again that it's a ragged looking proposition. Here's an old soda fountain in a nice drug store in a country town. The druggist wanted mechanical refrigeration and the

The cost of installing iceless cabinets should be entirely borne by the confectioner, in the opinion of the Northeast Missouri Ice Cream Man-

ZIPP'S

—take a tip, buy from Zipp!

HIGHEST QUALITY for 38 YEARS

SOMETHING NEW

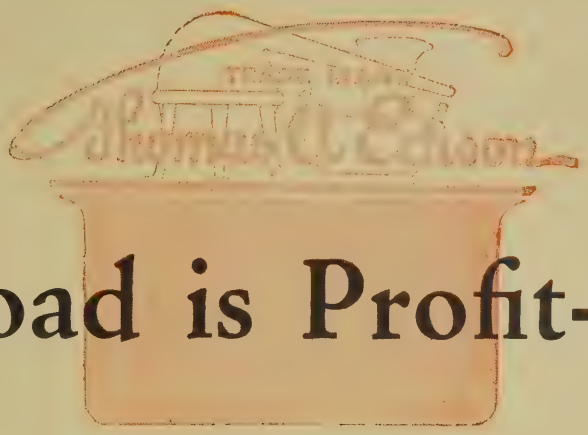
Increase your sales by always introducing something new and original. "Mars" Special and "66" Special are two fruit specials that are new and already popular with a great many Ice Cream Manufacturers.

Packed both in bulk and No. 10 tins.

Manufacturers of a full line of Flavoring Extracts, Concentrates, Emulsions and Special Flavors for the Ice Cream trade.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

The ZIPP MANUFACTURING CO. Cleveland, O.



Payload is Profit-load

EVERY pound of payload you substitute for unnecessary dead weight can be translated into decreased delivery costs—and increased profit.

Edison Truck Batteries increase your payload capacity 15% to 60% without increasing the weight on the wheels. If the extra capacity is not needed, a smaller chassis may be used for the same job, with a consequent decrease in the original capital investment, and a corresponding saving in operation and maintenance costs.

Either way, the light weight of Edison Truck Batteries means increased profit from electric delivery.

Leading Electric Street Truck Manufacturers gladly furnish Edison Batteries.

Edison Storage Battery Company
ORANGE, N. J.

Edison
STEEL-ALKALINE
Truck Batteries



Built like a Watch — Rugged as a battleship

HAUL MORE FOR LESS MONEY

ATLANTA BOSTON BUFFALO CHICAGO CLEVELAND DETROIT HUNTINGTON LOS ANGELES
NEW ORLEANS NEW YORK PHILADELPHIA PITTSBURGH SAN FRANCISCO SEATTLE ST. LOUIS WASHINGTON

Export: 26 West Broadway, New York *Canadian Distributors: International Equipment Co., Montreal, Quebec*

DRYPAK

DRYPAK

The new 48 hour BROOKS CABINETS that will enable you to put your suburban stops on a profit paying basis.

The BROOKS DRYPAK will reduce your icing expenses 50%, and keep your customers satisfied.

The BROOKS DRYPAK requires less ice, less salt, less labor, and can be used for either bulk or package cream.

DRYPAK

There is a BROOKS CABINET for every need.
Write today for literature and prices.

BROOKS CABINET CO., Inc.

1030 West 27th Street - - - - NORFOLK, VA.

DISTRIBUTORS:

New England—H. A. Johnson Co., Boston, Mass.
Eastern—James M. Decker Co., Baltimore, Md.
Western—Solar-Sturges Mfg. Co., San Francisco, Cal.
Southern—Miller-Lenfestey Supply Co., Tampa, Jacksonville, Miami, Fla.
Southeastern—Charles Dennery, Inc., New Orleans, La., Dallas, Texas.

"INSIST ON KIST"

the Frozen Sucker

A New Source of Added Revenue for the Ice Cream Manufacturer

During the past few months you have heard a lot about The Frozen Sucker. Hundreds of manufacturers throughout the country are already exploiting this salable product and are building profits far beyond their greatest expectations.

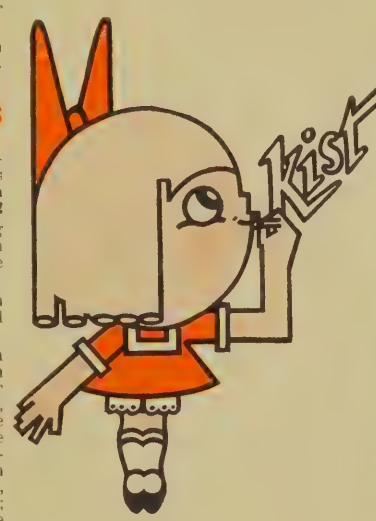
We have made The Frozen Sucker a National item.

Manufacturers who have gone into this proposition are reaping from $50.00 to $500.00 a day in added profits, **without tying up any of their Freezer Equipment,** and are finding that besides giving them additional profits, it is also helping increase the sale of their Ice Cream, Ices and Sherbets by adding new dealers.

The Frozen Suckers are easily and quickly frozen in inexpensive mold units. Each mold consists of 72 tubes, allowing the production of 6 dozen suckers in one simple operation. Freezing can be done in hardening room or easily constructed brine tanks.

The Frozen Sucker is easily and cheaply manufactured. It is purely and simply a flavored ice, frozen on a stick. The cost of making the Frozen Suckers, including all materials, sticks and wrappers, is less than 7 cents per dozen. The selling price to the dealer is 40c per dozen. The retail price is 5c.

With practically no initial investment, you can add this new source of income to your 1925 business.





Success with Kist Flavors

During the past 18 months, a number of prominent ice cream firms have made a marked success with the Frozen Sucker. In **every notable success in this country to date, Kist Flavors have been used!**

Just as Kist Flavors have been the outstanding flavors used in week-end bricks and bulks, ice cream cups and other specialties, so they have become the accepted flavors for making Frozen Suckers.

Here are just a few of the larger Ice Cream Manufacturers who are putting out the Kist Flavored Frozen Sucker.

Rieck-McJunkin Dairy Company of Pittsburgh and allied Pennsylvania plants; Imperial Ice Cream Company of Parkersburg, West Virginia and their various plants; M. B. Ise Kream Company of Dallas, Texas; Telling Belle Vernon Company and Tabor Ice Cream Company of Cleveland, Ohio; Houston Ice Cream Company of Houston, Texas; Terry Dairy Company of Little Rock, Arkansas; Horn Ice Cream Company of Baltimore, Md., Norfolk and Richmond, Virginia; Pangburn Company of Fort Worth, Texas; Peters and Jacoby of Allentown, Pa.; Williams Ice Cream Company of Scranton, Pa.; Hill Ice Cream Company of Benton Harbor, Mich.; Peerless Ice Cream Company of Kansas City, Mo.; Weber Ice Cream Company of Jefferson City, Sedalia and Moberly, Mo.; White Ice Cream Company of Minot, N. D.; Model Creamery of Redlands, California. (We have made this list scattered to show the already national acceptance of the Frozen Sucker Proposition. (Space precludes listing of scores of others.)

Frozen Sucker Equipment

We have gone into the Frozen Sucker proposition thoroughly and coordinated all the details, enabling the Ice Cream Manufacturer to start production quickly, with practically no initial expense.

After careful investigation, we have made arrangements with the Valentine Machinery and Supply Company of Chicago, to supply our customers with their Frozen Sucker mold units at $29.50 each. We have found the Valentine Method to be by far the most satisfactory and sanitary way of making Frozen Suckers.

We have secured a source of supply for the necessary sticks and vegetable parchment wrappers at exceedingly low prices for our customers' benefit.

To help the manufacturer put the Frozen Sucker proposition over quickly and effectively in his town we have prepared a forceful advertising campaign, consisting of a series of powerful colored dealer window posterettes and newspaper advertisements.

This is only one of the many ways in which Kist Flavors help Ice Cream manufacturers increase their profits.

All advertising material and other aids are only a part of our large and comprehensive advertising and merchandising service which we furnish FREE to one Ice Cream Manufacturer in a town under a Friendly Agreement plan by which he enjoys the exclusive rights on "Kist" Flavors and "Kist" Flavored Frozen Suckers.

Use the coupon for complete information about Kist Flavors, Kist Flavored Frozen Suckers and how they help you increase your gallonage and profits.

COUPON

CITRUS PRODUCTS CO.
ICE CREAM DIVISION,
54 East Kinzie Street, Chicago, Ill.

Send us complete information about "Kist" Flavors and "Kist" Flavored Frozen Suckers.

Name .....

Address .....

City ..... State.....

ufacturers' Association, as outlined by the president, D. V. Vandiver.

TEXAS ice cream manufacturers have not acted in the matter, but the secretary, A. J. White, believes the situation will resolve itself to the point "where cabinets are going to be owned by the retailers so that manufacturers will not be required to carry the heavy investment." He states that cabinets at this time are being "leased, given away and used in about any other form that individual operators see fit in order to increase their business."

In Texas cities the ice cream manufacturers own most of the cabinets, pay all power and water charges on these, and make no change in the selling price of ice cream, it was reported by George L. Boedeker, Boedeker Manufacturing Co., Dallas, Tex. He continued:

"Some ten or twelve dealers own their own cabinets and to them the selling price is reduced. At present this reduction is twenty-five cents a gallon, but this is a mistake and will eventually be remedied. The difference should be not less than ten cents a gallon, and not more than fifteen cents a gallon. Lack of co-operation when the first cabinets were installed is to blame for this mistake in the differential made in the price.

"Of the five manufacturers here, four are in favor of owning the cabinets and keeping the price the same. One is absolutely against the manufacturer owning the cabinets, wants the dealer to own them and is willing to advance the dealer money in order to buy the cabinet or fountain. Some cabinets have been installed here that the dealers are paying for at the rate of twenty-five cents per gallon on the price of ice cream.

"In the shipping trade, it has been the custom to rent the cabinet on a basis of $172.00 per year for a 4-hole, $202.00 a year for a 6-hole, and $232.00 a year for an 8-hole.

"One firm has about 300 cabinets out on this arrangement. Now, another big ice cream manufacturer who refuses to buy or rent cabinets has lost a lot of trade to those manufacturers who are renting cabinets. This firm, in an effort to stop the renting, has cut the price of ice cream 25 cents a gallon. This is simply demoralizing conditions in the ice cream industry here. So far, this fight has not entered our city and the one against whom the fight is being made is a Dallas manufacturer, but he has refused to meet the cut. It now appears that it will enter Dallas soon, and even further cuts made."

Mr. Boedecker enclosed copies of his contracts, which follow:

AGREEMENT.

Memorandum of agreement under which the Boedeker Mfg. Co. has installed a..... refrigerator cabinet No.....Dome No. .....in the store of..... at....., Dallas, Tex.

It is agreed and understood that this cabinet is the property of the Boedeker Mfg. Co. and has been installed for the purpose of keeping the ice cream and ices sold to the.....by the Boedeker Mfg. Co. in a firm and serviceable condition.

The Boedeker Mfg. Co. has paid all installation charges and agreed to pay for the power required to operate cabinet.

The Boedeker Mfg. Co. agrees to pay for the water used by cabinet at the rate of one and one-third cents for each KWH consumed.

The..... agrees to keep cabinet in clean and sanitary condition and not to permit same to be marred or defaced other than from usual wear and tear of general usage.

The..... agrees to allow the Boedeker Mfg. Co. to remove the cabinet at any time after a five day written or verbal notice.

The Boedeker Mfg. Co. agrees to remove cabinet within five days upon request of the..... Should this removal request be made within six months of installation of cabinet, the .....agrees to pay to the Boedeker Mfg. Co. $25.00 as a part of the installation expense.

Cabinet installed on.....

Signed.....

.....

manufacturer said, "I'll put in the box for you." He removed the showcase and here sets the box out here and the soda fountain is here and he's putting ice in there yet. He walks over to the cabinet and there are all the boys in the store and everybody else lying around, with the covers open—I don't think that's the thing. I don't know why we would want cabinets.

We have some candy stores and confectioners that do not have fountains. There would be a nice place for a cabinet. They're all right, and I want you cabinet men to understand that I am in favor of your cabinet every minute and I'm very much pleased with one man standing up here and saying, "We want to sell them to the retailer." I want to back him all the way—back him all the way! Because then Cunningham, Chappel and the gang will all have a chance to take a bid with me at that place. I will sell them if my quality and price are right.

CABINET CUTS COSTS.

(From California and Pacific convention address by a representative of an iceless cabinet company.)

From the manufacturers' viewpoint the electric ice cream cabinet cuts costs and, in some cases, entirely eliminates some of them; first, by the elimination of salting and icing cream where cabinets are in use; second, the installation of electric ice cream cabinets greatly decreases the labor at each stop because no time is taken for mixing ice and salt, carrying it into the store, packing the cream, and cleaning up the muss, to say nothing of the general inconvenience and confusion caused by such a process in a retailer's store.

The installation of electric cabinets means a great deal in the reduction of cost in connection with delivery and delivery equipment. Where the entire route is iceless, the truck equipment can be cut down to light economical trucks with a low first cost and small depreciation cost. Fewer deliveries need be made with the trucking equipment on account of the greater and longer storage capacity in the cabinets.

Delivery time is reduced due to the speed of delivery and the elimination of labor so that more stops can be made in the same time.

There is less depreciation on trucks, less investment per truck, and fewer trucks. If present trucks are used more cream can be carried. Consequently, longer routes can be established, quicker and better service given to the dealers, and a general saving effected on each route.

Experiences of many manufacturers show that the installation of iceless cabinets on country and suburban routes brings the country stop to the city and makes it practically a city stop. Installation of the cabinets on stops of this character often enables the manufacturer to eliminate the dairy delivery because the cream does not have to be packed. It is kept in perfect condition and a large amount of it can be stored. Delivery is often accomplished by light, high speed trucks, whose operating over a radius of a great many miles is exceedingly low.

In cities the parking problem is becoming greater every day. The delivery time, due to the fact that salting and icing is done away with entirely, has so cut down the time at each stop that the driver can leave the truck at almost any place, drop the cream, and be off on his way to the next stop in a very short space of time.

Manufacturers find that upon the installation of a cabinet in a store that the public quickly appreciates the better quality of the cream—the fact that it is kept in an absolutely clean, sanitary condition—that there is no danger of salt, ice, water or other foreign substances getting into the cream—that it is always kept

Following is the company's contract governing a six-hole cabinet:

AGREEMENT.

Memorandum of agreement whereby the Boedeker Mfg. Co. of Dallas, Texas, installs a six-hole Delco Frigidaire Cabinet in the premises of the Blank Drug Store, Jonesville, Texas.

Said cabinet to be installed by the Boedeker Mfg. Co. without cost to the Blank Drug Store except for the bringing of the water and power connections to the location of the cabinet.

Cabinet is to remain the sole property of the Boedeker Mfg. Co. and the Blank Drug Store agrees to pay rental on said cabinet as follows:

Six dollars ($6.00) per week for the period bewteen March 15 and October 10, and $1.00 a week for the period between October 10 and March 15 of the following year. Said rentals to be paid promptly each week and to run from Sunday night to Sunday night.

Blank Drug Store is to pay for all the power and water necessary for the operation of said cabinet. The Boedeker Mfg. Co. is to install and adjust the cabinet so that it will give satisfaction and properly take care of ice cream.

Any service call made necessary by any defect in the cabinet or of improper adjustment to be made without cost to the Blank Drug Store.

Any service call due to any other cause will be charged for on a basis of time and material.

This contract is for one year from date but is subject to cancellation by either party concerned upon five days written notice with the following conditions:

If cancelled by the Blank Drug Store within one year from date of this contract, the Blank Drug Store agrees to pay $50.00 installation charges in addition to all rentals when due.

If cancelled by the Boedeker Mfg. Co., the Boedeker Mfg. Co. agrees to give the Blank Drug Store a reasonable length of time to install another cabinet. Such time not to be more than two weeks and rental upon cabinet to be paid for the entire time that the cabinet is in use by the Blank Drug Store.

It is further agreed that if the Blank Drug Store purchases this cabinet within three months of date that all rentals then paid on this cabinet will be applied on the purchase price of this cabinet.

Signed.....

.....

Secretary P. W. Crowley of the Association of Ice Cream Manufacturers of Iowa has made the following report on conditions in Iowa:

"The manufacturers in the western part of the state are getting $120 for 4-hole cabinets, $132 for 6-hole, and

Here's Your Solution

to the cabinet question

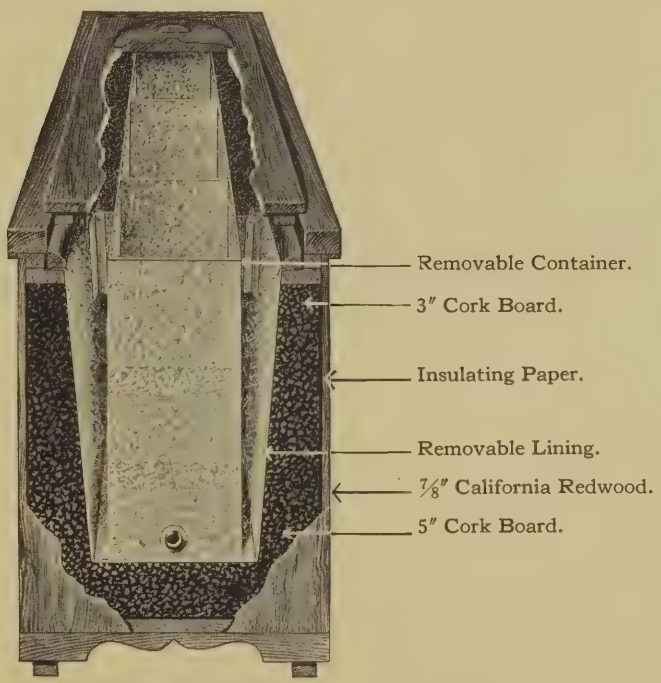
Nelson Duplex Zero

The last word in cabinet construction for Salt and Ice. Insulated with time proven insulator Sheet Cork—will not Settle or Change in texture—everlasting.

A Cabinet that is absolutely sanitary, has a water-tight container.

Will accommodate brick or bulk ice cream.

Compartments absolutely dry.



Style 635

"Confessed the best when put to test"

Write for prices—today!

C. NELSON MFG. CO.

2306 Division Street St. Louis, U. S. A.



Smith & Mann One-piece Valves

are used exclusively on Dry-Zero Cabinets

Other prominent cabinet manufacturers are doing likewise. ℂ If you are making cabinets or have your own repair department, you too will find Smith & Mann Valves a trouble saver.

Have you tried them?

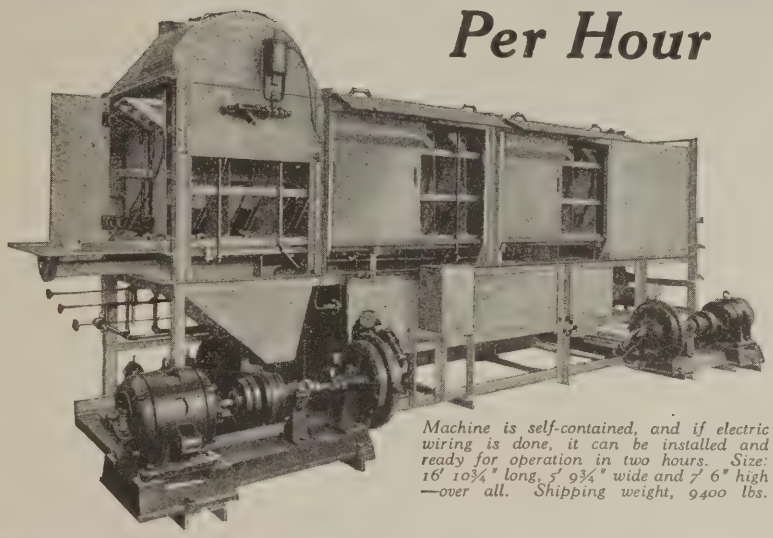
Send for sample lot and quantity prices

State Thickness of Cabinet Wall When Ordering

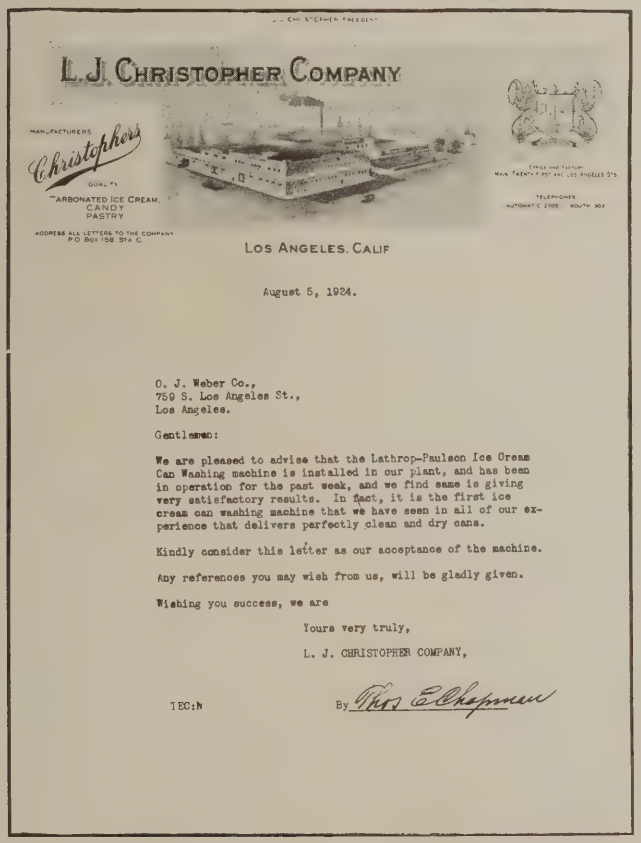
SMITH & MANN COMPANY
914 West York Street PHILADELPHIA, PA.

600 Cans and Covers or Brick Pans *Per Hour*

Absolutely clean, sterile and dry. Washes all size cans and covers from 20 qt. down to 4 qt. Cans are fed in and delivered at the same end of machine. Small cans may be washed together with larger cans, increasing the capacity to 1200 per hour. Has two speeds. Each can receives 17 distinct intensive treatments.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size: 16' 10¾" long, 5' 9¾" wide and 7' 6" high —over all. Shipping weight, 9400 lbs.



L. J. CHRISTOPHER COMPANY

MANUFACTURERS Christopher's CANDY

"ARBONATED ICE CREAM, CANDY PASTRY

ADDRESS ALL LETTERS TO THE COMPANY P O Box 158 Sta C

LOS ANGELES, CALIF

August 5, 1924.

O. J. Weber Co.,
759 S. Los Angeles St.,
Los Angeles.

Gentlemen:

We are pleased to advise that the Lathrop-Paulson Ice Cream Can Washing machine is installed in our plant, and has been in operation for the past week, and we find same is giving very satisfactory results. In fact, it is the first ice cream can washing machine that we have seen in all of our experience that delivers perfectly clean and dry cans.

Kindly consider this letter as our acceptance of the machine.

Any references you may wish from us, will be gladly given.

Wishing you success, we are

Yours very truly,

L. J. CHRISTOPHER COMPANY,

TEC:N By Thos E Chapman

L.-P.

ICE CREAM CAN WASHER & DRIER

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed. Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. Machine will also handle brick tanks up to 12 qt. size. All cans are placed in machine upright, and are delivered **absolutely clean, sterile and dry.**

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. Patent Soda Regulator.

Machine is sold on a results-guaranteed basis. Names of users will be gladly submitted upon request. It will not obligate you to obtain full information and price. Send the coupon today.

THE LATHROP-PAULSON CO.
2459 W. 48th St. CHICAGO, U. S. A.

The Lathrop-Paulson Co.,
2459 W. 48th St., Date.....
Chicago, Ill.

Without any obligation on our part, please send us complete descriptive matter of L.-P. Ice Cream Can Washer and Drier, together with price.

Name .....

Address .....

$144 for 8-hole cabinets. This is more nearly a return to the manufacturer of the cost of keeping these cabinets than by the two dollar a week proposition which is used in northeast Iowa. While the northeast Iowa manufacturers realize that they should have more rental, the competitive situation is such that this rental basis cannot be changed at the present time."

The Mississippi association did not see fit to place the iceless cabinet in program for discussion at our next meeting. "Those in charge of the program observed results obtained in New Orleans and thought it wise to not let it get too good a start as we might not have time for other matters," reported Secretary N. D. Brookshire. "No doubt we will have some of the cabinet men with us and they will be extended the courtesy of the floor. There are some ten or twelve cabinets in use in the state, these being purchased by the owners, and it is the general opinion of the manufacturers that I have talked with that the only way they will handle the situation is to let the dealer buy. The cities of Mississippi are all small, consequently the manufacturers are in the same class, and the cabinet matter is one that we are going to feel our way before we take any aggressive steps."

W. H. List, secretary of the Metropolitan Ice Cream Manufacturers' Association, whose association has taken no official action in this matter, states that the general feeling is that the iceless cabinet proposition requires considerable investigation. He believes it will take years for the iceless cabinet to gain foothold, and his assertion is based on the history of refrigeration in the industry.

A. L. Manning, past secretary of the Louisiana association, states that "it is the opinion of most of the members of the ice cream manufacturers that the manufacturers should stay off the iceless cabinet proposition and let the cabinet and fountain people sell direct to the dealers."

Howard Geist, secretary of the North Dakota association, outlines his body's policy as follows:

"Reports with copy of opinion of directors, dated April 1, 1924. This opinion is unchanged to date.

"Directors of this association recommend to the members that no installation of iceless cabinets should be made or paid for in any instance by the ice cream manufacturer—nor should manufacturers indorse any notes for dealers in the purchase of such equipment.

"Service charges and installation costs should not be borne by the ice cream manufacturer when installed by the retailers.

at the proper temperature, it is never too hard, nor too soft—and that the cabinet itself attracts a great deal of attention in the store. Soon the entire neighborhood learns of the cabinet.

The cabinet improves or maintains the quality of the ice cream by keeping it at an even temperature; it is always at the proper consistency; the temperature of the machine can be regulated to suit your own needs or the needs of the particular dealer in whose establishment it is installed; the flavor is always maintained, and the customer is quick to recognize the superiority of the product and the service.

There is no re-icing, and the sometimes consequent attendant damage to the cream through crystallization; no returns of soft cream, a cost which some one always has to bear, and no petty annoyances such as delivery damages, etc., in the dealer's store.

The electric ice cream cabinet makes better customers for the manufacturer because the installation of a cabinet offers the dealer a convenience and fills a long felt need. It is something they have been wanting and hoping for, for years. Ice cream dealers will be much pleased when they learn that they can be provided or can provide themselves with a cabinet that needs no ice or salt, makes no dirt, no muss, does away with sloppy floors and insanitary conditions, eliminates the often insanitary cabinet behind their counter.

Electric cabinets enable the merchant to serve a more superior, a more sanitary, and a more palatable product.

Electric cabinets relieve the employees in the store of much work of a disagreeable nature, makes them more satisfied, and turns them into boosters for the cabinet and your ice cream.

WHAT ABOUT THE ICE PLANTS?
(From national convention address by N. J. Dessert.)

It is manifestly unfair to make a customer who gives you a business of 1,750 gallons a year stand the burden, or part of it, of a customer who handles four or five hundred gallons. Some plan should be worked out for a service charge per hole or per cabinet for these customers who use less than, say, 1,000 gallons per year. It is not a difficult plan to work out and it may have the effect of cutting down the number of small customers, as many small stores who handle 400 gallons or less per year would probably not care to handle ice cream if it entailed any responsibility or expense on their part. This would not cut down our total gallonage, but would give us fewer customers and better ones.

The figures which I have given you covering our various costs do not reflect the picture of a manufacturer who might be equipped 100 per cent mechanically; we can only conjecture what savings might be made in that case. Surely our large ice plants will be a thing of the past, although we will need considerable refrigerating capacity for freezing and hardening the cream. We, who already have large ice-making plants, will necessarily have to find an outlet for our capacity or take a loss on them.

We should not maintain a dual service indefinitely. You can see what it has meant to our company to do so. Fifty-three per cent of our customers were iced up this year and they used only 32 per cent of our gallonage, while requiring 63 per cent as much ice as we used on all of our customers a year ago. Part of this ice must be charged up to the fact that our drivers have continued to ice up the fountains, even though we have a refrigerated cabinet installed. This much is a pure loss, but we are only continuing a practice that has been customary with all of us since the industry was started.

"The only saving to the manufacturer is in ice and salt, such actual saving ranges from 5 to 7 cents a gallon. However, in view of the desirability to encourage iceless cabinets, the committee agreed that an allowance should not exceed ten cents a gallon as a fair and reasonable allowance. (Very few manufacturers in North Dakota carry ice and salt and icing free to dealers.)

"This board of directors feel that iceless cabinets are a progressive step to the manufacturers of ice cream and further development should be encouraged.

"Committee emphatically denounces as an unfair trade practice any attempt on the part of the ice cream manufacturer to use iceless cabinets as an inducement to secure customers from a competitor and to tie a retailer up with a long-time contract."

Kentucky ice cream manufacturers feel that only those dealers selling from 1,800 to 2,000 gallons of ice cream a year can make iceless cabinets justifiable.

The majority of the manufacturers in that state, according to Carlton Ball, secretary of the Dairy Products Association of Kentucky, favor dealer ownership, but "if trade desires, they are prepared to loan cabinets." He said:

"The majority of our members favor dealer ownership and iceless fountains, the manufacturer selling the cabinet to the dealer on either cash or time payments basis. However, should the trade desire, they are prepared to loan the cabinets.

"The National Ice Cream Co. of this city is the only manufacturer planning to install the cabinets entirely on a loan basis. It is felt that 10c per gallon would be a satisfactory differential in making allowances for ice and salt.

"The consensus of opinion is that refrigerated cabinets should not be urged upon the dealer, mainly because of the inevitable swing toward iceless fountains, and secondly, because of the large stock of ice and salt cabinets now on hand.

"It is believed that only dealers of 1,800 to 2,000 gallons per annum would make iceless cabinets justifiable."

The iceless cabinets are going very slow in Kentucky, reports William Heuser, manager of the National Ice Cream Co., Louisville, who adds:

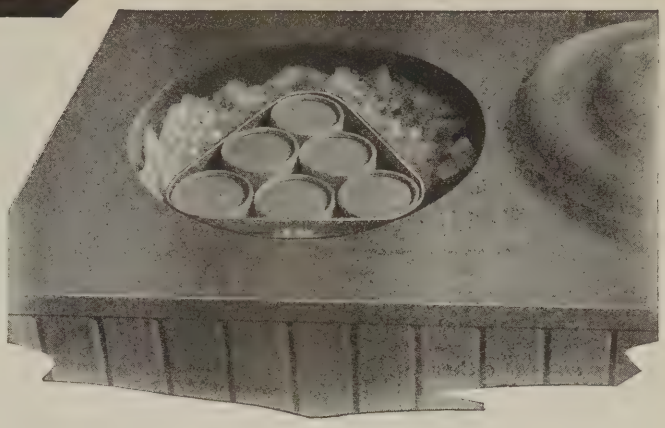
"The general opinion is that each customer should buy his own cabinet. This, however, seems to be a very slow process. Another reason for this opinion among the ice cream manufacturers is because it requires a large outlay of money to finance the iceless cabinet business. Several of them have one or two out through the state.

"We have none up to the present time, but are now making water and electric connections and have some thirty-five ready for installation.

"We are trying out one 6-hole ——— cabinet and one 6-hole ——— in our office, having them connected on a separate meter so that we may be able to



The O. & B. Triangular Packer serves as a container both in the shipping tub and in the cabinet. This saves much can-washing, re-icing and retinning of the containers.

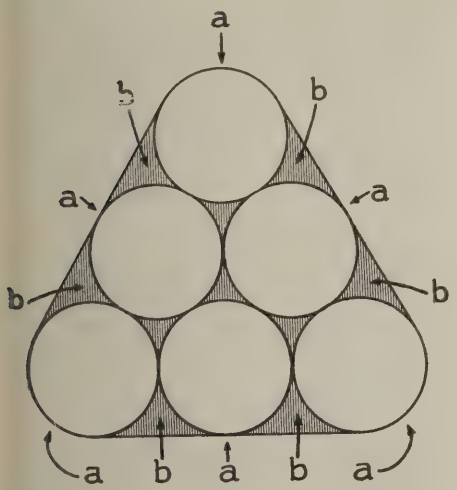


In the diagram below, "A" indicates the direct contact of each Sealright container with the sides of the packer. "B" shows the cold air spaces between the containers.

This arrangement gives perfect refrigeration. It insures the cream reaching the user's hands in perfect condition.

The tub and cabinet illustrations show clearly the ample icing space surrounding the packer.

Each Triangular Packer holds 18 quarts, or combinations of quarts, pints, and half pints.



Increase Your Sales

With the O. & B. Triangular Packer

THERE is no question that *bulk ice cream* packed by the factory in air-tight packages that are also thoroughly cold will solve your problem of selling *the home trade.*

Successful factories everywhere are educating their trade to the use of fibre containers.

Users are *instantly served* and need not wait for cream to be packed by the dealer.

There is *no loss of cream* to dealer.

User *prefers* bulk ice cream, and that is what the dealer may now sell him *in the fibre package.*

When packed in *O. & B.* Triangular Containers, cream in fibre packages keeps *perfectly hard* even after user has them in his home.

The net result of the above is *more home sales;* and that, Mr. Ice Cream Manufacturer, is *important to you.*

Better order a sample dozen Triangular Containers *today.*

DEPARTMENT "D"

Made Only By **Oakes & Burger Co.** Inc. Cattaraugus, N. Y.

O&B Purity Line
Cattaraugus N.Y. U.S.A.

Established 1873

Fifty Years of Honest Equipment



compare the electricity consumed by each one. Our own opinion at this time is that the ——— is the most economical and best cabinet so far as we can see on account of having twice as much installation as the ———. They also have a service station which of course will be of great benefit to us in case we need service. We, however, will have our own service men to look after our cabinets. We will own the cabinets and furnish them to our dealers who will use 1,000 gallons and upward per season. We are sold on the iceless cabinet proposition and believe it is a step forward in the ice cream business.

NATIONAL ASSOCIATION AND CABINETS.

The National Association of Ice Cream Manufacturers, at its annual convention last November, took no action, either official or unofficial, in connection with the iceless cabinets, leaving this matter entirely up to the membership.

At that time the association appointed a committee to test ice and salt cabinets and make reports that would be of benefit to the industry. W. H. List, Puritan Ice Cream Co., Newark, was made chairman of that committee. Mr. List reports that a meeting of this committee was held recently and that ten cabinets from ten different cabinet manufacturers will be tested—one icing every 48 hours. The test has begun and lasted for three weeks. The test ended just before this issue of The Ice Cream Review went to press. Different proportions of ice and salt were used for six day periods, said Mr. List. A report of the test will appear in the next issue of The Ice Cream Review.

"We have talked to one small dealer here who makes his own ice cream, who has one of these cabinets in his store and he says if he had to go back to the old salt and ice method of packing ice cream he would go out of the business. We have heard this on several occasions and we believe it to be so."

The New England contract in popular use is as follows:

CONTRACT.

(When manufacturer owns cabinet.)

This agreement made this ..... day of .....
by and between..... of .....
in the County of.....and State of.....
hereinafter called owner and....., ...
in the County of..... and State of.....
hereinafter called customer.

Said owner hereby agrees to install one.....ice cream cabinet hereinafter called cabinet in the store or place of business of said customer.

The customer agrees to provide the electricity and water connections to the point of installation of the equipment, at his own expense, and to provide a space.....by.....by....for a..... hole cabinet. The owner agrees to keep the said equipment in repair and in good operating condition except where repairs are made necessary by the negligence of the customer or his employees, when the repairs shall be made by the customer.

Said customer hereby agrees to hold said owner harmless from any loss, cost or damages, by reason of leakage or alterations made necessary to install said cabinet, or for any other cause or reason due to the installation and use of said cabinet.

It is hereby mutually agreed and understood that said cabinet shall be used for the express storage of the ice cream sold by said owner, and shall not be used for any other purposes whatsoever.

It is hereby mutually understood and agreed that this agreement can be terminated by a written notice of two weeks from said owner to said customer, or by a written notice of two weeks from said customer to said owner. Said owner shall have the right to enter the premises of said customer for the purpose of examination of said cabinet, to repair said cabinet, and to remove said cabinet, without being liable for damages for so doing.

It is hereby expressly understood and agreed that said cabinet shall be the sole property of said owner, and shall remain the property of said owner and shall not become the property of said customer, or his heirs, assigns, or any other person.

Witness our hands and seals this.....day of.....19..

.....
Owner.

.....
Customer.

CONTRACT.

(When customer owns cabinet.)

Where the customer has purchased and installed a mechanically refrigerated ice cream cabinet at his own expense, it is recommended by the committee that a rebate not to exceed 10c per gallon be granted such customer, provided no ice or salt whatsoever is furnished.

Where shipping customer, who had not previously been serviced by a manufacturer, desires to have a mechanically refrigerated cabinet installed, it is recommended that the conditions regarding installation set forth in uniform contract be adhered to and that a minimum charge of 10c per gallon in addition to the manufacturer's established price be assessed.

UNFAIR PRACTICE.

The committee feels that it should be considered an unfair practice for an ice cream manufacturer to solicit business from other manufacturers' customers, using as an inducement the installation of a mechanically refrigerated cabinet where his own customers have not previously been offered this type cabinet.

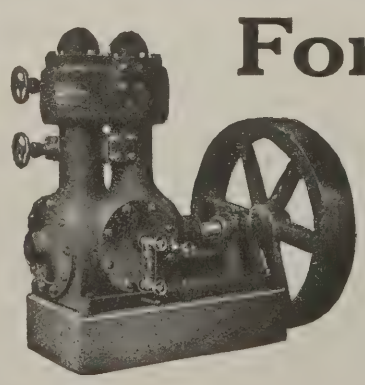
THE New York state association does not attempt to decide what action its several members shall take in matters that might be called service operation, according to Secretary A. M. Lemessurier.

"It was the consensus of opinion," he added, "that it was advisable to proceed cautiously and a majority of the members felt that more would be gained for the industry and the public at large by waiting developments than by hurried acceptance of the installation of refrigerating units in the stores of our dealers."

"The iceless cabinet question was discussed at our last annual convention and addresses were made by representatives of several companies manufacturing them," reports Secretary C. F. Jamison of West Virginia. "A few iceless cabinets have been installed in West Virginia, but the general tendency is to hold further installations of them until business conditions warrant the investment." He continued:

"A few cabinets have been installed in West Virginia and we are doing our best to thwart the indiscriminate installation of these cabinets and have succeeded in a measure, but only by heroic efforts.

"It appears that some of the manufacturers are nervous and afraid of the other fellow beating him to it and occasionally a cabinet is installed where a good customer is the goal.



For Lasting Satisfaction

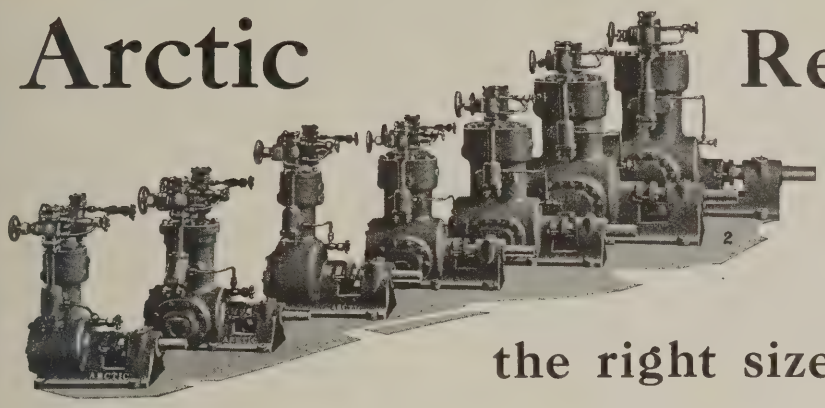
York
Refrigerating Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, *Wisconsin Manager*
1016 Majestic Bldg. Milwaukee, Wisconsin

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention. *Better*

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio



Mojonnier
Ice Cream Overrun and Weight Tester

STANDARD MODEL B

Gives both, per cent of overrun and weight per gallon. A rapid, accurate and durable tester at a price no plant—no matter how small—can afford to be without.

WATERPROOF RAPID ACCURATE

Finished in white enamel. Scale Oil Immersed.

PRICES

Model B, on pedestal with suspended weighing frame, $395.00.
Model C, suspended from ceiling, $395.00
Model R, with oil immersed scale, $185.00

Sold direct or through your jobber.

Mojonnier Bros. Co. 4601 W. Ohio St. CHICAGO

MILK ENGINEERS

Manufacturers of the Mojonnier Milk Tester and Overrun Tester and Vacuum Pan.

EFFICIENCY PRODUCTS MOJONNIER

Branches: New York (*Elmhurst*) Columbus, Ohio St. Louis, Mo. Oakland, Calif.

"Personally, I am of the opinion that the installation of iceless cabinets promiscuously is going to be a very expensive operation and I do not think the time is quite ripe for their use for out-of-town customers."

UNFAIR TO USE CABINETS AS INDUCEMENT.

Your committee emphatically denounces as an unfair trade practice any attempt by any ice cream manufacturer to use the installation of mechanically refrigerated cabinets as an inducement to secure customers from a competitor, or for the purpose of attempting to tie a retailer up with a long time contract, which has in practcally all cases proven unenforceable and has no other significance than that of a sharp trade practice carrying a distinctly unpleasant reaction.—From report of Illinois association committee on refrigerated cabinets.

Secretary C. C. Totman, in a recent letter, describes the South Dakota situation in this way:

"We arrived at no real definite decisions at our annual convention on February 3 and 4. We did decide to get copies of rental and sales contracts which the Minnesota association has undoubtedly adopted at their convention which is just over, with the idea of using the same in South Dakota. I believe that uniformity on this point is very desirable, not only within state borders but everywhere possible. It is too bad to make poor use of a good thing, such as is being done with cabinets by many men.

"We have but one manufacturer in Sioux Falls who is putting out cabinets and while others no doubt will soon, I believe they will use uniform contracts."

Secretary P. A. Crowley of the Iowa association has announced the following contract is being used in northeast Iowa, and also, to some extent, in Nebraska:

LEASE.

This agreement made and entered into on this..... day of....., 192.., by and between....., a corporation of....., Iowa, and..... of....., hereinafter called the Customer.

1. The Company, for and in consideration of the covenants and agreements hereinafter set forth on the part of the Customer, does hereby agree to furnish to the Customer and fully install one.....hole.....mechanically refrigerated cabinet No..... for preserving ice cream and sherbets exclusively.

2. The Customer, in consideration thereof, hereby agrees to buy ice cream exclusively, and to the full extent of his needs, from the Company at its regular established wholesale price, for a period of three years from and after the date of this contract, and to pay for the same to the Company at....., Iowa, on the Company's regular weekly terms.

3. In addition the Customer agrees to bring water and electric connections close to the cabinet and to supply sufficient water and current to operate the same properly, and to pay the Company for the use of the equipment a yearly rental of $104.00, payable weekly on Monday, dating from the time of the installation of the cabinet, as follows:

.....

.....

.....

4. The Customer further agrees to pay all indebtedness due under this contract each week, and agrees that upon the failure to so make such payment, that the Company may enter in and upon the premises of the Customer and immediately remove said cabinet without legal process of any kind, the Customer hereby waiving his rights as to notice and legal process of such removal, and agreeing that no damage will be claimed because of such removal.

5. The title and ownership of said equipment is hereby expressly retained by the Company, which shall have the right to remove its said equipment upon the termination of this contract, as provided for herein, or in the event of breach of this contract by the customer.

6. The Customer agrees to bear the risk of loss or damage to said equipment by fire or freezing up to Two Hundred and Fifty Dollars ($250.00), and to indemnify the Company against any such loss or damage up to said amount.

7. This contract shall be continued from year to year after the expiration of said three year term unless either party shall give the other at least thirty days written notice of its or his intention to terminate the contract at the expiration of said yearly period. Upon the termination of this contract at any other time or upon the termination by the Company because of breach of contract by the Customer, the Customer agrees to pay the Company the sum of One Hundred Dollars ($100.00) as

Miller Refrigerator Bodies

"We SELL you one—you BUY more"



The New Single Compartment Body for Iceless Routes

Made in Two Sizes:

1 Ton carrying 200 Gallons
2 Ton carrying 400 Gallons

Write for Descriptive Circular and Prices

THE JOSEPH MILLER COMPANY 507-9-11 Ninth Ave. South MINNEAPOLIS, MINN.

Manufacturers of Refrigerator Bodies and Ice Cream Storage Cabinets — Using Miller Patented Tanks for Refrigerating.

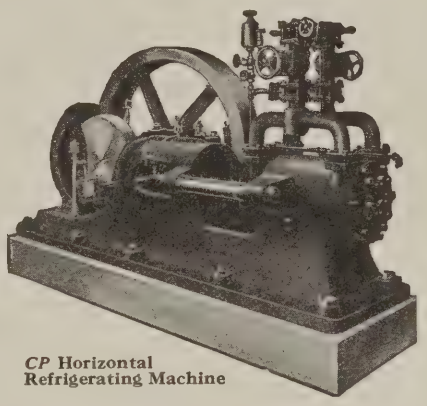
(WE ARE NOW LOCATED IN OUR NEW FACTORY AT THE ABOVE ADDRESS)

A *CP* Refrigerating Machine Which Has Been In Continuous Operation for 23 Years

For 23 years J. W. Beardsley's Sons of Newark, N. J., have been continuously operating a *CP* Horizontal Refrigerating Machine. Here is what they say about it:

"Certainly no machine could give better service and less trouble than this compressor has."

CP Refrigerating Machines are the heaviest machines on the market and every moving part is built over strong to withstand the severe work they are called upon year after year to perform. They can be supplied in all sizes in both horizontal and vertical types, either motor or belt drive.



CP Horizontal Refrigerating Machine

Write for descriptive catalogue

THE CREAMERY PACKAGE MFG. COMPANY

61-67 W. Kinzie Street Chicago, Ill.

SALES BRANCHES EVERYWHERE

Final Judgment

The verdict of the public is final when it comes to the judging of food products and from their decision there is no appeal.

Quality and flavor are the dominant factors in their judgment of ice cream products and these factors are due to careful selection of good ingredients, scientific manufacture and the maintenance of strict sanitary cleanliness throughout the making process.

These factors of quality and delicious taste are greatly assisted in hundreds of ice cream plants where the use of

Wyandotte Sanitary Cleaner and Cleanser

Indian in Circle



In Every Package

definitely protects the fine quality of ice cream products by the sweet, wholesome, sanitary cleanliness it provides throughout the plant.

Nor is this all, for experience is proving every day that the quality work of this cleaner is the most efficient and economical the ice cream manufacturer can use.

Ask your dealer.

The J. B. Ford Co. *Sole Manufacturers* **Wyandotte, Michigan**

liquidated damages to reimburse the Company for the expense incurred by it in installing and taking out its said equipment.

8. The Customer agrees to use said equipment carefully and to return the same to the Company at the termination of this lease in as good condition as when received, ordinary wear and tear alone excepted, and the Company agrees to keep the equipment in repair except where repairs are made necessary by the negligence of the Customer.

9. This contract and the conditions thereof are to be performed at ....., Iowa, and shall be binding upon the heirs, legal representatives, successors and assigns of the Customer, and the Customer agrees to secure the acceptance of his successors and assigns in the event of sale by proper endorsement hereon.

In Witness Whereof, the parties have executed this instrument.

.....COMPANY,

By.....

.....

Customer.

CONTRACT FOR SHIPPING ICE CREAM IN INSULATED BAGS.

This agreement made and entered into this..... of 192..., by and between.....(hereinafter referred to as the Company) and....., doing business under the trade style of..... of.....(hereinafter referred to as the Customer), WITNESSETH:

WHEREAS, it is proposed that Ice Cream be shipped in insulated bags instead of iced wooden tubs, resulting in a reduction of transportation costs to the considerable advantage of the Customer, and

WHEREAS, those bags are expensive and susceptible of rapid depreciation and are easily lost, and

WHEREAS, said Customer requests the Company to ship Ice Cream to said Customer in these insulated shipping bags,

It is agreed by and between the parties named herein that in consideration of shipments of Ice Cream being made by the Company to the Customer in said canvas bags, the Customer agrees to pay 15c per bag per shipment as "bag charge" for the use of each bag and to be responsible for the prompt return of these bags and the enclosed cans and covers.

The Customer will thoroughly clean the can, cover and bag before returning them.

When making a shipment of Ice Cream in insulated bags to the Customer, the Company will bill the Customer for the bags at the rate of $3.00 each, indicating on the invoice the serial numbers of the bags.

The Customer agrees to return all shipping bags within three days from date of the receipt thereof, and upon the failure to do so, will pay the Company promptly for each bag not so returned at the aforesaid rate of $3.00 each.

The Customer agrees that since the above charge of $3.00 for each bag is less than one-half of the cost thereof, he will not sell the Company's bags to others and will not hold them for his private use.

The Customer agrees that upon the return of each of the bags, he will note upon the Transportation Company's receipt the number of each bag in order that the returned bag may be identified and the proper credit given.

The Company agrees that the Customer, in making weekly remittances for Ice Cream purchased from the Company, may include as cash at the rate of $3.00 each, the Transportation Company's signed receipts for the return of each empty Ice Cream bag; each bag containing a clean can and cover.

Signed in duplicate at.....this day and date above written.

Accepted this....., 192....

.....Company,

.....

Manager.

.....

Customer.

By.....

Ice-and-Salt Cabinets Not in the Discard

Regardless of our conclusions regarding refrigerated cabinets, there is no doubt that many of us are going to use ice-and-salt cabinets for a long time.

—From National Convention Remarks by President Vernon F. Hovey

Getting the Most From Ice-and-Salt Cabinets

From National Convention Report by W. H. List, Chairman of Ice-and-Salt Cabinet Committee

WE TOOK eight cabinets, from eight different manufacturers. We put them all in the same room. We put recording thermometers in one hole of a two-hole five, and in the first test we put ice in the other hole. The cabinets were each one loaded with 50 pounds of ice and salt as a preliminary test, to find out the transmission and tie-up with tests that were afterwards made. In three days the ice was taken out and weighed. During the time the ice was in the boxes the temperatures were recorded. So as to give you an idea, I don't want to use these charts other than just to mention a few instances. In a short preliminary test of ten days like this we don't want to bank on all these figures; we would rather corroborate them by further tests. I don't want to have you gather the impression that all of these are final figures. In some instances we have tied up in two or three ways, so that we have figures that we feel pretty well satisfied with, but you would be surprised to find a very, very simple test like the meltage in pounds, I won't refer to the temperatures, they vary from 10 pounds to 28½ pounds in three days. They run 10, 13, 18½, 22, 25, 25, 25, 28½.

Now I can talk about that 28½ cabinet, because it was made by the manufacturer who makes our cabinets. It was made with three inches of sheet cork all around, the cork was coated on both sides with an emulsified asphalt, that is, a pure lake asphalt which is broken up in particles and suspended in water by emulsification, and you can paint that on and when the water evaporates the particles of asphalt adhere. It is tasteless, odorless and neutral, and it will stand a very low temperature without cracking or breaking. It will stand shocks and torsion strain, as has been proved by using that stuff in our refrigerated truck bodies, very successfully.

That gives you an idea of the preliminary tests with ice and salt, or rather, I mean, with ice.

After we had finished with the ice we put in ice and

Increase Your Sales
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FANCY FORMS
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ICE CREAM MOLDS
Manufactured by
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Order through your jobber or direct from us.

These Figures tell their own story,

they are typical records of the operation of the Jamison Ice Cream Cabinet



Note that the ice and salt compartment surrounding the cylinders, which contain the ice cream cans, extends only half the depth of the cylinders. Solid cork board insulation replaces one-third to one-half the ice and salt used by all other cabinets. For detailed explanation of the cabinet's construction, send for the folder shown below.

IN ACTUAL operation the new Jamison Ice Cream Cabinet has repeatedly justified our strongest claims. Numerous tests on the part of big manufacturers have demonstrated the success of its new principle of construction beyond question. Wherever these cabinets have been in use or put to test, a saving of 30% to 50% in ice and salt has resulted. The two records below are taken from Washington, D. C. They are not at all exceptional.

Dealer No. 1 Cabinets: Two, 3 hole 5 and two, 2 hole 5 Time: March 5-20

One Bucket Ice 26 lbs.

Date	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Cream (gals.)	45	0	5	5	10	5	0	45	0	10	5	5	14	0	40
Ice (buckets)	7	3	4	4	4	4	0	7	4	4	4	4	4	0	8
Salt (scoops)	7	3	4	4	4	4	0	7	4	4	4	4	4	0	8

Total gals. cream..... 189
Total lbs. ice.....1586
Total lbs. salt..... 213.5
} pounds ice per gal. capacity per 24 hours.....**2.11**

Dealer No. 2 Cabinet: One, 4 hole 5 Time: March 1 to 16

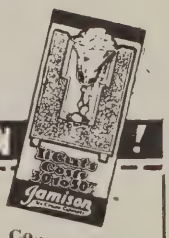
One Scoop Salt 3½ lbs.

Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Cream (gals.)	0	5	5	10	5	0	5	0	6	5	0	5	10	0	0
Ice (buckets)	0	3	2	2	2	0	3	0	0	4	0	4	3	0	0
Salt (scoops)	0	3	2	2	2	0	3	0	0	4	0	4	3	0	0

Total gals. cream..... 56
Total lbs. ice.....598
Total lbs. salt..... 80.5
} pounds ice per gal. capacity per 24 hours.....**1.99**

Convince Yourself by a TEST

Our idea is to let this cabinet sell itself. Test it out. See what it will do on one of your routes. Prove to yourself that it's as good as we say it is. Make it demonstrate a saving of 30% to 50% in ice and salt over the cabinets you are using right now. Write us today. Either send a trial order for one cabinet —or mail the coupon for further details and prices.



Jamison Ice Cream Cabinets

Jamison Cold Storage Door Co.
HAGERSTOWN, MD. - - U. S. A.

MAIL THIS COUPON !

Jamison Cold Storage Door Co., Hagerstown, Maryland.
Gentlemen:
You may send your folder telling exactly why your new cabinet will cut my icing costs thirty to fifty per cent. Sounds interesting!

Name .....

Address .....

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

salt. We wanted to have these cabinets tested uniformly, as near as possible, so the tests would be comparative. So we used the same proportions of ice and salt in every cabinet. They were iced up without any ice cream having been put in. The second day the ice cream was put in and the temperature of the ice cream was recorded. Well, of course, it was in our factory; we were right close to our hardening rooms, and every can that came out was a five-gallon can of vanilla, and every can registered with the themometer 1½ degrees below zero. That insured uniformity as regards any refrigeration that was exercised by the ice cream being colder than the cabinet.

OUR charts show seven days' icing with the ice cream in the cabinet. Before the ice cream went in our temperatures varied from 16 degrees to 27½ degrees in the eight cabinets. When I say 16 degrees, we took the minimum and the maximum that the charts showed. There were 24-hour charts used. Now, for instance, in the case of the 16, when I said 16, the minimum temperature was 14 and the maximum was 18 degrees; so we marked the minimum and the maximum on the chart and took the mean, showing a great variation in the cabinets before the ice cream was put in. The ice and salt temperatures were taken, you see, on the two-hole five cabinet, the ice cream in one end, the bulb of a recording thermometer, the bulb of which was 18 inches long, was carried down into that compartment. Four of these cabinets had square cans in, and the can of ice cream in that instance was put in the air instead of up against the ice and salt. The same way with the thermometer on the other end. The thermometer was suspended in the air in a square can that was part of the cabinet.

In the ones that did not have the square cans in, where the can was ordinarily submerged in ice and salt, we put in a five-gallon empty can and put the thermometer down in the center of the five gallon empty can. Now, that is as close to uniformity as you can get from recording tests with the different conditions of the different cabinets. Understand, these cabinets varied in length, width and height. They vary in insulation. They are not special cabinets, they are cabinets as manufactured by the various makers of ice cream cabinets.

On the ninth day we have 15 degrees, running up to 27½ degrees. That is the minimum and the maximum temperatures in the eight different cabinets, showing with the same proportion of ice and salt, showing the great variation in the temperature obtainable with a thermometer suspended in the air in a round or a square can in one compartment of a two-hole five cabinet.

I was talking to one of our ex-presidents of the national association and he told me that a survey of New York state showed about 30 pounds of ice per cabinet hole per day. Now, we have three cabinets that run as low as 30, and then they run up to, oh, 40,—say they run from 30 to 40 pounds of ice per day in a two-hole five cabinet, not per hole,—this is per two holes. In other words, gentlemen, on thirty pounds of ice per day per hole in the New York state survey, we have three cabinets in this test that will figure 15 pounds of ice per hole per day. There are only seven days,—I am not trying to take the average of seven days, where the cabinet had to be cooled down and take the first icing to give you an average. I am telling you that they ran for several days at 30 pounds for two holes.

I am not going to say that we ran down exactly to 15, because at the start that would run higher, but, covering a long period, you will say you would approach very closely to 15 pounds average.

Now, then, I want to give you some idea of the variation in these cabinets, so as to impress you with the fact that there is a great difference in cabinets, there is a great difference in what these cabinets will do in the way of keeping the heat out, there is a great deal of difference in what these cabinets will do as regards getting the advantage of the temperatures secured by the ice and salt to a greater or less extent, in accordance with the arrangement of the cabinet inside; you may not think that means much, but before we get through we will prove that it does, whether your can of ice cream is in the air or whether it is in the ice and salt; whether your can runs up to the lid, your square can. We had cabinets, four of them, with square cans in and four cabinets that had no cans in; that is, you put the

STOUT

Schroeder—Perfection Cabinets

for 1925 are now ready. Check over your stock and send us your requirements early.



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"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. -•- MILWAUKEE, WIS.

SALT

for Ice Cream Packers and Ice Plants

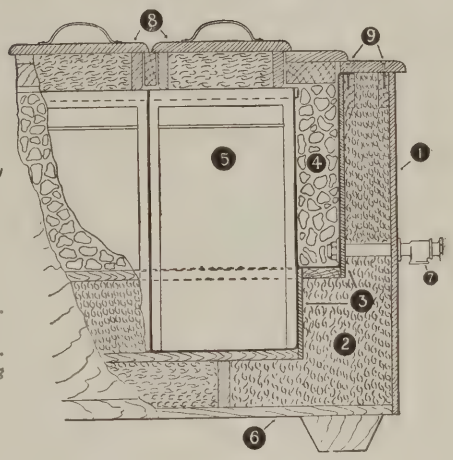
We can supply salt for every purpose. Stocks in Southern Posts. Our prices are attractive. When in the market write us. We are now making contracts for delivery during 1925.

TAYLOR BROS. & CO., Inc.

Salt Merchants

NORFOLK, VA. WILMINGTON, N. C.

Two years ago



1. Panels, three-ply, rotary cut fir.
2. Insulation, patented.
3. Blackrock insulating lumber.
4. Ice compartment.
5. Cream compartment.
6. Hard wood corner strips.
7. One-piece spigot
8. Solid oak lids and covers.
9. Brass screws permitting easy removal of ice compartment.

Two years ago the Dry-Zero Cabinet made its first appearance East of the Rockies introducing the dry pack principles. At that time we were told again and again that correct refrigeration could not be obtained by putting round cans inside of square compartments. Nevertheless, the Dry-Zero Universal Cabinet, *right from the start*, has supplied a consistently low temperature for 48 hours on one icing and at the same time effected a saving of 40% to 50% on ice and salt.

THAT was two years ago.

Now the Dry-Zero Cabinet is still giving the same satisfactory service that it gave then. Today, however, judging from the number of "*new*" cabinets being placed upon the market which have copied our design and imitated Dry-Zero as closely as possible, the superiority of the principles originated by the Dry-Zero Insulation Company are *openly* admitted. The "*new*" cabinets can imitate the original but they can never duplicate its results for the Dry-Zero Cabinet is *fully patented*, both the construction and also the insulation.

Each and every Dry-Zero Cabinet is backed by PROVEN FACTS supplied by reliable ice cream manufacturers. Why bother with imitations and infringements? Use the original and know beforehand what your cabinets will actually do. Write TODAY for further information and prices.

DRY-ZERO INSULATION COMPANY

50 EAST 42nd STREET

NEW YORK

HERCULES CORPORATION, Evansville, Ind., Sole United States Manufacturer.
J. H. CONNOR & SON, LTD., Ottawa, Ontario, Canadian Manufacturer and Selling Agent.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

ice cream in the ice and salt. We found the greatest difference in the world where the square can containing a can of ice cream with air around it was carried up to the under side of the lid of the cabinet.

Up to the present time we sort of feel that we can account for the difference in the temperature on the top of the ice cream due to the fact that in carrying that square can up to the under side of the lid we prevent the heat that leaks in the four walls from going through and over the can of ice cream. We stop it off right there and let it go down and melt the ice and exert its powers in the help of refrigeration, and the only heat that gets in there is the heat that is displaced. Well, you displace the cold, putting your arm down in, and that runs off just like water, that heavy, cold air; you put your arm down in to dip, the cold air is displaced and runs out; then when you take your arm out you let the hot air in.

ANOTHER very interesting fact that we have concluded is that in an ice and salt cabinet you have all found that on the inside of your ice cream can, where the can is surrounded by ice and salt, and comes immediately in contact with it, when the moist air from the outside comes into that can it precipitates frost on the inside of the ice cream can. Under certain conditions that frost will get into your ice cream in particles, under severe conditions it will get down into the bottom of your can, and then you have your dealer sending you back a can of ice cream that has a quarter of an inch or half or three-quarters of an inch of ice in the bottom of the can.

There is a reason. I think you can prove it to your own satisfaction by testing a can of ice cream right immediately in the ice and salt and put another can of ice cream in a cabinet with a rectangular metal container for that can, and in that case the coldest place being the metal rectangular container surrounding the ice cream can, which is the coldest because of the fact that it is up against the ice and salt brine which surrounds it, is the first place that you get the condensation of the moisture in the air.

On the inside of the square can, instead of on the inside of your ice cream can, is the place.

The pounds of ice and salt used totaled during that period. We didn't think we were very much efficient, we thought we were just about as good as the next fellow, and we are pretty nearly as good as the average when it comes to using ice and salt. We didn't think it was possible to take our two-hole five cabinet and in that period of time use 490 pounds of ice as compared to three other cabinets right adjacent to ours that went down to 395, 385 and as low as 337. In other words, we are using almost 50 per cent more ice than the cabinet that is immediately adjacent to ours, and he is getting a darn sight better temperature in his cabinet and a darn sight better temperature of his ice cream, taking a bulb thermometer and putting it in the ice cream at the top, the mercury bulb being about an inch and one-half and the thermometer being put in there for two inches, for a uniform test all the way through; and then another test, if you take a can of ice cream and take a piece of metal and run it down the center of the can and fill one-half of the can with ice cream and make two just like that and put them in your hardeners, harden up the ice cream, put one of those cans immediately up against the ice and salt brine anl put the other can in a compartment where it is surrounded by air. If the cabinet is well and efficiently insulated you can get low enough temperatures in the air to hold that one-half a can of ice cream with temperatures top and bottom remarkably close together, because those temperatures equalize between the round can and the square can with sufficient room to cause air circulation, you have the cold air dropping and the warm air, due to the differences in temperature between the two sides of that air body, and you get an equalization of temperatures for your ice cream, which is the best thing in the world.

We have had cases in my personal knowledge where we wanted to see what condition the ice cream was in in the cabinet, where we laid it there after the best part of the 24 hours had elapsed from the time that that cabinet was iced. For instance, the dealer wants to serve vanilla and chocolate. He has used up one can of vanilla, he has another can of vanilla in the cabinet that has been in there all the time. He has to take the lid off the latter and he tries to serve it. Because the ice has melted the cream has fallen away and is soft, almost too soft to serve.

But in the chocolate can he digs way down in the bottom and that is surrounded by brine, it is at a very cold temperature, and he has a great deal of trouble digging out the chocolate, and he chops it off and puts it on the plate alongside of the vanilla and he has one that is too hard and the other is too soft.

That is proved by the other half of the can of ice cream that you put in your ice and salt brine, with the brine directly up against the outside of the can. Your one-half can of ice cream for the latter part of the 24-hour icing, the ice cream will start and it will get so soft it will bend down and bend over, and you would be surprised to know that under those conditions it is possible to register as much as 27 degrees difference in the ice cream at the bottom and the ice cream at the top of the can.

(Continued on page 109)

For FINE FLAVOR

Specify

ELPAM

(IMITATION MAPLE FLAVOR)

1 oz. flavors 9 to 10 Gallons Cream (5 gal. Mix.)

Manufactured by

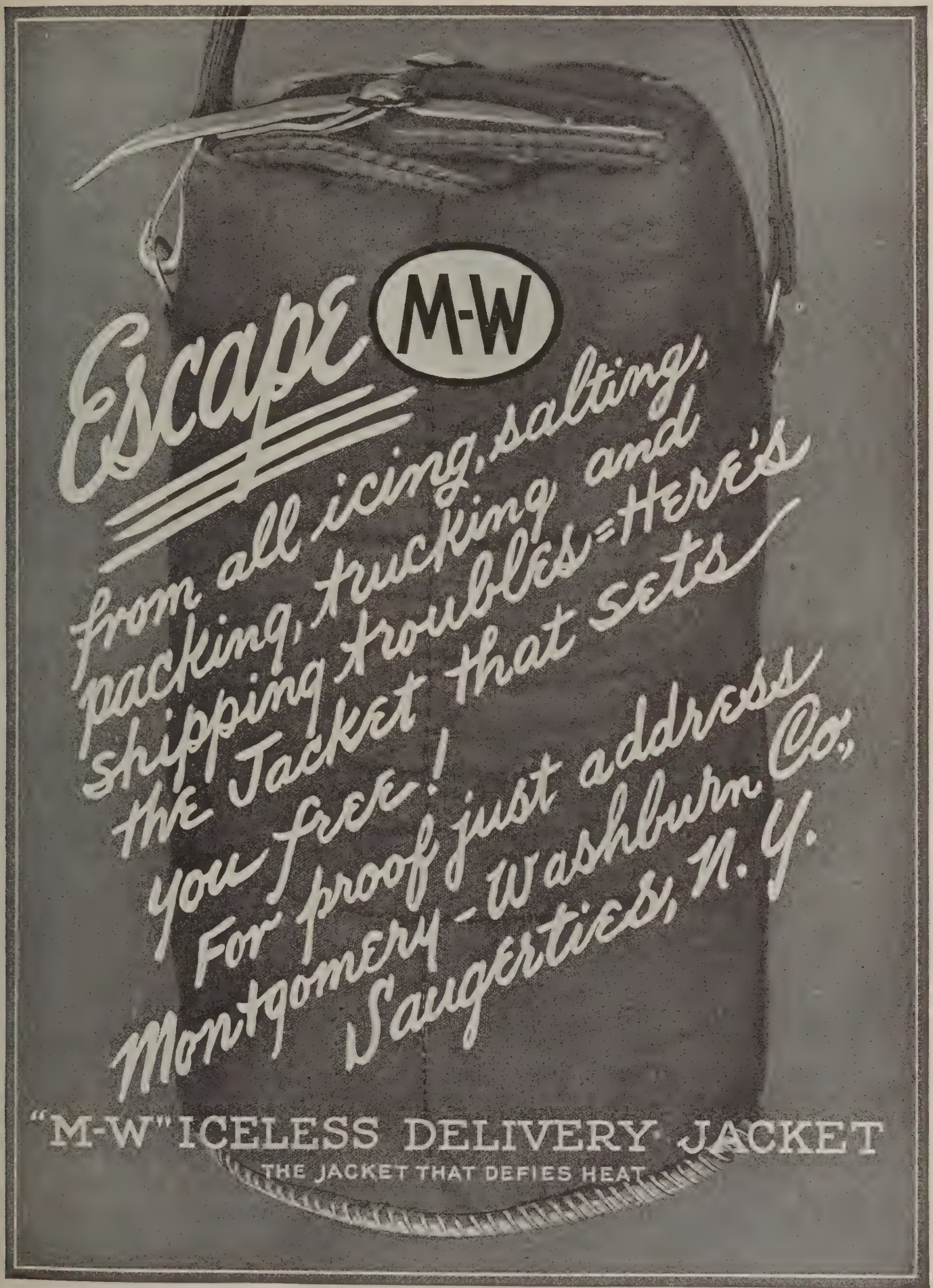
G. W. Wardrop Company, Inc.

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MEMBER

G. W. Wardrop Co., Inc., 450 Broadway, Boston 27, Mass. Send Sample of ELPAM for trial purposes.
Name .....
Address .....
Cut off this tab and mail.



We also manufacture Jackets for Square Ice Cream Cans. Prices and samples submitted upon request

YOU have less fluctuating temperatures where your ice cream can is surrounded by air, you have less differences by far, very, very much less difference between the temperature of your ice cream at the top and the bottom in those two instances. You can get a short thermometer and reach down in the can and stick the thermometer in the ice cream in that half can of ice cream at the bottom and stick your thermometer in the top and note the difference yourself, and you will be very much surprised.

Not only that, we are convinced that that is the coming way to hold ice cream, instead of the way we have been doing it. We have never done anything else but hold it with the brine up against the can. We are convinced that the thing to do is to have efficient insulation so as to enable you to get your ice cream at a proper temperature in spite of the fact that it is surrounded by air instead of brine, because it can be done, gentlemen, as has been demonstrated here with four cabinets.

* * I asked somebody about refrigerated cabinets, what the maximum and the minimum were, as regards temperature fluctuation, and he told me that the way they set their cabinets they got 8 degrees difference between where she would shut off and the point at which she would start.

Now, I have heard that they can be regulated down to give you three to four degrees, but that is as low as I have heard. That is to say, maybe the refrigeration would start, and when she got down to four, say, she would shut off. But if you had told me that we could have an ice and salt cabinet that would give you one degree fluctuation, up or down, or, in other words a maximum of two degrees from the high to the low, and run it for seven days and prove that that can be done, I would probably want to call you as big a liar as you would probably call me when I get through; but, nevertheless, gentlemen, it is a fact.

ONE of these cabinets kept the temperature of the ice cream between 9 and 11 degrees as follows, for seven days: The first day was 10, the next 10, then 10, 10½, 9, 11, 9½. We want to get the ice cream to the consumer in as good condition as possible. We want to keep the ice cream in the cabinet under as favorable conditions as possible. It doesn't make any difference what you store in a storehouse, if it is apples or eggs or what it is, you want to keep that temperature fluctuation as low as possible. If you are in the egg business you know what you require your cold storage man to guarantee you before you will put your eggs in his cold storage. He wouldn't guarantee you what you have obtained here; I wouldn't guarantee to keep that up indefinitely, but, gentlemen, it shows that you can at least do as well as the egg cold storage man, with a cabinet that is as efficient as this one, because we have demonstrated with this test that we are 100 per cent better than he is, and that is going to mean that you will hold the texture of your ice cream for a much longer period, because it is not subjected to the rise and fall of temperature, it is kept within a reasonable radius. You are going to get away from trouble that you all know about, and you are going to hold the texture of that cream and make it much more desirable, and you are not going to have a temperature making soft ice cream at the top of one can and hard ice cream at the bottom of another can, as we have today.



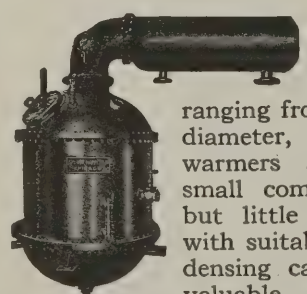
"THAT WHICH IS LIFE-GIVING."

A great scientists could hold the most intelligent audience of his day spellbound for four hours. Talking on what, do you suppose? The wing of a grasshopper. Why? Because he was enthusiastic about grasshoppers.

You are selling that which is life-giving, that which has life-giving properties. It is not only palatable, but the doctors even come to your assistance and tell you what a wonderful life-giving property a plate of ice cream has. You are selling something worth more to this country, it seems to me, than the wing of a grasshopper. But how many of you can get up here and talk intelligently, logically, forcibly, persuasively, conclusively on your own institution, on your own product? I hope that you all can. If not, you would better go home tonight and cast yourself upon your knees, if you can still bend them, and ask God to help you—ask God to help you.—From national convention address by Harry L. Fogelman.

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



Vacuum Pan.

Write for Prices

We can furnish these small size equipments in vaccuum pan size ranging from 8″ diameter to 36″ diameter, with suitable forewarmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U.S.A.

Beehler Tub Handles



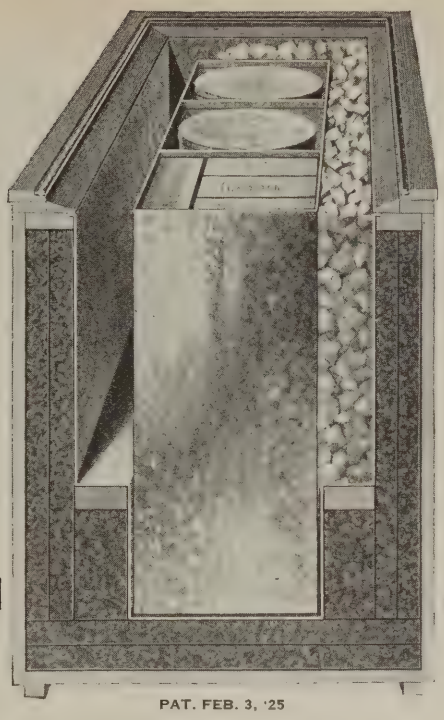
Patent Pending

YOUR DEALER CAN SUPPLY YOU

Beehler Steel Products Co., 1437 No. 13th Street ST. LOUIS MO.



STOUT Brine Well



The happy medium in solving the Ice Problem

The 48 Hour Service Cabinet

It solves the serious problem between the costly ice and salt system of old type cabinets and the tremendous investment required to do away with them completely.

There Is No Guess-work About It—A Full Year of Satisfactory Service Is Behind this Cabinet

It Saves Money—HOW? Uses 30 to 50 percent less ice and salt and Doubles the Route Capacity.

Carry that much more cream on your trucks.

It holds the proper temperature, evenly.

No brine comes in contact with the cans.

No sloppy dripping when removing them.

Holds either Bulk or Brick without changes.

Insulated with three to six inches Cork Board alternating with three layers of heavy Asphaltum paper.

Test One Alongside Any Other—and You'll Adopt Them

Numerous reports the past season state that the Stout Brine Well holds in fine shape up to 72 hours.

WRITE FOR FULL DETAILS **STOUT MFG. CO.,** 610 Sycamore St., Milwaukee, Wis.

Iceless Cabinets Left Up To Members By Canadian Association

Advertising Program Followed in U. S. Being Considered Individually by Manufacturers of the Dominion

THE matter of iceless cabinets was left up to the membership of the Canadian Association of Ice Cream Manufacturers, following the annual meeting of that organization at King Edward Hotel, Toronto, February 19.

The subject of express rates arose out of the minutes of the previous meeting and it was stated that the high rates had curtailed business for both the ice cream manufacturers and the carriers. It might be that the carrier companies are looking at this matter in a little different light now and that possibly a further representation might be made to them.

There was presented to the meeting a very full report from the advertising committee of The National Association of Ice Cream Manufacturers of the United States, on a national advertising campaign. Owing to the fact that the members had not had sufficient time since the reception of this report by the secretary to give it careful perusal, it was decided to send each member the information for his serious consideration.

THE attention of the members was directed to the great increase in the Provincial license charge for trucks. A suitable resolution will be drafted on behalf of this association protesting this increase and will be presented to the government, according to Secretary M. E. H. Morrison of Toronto.

The officers for the ensuing year were re-elected, as follows:

President—Morden Neilson, president, Morden Neilson Limited, Toronto, Ontario.

Vice-president—B. Henry, Producers Dairy Co. Ltd., Ottawa, Ontario.

Secretary-treasurer—M. E. H. Morrison, William Neilson Limited, Toronto, Ontario.

Executive Committee—H. M. Gully, City Dairy Co. Ltd., Toronto, Ontario; R. T. Stillman, Brant Creameries Ltd., Brantford, Ontario; Chas. Yeates, Chas. Yeates & Co. Ltd., Guelph, Ontario, and G. A. Gillespie, Peterboro Milk Products Ltd., Peterboro, Ontario.



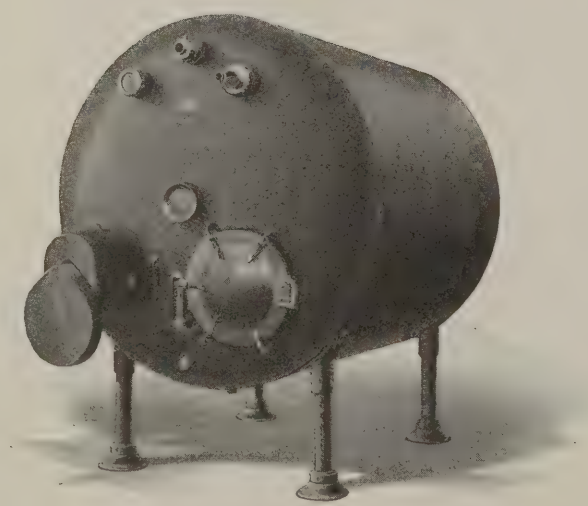
REID CO. TAKES OVER POLAR PRODUCTS.

What is reported as one of the largest business deals ever transacted in the ice cream industry recently took place in New York. The Polar Products Co. of New York City was sold to the Reid Ice Cream Co. of the same city. The Polar Products Co. was formed about five years ago and has enjoyed a marvelous growth. Its headquarters was located at 611 West 48th St., with branch plants at Mineola, Long Island.

The Reid Co. has eight plants in New York and New Jersey. The amalgamation will result in the Reid Co. having an output of 10 million gallons of ice cream yearly.

The Ideal Coating for all equipment in which Milk Products are handled, is

STANDARD BLUE GLASCOTE



GLASCOTE INSULATED
HORIZONTAL JACKETTED TANK

Its New Blue color is attractive and due to its richness and depth gives a strong contrast to the white milk, thus unclean, unsanitary conditions are readily detected.

Its extreme density and its very high glaze avoids any rough, porous condition which is hard to clean and forms harboring places for bacteria.

GLASCOTE is fused onto and into the steel and having the same co-efficient of expansion as the metal contracts and expands with it, even when subjected to sudden high thermal shocks.

Being practically part of the steel itself there is no danger of damage due to any of the many dairy operations, but being glass will not stand physical abuse.

The Life of GLASCOTE is indefinite.

THE GLASCOTE CO., EUCLID, OHIO



There is no substitute for the juice of a ripe California orange—it is no longer necessary to seek one.

now

Mission Orange and Lemon Pure Fruit Juices Are Available Everywhere

A SUPPLY of Mission Orange and Mission Lemon is now within twenty-four hours of every ice cream manufacturer in the United States and Canada.

Mission products are sold direct to ice cream manufacturers. The following Mission distributors carry complete stocks and are prepared to show you how Mission ready-squeezed pure citrus fruit juices will improve your product and decrease your costs.

MISSION DISTRIBUTORS

New York 175 Franklin Street	Montreal 876 St. Catherine West	Philadelphia 33 South Front Street
Chicago Fulton & Morgan Sts.	Louisville 903 West Main Street	New Orleans 605 Tchowpitoulas St.
Minneapolis 115 Western Avenue	Omaha 11th & Jones Streets	Dallas 1501 Elm Street
San Francisco 927 Larkin Street	Seattle 2230 Second Avenue	Los Angeles 1601 East 16th Street
Pueblo Melo Co. 200 Richmond Avenue	Atlanta Burgess Distributing Co.	Honolulu E. J. Waterman McIntyre Building

CALIFORNIA CRUSHED FRUIT CORPORATION—LOS ANGELES



NATE LOEWENSTEIN CLOSES SUCCESSFUL TERM OF OFFICE.

Nate Loewenstein has stepped down from the stage of activities on which he performed signal services for the ice cream industry during the years he was secretary of the National Association of Ice Cream Manufacturers. Mr. Loewenstein turned over the association's affairs to Fred Rasmussen on March 1. He now will confine his activities to promoting his business and to continuing the good work he has been doing as secretary of the Illinois Association of Ice Cream Manufacturers.



N. LOEWENSTEIN.

Mr. Loewenstein's career was reviewed in a recent issue of The Ice Cream Review. He has been identified with the leading activities of organization forces in the ice cream industry almost since the very first organized undertaking was launched. He stood by and saw the Illinois Association of Ice Cream Manufacturers build up into a very successful organization, and it was not surprising that his ability should have early attracted the attention of officers of the national association, to which his services were soon drafted.

Mr. Loewenstein rendered particularly noteworthy services in the matter of express rates, ever being on the alert to guard the industry's interests in that direction. It would be difficult to estimate how much he saved for ice cream men through his constant vigil in express matters.

The national association, during his term of office, climbed phenomenally both in membership and in revenues.

He leaves the association's affairs in excellent shape for his successor, and in giving up these duties it is a certainty that he carries the good wishes and kindest sentiments of the members of the industry he has served so well and of the officers of the association with whom he so conscientiously labored to make this a bigger and better industry in which to do business. His friends will continue to watch his career with great interest.

⚜

Our friends in Canada also are talking about co-operative advertising. Probably they feel that if a Canadian girl can select the national slogan for American manufacturers, they can accomplish some good work along this line in Canada. The outcome of the movement, which was suggested at convention at Nova Scotia a few weeks ago, and later discussed at the convention of the Canadian Association, will be watched with interest.

⚜

There was a young lady named Ella,
Went down by the train with her fella;
A cinder flew by
And lodged in her eye,
So now she's his sweet cinderella.



A Money Maker for Your Eskimo Pie Department

The Universal Eskimo Pie Machine cuts, dips and delivers ready for wrapping

60 to 90 dozen Pies per hour

Money saved in making your Pies is money made. This machine takes the place of several employees and insures a uniform Pie.

The Universal Machine is sturdily built, simply designed, and easy to operate.

Pay for it from its savings under one of our easy payment plans.

Write for particulars.

ESKIMO PIE CORPORATION

Exclusive Distributors LOUISVILLE, KY., U. S. A.



YORK TRUCK

Ice Cream Can and Cover

Large Capacity—Easy Rolling
Durable—Built for Long Life

A REASONABLY priced, heavy, durable, strong, well built truck of large capacity, yet easy to handle. A truck that will stand up under hard usage and actually help reduce can handling costs.

Designed and built by engineers who are thoroughly experienced in the manufacture of trucks for the dairy industry.

Every detail of construction is carried through "to a point of perfection," both as to material and workmanship.

A better, more durable and efficient truck for the ice cream manufacturer.

CAPACITY
106—2 gal. cans; 96—3 gal. cans;
78—5 gal. cans.

Send for YORK Can Truck Bulletin giving all the details.

YORK MILK MACHINERY CO.
YORK *Engineers and Manufacturers* **PENNA.**
Crates—Milk Bottle Washers and Sterilizers — Crate Transfer Trucks—Milk Pumps—Ice Cream Can Trucks

CONE ATTRACTS PEOPLE ON THE FLY.

(Continued from page 68)

nutritious. We have no reason to regard the cone as a red-headed step-son, as one of the odd members of the family; it belongs with us, having earned its position through twenty years of meritorious service.

* * *

Few people know how satisfying one ice cream cone can be. It makes a perfect lunch. That has been proved. This writer often has made one ice cream cone suffice for lunch and was much the better for it. Most of us eat too much. Let the public understand that an ice cream cone can be so satisfying at lunch time, and then many of those nickels that have been going in other directions at the soda parlor lunch counter will turn to our direction.

* * *

More than two billion ice cream cones were eaten in America in 1923, and despite the unfavorable year for ice cream, it is reported that 1924 showed a large increase in cone consumption.

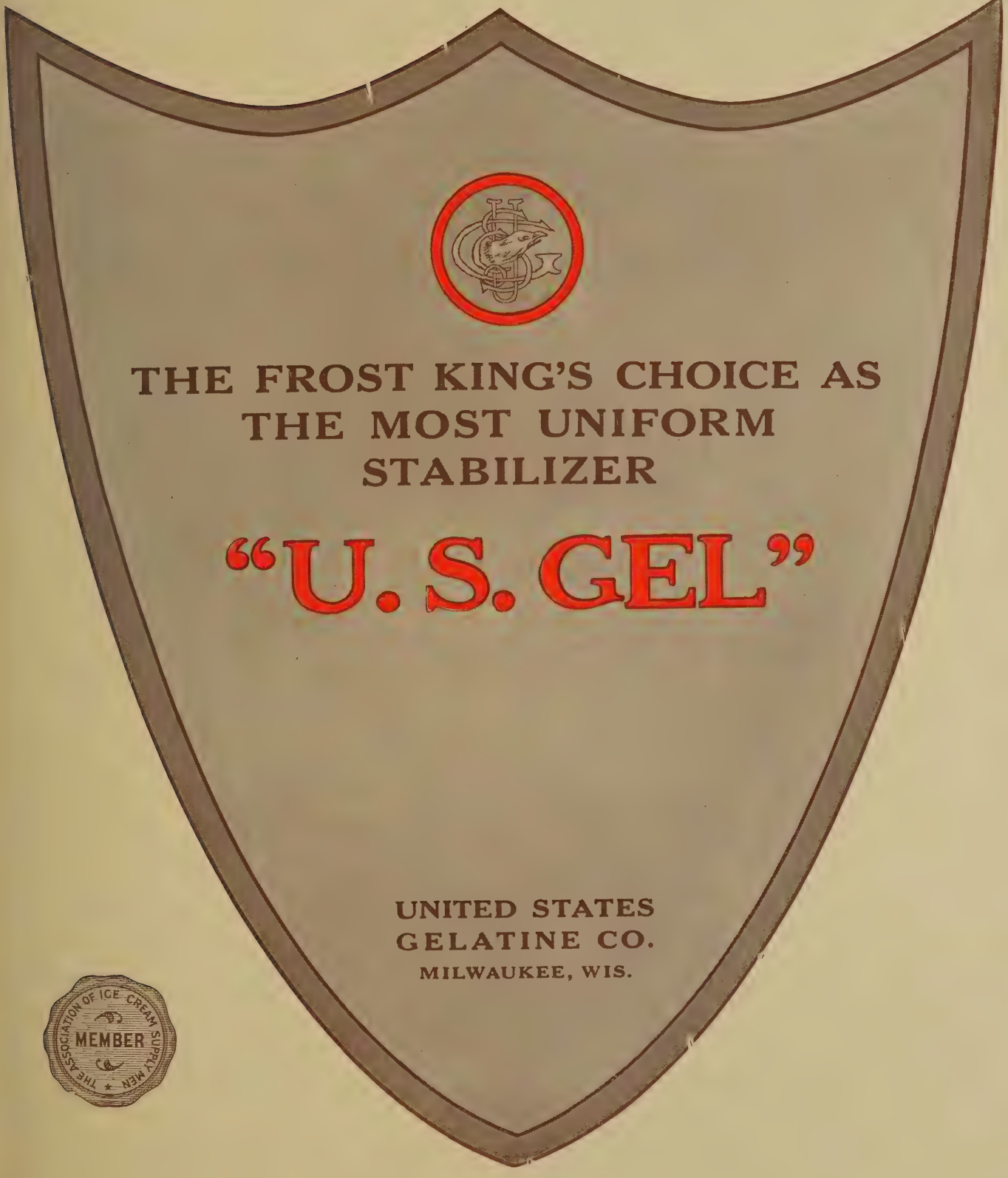
There is no reason why the cone should be regarded as likely to eat into our regular business; people who eat ice cream as it is generally served are going to continue to eat it. But through the cone we can go out and bid for the business of that fellow who won't stand still long enough to eat a dish of ice cream, spending his money on the popular drinks that are so quickly served and so easily downed. We must go out and bid for some of the money the kiddies are spending for other things. We must tell the story of the cone. It will bring additional customers and make ours a greater industry.

SUPERLATIVE CLAIMS PROVE NOTHING.

Advertisers are awakening to the fact that the use of superlatives, such as "best," is both unwarranted and unwise, as well as unnecessary. A recent writer said, "To say that our article is best because 'it is made of the choicest materials by the most experienced workmen' proves nothing, for the alleged reason is itself only an assertion, colored by biased opinion. To be acceptable as evidence, the choice materials must be named specifically, and the length of experience of the workmen must be given in definite figures. The copy writer must have enough legal sense to distinguish between a fact and an assertion. Too often he assumes that copy is 'reason-why' copy if it contains the word or inference 'because,' and his argument makes no more real progress than if he said 'it is good because it is good,' or 'it is best because it is best'."—From California and Pacific convention address by K. L. Carver.

IS OUR INDUSTRY OUTRUNNING US.

The ice cream industry is one of the fastest growing branches of the dairy industry—we are told—and with that, of course, there is a lot in enthusiasm which goes along with it by men connected with that industry. That may account for the enthusiasm and the interest to which I have already referred. But you have in that rapidly growing industry the problem of keeping up with your business, and that is quite a serious problem. If we can only grow ourselves individually as fast as our business grows—that applies to educational work as well as commercial work—if we can only grow as fast as our business grows we are fortunate, and that means progress.—California and Pacific convention address by Dr. C. R. Roadhouse.



THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER

"U. S. GEL"

UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.

TRAY-PACK

The New, Safe, Reliable and Economical Method of Supplying Perfect Service to Your Customers



IN OUR entire experience, covering over a quarter of a century, we have never witnessed such enthusiasm for a new cabinet as is being shown on every hand for TRAY-PACK, *the 100% dry pack cabinet.*

To get an idea of the TRAY-PACK service method and its great potential value to your business you have to study the accompanying illustrations. Note:

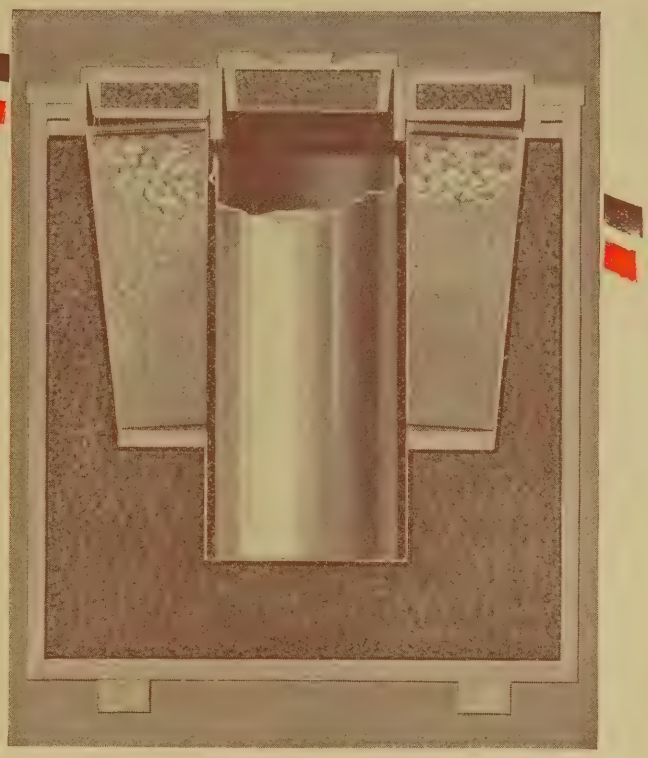
TRAY-PACK is the *only* ice refrigerated cabinet that can be serviced without slop and muss in the dealer's store.

To SERVICE TRAY-PACK remove trays; carry to street, or other suitable place, and dump brine, repack at truck; replace trays — that's all.





The 100% Dry Pack Cabinet



(PATENT PENDING)

Consider what a big hit this feature alone will make with *your* trade. But remember that TRAY-PACK has a great number of other unequalled features that recommend it to your immediate consideration. A few of them follow:

1. **UNIFORMITY OF ICE CREAM TEMPERATURE** is maintained, varying less than 2° in 24 hours or less than 6° in 48 hours with **ONLY ONE ICING.**
2. **ICE CREAM TEMPERATURE** is practically uniform at both top and bottom of can. Thru our "**TRAY-PACK**" arrangement a closer degree of uniformity is maintained than in mechanically refrigerated cabinets.
3. **DRY COMPARTMENTS FOR ICE CREAM CANS**—more sanitary than old method—eliminate floating cans.
4. **ELIMINATION OF FAUCET** and its attendant troubles, including loss of refrigeration.
5. **INCREASED LIFE OF METAL LINING AND CANS**—ice and salt do not come in contact with them.
6. **NO LEAKAGE** thru lining in cabinet.
7. **INCREASED LIFE OF CABINET**—"**TRAY-PACK**" is the only iced cabinet not subject to the usual packing abuse.
8. **NO EXPOSURE OF ICE AND SALT** after trays are once placed in the cabinet.
9. **LESS SERVICE AND MAINTENANCE COST** as cabinet can be serviced in less time and with less wear and tear.
10. **SEDIMENT ACCUMULATION** in bottom of cabinet is done away with thru "**TRAY-PACK**" method.
11. "**TRAY-PACK**" **METHOD** keeps cabinets in a clean and sanitary condition at all times.

As orders are now being received from every section of the country it is important that you write at once for full particulars and prices.

Use the Coupon Attached

GRAND RAPIDS CABINET CO.

55-59 Alabama Ave., N. W. GRAND RAPIDS, MICH.

"World's Largest Manufacturers of Ice Cream Cabinets"

USE THIS HANDY COUPON

Gentlemen:
Send me at once complete descriptive literature and prices on your new TRAY-PACK Cabinet.

Name .....

St. Address .....

City ..... *State* .....

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES

Are Standard

Guaranteed to Comply with all National and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

1200 Tower Bldg.,
6 North Michigan Ave.,
CHICAGO, Ill.

73 to 75% Calcium Chloride Free from Magnesium

You Profit By Its Use

When you use Carbondale 3-C Calcium Chloride you help your refrigerating equipment to develop a maximum rated capacity. In other words, it helps you get more refrigeration without additional equipment. Buying efficiency on that basis is always a paying investment.

Send for the 3-C Bulletins.

Carbondale Calcium Co.
Carbondale, Pa.

3
TRADE MARK

Ask for Bulletins No. 5A and 36

New York
Chicago
Pittsburgh
New Orleans
Philadelphia
Baltimore

MARYLAND CREAMERY CO. CELEBRATES TENTH ANNIVERSARY.

The 10th anniversary of the Maryland Creamery Co., 1700 Block East Pratt St., Baltimore, was celebrated at a banquet in January. Stock certificates were presented to the oldest employees and all department heads by M. J. Abrams, president of the organization. Those receiving certificates included N. Bliss, superintendent; C. Boyd, L. Levy, F. Joiner, H. Vobbe and S. Friedenberg. Each member of the organization present was presented with a gold piece by W. Abrams, treasurer of the firm.

An interesting outline of the history of the company, from the first day of incorporation up to the present date, was given by President Abrams. N. Bliss was toastmaster.

⚜

ICE CREAM AND BREAD.

In 1917, 71.75 dishes of ice cream, per capita, were consumed; in 1918, 72; in 1919, 75; in 1920, 76; in 1921, when our national gallonage slumped to 210,000,000 gallons, 64 dishes per person were consumed.

On bread, one of the oldest foods, you would naturally think it would be difficult to get an additional consumption. They did this in a period of five years, under conditions somewhat similar to ours. If we had done as well as the bread industry in that particular period, we would have sold to the American public an additional 321,000,000 gallons of ice cream, and we would have done it by inducing the American public to eat an additional dish of ice cream every 19 days. It would be very simple if we would only get around to it.—From Wisconsin convention address by W. A. Schwindeler.

⚜

ICE CREAM IN TRAINS?

Why not? The new Pullman trains from London to Dover, Brighton, etc., are not only the smartest in the world (until America claims the record) but have many innovations concerning foods, such as cold stores under the floor and near the wheels. The foods, drinks (champagnes, etc.), are kept very cold by utilizing the cold draught from the wheels, hitherto wasted.

A load of ice cream bricks, for instance can be kept cold in this way without the cost of ice and salt. In future, trains versus barrows and carts!—Confectioners' Union (London).

⚜

Dates selected for the 1925 convention of the National Association of Ice Cream Manufacturers are sure to meet with widespread approval. There has been a real urge for the ice cream men and the dairy exposition people to get together in working out plans for these two great trade events.



Home of Cloverland Dairy, Memphis, one of South's greatest ice cream and milk distributing plants.

Make Your Frozen Suckers by the Valentine Method with the

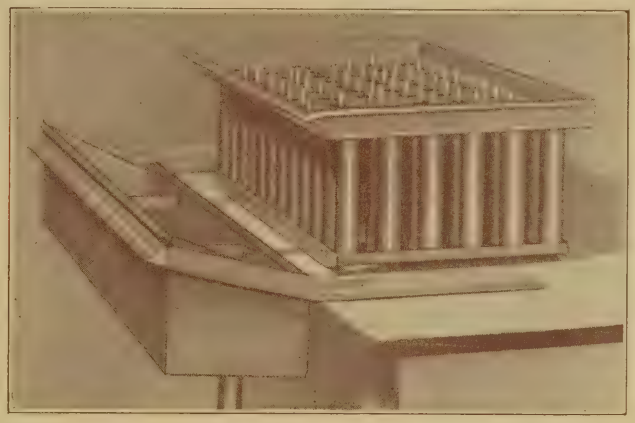
Valentine FROZEN SUCKER Mold

(PATENTS PENDING)

$29.50

Only additional equipment required is one Valentine Spill-drain, price $8.50.

One Spill-drain will suffice for 25 to 30 molds.



$29.50

Terms 2% 10 days

Net 30 days

F. O. B. CHICAGO

Immediate Delivery.

Valentine Frozen Sucker Mold Unit and Spill-drain.
Note top pan with special Valentine pouring edge.
This view shows filled mold with sticks in place ready for freezing.

Requires no extra filling pan or unsanitary drip pan.—Tubes made without overflow holes, thus doing away with dripping syrup and mess.—No possibility of syrup spoiling brine or brine spoiling syrup.—Each tube can be completely submerged in brine, insuring uniform freezing entire length of sucker.—Made of highest grade acid and rust proof, imported dairy tin and Monel metal.—The only easy, rapid and sanitary method for making "Frozen Suckers."

The Valentine Frozen Sucker Mold Unit comprises 72 slightly tapered tubes opening down from a securely affixed top pan with a specially constructed pouring edge. This complete Unit is sturdily made of the best materials throughout. The pan at the top is made of the finest grade imported 4X Dairy Tin. The walls of the tubes are made of heavy 3X 2A charcoal tin, examined and tested against pin holes. The bottoms of the tubes are capped with genuine 26 gauge Monel metal, which is absolutely rust and acid proof and eliminates rusting and corrosion from dampness. The Mold Unit is protected around the bottom by a heavy, tin plated angle iron frame to which heavily tinned brass runners are attached. The Valentine Mold Unit is a high grade quality throughout, with materials and workmanship up to the standard of the finest dairy and ice cream machinery. It is neat, compact, well built and will wear for years.

The Valentine Method of making Frozen Suckers is simplicity itself. The flavored syrup is poured into the top pan and instantly flows directly into the 72 tubes, which are slightly countersunk. No funnel or bothersome extra filling pan device is necessary.

When the tubes are filled, the Mold Unit is tilted until it automatically comes to rest at a fixed, invariable position, which allows just enough excess liquid to pour out of each tube to insure the uniform length of 5½ inches for each Frozen Sucker. This excess liquid runs over the ingenious, dripless, pouring edge of the top pan into the specially constructed Valentine Spill-drain (which is rigidly fastened to the table) and is carried to a receptacle for later use without contamination or waste. The Mold Unit is then tilted back to a horizontal position, the sticks are inserted, and the Mold Unit placed in brine tank or hardening room for freezing.

Under the Valentine Method, there is no mess, unsanitation or waste of any kind. There are no overflow holes in the walls of the tubes, hence no opportunity for the syrup to run over the outside of the tubes and the Mold Unit, a difficulty encountered under the old methods. No part of the outside of the Mold Unit or tubes can come in contact with the syrup, thus insuring absolute cleanliness and sanitation. If freezing is done in a brine tank, there is no chance of polluting the brine with syrup or of the brine getting into the syrup. Because of the absence of overflow holes in the walls of the tubes, the Mold Unit can be immersed deep enough in the brine so that the entire contents of each tube are below the level of the brine, thus assuring quick, uniform freezing the entire length of the Frozen Sucker. The Valentine operation is not only simple and absolutely fool proof, but also much easier and more rapid than any methods used heretofore.

The price for each Valentine Mold Unit is only $29.50 F. O. B. Chicago; terms, 2% ten days, net 30 days. The Valentine Spill-drain comes extra at a cost of $8.50 each, **but only one Spill-drain is needed for the average size plant, and only two for the very largest plants.** One Spill-drain will suffice for 25 to 30 molds. All Valentine equipment is sold under money-back guarantee as to quality and performance.

Use the attached Coupon for your order, or, if you prefer, use the Coupon to request our complete folder fully describing and illustrating the Valentine outfit and Valentine Method. In either event, mail the Coupon today.

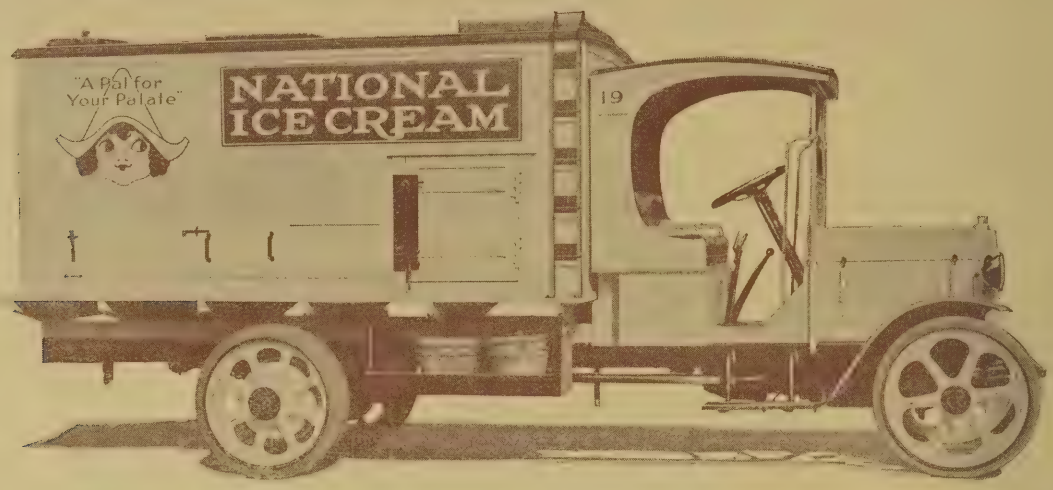
Valentine Machinery & Supply Co.,
552 Wrigley Building,
Chicago, Ill.

Send us.....Valentine Frozen Sucker Molds
and one Valentine Spill-drain.
Send us complete Folder ———.

Name .....

Address .....

City.....



And for National, Too

ABC Bodies keep ice cream firm and hard during entire delivery day

Anxious to bring delivery costs down to the lowest possible level—and keep them there—the National Creamery and Produce Company, of Los Angeles, purchased three ABC Refrigerator Truck Bodies in the spring of 1923. Later, F. S. Calkins, general manager, penned this letter:

"We have operated three of these bodies for over a year and find them satisfactory in every way. They are not only exceptionally well constructed, but furnish the temperature necessary to keep ice cream in proper shape during the entire delivery day."

National's experience tallies with that of ice cream manufacturers everywhere—that ABC Bodies provide perfect refrigeration regardless of outside temperature or weather conditions; that they eliminate the added weight of a water-soaked body and keep the cream firm and hard on less ice and salt than any other.

Burdan Bros., of Pottstown, Pa., who operate a fleet of 50 ABC Bodies, put it this way: "During the warmest weather, ABC Refrigerator Bodies enable us to deliver ice cream to our customers in first-class condition at minimum expense and with the least possible handling difficulty. The bodies are very economical in ice and salt consumption, and their construction is far superior to any others of which we know."

ABC Bodies are adaptable to any type or size of truck chassis from 1-ton to 7-ton capacity.

Write for details and prices.

Paul W. and Guy F. Minnick
Eastern Sales Representatives
280 Madison Ave.
New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Bldg.
Los Angeles, Cal.
458 Natoma Street
San Francisco, Cal.
617 Pioneer Bldg.
Seattle, Wash.
216 U. S. Nat'l Bank Bldg.
Portland, Ore.

ABC Refrigerator Motor Truck Bodies and Wagons

ANHEUSER-BUSCH, *Builders,* ST. LOUIS, U. S. A.

WHAT ADVANTAGES DOES THE ELECTRIC TRUCK OFFER FOR ICE CREAM DELIVERY?

(Continued from page 40)

room and a cafeteria in the building formerly occupied by horses, hay loft, etc. When all costs are taken into consideration over a sufficiently long period to cover the life of the two kinds of delivery equipment, the electric truck easily wins out against the horse. It takes fewer people to care for electric trucks. They do not have to be fed Sundays and holidays. They are out of service less than any other equipment. They require very few repairs. They cost only in proportion to their use.

Aside from economy, what is claimed for the electric truck? Cleanliness—the electric truck is in keeping with the character of the ice cream business. Horses and a stable are not in keeping with the appetite appeal. The growing place of the electric truck in the baking industry is a very good indication of the appeal of clean bread delivered clean.

Are there any other advantages? Yes. The electric truck is hardly ever stolen. A recent survey showed that the few electrics that had been stolen were recovered, because when the battery is exhausted it has to be charged again and the thief is too wise to attempt that. It is interesting to note that in Mexico, where revolutions have been a frequent occurrence, the electric has won a place, because it was found that while a revolutionary army passing through a city or town might confiscate all of the gas trucks and all of the horses, that it wouldn't steal the electrics since they are intended for short haul and frequent-stop operation.

ISN'T it an objection to an electric that it cannot be placed on a 100 mile-gas truck route? No. You use a boy for errands because he is cheaper. You use a man for heavier work because he is cheaper than the boy. You use a skilled mechanic for some work because he is cheaper than an unskilled man. You use an accountant for accounting work because he is cheaper than someone who knows nothing about accounting. In other words, you use different types of people where they are best suited. **The electric truck is economical on certain routes. Use it there. The gas truck is more efficient on other routes. Use the gas truck where it is efficient and the electric where it is economical and efficient.**

Is the electric truck industry a staple one? The four leading concerns in the electric truck business average approximately 20 years in that business. Incidentally, 75 per cent of their business is repeat orders—a pretty good indication of what the electric truck has done for those who bought them.

How should we go about finding out whether the electric truck will save money for us? Address a letter to one or several of the leading electric truck manufacturers asking them to supply you with a cost analysis form, and a route analysis form. They will do this without obligation. You can then ascertain your present conditions and costs. The electric truck manufacturer will then tell you what routes electric trucks can operate on most efficiently, and he will set opposite your costs for those routes electric truck costs and you can see for yourself what the saving would be. In some cases the saving has been great enough to amount to a sum equivalent to 2 and 3 per cent of a concern's gross business. This usually means 20 or 30 per cent increase in net profits.

HOW can I find out more about electric trucks without calling in an electric truck manufacturer? The Ice Cream Review has secured a number of copies of a book that tells about electric trucks. We will furnish



Where Quick Service Means Money Use SANISCOS!

Nothing takes the place of Sanisco Ice Cream Sandwich Machines for Speedy Service to the Public.

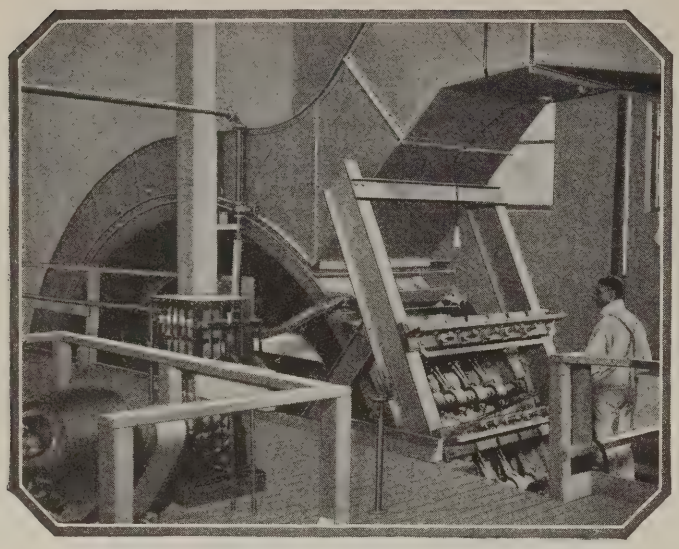
Wherever crowds gather big sales of ice cream are possible, but the public won't wait—they want **quick** service and that's why the men with Saniscos are reaping such big profits. They are satisfying the wants of the public for speedy service and a practical method of eating ice cream that appeals to young and old alike.

Order Machines now. Special Discount to all Ice Cream Manufacturers. Write for sales plan.

We recommend "UNEEDA BAKERS" Ideal Wafers. National Biscuit Branches thruout the U. S. can supply Ideal Wafers for Sanisco Machines at $1.70 per container of 725 wafers, or you can order direct from us.

The Sanisco Company

1019 3rd Street Milwaukee, Wis.



When filtered the liquid gelatine is hurried to these great wheels and after a single turn is dropped directly into barrels. Our patent process requires less than 5 minutes from filters to barrel. The old tunnel drying process requires 16 to 48 hours.

The Preference of the Industry

Because of the matchless quality, adaptability and uniformity, produced only by our highly scientific wheel-dried process, *Ucopco* Wheel-Dried Gelatine is now *outstanding!* Already the choice of a predominating number of manufacturers in the gelatine-using industries, it is constantly gaining ground as each new user becomes convinced of its merits. Investigate *Ucopco* at once.



Let this trade-mark which appears on every barrel be your guide in selecting gelatine.

United Chemical & Organic Products Co.
Home Office: 4200 S. Marshfield Avenue, Chicago

Branches:
New York City New Orleans San Francisco
Milwaukee Detroit

Ucopco
Wheel Dried
Gelatine

these to our readers upon request, without obligation and without giving our readers' names to any manufacturer. All that is necessary is to write to the delivery department of The Ice Cream Review, asking for a copy of the electric truck book. This offer is limited to the executives and delivery superintendents of ice cream companies. The book is a valuable one and we are under obligation to distribute it only to such executives and superintendents.

KANSAS HOLDS SUCCESSFUL SCORING CONTEST.

There were 41 samples of ice cream entered, and about 40 persons attended the two-day meeting. Professor A. S. Ambrose of the University of Illinois assisted with the scoring and addressed the meeting on the subject of "Shrinkage of Ice Cream During Storage." N. E. Olsen of the Kansas State Agricultural College was in charge of the meeting and discussed the subject of "Homogenization of the Ice Cream Mix in Relation to Yield." Several lively round table sessions were held and an opportunity was given for all to examine the ice cream samples. On the whole the ice cream entered showed a marked improvement over that of last year. Twenty per cent of the samples scored above 95 this year, as compared to 14 per cent in 1924. Sixty-two per cent of the samples scored above 90 this year, as compared to only 44 per cent in 1924. There was also a marked improvement in the bacterial content of the ice cream this year. Forty-eight per cent of the samples received a perfect score (20,000 or less per gram) on bacterial count this year as compared with 24.5 in 1924. Of the samples, 73.7 per cent contained less than 100,000 bacteria, as compared with 61.2 per cent last year.

The week following the scoring contest Professor Olsen held the first one-week short course for experienced ice cream makers which was from March 2nd to the 7th, inclusive. Thirteen ice cream makers attended this short course which consisted of practical ice cream making and laboratory work half days of each day. The other half day was given to lectures and round table talks. Professor Olsen and all who attended are very much elated over the success of the first short course, and they feel assured of increased interest and attendance for next year as the ice cream manufacturers "feel that they were well paid for the time and expense in information and good fellowship they had attending this term."

"Co-operation between the school and the association which is made up of the manufacturers has been of untold benefits to the manufacturers in Kansas in promoting interest and increased quality in Kansas ice cream, as Kansas now claims the reputation of making the best ice cream, as well as growing the best wheat in the world," according to B. T. Perkins, secretary of the Kansas Association of Ice Cream Manufacturers.

PLENTY OF BUSINESS.

There is plenty of business to be had, more desirable business than simply taking it away from the other fellow, if we will join together in letting each manufacturer appreciate that his first and great responsibility is to the industry in which he is engaged, and the realization that if that industry prospers and is efficiently conducted it stands to reason, just as much as does that two and two are four, that he will derive for his own business the benefits that will accrue from the proper conduct of the whole business.—From California and Pacific convention address by W. V. S. Robb.

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

ACME

Custard Flavor *for* Ice Cream

It Costs 1½c to flavor 1 gallon Ice Cream.

To make

FRUIT CUSTARD

Use 2 oz. Custard Flavor and add a *small* quantity of desired fruit to a 40 qt. batch.

PERFECTO

The perfect Ice Cream Powder.

It improves and stabilizes Ice Cream and Ices.

We do not claim Perfecto will make Delmonico Ice Cream out of Hokey Pokey mix, but we can convince you it will improve any mix.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS

HANOVER, PA.

Miller Miller

THE

H·H·MILLER INDUSTRIES CO.

CANTON, OHIO.

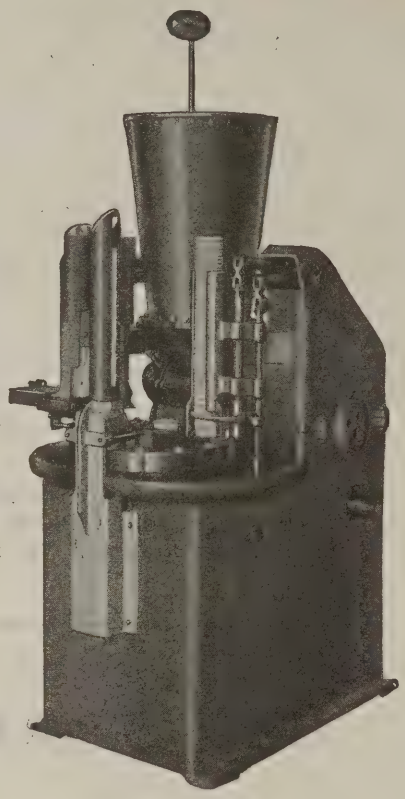
MANUFACTURERS OF.....

THE MILLER BRINE
ICE CREAM FREEZERS
MILLER PASTEURIZERS
MILLER HEATERS AND HOLDERS
MILLER CENTRIFUGAL PUMPS
INTERNATIONAL SANITARY PIPE, FITTINGS, ETC.

ALSO MANUFACTURERS OF.....

CHILLY KING COOLERS
SKIDD MILK HEATERS
SKIDD ROTARY BOTTLE FILLERS AND CAPPERS

CATALOGUE ON APPLICATION.



Bergmann Ice Cream Packaging Machine—

The latest and most improved machine for packaging small units of ice cream. Rapid, self-contained, automatic, motor driven. Capacity only limited to speed of operator in keeping machine supplied with cups and lids and taking away filled cups with lid inserted. Fool proof and rustless. Easily cleaned. Strongly constructed.

If you are marketing packaged ice cream you are interested in this machine. Send for complete information covering this and larger size machine.

Bergman Packaging Machine Co.
1838 HENRY W. OLIVER BLDG., PITTSBURGH, PA.

SALES OFFICES

487 ORANGE STREET NEWARK, N. J.

Cuscaden Re-elected Head of Kentucky Association

One of the South's leading ice cream manufacturers was honored when Harry A. Cuscaden of the Cuscaden Ice Cream Works, Louisville, was re-elected president of The Dairy Products Association of Kentucky, at the second annual meeting of that association at Louisville, March 11. The meeting was held in the Brown Hotel.

This was another step by the Kentuckians toward the success of the coming Southern convention to be held in Lexington, leading ice cream manufacturers of that state believe. Both the out-going and in-coming boards of directors highly commended Mr. Cuscaden's services. He was given a rising vote of thanks as he picked up the gavel for another year of constructive work at the head of dairy manufacturing groups of his state.

C. F. Hoppe, Froznpure Ice Cream Co., Louisville, was named vice-president and chairman of the ice cream division of the Dairy Products Association. John H. Kloecker, Jr., Dixie Ice Cream Co., Lexington, was named vice-president of the general organization and secretary of the ice cream division.

The association discussed two important trade events for this year—the Southern convention at Lexington and the National Dairy Exposition at Indianapolis. R. L. Hammond, general secretary of the Indiana Manufacturers of Dairy Products, Indianapolis, outlined some pre-exposition plans. He told how the Kentucky association and the manufacturers of Indiana could extensively advertise the coming exposition by using rubber stamps and stickers in connection with checks, letterheads, envelopes, etc.

In appearing before the divisional meeting of the ice cream manufacturers, Mr. Hammond explained Indiana's arrangements to stage an ice cream week and school children's essay prizes.

In his announcement regarding developments in the second annual meeting of the Kentucky association, General Secretary Carlton Ball said:

"The retiring board of directors as their record in managing the affairs of the association leave behind a year marked with great success. The personnel of the new official body also makes the outlook for another year of progressive accomplishments equally as encouraging."

The association will hold its next general meeting in Louisville on April 15.



LEXINGTON, "JAMESTOWN OF THE WEST."

The entertainment committee is at work early in preparation for the 1925 Southern convention. Lexington, one of the principal cities of the romantic Blue Grass state, is described in a bulletin recently authorized by the committee and transmitted to the trade publication by Carlton Ball, general secretary of the Dairy Products Association of Kentucky.

The bulletin follows:

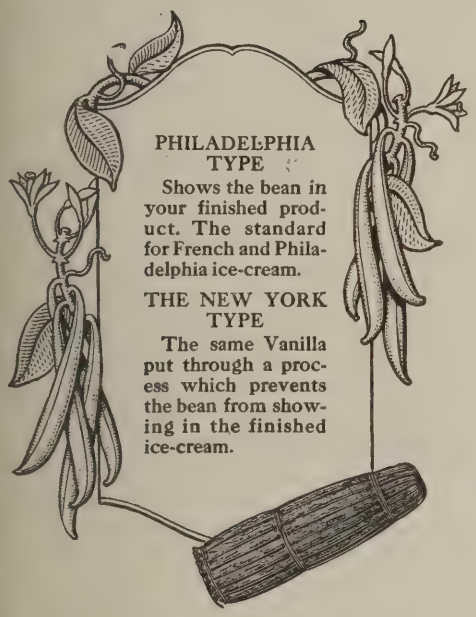
"The Jamestown of the West."

America today regards Kentucky as a state of vast undeveloped resources, and does not pause to contemplate that stretch of fertile country that attracted the early settlers of Lexington who founded the city upon a location which is known to the native Kentuckian as an unadvertised museum, rich in ancient and modern historical romance.

The city took its name from a camp founded by a band of hunters under the leadership of Col. Robert Patterson, and was christened on June 25, 1775. Col. Patterson later established Cincinnati. Lexington soon acquired the distinc-

The BEST Vanilla Sells the MOST Ice Cream

The American public will pay for *quality*



PHILADELPHIA TYPE
Shows the bean in your finished product. The standard for French and Philadelphia ice-cream.

THE NEW YORK TYPE
The same Vanilla put through a process which prevents the bean from showing in the finished ice-cream.

The American citizen asks "Is it the best?"—not "Is it cheap?" No matter what his station in life, he wants the best and is willing to pay for it. When you give him ice-cream flavored with

MICHAEL'S Mexican

"America's Flavorite"

you appeal to his native quality-instinct, as well as to his palate. That delicious, mellow-mild, never-to-be-forgotten taste makes him eat more and more of that kind of ice-cream. It *pays* to use Michael's Mexican. Sales figures *prove* it.

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.

Make This Test at Our Expense

Place a trial order. Use all you can to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Bean, Vanillin and Sugar Pulverized does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.



ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

Tuning In on a Tub

Why throw your old ice cream tubs on the discard? A tub that is leaking or has missing hoops can be re-conditioned and will give many months more of service.

The Gilmour Hoop Machine is in use by many leading manufacturers and is giving their tubs a new lease on life. It's a simple machine any boy can operate, and will last almost a lifetime. Keep your old tubs in good condition with a Gilmour. Buy fewer new tubs, and save money. The Gilmour will do it. Sent for 30 days free trial, upon request.



Gilmour Hoop Machine Company
Owensboro, Ky.
Third St. Masonic Bldg., Ground Floor

tion of being the Jamestown of the West, and during a long and eventful era was the political, literary and commercial center of what was then known as the Northwest.

Prehistoric defense works and monuments on all sides of Lexington testify that this war cradle was the fixed dominion and the metropolis of a mysterious people of relatively advanced civilization, who were eventually dispossessed by the red man. Lexington at the present time stands upon the dust of an ancient walled city of vast extent where, in 1776, hunters discovered catacombs 300 by 100 feet and 15 feet below the surface, in which were found numerous mummies. Unfortunately, during the stress of war, the entrances were obliterated and their locations lost.

The entire Blue Grass country possesses similar ancient and treasured landmarks, which shall be accessible to the visitors of the 1925 Southern convention of ice cream manufacturers. These together with the modern features of importance that characterize the town will be included in the tours now being planned by the local committee as a part of an extensive entertainment program.

The latter years of Kentucky history are made up of rapid progress and advancement along all lines. Commercial progress and development of natural resources have gone decidedly forward. All of Kentucky is rapidly assuming its rightful place among its sister states in manufacturing, agriculture, mining and road building.

⚜

THE FACTORY BEAUTIFUL AND MODERN SERVICE.

Here is a factory on a busy boulevard. It is spotless in appearance. At night it is briliantly lighted to keep itself constantly before the public. By day, its white walls, its green lawn, its flowers, its well groomed appearance attract constant and favorable attention. It is modern in every detail. It is scrubbed clean, inside and out, at frequent intervals. Its help looks clean and efficient. Everything is quiet and businesslike. Sunlight streams through the wide windows.

There are no dust-gathering, unnecessary tools or equipment in sight. It is as trim as the deck of a battleship ready for action. Corners of walls and floors are rounded. Walls and ceilings are enameled for frequent washing.

A spur track runs right to its receiving room where car loads of fresh milk and cream are delivered with unnecessary handling. Its cooling room is spotless. Its chemical laboratory where all the ingredients pass is an example of efficiency. Its tank room, its pasteurizing vats, its aging tanks—every element in the manufacture of ice cream is up-to-date and so scrupulously clean that every housewife that inspects the plant goes away a booster for the product.

All the workers are in smart, clean uniforms. The delivery trucks have the appearance of being just newly painted and the drivers are trim and immaculate. The product goes to dealers who have been educated through advertising to give the public real service—the very best dealers in the territory.—From California and Pacific convention address by A. A. Comey.

⚜

PERSEVERANCE.

Perseverance will find its way to the White House. It may be born in the humblest cottage, but it will find its way to the head of the biggest ice cream manufacturing companies in the country. And that must be the history of every successful man in this industry.—From national convention address by Harry L. Fogelman.

⚜

More students are receiving training in the manufacture of ice cream at Pennsylvania State University than at any other institution.

MILK CONDENSING *and* MILK DRYING (*Spray Process*) MACHINERY

A SIZE TO FILL YOUR REQUIREMENTS

C. E. ROGERS 8731 WITT STREET DETROIT, MICHIGAN

CHAS. R. PHILLIPS, President. F. J. MINGES, Vice Pres. L. W. CHAPIN, Sec.-Treas.



YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Most Complete Dairy Institutions Established in Two Eastern States

Virtually all Phases of Dairy Production, Manufacturing and Merchandising Provided for in New Buildings in Maryland and New Jersey

MARYLAND and New Jersey have erected buildings and established equipment for two of the most complete institutions in the world to teach the science of dairying, dairy manufacturing, and the distribution of dairy products. Brand new building and a complete array of new equipment with which to learn the technicalities of their chosen industry were ready for students who showed up at New Brunswick, N. J. last year, and at the University of Maryland, College Park, Md.



Retail Sales Store—Maryland University.

Some interesting information on these two institutions was given in a recent issue of the Bestov Lactonews, the house organ of the Cherry-Bassett Co., of Philadelphia. A total of $400,000 has been expended by these two states for buildings suitably equipped for the best that can be offered in dairy instruction. The sum of $200,000 was spent by the state of New Jersey alone for the main building and the cattle building cost $50,000. An investment of $150,000 was made by the state of Maryland, and before the institution will be completely finished, there will be an additional expenditure of $15,000.

Both institutions have complete market milk plants, ice cream plants, butter and cheese plants, and testing laboratories, and the Cherry-Bassett house organ goes on to add that "almost every type of problem or study necessary to train men for the industries can be conducted in all details without any equipment handicaps, as have heretofore been the case. Actual plant conditions will be experienced, according to that trade reported, which adds:

"New Jersey maintains a herd of over 400 accredited cows and Maryland over 50 famous pure bred cattle, right at the college. Milk production methods are thoroughly covered in their curriculums.

"Both institutions will engage in the sale of the products made by the students. The New Jersey college has begun immediately to bottle and market in New Brunswick, about 500 quarts of special bottled milk, and has plans for selling a limited amount of ice cream. The dining halls of the university are also supplied with butter, cottage cheese and milk. The University of Maryland is out to win a reputation as a market place for dairy products. Already 1,500 pounds of butter a month and 100 gallons of milk a day are supplied to its dining halls. Its marketing plans and facilities are a special feature of the new college. By the photographs you will observe that along the front of the building is a large salesroom. Fortunately the Lincoln highway between Baltimore and Washington, passes directly in front of the building, always filled with a stream of automobiles. It is planned to dispense milk, buttermilk, chocolate milk, ice cream, butter and cheese in this store the year around. Patrons of the place may observe the bottling of milk and the freezing of ice cream through the glass partitions along the rear of the store. Another feature of the store is that behind it is a refrigerator room where tanks for the various milk drinks are installed, connected directly with faucets along the wall in the salesroom. The authorities of the college are confident that a part of their indebtedness for their new school will be promptly paid off by this unusual marketing project. Students only will be employed in the store."

The Maryland dairy manufacturing building is of the factory style and the equipment in it is placed so as to form one big dairy products plant, we are told. Virtually all of the first two floors are given over to plant equipment. On the first floor front, is the milk bottling, ice cream and butter room.

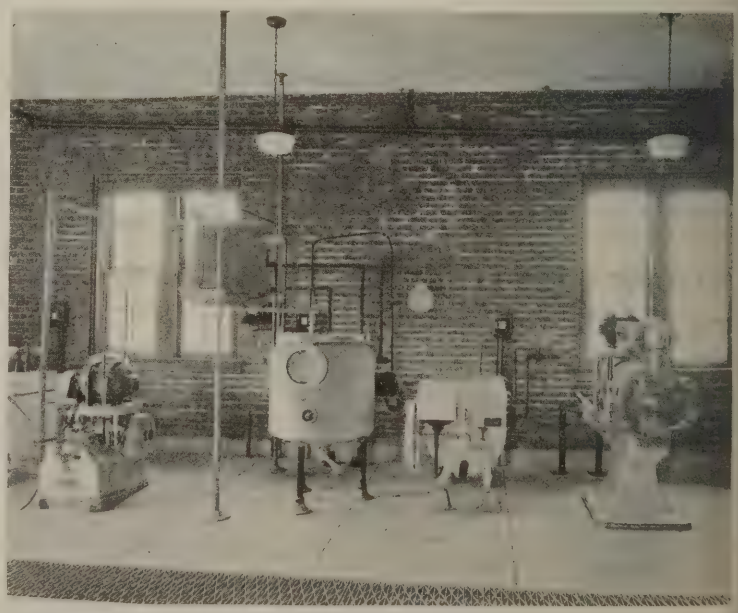
Then we are told:

"A Quaker City bottle washer and sterilizer handles the bottles. On the next floor are the storage tanks and vats, the cheese making equipment and the pasteurizers. A pre-heater, separator, and a Bestov filter are in the line up. The piping is so arranged that milk may be pumped from storage to be used for bottled milk, cheese, butter or ice cream; also skimmed or left whole."

And then we come to the third floor, which consists of class rooms and testing laboratories, and the basement of boilers, refrigeration equipment and lockers, etc. The building as a whole contrasts sharply with the old original dairy manufacturing building established at the university thirty years ago.

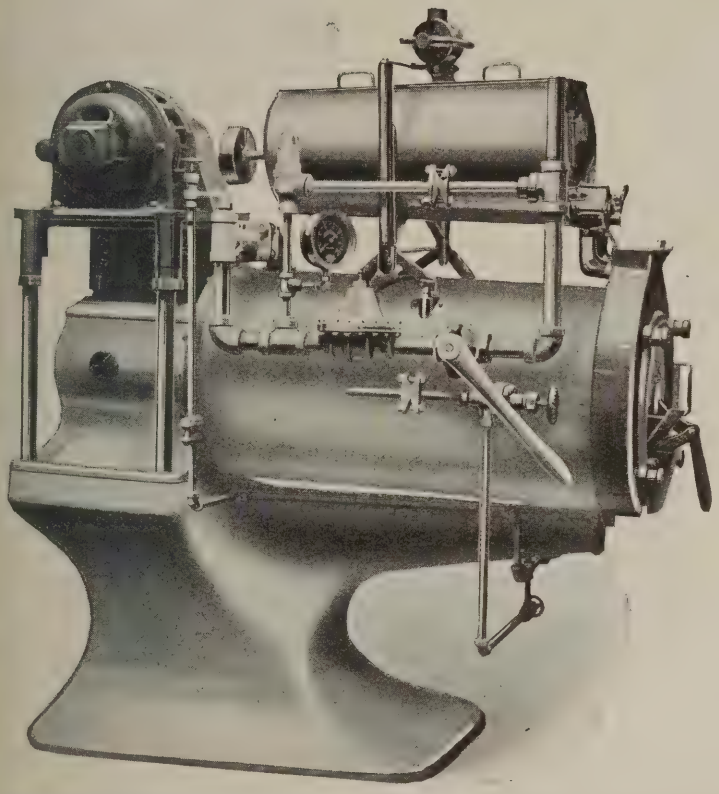
"It was here that Charles Francis Doane made his important research with mottled butter and its causes. He was at that time in charge of the very modest dairy husbandry department."

A definite progressive program has been followed in the development of the state and its educational facilities in dairying, according to Prof. J. A. Gamble, who for the last six years headed the dairy husbandry de-



Ice Cream Room, New Jersey Dairy College.

U. S. HEAVY DUTY—ICE CREAM FREEZERS DIRECT EXPANSION



Absolute Pressure Control

One of the many exclusive features in the U. S. AUTOMATIC PRESSURE REGULATOR; simple and positive in its action, and maintaining absolutely at all times a uniform pressure in the freezer cylinder. Extremely simple, and can be set by the operator at any temperature desired.

May we prove this to you?

CATALOGUE AND TECHNICAL INFORMATION ON REQUEST

DISTRIBUTORS EVERYWHERE

U. S. FREEZER & MACHINE CORPORATION

General Offices: 241-243 W. Broadway, New York City
Factory: North 11th St. & Driggs Ave., Brooklyn, N.Y.

"TRUE,—

Wisdom is in knowing what is best to know and Doing what is best to do."

THOMAS W. DUNN CO.

546 Greenwich Street

New York, N. Y.

Do you know that Thomas W. Dunn Co. were the first to introduce ICE CREAM GELATINE to the ice cream manufacturer and have been selling the finest product ever since?

THEREFORE,—do what is best to do and display true wisdom by using—

Dunn's Gelatine

ATLAS MAPLE FLAVOR

is a pure vegetable compound that possesses all the appealing aroma of the sugar maple, yet is more practical for use in the manufacture of ice cream than true maple.

Its delicate flavor persists throughout the hardening process with no suggestion of that artificial taste characteristic of ordinary synthetic maple flavors.

ATLAS MAPLE FLAVOR contains the proper amount of coloring to produce a true maple shade and is the finest maple flavor on the market, proven by comparative test and popular choice.

ATLAS MAPLE FLAVOR as a part of your product means complete satisfaction, increased consumption and a growing business.

The ideal Maple Flavor for the Ice Cream Manufacturer.

A complete line of
PURE FOOD COLORS AND FLAVORS
Write for Price List.

H. Kohnstamm & Co., Inc.
First Producers of Certified Food Colors

NEW YORK
83-93 Park Place

CHICAGO
11-13 E. Illinois St.

ESTABLISHED 1851

partment of the University of Maryland. The new school, according to Prof. Gamble, is endeavoring to meet the state's demand for men trained in dairy manufacturing. "It is just as important as that of developing better cows and better products," he said.



The Original Maryland Building.

J. W. Bartlett of the New Jersey college believes that these two new state experiment stations are in position to do research work with dairy products such as before never was possible. Prof. Bartlett states that with these increased facilities, the institution is making efforts to know more of the problems of dairy manufacturers, particularly with regard to the manufacture of ice cream. He invites letters submitting such problems, particularly from manufacturers in New Jersey, although he will be glad to hear from manufacturers in other parts of the country, too.



Pasteurizing, Filtering and Separating Units—Maryland School.

NEW ENGLAND MANUFACTURERS TO ISSUE BOOKLET ON ICE CREAM FOR UNDER-NOURISHMENT.

Beginning with the March meeting, every monthly meeting of the New England Association of Ice Cream Manufacturers will be a closed session, it was decided at the February meeting, held at the American House, Boston, February 18. The association adopted resolutions deploring the death of J. N. Gurdy of Lawrence, Mass., who is a charter member of the New England association, "and stood ever ready to give advice, counsel and service to it."

The association further voted to co-operate with Mr. Reynolds of Tait Bros., in getting together material for a booklet for publication, this booklet to concern the use of ice cream in overcoming under-nourishment in school children of New England. Mr. Reynolds reported that he collected material bearing on the subject and that Tait Bros. would be very glad to put this matter in booklet form if the association would publish it. The booklets will be sold to members of the association at cost, it was decided.

Members of the association discussed the contract for refrigerated cabinets, and efforts are being made to find out how many association members are using the contract that had been drawn up at a previous meeting.

The Pennsylvania State College lays claim to being the first institution in the United States to offer instruction in ice cream manufacturing, such courses having been offered at that institution in 1892.

-:- HIGH GRADE -:- ICE CREAM FRUITS

Crown Fruit & Extract Company, Inc.

418-420 West Broadway - - New York, N. Y.

CERELOSE

CERELOSE is a pure white refined corn sugar which has been found to be of advantage to ice cream manufacturers for use in conjunction with cane sugar in the proportion of 25 to 50% Cerelose instead of 100% cane sugar, for the following reasons:

1.—Cerelose emphasizes the richness of the butter fat with the result that Cerelose develops the natural flavor of ice cream.

2.—Cerelose produces a smoother cream.

3.—Cerelose is the new solid builder for ice cream because it improves the body and texture. It will not crystallize nor form sandy cream.

4.—Ice cream made with Cerelose is more digestible than when made entirely with cane sugar because Cerelose is a dextrose sugar being directly assimilated by the blood, therefore, more ice cream may be consumed, particularly by infants and invalids.

5.—Cerelose is approximately 25% cheaper in price than cane sugar.

Cerelose should be used in the same manner as cane sugar, the amount depending upon the type of cream desired. 25 to 50% is recommended.

CORN PRODUCTS REFINING COMPANY
17 Battery Place New York City

CORN PRODUCTS REFINING CO.
17 Battery Place
New York City

WE accept your offer to send us FREE ten pounds of Cerelose to try out in our plant. This puts us under no obligation to your Company.

Yours truly,

Name .....

Address .....

The National Dairy Exposition

To Be Held at Indianapolis, October 10-17, 1925

WHEN announcement was made early in February that the 1925 National Dairy Exposition was to be held in Indianapolis, Ind., we published the following editorial in the Butter, Cheese & Egg Journal. It contains some facts about Indianapolis as a convention city that are of interest to readers of The Ice Cream Review:

We're glad it's settled. It's going to be held in Indianapolis this year, and the dates are October 10 to 17. At the start of each new year we just can't get down to business until we know where the National Dairy Exposition is to be held. Now it's all fixed and we are fixed to help make it bigger and better than ever before.

We believe the committee made a good selection. Indianapolis is a wonderful city, in a wonderful state. Indiana is a great dairy state, although many folks persist in thinking that its chief products are poets and vice-presidents.

In 1923 the creameries of the state manufactured 51,662,093 pounds of butter, just double the output of 1914. State authorities estimate that an additional 25 million pounds of butter were churned from Indiana cream in creameries outside the state. 33,356,332 pounds of condensed milk, 7,498,232 gallons of ice cream, along with the usual production of milk and cream for home consumption, help to swell the total production to a point which puts the Hoosier state among the real dairy states of the nation.

Those who are "in the know" have long credited Indiana folks with following a real constructive program for dairy development. In the first place it is a great agricultural state. Markets for dairy products are close at hand, in fact, conditions are ideal for profitable dairying in most sections of the state.

But, what is still more important, the dairy leaders in that state are always found pulling and working together. The writer of these lines has been in close touch with Indiana dairy leaders for the past 15 years. We know their ambitions and we have been familiar with their programs. You never hear of "dairy politics" in Indiana, except as you hear of everybody working for the same objective, that objective being the further development of the industry. Purdue University, with one of the strongest dairy departments in the country, heads the dairy movement in the state. The state dairymen's association, one of the oldest in the country, meets there each year and special short courses attract dairy products manufacturers there each winter.

These dairy products manufacturers maintain a state organization with a secretary who devotes his entire time to the association, maintaining an office in Indianapolis. If our memory serves us correctly, it was the first state organization of its kind to be organized. The buttermen, the milkmen and the ice cream men are all banded together under the Indiana Manufacturers of Dairy Products, but each branch also has its special officers. This organization can be, and undoubtedly will be, of great assistance to the dairy show management in enlisting the support and interest of dairy products manufacturers, not only in Indiana but of the entire country.

Indianapolis is a great convention city, in fact one of the few noted convention cities of the country. It boasts of railroad facilities second only to Chicago. It is in fact the greatest electric railway terminal in the country. Its transportation advantages are further emphasized by the fact that no state in the Union enjoys better automobile roads, the state being a pioneer in the good roads movement.

Indianapolis is a city of nearly 400,000 people, and, being a great convention city, it is supplied with splendid hotels, and lots of them. There should be no trouble in properly caring for the thousands of guests who will flock to the city at exposition time.

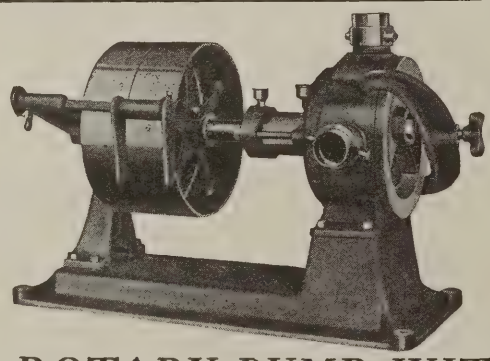
These brief claims for Indianapolis as a good location for the show are not inspired by the glowing writeup of some city convention bureau. They are rather inspired by our knowledge of Indiana and her dairy folks.

We feel that we are only stating a fact when we say that before many years roll by the exposition will be permanently "housed" in Chicago. The Windy City as a fixed home will meet with the approval of the vast majority of the men and interests that are the backbone of the show.

Until Chicago is ready to properly care for the show we feel that it is wise to hold it in some nearby city. The wisdom of such a course was amply verified last year when Milwaukee was host.

No man who prefers Chicago as a location should take less interest in the 1925 show because of its being held in the Indiana metropolis. Indianapolis is just five hours ride from Chicago, through an agricultural section made famous by its sturdy people, its thriving industries and last, but not least, by the beautiful scenery which has inspired Indiana's poetical notorieties.

So, we're strong for Indianapolis for the 1925 National



A ROTARY PUMP WITH HIGHER EFFICIENCY

Operating at a low R. P. M., and with a minimum power requirement, the Viking Rotary Pump delivers an unusually high efficiency, even under extremely difficult conditions.

Built ruggedly of best materials and involving an improved pumping principle, the Viking has become the universal choice for every pumping purpose.

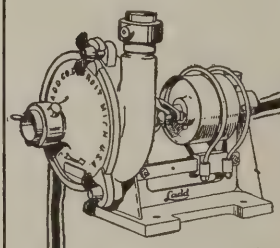
Could you ask for greater proof of what the Viking will do in your plant than that over 50,000 are now in successful use?

New, enlarged catalog, showing Vikings for every use, mailed upon request. Ask today.

VIKING PUMP COMPANY
CEDAR FALLS, IOWA

BRANCHES

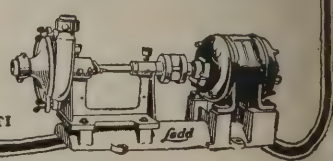
B. F. Schirmer Co. - - - - - - - - 342 Madison Ave., New York City
Schirmer Co. - - - - - - - - - - - - Finance Bldg., Cleveland, Ohio
Viking Pump Co. - - - - - - - - - 549 W. Washington Blvd., Chicago, Ill.
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De Laval Pacific Co. - - - - - - - - 61 Beale St., San Francisco, Calif.



Ladd MILK PUMP

Does Not Affect Cream Line
Does Not Churn
Does Not Whip
Does Not Vibrate
Does Not Froth

Direct connected motor or adjustable belt shifter type.
Our experience enables us to perfect the details in our pump—to give it the right kind of impeller, impeller housing, stuffing box, bearings, and other essential working parts.



JOHN W. LADD CO
DETROIT COLUMBUS
CLEVELAND CINCINNATI

A NEW VANILLA

High-Lasting, Smooth Flavor *at* Low Cost

(*Corrizo Special Ice Cream Flavor*)

Why continue paying high prices for Pure Vanilla and enriching the Bean Grower.

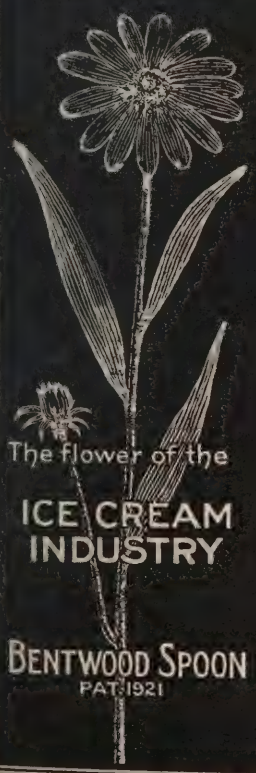
Try a sample and be convinced.

MEMBER

CORRIZO EXTRACT COMPANY 211-215 West 20th Street NEW YORK CITY

JOHN H. MULHOLLAND CO.

1033 CHESTNUT STREET
PHILADELPHIA, PA.



ICE CREAM PLATES
Glassine Lined and Printed
Plain, Square and Round

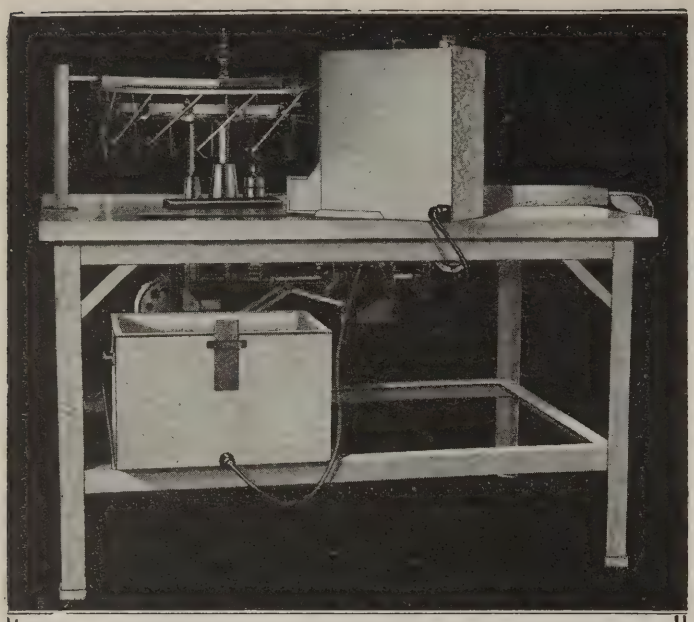
ICE CREAM SPOONS
Bentwood and Flatwood

SIGNS
Sidewalk Signs, Ready for Service.

All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.

Electric Window Displays, for Standard Car Cards.

SINGLE SERVICE CAN and TUB
Soldered Tin Can Paraffined Fibre Tub.



You Need Both

The 5c pie has proven a money maker for many hundreds of progressive ice cream manufacturers, because with the Northwestern Cutting and Dipping machine they cut and dip as many as 120 dozen pies per hour. This gives them big production at low cost as the complete investment is only $375.

Then they use the Northwestern Bar Cabinet for distribution. Each cabinet is a silent salesman that can be placed at innumerable advantageous locations.

We will be glad to tell you how other ice cream men have profited. Just write.

NORTHWESTERN CORPORATION
MORRIS - ILLINOIS



Dairy Exposition. We are not familiar with the reasons why Milwaukee was not chosen for a "return engagement," or why Chicago could not properly take care of the show this year, and we are not going to spend any time worrying about these reasons. We know they were good ones and we have abundant faith in the committee that made the selection. It was a hard job well done.

We do know that Indianapolis is a good city, abundantly equipped to take care of the show, as pointed out in another article in this issue, and now it's up to all of us to "put it over" in great shape. Here's to the success of the Indianapolis National Dairy Exposition!

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KENTUCKY TO CO-OPERATE WITH INDIANA FOR NATIONAL DAIRY EXPOSITION'S SUCCESS.

G. W. Schneider, Gray-Von Allmen Sanitary Milk Co., Louisville, was named vice-president and chairman of the milk division of the Dairy Products Association of Kentucky, at the annual meeting of that organization at Louisville, March 11. The meeting was held in the Brown Hotel.

Charles G. Vahlkamp, City Consumers Co., Paducah, was named vice-president of the Dairy Products Association and secretary of the milk division.

In making this announcement, a bulletin from Carlton Ball, general secretary of the dairy products association, says:

"The retiring board of directors as their record in managing the affairs of the association leave behind a year marked with great success. The personnel of the new official body also makes the outlook for another year of progressive accomplishments equally as encouraging."

Plans whereby the Kentucky association would cooperate with the Dairy Products Manufacturers of Indiana were outlined by R. L. Hammond, general secretary of the latter association, in which he suggested that the Kentuckians and the Hoosier manufacturers join hands in the use of rubber stamps and stickers to use in advertising the coming National Dairy Exposition on checks, letterheads and envelopes.

Upon recommendation of Prof. J. J. Hooper of the College of Agriculture, the association laid out plans to help defray expenses of a children's dairy judging team to compete at the National Dairy Exposition. Other plans in this connection were discussed.

The next general meeting of the Dairy Products Association will be held April 15 in Louisville.

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ICE CREAM FROM TRUCKS.

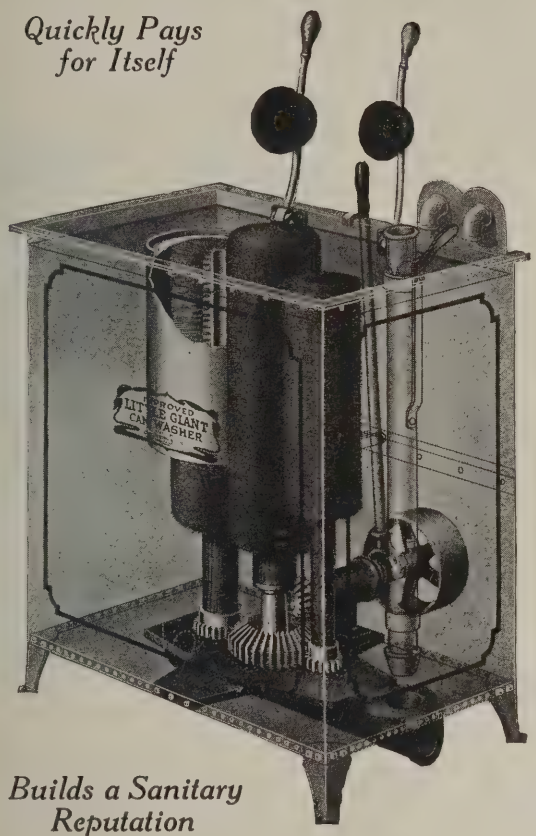
Ice cream drawn from the freezer in molten state is approximately 23 degrees F. If placed immediately on a truck and packed in a mixture of ice and salt in the ratio of four to one, it will gradually reduce to a temperature of 0 degrees F. This will take about five hours, or the time required in running approximately 100 miles, At the expiration of this time the ice cream will be set and while not completely hard, will be in condition to serve. Such a short time having elapsed since freezing, there will be a very small amount of shrinkage.—L. W. Martin, service manager, Supplee-Wills-Jones Milk Co., Philadelphia, Pa.

⚜

THE UNSPOKEN WORD.

Of the unspoken word you are master
But the spoken word is master of you
And the written word is master of all.

Quickly Pays for Itself



Builds a Sanitary Reputation

LITTLE GIANT
CAN WASHER

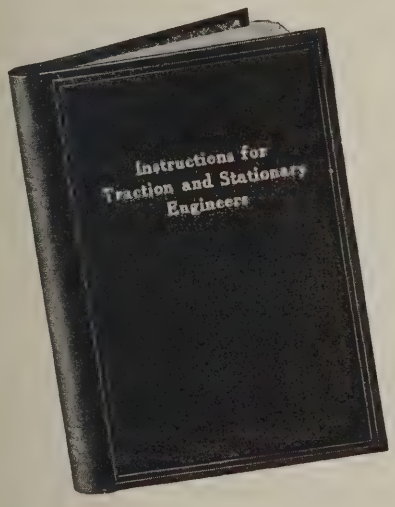
200 to 250 cans relentlessly scrubbed every hour to

BRILLIANT CLEANLINESS

Without adjustment it washes any size from 4 to 40 quarts, thorough cleaning inside and outside including bottom.

AS FOR DURABILITY AND MECHANICAL PRECISION,
"IT'S DOERING MADE"

C. DOERING & SON, Inc.
1371 W. Lake Street CHICAGO, ILL.



PRICE
$1.50
Sent Anywhere Postpaid on Receipt of Remittance.

Every Plant Operator
should have this General Information

Contents

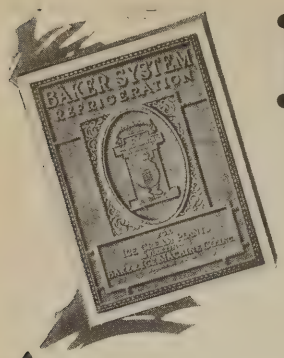
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Not a technical book, but a lot of readable information every plant owner and operator should possess. With this book on hand you will not be at sea should the regular man fail to show up. You will know what to do and how. You can't make a better investment.

This book is now in its 10th edition. That should prove its worth to you —

SEND TODAY

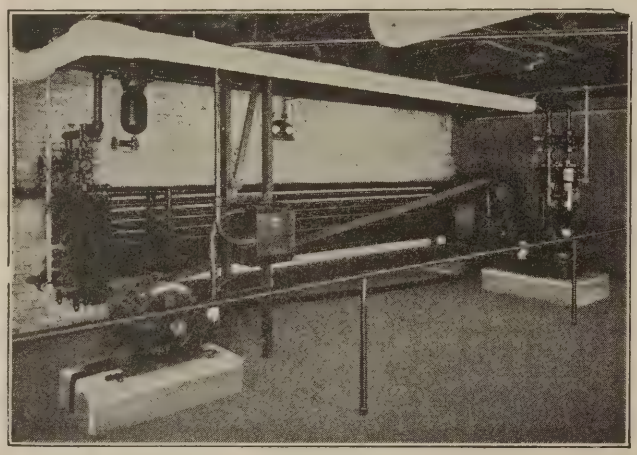
The Olsen Publishing Co. Fifth and Cherry Sts. **Milwaukee, Wis.**



FREE

Send the Coupon for Valuable Refrigeration Facts

Our new booklet for ice cream manufacturers is ready for you. Send for it now and get all the facts and information about mechanical refrigeration. Read how you can cut your manufacturing costs from 50 to 75%. Besides containing very valuable refrigeration facts, our new booklet completely describes the principles and superiorities of the Baker System Refrigeration.



These Facts Should Interest You

Some of the first Baker Plants built 20 years ago are still in daily service.

Over half the Baker Plants sold are sold on the recommendation of satisfied owners.

A Baker Plant will pay for itself in 1 to 3 years.

Send for our free booklet today. Decide for yourself the increased profit that comes with perfect refrigeration. No obligation.

BAKER ICE MACHINE CO.
OMAHA, NEBR.

CLIP NOW!

Baker Ice Machine Co.,
Omaha, Nebr.
Please send me your new booklet on More Profitable Refrigeration for Ice Cream Manufacturers.

Name .....

Street .....

City..... State.....

WANTS PRETTY KANSAS GIRL TO PRESENT PRESIDENT COOLIDGE WITH PRIZE ICE CREAM BRICK.

B. T. Perkins, secretary of the Kansas Association of Ice Cream Manufacturers, which recently concluded its annual scoring contest, has started something. He expects to suggest that President Coolidge be sent a brick of the highest score ice cream from next year's scoring contest, this brick "to be delivered by one of our beautiful young ladies who have been raised and educated by the profits of the ice cream industry."



B. T. PERKINS.

"And why not?" asks Mr. Perkins. "We have the best ice cream in the United States, and the best looking girls as well."

Now, let the argument go on, and heaven pity the man who attempts to decide what state has the prettiest girl or makes the best ice cream.

The publicity, however, won't hurt the industry.

⚜

1926 Pacific Joint Convention Set for January

The second joint convention of the Pacific and the California and Southwestern States Ice Cream Manufacturers' Associations will be held during the week beginning January 11, 1926, at Portland, Ore., it was recently announced by Jay H. Kugler, secretary of the latter association. He reported the Pacific Coast Association had approved the tentative dates at a meeting of the board of directors. These tentative dates were agreed upon by the California and Southwestern States Association some weeks previous.

There will not be an exhibit in connection with the joint convention this year, it is indicated, according to Russell B. Tripp, secretary of the Supply Men of the Pacific Ice Cream Industry. Multnomah Hotel has been selected as convention headquarters.

E. B. McKnight of the O. J. Weber Co., Los Angeles, is the new president of the Supply Men of the Pacific Ice Cream Industry, succeeding H. P. Jacobsen. Clarence G. Harris of M. Getz & Co., San Francisco, is vice-president. The directors are: J. C. Capron, Menasha Printing & Carton Co., Los Angeles; R. E. MacFarland, Essex Gelatine Co., Los Angeles, and Charles M. Lee, Lee-Greefkens Co., Inc., San Francisco.

⚜

A fellow with a head for figures says we spent, in 1924, 1,320,000,000 hours, or 185,000,000 union days, eating ice cream.—SX Bulletin.

Make Frozen Suckers with Radford's Units

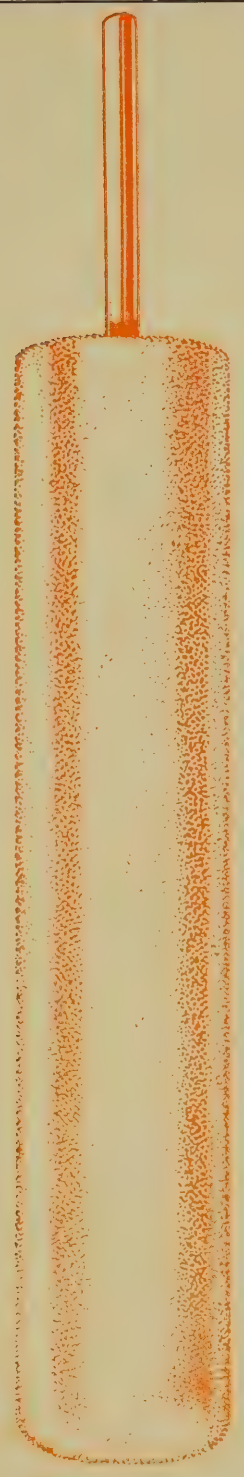
A wonderful product for the ice cream manufacturer that quenches thirst and places you in a position to out distance such competition as the candy man and soft drink seller.

A 5c Item that goes like wild fire with the kiddies. A nickel seller that takes a base ball crowd by storm.

With Radford's Sucker units they are very simple to make.

Manufacturing Cost 8c to 10c per doz. Retails 60c per dozen.

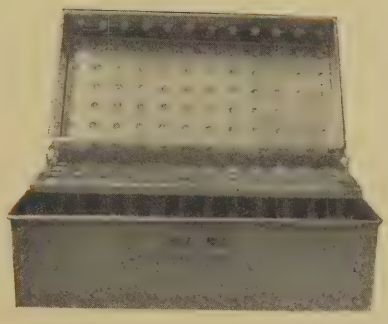
Where can you find such a margin of profit?



No Contracts.

No Royalties.

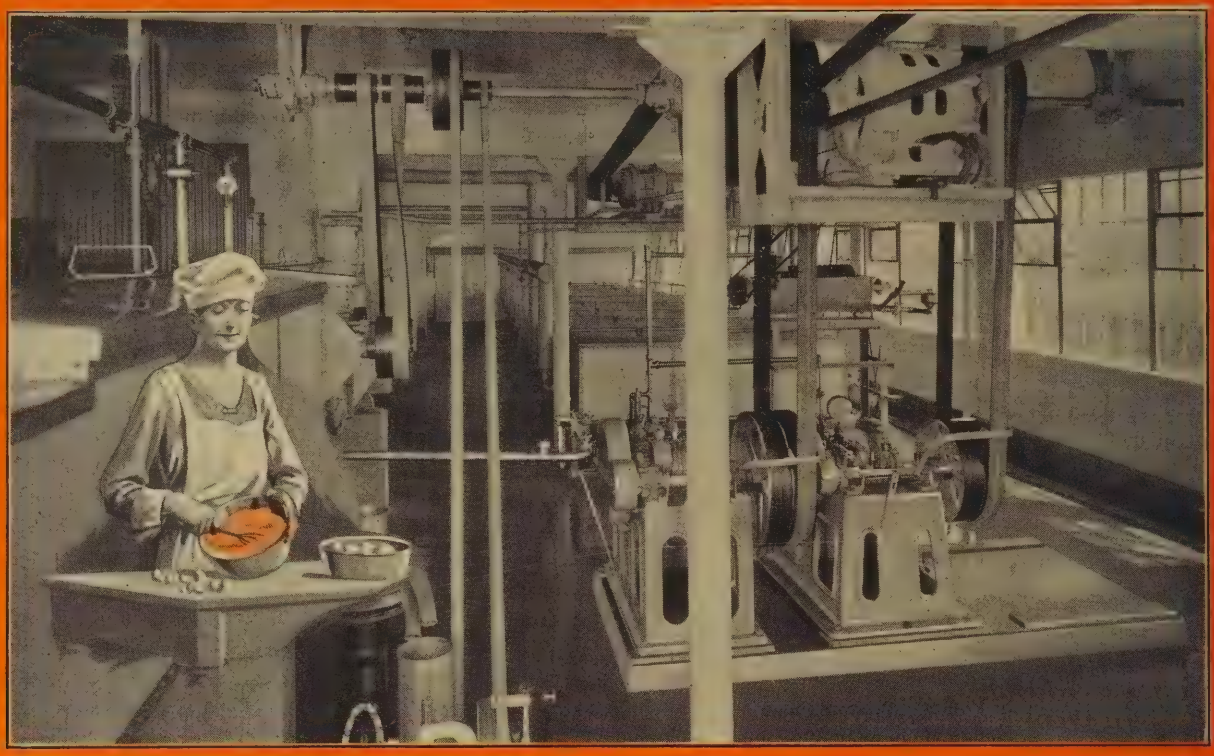
Full manufacturing details and price of Radford Frozen Sucker Units on request.



THE H. A. BENNERS
Southern Selling Service
702 United Fruit Bldg. New Orleans, La.

National Sales Agents for

E. H. Radford Sheet Metal Works
LOS ANGELES, CAL.



ANOTHER INNOVATION.

The perfection of IMPRUV-MIX in Powder Form furnishes the basis upon which we have constructed something entirely new—A CUSTARD-MIX—also added during pasteurization.

Tests have demonstrated that CUSTARD-MIX produces an Old Fashioned Custard Ice Cream. Holding the Ice Cream in a hardening-room for a period of four months did not impair the egg flavor, custard effect, texture or eating desirability.

We therefore adopted CUSTARD-MIX as the name of the new product, as it truly signifies its purpose and effect.

Name of plant where above tests were made will be furnished upon request.

THE IMPRUV-MIX COMPANY

2460 Amsterdam Avenue New York, N. Y.

MEMBER

Impruv-Mix

Powder  Form

IMPRUV-MIX (in semi-paste form) was first introduced in the year of 1916, since which time it has become known from Coast to Coast. It has become an important factor in the production of Superior Quality Ice Cream, because it impels—incites—the cream flavor and neutralizes milk tastes—condensed or milk powder. It also dispels butter flavor in a reconstituted cream mix.

IMPRUV-MIX is not an enzyme ripener.

It is added during pasteurization and its beneficial properties become effective immediately.

POWDER FORM.

In order to facilitate the application of IMPRUV-MIX, we have, by a concentration, evaporation and aeration process, removed the moisture content and now offer it in Powder Form, with all of its strength completely preserved.

IMPRUV-MIX produces Ice Cream of a quality that never begs for business. It never disappoints. A trial package will convince you of its merits.

THE IMPRUV-MIX COMPANY,

2460 Amsterdam Ave.,
New York, N. Y.

MEMBER

Movie Takes Ice Cream to Public In Baltimore Feature Film Extraordinary

Fans Take Much Interest in Seeing How America's National Food Dessert is Made

THE movie was used as the vehicle to take the ice cream plant to the people in an extraordinary undertaking carried out by the Hendler Creamery Company of Baltimore. Much has been said and written about bringing the public into closer contact with the ice cream plant. An article in the March issue of The Ice Cream Review by A. A. Comey being particularly interesting in this connection. The Hendler Creamery Co. went this idea one better in deciding upon the plan to take their business institution and set it before the eyes of the public.



MANUEL HENDLER.

This was accomplished when the Hendler plant was featured in a film made in Baltimore, entitled, "Baltimore — City of Firsts." It was shown in virtually every theatre in the city and vicinity, and is reported to have been a "hit."

For a long time it has been generally recognized that the screen is a splendid medium of advertising, providing there is satisfactory distribution in an interesting manner. It is a scientific fact that over 87 per cent of all human knowledge comes through the eye, and officials of the Hendler Company state that since they could not bring all the people they wanted to to their plant, they did the next best thing—they took the Hendler Creamery Company's plant to the people.

MILTON STARK of Stark & Edwards, the "movie men," who snapped the film, "Baltimore—City of Firsts," has made an interesting report. The film was one reel in length, and was produced by Stark & Edwards, and distributed through the Association of Moving Picture Theatre Owners of Maryland, a state organization affiliated with the Motion Picture Owners of America. This association agreed to show the Hendler film, providing a committee of exhibitors approved the scenario. This was done.

The percentage of the cost of the film was paid to the association for distribution. The plan was worked as a state advertising idea, the distribution being paid on the basis of so much circulation, this being figured out at so much a person, according to Mr. Stark, who adds:

"Practically every theatre in the city and vicinity showed it, and, judging from the expressions of evident satisfaction and comments, it was a hit. * * The people were enabled to see just how ice cream is made. While we showed only the headlights of the manufacture of ice cream (people are not interested in seeing only wheels turning) we stressed the fact that this was the first automatic ice cream plant in the world. The average person has no idea how CLEAN an ice cream plant is—and when the 'shots' showed all the machinery spotless and the employees in white uniforms—the fact stuck to their minds and left a most favorable and pleasing impression."

Baltimore has many records for first. It was in Baltimore that the first metallic writing pen was made; the first monuments of Washington and Columbus were erected; the first city in which a national convention was held; that the first submarine in the United States was manufactured.

THE high lights of the film as applying to the ice cream industry, were built around the fact that the first automatic ice cream plant in the world was operated by the Hendler Creamery Co. at Baltimore, according to Mr. Stark.

He says that film has been shown to a half million people. It has proved so interesting and educationa

(Continued on page 150)



PLEASES THE PUBLIC

The natural whiteness of The Jennings Cup gives it a distinct sanitary appearance that meets with public approval everywhere. The package is a handy size, easy to fill and looks like extra good measure for the 10c charged.

Made in 10c sizes only. Ships nested.

The Jennings Cup

Send For Samples and Prices

The Jennings Sanitary Milk Bottle Co.

5110 Detroit Ave. -:- Cleveland, Ohio

IDEAL
True to Name

IDEAL QUALITY

SINCE 1900

The Strong Chocolate Flavor, Extraordinary Solubility and Rich Color of

IDEAL SUPERIOR COCOA

gives ice cream a look of inviting purity, a delicious chocolaty taste and a silky smoothness which in combination mean PERFECT ENJOYMENT FOR THE EATER.

Some prominent makers are now standardizing on IDEAL SUPERIOR COCOA. Won't you *try* it? It may improve your product markedly.

A half pound tin is ready—
You can't lose—
Won't you drop a card for it right now?

Please address it to our New York Office. Thank You!

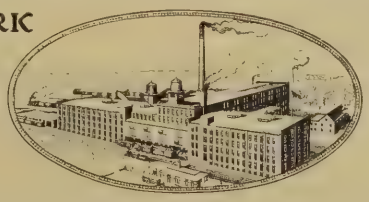
IDEAL COCOA & CHOCOLATE CO.

Manufacturers of the finest Coatings and Cocoas

39 PARK PLACE, NEW YORK

MILLS, LITITZ, PENN.

CHICAGO OFFICE
1005 W. HARRISON ST.



CAMBRIDGE, MASS. OFFICE
798 MAIN ST.

FLAVOR AND PURITY

IDEAL QUALITY

"IDEAL ONCE-IDEAL ALWAYS"

Massachusetts College Conducts Two Successful Short Courses in Ice Cream Making

By H. F. JUDKINS

THE 1925 ten-day short courses in ice cream making at the Massachusetts Agricultural College came to a successful close Saturday, Feb. 28. The first course was held Jan. 20-31 with an enrollment of eleven and the second course February 17-28 with an enrollment of fifteen. The enrollment was varied, consisting of ice cream plant owners, managers, workers, supply men and some without any ice cream experience at all.

In general the students followed a scheduled program of laboratory work and discussion, although men after a particular thing, such as freezing for example, devoted more time to this one thing. Considerable time was spent in figuring mixes and other problems relating to business economy and this was one of the most important phases of the course. Laboratory work included comparison of untreated, homogenized, viscolized and emulsified mixes; comparison of ice creams containing a variety of vanillas and various amounts of vanilla and sugar; comparison of single and double homogenizing on the body and texture of ice cream; the effect of using egg powder in the mix; effect of using corn sugar in the mix; comparison of ice cream containing butter of varying quality, using varying amounts of butter and frozen cream; comparison of ice cream varying in fat and total solid content; effect of neutralizing the mix; controlling overrun and effect on dishing properties; effect of cleanliness of equipment on the bacteria count of ice cream; a comparison of various makes and grades of gelatines, and making fancy forms.

Many discussion groups were held at which time all angles of the ice cream industry were discussed. Some of the outside speakers included: G. W. Kenison of the Jersey Ice Cream Company of Lawrence, Mass., C. A. Reynolds of Tait Bros., Springfield, Mass., Fred E. Wheeler and M. J. McNamara of the Producers' Dairy Company, Brockton, Mass. Joe Laraia of the Worcester plant of Tait Bros., probably as clever at making and decorating fancy forms as anybody in New England, helped us out in both courses. Everyone was most interested in watching him "doll up" the fancy molds.

The big feature of the second course was an ice cream scoring. Thirty-one samples from Vermont, Maine, Connecticut and Massachusetts were submitted. The flavors were vanilla, strawberry and chocolate. The samples were judged officially for flavor, body and texture and color on Thursday, February 26. On February 27 we had a regular ice cream day. Companies submitting samples sent representatives to swell our enrollment to thirty-seven. The whole crowd judged several of the samples in a systematic way and it was most interesting, and I may say gratifying, to the judges to see how closely the two groups agreed.



Those who attended Massachusetts Ice Cream Course.

A banquet was held at Draper Hall at noon and after some speaking and discussion, more ice cream was judged and the writer spent some time in discussing the score on individual samples with the manufacturers of the samples. This is the most helpful part of the scoring. Results of the scoring are not complete at this date. The samples showed considerable improvement over those submitted at the first scoring three years ago.

THE ICE CREAM MAN WHO MOTORS.

And here is to the ice cream man that motors;
May you travel the years on high,
With never a punctured promise,
Or skid as the days go by.

With gas tank overflowing
And oil that is fine and rich,
Straight down the road of destiny,
With never a slip in the ditch.

Then when life's journey is ending
And you are traveling careful and slow,
May you enter the garage in safety,
With all your lights a-glow.

From Illinois convention address by W. L. Hart, Litchfield, Ill.

Write us about our new brand

CRYSTAL
"PEABODY SPECIAL"

and directions for using it to get a smoother ice cream.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN · MEMBER

CRYSTAL GELATINE CO.

General Office:—121 Beverly Street, BOSTON, MASS.

STOCKS AT:

NEW YORK PHILADELPHIA CHICAGO ST. LOUIS
SAN FRANCISCO SEATTLE MINNEAPOLIS
KANSAS CITY OMAHA NEW ORLEANS PITTSBURGH
DENVER JAMESTOWN

The "JIFFY"



Ice Cream Sandwich Disher

PUTS every dealer in a position to sell ice cream sandwiches. A better, faster means of serving bulk ice cream that appeals to young and old alike.

¶ Jiffy Dishers average 14 cuts to the quart of bulk.

¶ Jiffy Dishers make a quick, handy and practical cut for serving "pie a la mode".

¶ Helps the dealers who serve lunches to put up a lot of fancy dishes not practical with any other disher.

¶ The curved side eliminates scraping of can. Cuts a uniform slab that is released with ease by a light pressure on the lever.

¶ Substantially made of german silver, highly sanitary and does not get out of order.

A trial will convince you of its practical worth.

THE JIFFY SANDWICH DISHER CO.,
37 South Wabash Ave., 9th Floor, Chicago, Ill.
Please send me for inspection one of your "JIFFY" Dishers at your wholesale price.

Name _____

Street _____ City _____ State _____

ANNOUNCING

The Garrett

SEMI-ICELESS ICE CREAM CABINET

The Solution of the Service Problem

THE proper care of your ice cream on the premises of your retailer is the one big problem facing you today. Your only solution is to cut down your icing and delivery expense, keep your cream saleable, and to do it with the smallest investment.

At a recent authentic test, made in the plant of a leading ice cream manufacturer (name on request) the Garrett Semi-Iceless Ice Cream Cabinet kept three 5-gallon cans of ice cream at a temperature below 18° for a period of 82 hours with one icing of 91 pounds of ice and 13 pounds of salt. In another test made in a steam heated store, with ordinary dippings, cream was kept in saleable condition for 96 hours with one icing.

As a solution of your biggest problem, we offer you a complete refrigerating unit guaranteed to eliminate two-thirds of your service costs, prevent spoilage of your cream, and at a price that is within your reach.

The Garrett Needs Ice Not More than Twice a Week—Enables same size truck to serve three times as many dealers, cover more territory, reach more distant points, and carry two-thirds ice cream to one-third ice and salt.

Only One-third as Much Ice and Salt Is Used per Season—Ice and salt are sealed in ice chamber and never exposed to outside temperature until re-iced. Thorough refrigeration is always obtained until the last piece of ice is melted.

One-half the Time Required for Icing—Simply remove the counter lid and fill the ice chamber with ice and salt for the temperature desired.

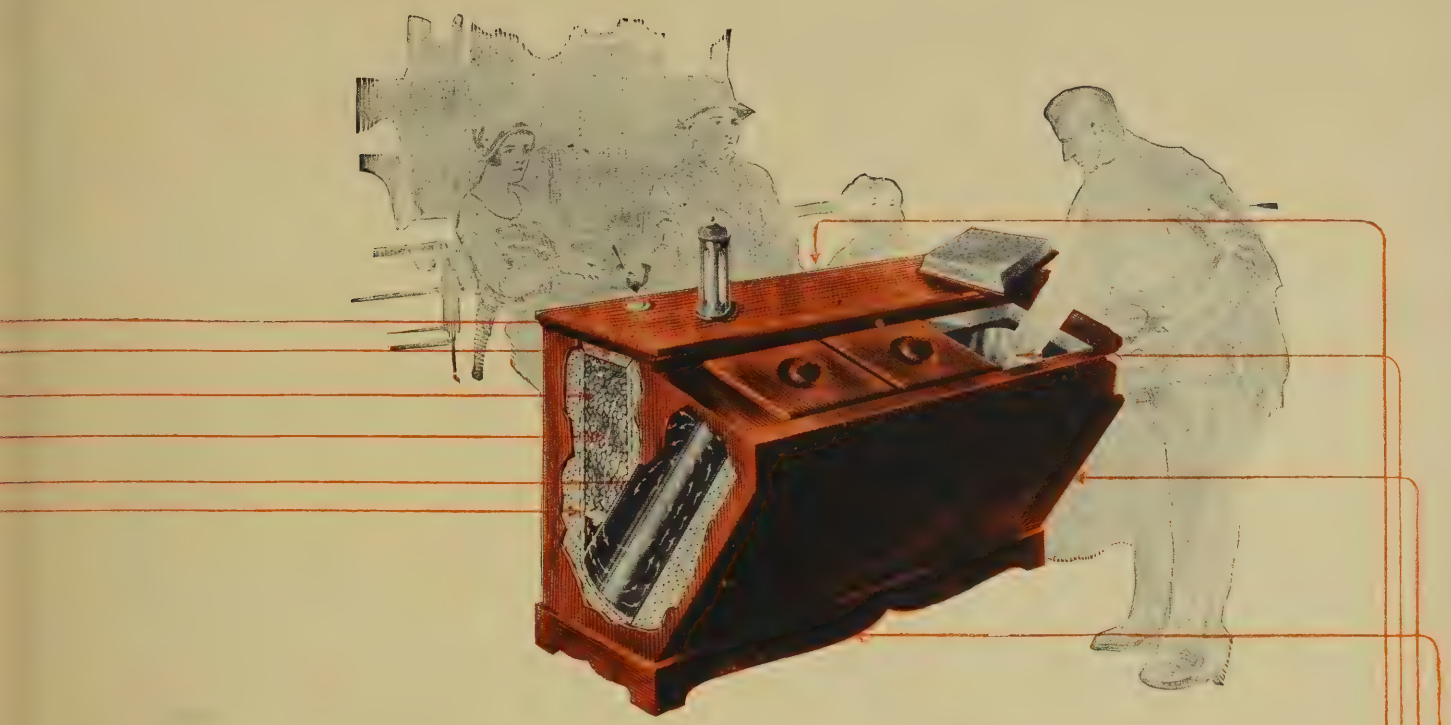
No Ice Packing Needed—No wear on the ice chamber. Increases life of cans because of lack of contact with salt and brine.

Your Ice Is Always Above the Top of Your Cream—Over head ice chamber keeping the top of your cream as hard as the bottom until entirely consumed.

Perfect Cold Dry Air Circulating System—Only the pure cold air descends into the refrigerating compartment and circulates around the cans.

No Salty Ice nor Brine Can Get Into Your Ice Cream—It is sealed in the ice chamber and never comes in contact with the cans. Drain valve inside cabinet. Drain pipe can be carried out wherever desired.

Your Ice Chamber Can Be LOCKED—Key can be carried by truck driver—eliminating chance of dealer placing meats, cold drinks, etc., in ice chamber, or using the ice for any other purposes.



This Is an Ice Cream Cabinet that Is a Perfect Refrigerator Counter— It embodies the service counter with refrigeration features, making a valuable addition to your dealer's equipment.

The Ice Cream Is Easily Dipped from Cans at a Natural Angle of 30 Degrees— The clerk's sleeve does not touch the can even when dipping from the bottom of the can.

A Compact Unit Which Is Doubly Efficient— It takes up no more space than the ordinary counter.

The Best Built Cabinet on the Market— Thoroughly insulated with five to eight inches of cork board with building paper and asphalt used according to the most improved refrigeration methods, made of redwood with glued joints. Counter lids are insulated with two inches of cork. Outside made in any finish to match fixtures and guaranteed not to sweat.

You can install three Garrett Semi-Iceless Ice Cream Cabinets and serve them at the same cost of serving one of the old style. You will not be experimenting. This is the only refrigerator counter cabinet with an over head ice chamber and cold dry air circulating system. It is designed by E. V. Garrett after years of practical experience in the ice cream business. It is sold direct to ice cream manufacturers everywhere with a guarantee for every claim made for its performance.
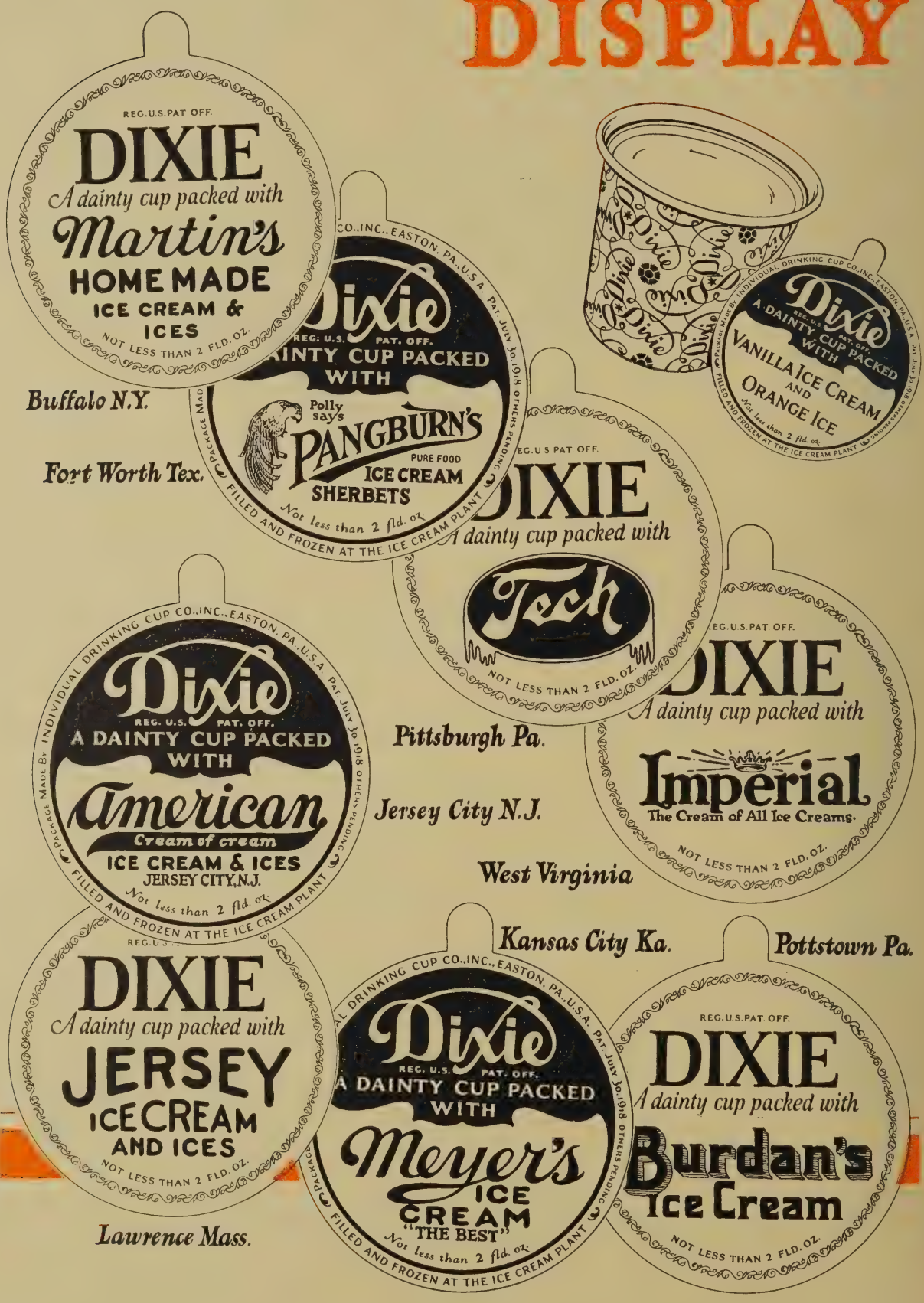
Write Today for Special Installation Offer

The Minter Homes Company

Manufacturing Division

GREENVILLE, SOUTH CAROLINA, U. S. A.

DISPLAY


REG. U.S. PAT. OFF.
DIXIE
A dainty cup packed with
Martin's
HOME MADE
ICE CREAM &
ICES
NOT LESS THAN 2 FLD. OZ.
Buffalo N.Y.
Dixie
REG. U.S. PAT. OFF.
A DAINTY CUP PACKED WITH
Polly says
PANGBURN'S
PURE FOOD
ICE CREAM
SHERBETS
Not less than 2 fld. oz.
Fort Worth Tex.
DIXIE
A dainty cup packed with
Tech
NOT LESS THAN 2 FLD. OZ.
Pittsburgh Pa.
Dixie
A DAINTY CUP PACKED WITH
VANILLA ICE CREAM
AND
ORANGE ICE
Not Less than 2 fld. oz.
Dixie
REG. U.S. PAT. OFF.
A DAINTY CUP PACKED WITH
American
Cream of cream
ICE CREAM & ICES
JERSEY CITY, N.J.
Not less than 2 fld. oz.
Jersey City N.J.
DIXIE
A dainty cup packed with
Imperial
The Cream of All Ice Creams
NOT LESS THAN 2 FLD. OZ.
West Virginia
DIXIE
A dainty cup packed with
JERSEY
ICE CREAM
AND ICES
NOT LESS THAN 2 FLD. OZ.
Lawrence Mass.
Dixie
REG. U.S. PAT. OFF.
A DAINTY CUP PACKED WITH
Meyer's
ICE
CREAM
"THE BEST"
Not less than 2 fld. oz.
Kansas City Ka.
DIXIE
A dainty cup packed with
Burdan's
Ice Cream
NOT LESS THAN 2 FLD. OZ.
Pottstown Pa.

YOUR NAME AND BRAND

These manufacturers make DIXIES work for them. We're proud of them and will show you more in another issue.

DIXIE

CONTAINER DEPT.

INDIVIDUAL DRINKING CUP COMPANY, EASTON, PA.
Incorporated

Original Makers of the Paper Cup



5¢ DIXIES

Cleveland O.

Scranton Pa.



El Paso Tex.





Washington D.C.

FAT CONTENT DOES NOT OFFSET HARDNESS.

Some interesting facts as to whether the hardness of ice cream is influenced by the different percentages of butterfat are given in a pamphlet recently issued by the University of Missouri, in which Prof. Wm. H. E. Reid, associate professor of dairy manufactures of that institution, discusses some interesting tests under the title of "The Effect of Different Percentages of Butterfat on the Physical Properties of Ice Cream."

Table 1—Showing the Effect of Different Percentages of Butterfat on the Hardness of Ice Cream.

Fat content	Hours tempered	Temp. of ice cream	Size of needle (mm.)	Penetration in millimeters			
				Center	End	End	Average
4%	7½	—10.4°	5.35	23.0	24.0	25.0	24.0
6%	7½	—10.5°	6.35	25.0	26.0	26.0	25.7
8%	7½	—10.0°	6.35	25.0	26.0	26.0	25.7
10%	7½	—10.2°	6.35	24.0	25.0	25.0	24.7
12%	7½	—10.2°	6.35	23.5	23.5	23.5	23.5
14%	7½	— 9.7°	6.35	26.0	25.0	25.0	25.3
16%	7½	—10.1°	6.35	25.2	24.2	24.0	24.5
18%	7½	—10.0°	6.35	22.5	23.0	23.5	23.4
20%	7½	—10.3°	6.35	23.0	23.7	23.7	23.5
25%	7½	— 9.0°	6.35	24.5	26.0	25.7	25.4

In the test relating to butterfat content on the hardness of ice cream we are told that it was found desirable for each brick of a particular mixture to have a uniform temperature in preparing different creams for this test. Seven and a half hours were expended in hardening four bricks from each mixture. The hardness of each brick, we are told—

"was determined by making six penetrations, two in each end and two in the center, thus giving a check upon the uniformity of the hardness of the cream. Making six penetrations on each brick and using four bricks from each mixture gave a total of 24 determinations for each change in the fat content of the mixture and would eliminate any effect which the overrun might have upon the hardness of the cream."

A direct relation of the uniform penetration to the temperature which indicates that the temperature of the cream has a decided effect upon the hardness is shown in Table 1. Complete evidence that the butterfat content of ice cream does not influence hardness is seen when it is reflected that there is no uniform variation in the depth of penetration, it was shown.

It is stated in the discussion, which was prepared jointly by D. H. Nelson and Prof. Reid, that the investigation corroborates the test completed at the Virginia Station when it was shown that there was no apparent effect on the hardness of the ice cream from fat content.

Table 2—Stability of Ice Cream When Exposed to Summer Temperatures (Temperatures Recorded in Centigrade and Weights in Grams.)

Percentage fat		4%	6%	8%	10%	12%	14%	16%	18%	20%	25%
Temperature fat—degrees		30	30	30	30	30	30	30	30	30	30
Temperature of ice cream		—10.4	—10.5	—10.0	—10.2	—10.1	—10.6	—10.3	—10.0	—10.3	— 9.0
Original weight of brick		525.0	531.0	510.0	502.0	555.75	531.25	570.25	525.75	529.00	528.25
Loss in weight after melting	1 hr.	326.0	323.0	291.0	259.0	266.75	233.25	203.50	158.50	132.00	1.00
	2 hrs.	490.0	486.0	454.0	416.0	428.75	404.50	372.00	316.00	292.25	61.25
	3 hrs.	515.0	515.0	485.0	462.0	496.00	459.00	466.50	391.00	350.25	211.00
Loss in percentage	1 hr.	62.1	60.8	57.1	51.6	48.00	43.90	35.70	30.10	25.00	0.19
	2 hrs.	93.3	91.5	89.0	82.9	77.10	76.10	65.20	60.10	55.20	11.50
	3 hrs.	98.1	97.0	95.1	92.0	89.20	86.40	81.80	74.40	66.20	39.90

ICE CREAM MIX

New and Enlarged Edition

A book every ice cream man should have handy.

Contains formulas for making mix of all ingredients. Tells how to figure formulas, costs, etc.

PRICE $1.00

Sent anywhere postpaid on receipt of remittance

The Olsen Publishing Co.

Fifth and Cherry Sts. Milwaukee, Wis.

ICE CREAM IS SOLD WHERE IT IS ADVERTISED.

It is intersting to note that Philadelphia as a unit, although starting the four-year period with a per capita consumption nearly double the national per capita consumption, has today, on top of that, an increase of nearly fifty per cent. True, ice cream had its start in Philadelphia, and we all know that Philadelphia makes a splendid ice cream. These two factors would have an influence in putting Philadelphia as a city apart when considering per capita consumption of ice cream, yet we must face the fact that the Philadelphia manufacturers have done a good advertising job and that this advertising has influenced the buying habit of the people of their city.

In other cities, such as Baltimore, Cleveland and Detroit, where special ice cream campaigns have been consistently run, it has been demonstrated that the right kind of advertising can be made to increase the consumption of ice cream.—From Illinois convention address by W. H. Schwindeler.

M.P.A. POWDERED SKIM MILK

FRESH EVERY DAY OF THE YEAR
FROM THE SUNSHINE DAIRIES OF CALIFORNIA



M.P.A. Powdered Milk provides the milk solids (not fats) necessary for a velvety, smooth, palatable ice cream of desirable body and texture.

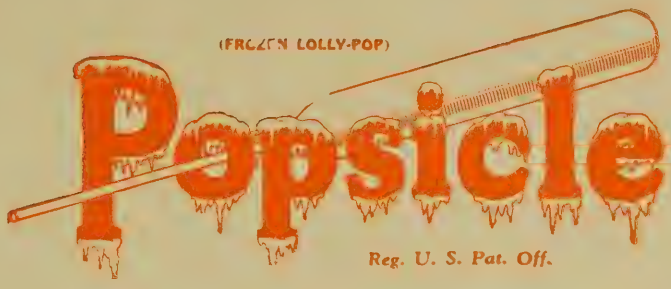
Manufactured by **MILK PRODUCERS ASSOCIATION of CENTRAL CALIFORNIA**

FRESH STOCK CARRIED IN PRINCIPAL CITIES

R. A. McKEE CORP. 261 BROADWAY, N.Y.C.

GENERAL DISTRIBUTORS FOR ALL TERRITORY EAST OF THE ROCKY MOUNTAINS

"A Drink on A Stick"



"A Drink on A Stick"

PATENTED AUGUST 19, 1924

You can equip your plant using our manufacturing units in conjunction with your present brine system at a very small cost.

Large Batch Every Few Minutes — Thousands Every Hour

WE SUPPLY STICKS, WRAPPERS AND SYRUP

ATTENTION
Ice Cream Manufacturers

We are allotting exclusive territory.
Write or Wire Immediately.

THE POPSICLE CORPORATION of U. S.
Popsicle Bldg. 465-469 Washington St.
NEW YORK CITY

THE POPSICLE CORPORATION OF OHIO
St. Louis Office.....506 Olive Street
Chicago Office.....222 No. State Street
Indianapolis Office.....808 Roosevelt Building
Cincinnati Office.....12 East Sixth Street
Jacksonville, Fla.....232 W. Bay Street

NEW JERSEY POPSICLE CORPORATION
Main Office,.....7 Saybrook Place, Newark, N. J.

CONNECTICUT POPSICLE COMPANY
New York City.....465 Washington Street

PENNSYLVANIA POPSICLE CORPORATION
Philadelphia Office.....923 Bankers' Trust Bldg., Philadelphia, Pa.

LONG ISLAND POPSICLE CORPORATION
New York City.....465-469 Washington Street

BRONX POPSICLE CORPORATION
New York City.....465-469 Washington Street

MANHATTAN POPSICLE CORPORATION
New York City.....465-469 Washington Street

SOUTHERN CONVENTION PLANS.

Vicksburg, Miss., March 20, 1925.

Editor The Ice Cream Review:

In regard to our coming convention at Lexington, am pleased to say we think this will be the best convention yet.

Hargis Hughes of Lexington is chairman of the entertainment committee and Mr. Barritt of Tampa is chairman of the program committee. The other members of these committees have been selected from our active workers in various parts of the country, and everything is moving along smoothly. Secretary Clopton is on the job and has already done a great deal of active work in getting things lined up.



S. N. SUTTON.

We hope every manufacturer is laying his plans right now to go to Lexington and that he will waste no time in making his hotel reservations as we are sure that we will have the largest attendance at this meeting of any Southern convention yet.

We wish to thank The Ice Cream Review for the hearty co-operation they have always exhibited in assisting the officers of the Southern association.

With kindest regards, I am,

Yours very truly,
S. N. SUTTON, President,
Southern Association of Ice Cream Manufacturers.

There are approximately 600 iceless cabinets in operation in the city of Detroit.

SEIDEL AGAIN HEADS MICHIGAN ALLIED DAIRY ASSOCIATION.

Martin Seidel of Bay City was re-elected president of the Michigan Allied Dairy Association at a meeting of the board of directors at Hotel Fort Shelby, Detroit, March 13. The directors voted to hold the next annual convention, with exhibits, in February, 1926, appointing a committee to decide upon location and dates.

Other officers elected are:

LeRoy S. Wilson, Port Huron, vice-president; D. W. Shiel, Hillsdale, treasurer, and Lloyd L. Hughes, secretary, the latter being re-elected to this post, which he assumed upon the resignation last fall of R. F. Frary.

MOVIE TAKES ICE CREAM TO PUBLIC.

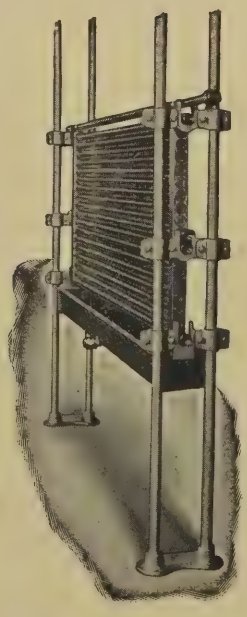
(Continued from page 140)

that it will be shown through non-theatrical channels, such as schools, churches, community organizations, etc., as soon as it has finished its run of approximately 90 theatres in Baltimore and vicinity. Mr. Stark continued:

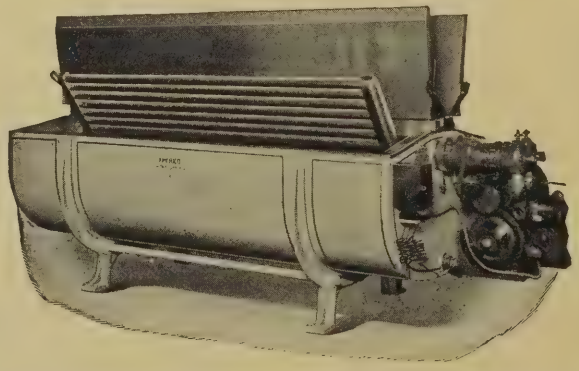
"At first the theatres of Baltimore strenuously objected to running advertising films, because—well, because—do you like to spend 50 or 75 cents to be entertained and then be shown advertisements? No one does—BUT, if the advertising is cleverly concealed, is not offensive and doesn't stick out like a sore finger, and the story is not only educational but interesting as well, none of us mind, in fact, we welcome films of that character, as a change from the straight diet of out-and-out dramatic and comedy films."

With this thought in mind, he worked out a plan whereby the theatres of Baltimore and vicinity, 95 per cent of which are members of the Motion Picture Theatre Owners of Maryland, a state organization affiliated with the Motion Picture Theatre Owners of America, consented to show the Hendler film.

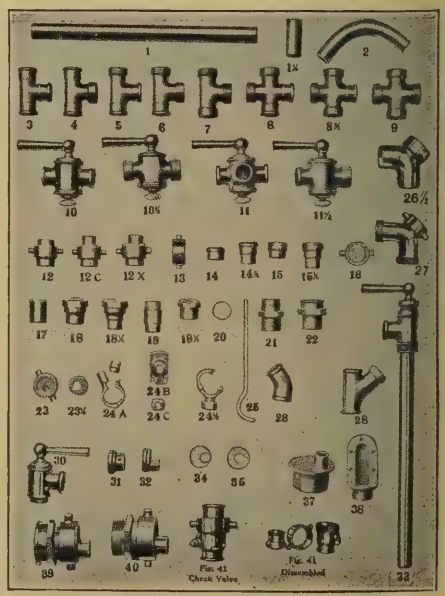
The greatest ability is reliability. Not that you are not reliable, but the man isn't living who cannot grow in reliability. That is the keystone in the Arch of Success. Reliability is that something within you, Mr. Ice Cream Man, that makes the people feel that they are going to be served honestly and that they are going to get a square deal in every way at your hands.—From national convention address by Harry L. Fogelman.



"AMERICO"
Equipment of the Better Kind
DURABLE — EFFICIENT — SANITARY



American Copper & Brass Works
610-616 E. Front Street CINCINNATI, OHIO
Manufacturers of Dairy Equipment



INTERNATIONAL FITTINGS

Faithfully Serving the Public for Sixty-four Years

ZERO

Refrigerator Body

Number 1167

HAS BEEN DELIVERED

MANY Ice Cream Manufacturers are doing their own thinking and buying quality regardless of price. ¶ Our engineers are at your service.

JOHN J. GROTHE COMPANY, INC.

ZERO BUILDING -- WOBURN, MASS.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

The GLASS LINING

An Equipment and Service Magazine for the Dairy Industries

Mar.-Apr. 1925 Vol. 2. No. 2

Just to Acquaint You with "*The* GLASS LINING"

THIS is an invitaton to subscribe to a Junior Trade Magazine. The cost to you is merely the cost of signing and mailing the coupon in the lower right hand corner of this advertisement. The obligation attached to doing this is nothing but your good-will.

Last month we carried an exclusive article on "The Thermokept Process," a new method for vacuumizing condensed and evaporated milk to prevent the development of yeasts and mold; an engineering article on the proper operation and maintenance of recording thermometers; and other articles written exclusively for "THE GLASS LINING."

Following are some of the highlights in the March-April issue:

A Dining Car Service which Maintains Its Own Dairy Herds

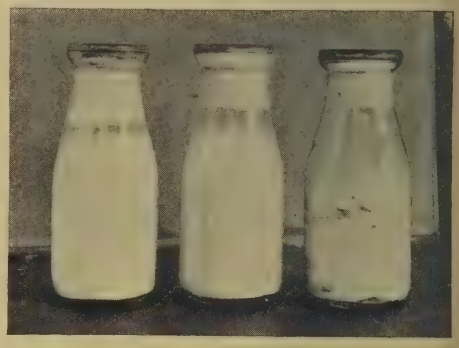
THIS is an illustrated article describing the Fred Harvey method of operating diners, restaurants, and lunch rooms on the Santa Fe Railroad. Fred Harvey maintains his own dairy herds, and the economies exercised in the serving of 15,000,000 meals annually will be of interest to every up-to-date manufacturer of dairy products.

"Pin-Point" Bacteria

AN ORIGINAL article explaining how to detect pin-point bacteria in milk, and how to effectively combat them.

You may or may not have had experience with this particular form of bacteria, but in any case you will be interested in how one plant meets the situation.

Results of Pasteurization in 3 Different Systems



HERE is an interesting one! We made this test not long ago in a city located near Rochester, and it gave us considerable valuable information. We recommend that you try it yourself.

This is the way it goes:—Pick a bottle of pasteurized milk out of one of your cases at random. Then go out into the open market and buy two bottles of pasteurized milk, each put up by a different concern in town. Try to get milk which will be comparable to yours in butter-fat content. Then set your bottle aside, along with the other two and allow them to sour and separate in the natural way. The results should show you how much gas there is in the product, and what kind of cream line you have comparatively. If you can get samples of milk pasteurized in other equipment than that you are now using, it will throw some light on the effect of various pasteurizing systems on the milk, i. e., on the cream line in particular.

The three bottles shown in the accompanying photograph are all 3½% milk of the same age and were photographed five days after bottling. The bottle at the left with the heavy cream line and the very narrow streak of separation is a milk which was pasteurized in a Glass Lined Tank. The center bottle shows a product pasteurized in a competitive batch-type pasteurizer, and the third bottle, which shows excessive gas in the cream and solids, and great separation, contains milk pasteurized in a continuous system.

MAIL THIS COUPON

FREE SUBSCRIPTION BLANK

The Pfaudler Company,
217 Cutler Building,
Rochester, New York.

Gentlemen:—

You may put my name on your mailing list for "THE GLASS LINING." I am interested in the following equipment:

.....

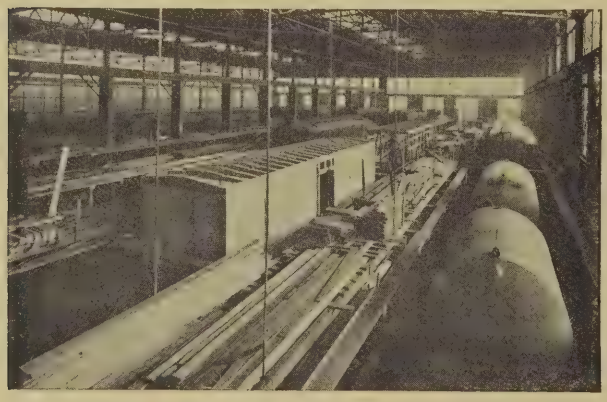
.....

Name .....

Street .....

City .....

4 I.C.R.-4-25



General View of our shops, showing Pfaudler Glass Lined Milk Tank Cars in the course of building.

BUILDING TANK CARS THE SCIENTIFIC WAY

A TANK CAR is a proper combination of rolling stock with container equipment. The method of anchoring the tanks, insulation, and most important, the tanks themselves, are all items paramount in tank car construction. But individually they do not make a tank car.

Our organization has been scientifically schooled in the proper combination of parts which give you the best tank car money can buy.

There are nearly 100 Pfaudler Tank Cars in operation, and still more on order.

May we send you the details?

MILK TRANSPORT DIVISION

THE PFAUDLER COMPANY, Rochester, N. Y.

Originators and World's Largest Makers of Glass Lined Steel Equipment

Branches in Main Centers of U. S. A., and Agents in Leading Foreign Countries.
Factories: Rochester, N. Y., Elyria, Ohio, and Schwetzingen, Baden Germany.

The Origin of Vanilla

By Robert Rosenbaum.*

THE use of vanilla in the world at large dates back to the year 1518 A. D., when the Spanish expedition headed by Hernando Cortez entered Mexico. When Cortez arrived Montezuma despatched one hundred couriers bearing gifts of the finest natural products, as well as various manufactures of the country.

Among many wonderful things they were introduced to a delicious beverage prepared from the fruit of the cocoa tree and which was greatly enriched with the delicate bouquet of the vanilla bean. These products of the New World met with immediate favor in Spain and their use spread rapidly over the entire civilized world until today in our own industry vanilla ice cream comprises almost half the entire production.

In the beginning, the bean was gathered by the Indians from its wild haunts in the depths of the tropical forests, principally in the district of Papantla, not far from the landing place of the Spanish conquerors. As the demand increased vanilla became the subject of agricultural enterprise and vanilleries were established for its cultivation. The exact time of this step forward is not known, but records show that as early as 1760 forests were already under cultivation.

There are many varieties of the vanilla vine, but the one which is cultivated and which has been transplanted in other sections of the world is known botanically as Vanilla Planifolia. While it occurs in many sections of Mexico, the center of production is still, as in the olden days, a section of the canton of Papantla, about nine miles from the county seat.

Contrary to our conceptions, a vanilla field is not a carefully tilled, snugly fenced and finely cultivated tract of land but a wild, boundless and almost impenetrable forest with undergrowth so dense and rank that foot paths offer the only means of entrance. Even the most progressive cultivators must forego the use of the family flivver if they wish to survey their crops, which is probably the reason why most of the work is still done in the good old Indian manner.

Imagine a Mexican cedar tree, twenty feet in height, covered with dark green luxuriant verdure and clinging to it and apparently growing out of its bark a strange looking vine—little larger than a lead pencil in diameter, shooting up into the tree, covering its branches and running from it into the adjoining trees, often forming festoons and arbors so thick as to almost exclude the rays of the sun at midday.

Imagine green pods from four to ten inches long covered with rich green and spear-shaped leaves and hanging pendant from the interlacing branches. Tree after tree in this vast forest is covered with those vines, peeping from which, in all the glory of tropical luxuriance, are countless hundreds of the long, luscious tapering vanilla beans, in circumference almost equal to a banana and from two to three inches longer; some of a dark green and others of a bright yellow. Sometimes, where growing most luxuriantly, they indeed resemble bunches of bananas apparently growing upon the native trees of the forests.

Vanilla Planifolia is a member of the orchid family, which ivy-like coils itself, by means of tendrils, around trees or supports placed within its reach. The prime requisites for successful cultivation are humid, fertile districts rich in top soil and humus, with temperature

(Continued on page 170)

*With David Michael & Co., of Philadelphia, at Buffalo Convention of Association of Ice Cream Manufacturers of New York State, January 7, 8, 1925.

"STERLING" Refrigeration

Absolutely dependable and economical in operation.

Get the Sterling Bulletins and learn why "STERLING" Equipment is the Best for your use.

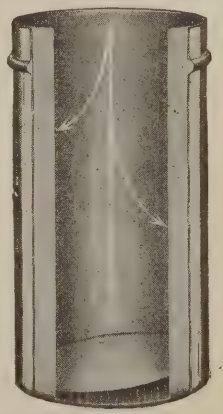
The United Iron Works, Inc.
Branches in all Principal Cities
Kansas City, Mo.

Some folks seem t' specialize in makin' a short story long.
—Abe Martin.

OUR STORY IS IN THESE PICTURES
They tell the Story vividly and quickly



ICE CREAM PAILS
BRICK BOXES
CAN LINERS
DISHES



Paper is not going to be any cheaper and there'll be no change in the labor scale and with the increased demand for paper products prices can but have a tendency upward.

PLACE YOUR ORDER NOW
Buy of the Manufacturer

BESSIRE & COMPANY
INCORPORATED
INDIANAPOLIS LOUISVILLE
MEMPHIS COLUMBUS ATLANTA

INTENSIVE MERCHANDISING.

(Continued from page 8)

Kritzman, sales manager of the Max Tauber Sons' Co., Chicago, but—

"We have overcome this difficulty in the following manner:

"1. We paint the customers' windows with a good looking panel, correctly worded. That stays up all the year around, delivering its message.

"2. Twice a year we enter into an agreement with the customer to circularize five thousand customers in the neighborhood, and on the circular there is a coupon attached for the customer's name and address. This coupon, when properly signed, entitles the customer to a quarter-pint package of ice cream, free of charge.

"3. The dealer then sends us all these coupons and we in turn send a letter to all those who have received free packages of ice cream, asking their opinion as to quality, flavor and smoothness of our product. To those who send the best replies, we mail four credit coupons, each one good for a quart brick of ice cream. The results have been wonderful and the cost has been on a fifty-fifty basis with the dealer.

"All the above as outlined increased our business for 1923 about 29 per cent."

The dealer is letting his ice cream slip in a good many places, according to William Islesmon, local manager of the New Haven Dairy Co., Hartford, Conn., and he adds:

"In regard to advertising, I believe if the dealer displayed the advertising which is given generously by the ice cream manufacturer in his window and around the store, we would do more business. As a rule it is put on the table or floor in the back room, and neglected until it is either fly-specked or dirty for display. You may say the manufacturer should see that same is put in proper place. True, but you can lead a horse to water and cannot make him drink. If one-half of the enthusiasm was used with the ice cream advertising as is sometimes used with some patented articles and medicines, the dealer would have a pleasant smile and a better word for the ice cream business."

The dealers are expecting too much of the ice cream manufacturers with regard to carrying this burden of better merchandising methods, it is pointed out in an interesting statement by A. C. Brunsell, manager of the Gloria Ice Cream Co., Inc., Stockton, Cal., who further believes that while the latter must take the initiative in bearing the major burden of the expense—

"We think the dealer is losing golden opportunities to increase his own business if he does not listen attentively and open-mindedly to the manufacturer's suggestions and intelligently supplement and persistently follow up the manufacturer's efforts."

Dealers have not been made to understand that the ice cream business has grown extensively in recent years, is now a staple business, and has become less seasonal, Mr. Brunsell points out. He then goes on to say:

"We think it would be a distinct advantage for the dealer to play up ice cream in his windows by using well-designed and artistically printed pictures. These should be pictures that show how the various kinds and dishes of ice cream look when served—pictures that will arouse a desire to eat the ice cream—pictures that will "make the mouth water.

"It is our belief that the window displays should be simple and attractive and should be changed frequently. Each display should make its silent appeal for not more than two or three kinds of dishes of ice cream at a time. A multiplicity of appeals confuses the customer and he does not know what to order. Make an appeal for only one or two or three kinds or dishes and then make a different appeal each day or every two or three days, depending upon the weather, the density of traffic, etc. The smartest and best shops in other lines change their displays frequently.

"Having aroused a desire for ice cream, a dealer should give prompt, neat, sanitary and courteous treatment behind the counter. The ice cream should be in the best of condition and should look attractive when served. If he serves luncheons, he can use ice cream in many luncheon dishes—pie **a la mode**, ice cream with chocolate sauce, etc."



An attractive window display prepared by Colonial Ice Cream Co.

With regard to building up house trade, Mr. Brunsell believes that the dealer could encourage consumption by telling customers the advantages of ice cream for desserts, as it is especially desirable when an appetizing dessert is wanted on quick notice. He adds:

"It is our belief that many people would use ice cream more frequently if they were educated to the fact that they can obtain special flavors or combinations any time from their dealer. He would not need to stock all of these at one time. He can vary them each week and let his patrons know that he will have something different each week. In a short time he will learn each customer's preference. Then.



Good business judgement prompts the leaders in Cleveland to sell the 10c package of Ice Cream

They have given the 5c size package a trial. It's a past number. The 10c size package has been adopted because it earns real profits for both the manufacturer and the dealer. If you are interested in the small size packaged ice cream business you want the facts and story of the "Situation in Cleveland"— ask us for it —

and ask for samples of the Mono-made-package with a label specially designed for *your* exclusive use, with *your* name prominently displayed. It *sells* ice cream at a *real profit.*

KLEENKUP

the package that sells Ice Cream at a Profit



Mono Service Co.
NEWARK NEW JERSEY

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezers to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening rooms.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

Style	Diameter	Capacity	Freezer Opening	F.O.B. Price
A	28½ in.	6 cans	30 in.	$50.00
B	23 in.	4 cans	24 in.	45.00
C	34 in.	8 cans	36 in.	62.50
D	40 in.	10 cans	42 in.	75.00

Two or three can containers, placed so that two or three freezers can discharge at one time, can be mounted on one truck, increasing capacity, making less trips to the hardening room necessary. Prices for these special trucks made on application, specifications required.

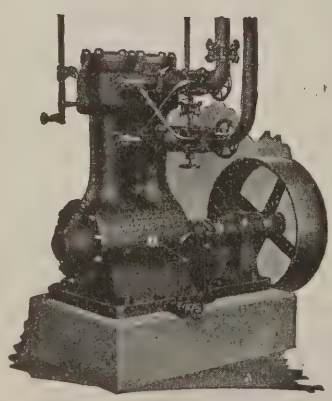
One regular size truck will be shipped, acceptance on approval.

UTILITY MFG. CO. FARIBAULT, MINNESOTA

A. H. Barber-Goodhue Co., Chicago, Ill., St. Paul, Minn.
Howe Scale Co., St. Louis, Missouri
Wright-Ziegler Co., Boston, Mass.

Vilter

Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us Submit quotations on your requirements —no obligations to you.

The
Vilter Manufacturing Company
ESTABLISHED 1867
830 Clinton Street Milwaukee, Wis.

when a customer comes in to make a routine purchase the dealer can say: 'I have your favorite ice cream this week (or today). Wouldn't you like a brick for dinner?'

"To increase the consumption of ice cream we must increase the desire for it. To do that we must all (dealers as well as makers) talk it and make attractive and subtle appeals to the palate."

Good results have been brought about through a plan being worked out by the Globe Ice Cream Co., Los Angeles, which is described as follows by A. A. Comey vice-president and general manager:

"Many dealers look upon ice cream as a minor product in the drug store, while as a matter of fact it should be a major product. Ice cream is a food, and it should be eaten every day, while drugs are used only in case of absolute necessity—likewise with tooth brushes, tooth pastes, stationery, perfumes, kodaks, and in fact practically all the other articles as sold in a drug store. The man, woman or child who buys ice cream more or less does so as a matter of daily routine, while on the other hand, the matter of purchasing articles as sold in drug stores naturally happen when the client of the store is in need of something at his home which he does not purchase regularly.

"The druggists and dealers who realize that if they would put forth the same efforts as the ice cream manufacturer does to educate the public that ice cream is a food and not a luxury, this would have a tendency to boost sales considerably. In other words, the dealer should dress up his soda fountain and windows with the advertising matter as given out by the ice cream manufacturer—the dealer and manufacturer should be linked together, and eventually the public would realize the necessity of eating ice cream as a pure food.

"The success of the ice cream dealer in the future—that is if he wants to attain a big success in the ice cream end of his business—it occurs to us that he will have to waken to the fact that it is essential to co-operate with the ice cream manufacturer, and hook up with the ice cream manufacturer's campaign, so that newspapers, billboards, printed matter, etc., as supplied by the manufacturer, will have a double effect by being seen in the drug store windows, and on the back bar of the soda fountain. The problem of educating the dealer to advertise ice cream is a hard one. We are gradually working this plan out with our dealers, and it has already brought good results."

MORE ABOUT MERCHANDISING.

Recognizing the importance of merchandising angles, this subject will be followed up in coming issues of The Ice Cream Review. In the next issue we shall tell of the merchandising efforts being made by different manufacturers through house organs, window displays, cross-word puzzles and the radio.

We have asked ice cream manufacturers to place us on their mailing list to receive all pamphlets and educational printed matter issued from their offices. If we are not on your mailing list, kindly accommodate us.

Much good work is being done through the house organ. This medium is bringing about more progress toward co-operative merchandising than anything that has developed in recent years.

J. J. Little of the Arctic Ice Cream Co., Detroit, stresses the importance of satisfied customers, pointing out in an article in a recent issue of this company's house organ, "Arctic Circle," how dealers should be taught to keep their brick ice cream fresh.

This idea, he said, is not being kept in the minds of all ice cream dealers, for—

"I called on a customer the other day and upon removing the cover of his cabinet found his supply of brick ice cream very low. Another glance into the cabinet and I noticed a pint brick of vanilla in a carton which we had not used for two months. I called this to the attention of the fountain clerk and explained to him that the brick in question was very old and also asked the reason why it had not been sold.

"He promptly replied that as far as he knew there was no real reason, only that he never let his brick stock get very low, and that when the fresh brick was delivered it was always put on top, allowing the brick on the bottom to remain untouched. I then went into a detailed explanation,

showing him that it was absolutely necessary that all brick be removed from the container, putting the fresh to the bottom and the remainder of the stock on top, so that a dealer is constantly giving his customer fresh ice cream.

"As we were busily engaged in our conversation, the ice cream delivery man came with an order of Frost Bites. He immediately went to the cabinet, removed the cover of the Frost Bite compartment, opened the cartons of Frost Bites and put them into the chamber. I knew there were at least three or four dozen Frost Bites in the container before the fresh ones were put in, and right away I began to wonder about the condition of the Frost Bites in the bottom."

Mr. Little then mentioned the matter to the fountain clerk, and it was investigated. The result was—

"We found eight crushed. I suggested that he keep the Frost Bites in their original packing cartons, which would keep them from getting crushed so easily.

"I also reminded him that the same idea should be applied to Frost Bites as well as ice cream, that is, to always keep the stock moving—then every customer would receive a fresh article.

"Too much stress cannot be placed on this fact, as it would be very hard to measure the harm which is being done by not keeping your brick ice cream and Frost Bites fresh."

WINTER FROLIC FOR ICE CREAM EMPLOYEES.

The March lion's frown melted to a grin and soon became a laugh under the warming spirit radiated at the first winter frolic held by employees of the Moores & Ross Milk Co., March 18, in Columbus, O.

More than 800 employees, their wives, children and friends, participated in the affair, and delegations were on hand from the various company plants in Zanesville, Lancaster, Sabina and Marion.

The Zanesville group contributed largely to the enjoyment of the evening by providing a saxophone sextette which featured the vaudeville program. All other acts except one were "put on" by strictly Moores & Ross talent. At the conclusion of the vaudeville, dancing and card playing filled the time up to midnight, when refreshments were served.

The frolic was staged under the direction of a committee composed of A. B. Osler, sales manager of the Columbus plant; Frank Moores, in charge of milk sales at Columbus, and Miss Florence Peters of the auditing department at Columbus.

The winter frolic takes the place of the annual Moores & Ross picnic usually held in the summer. This year the organization will join the associated dairy interests of Columbus in picnic plans.

MOTORIZED DELIVERY IN THE ICE CREAM TRADE.

(Continued from page 28)

on their routes electric trucks of 3½ tons capacity. These trucks have not been in use long enough to report on their performance or costs, but indications point to large savings in stable equipment and the land occupied with the stables as well as in actual operating costs. In addition the trucks are proving valuable as an advertising medium, an up-to-date equipment like this attracting much attention and receiving favorable comment from the general public.

A lady competing for the prize offered by the ice cream slogan committee offered this slogan: "Every shiver is good for your liver." She seemed to be serious, committeemen say.

You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

THOSE
NOW USING
THESE UNITS



Order a trial case of the required sized units

If satisfactory results are not obtained, return unused units for full credit within 30 days

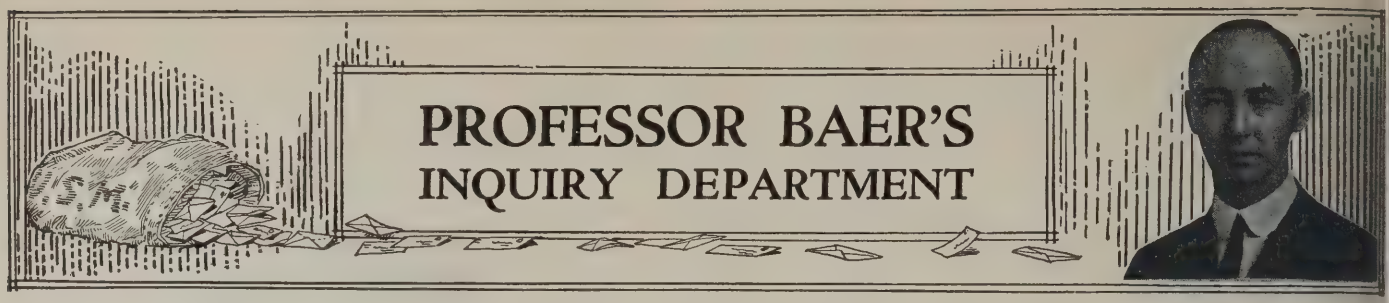
KNOW
THAT
COMFORT'S
NEW PROCESS
BETTER MIX UNITS

—INCREASE the VISCOSITY
—ENRICH the FLAVOR
—INSURE SMOOTH ICE CREAM
IN TEN MINUTES!!
Used just before Pasteurization

FULL Improving and Ripening is COMPLETED during Pasteurization.
NO further ACTION of the BETTER MIX can take place.
NO HOLDING—therefore—NO increase in LACTIC ACID development.
HOWEVER—This mix may be SHIPPED or STORED under the usual conditions if so desired.
NO FIGURING—NO WEIGHING
Units for 100—150—300 and 500 Gallons of mix—60 to the case.

—TRY THEM—PROVE IT—

ASCHENBACH & MILLER, Inc.
400 North Third St. PHILADELPHIA, PA.



Replies to Inquiries

Dear Sir:—The following is our mix we are using at the present. We are not entirely satisfied with it. Would you analyze this formula and pass your opinion upon same?

530 lbs. 40% cream.
833 lbs. 3.6% whole milk.
107 lbs. cond. skim (unsweetened) approx. 32.5% T. Sol.
200 lbs. sugar.
55 lbs. glucose.
11 lbs. gelatine.
62 lbs. water.
2 lbs. ripener.

Also kindly give us a formula for a 100 gallon mix—containing 13.4 per cent butterfat, using the following ingredients:

270.0 lbs. 40% cream.
367.6 lbs. 3.5% fresh whole milk.
80.0 lbs. cond. skim (unsweetened) approx. 32.50% T. S.
114.0 lbs. sugar.
25.0 lbs. glucose.
4.0 lbs. powdered egg yolk.
5.4 lbs. gelatine.
33.0 lbs. water.
1.0 lb. ripener.
900.0 lbs.

Reply: You will find the calculations of your mix given below in table one.

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
530.00 lbs. 40% cream	212.00	28.30	240.30
833.00 lbs. 3.6% milk	29.98	71.47	101.45
107.00 lbs. cond. skim, 32.5%			190.00
200.00 lbs. sugar			33.00
55.00 lbs. glucose			10.45
11.00 lbs. gelatine			
62.00 lbs. water			
2.00 lbs. ripener			19.0
1800.00 lbs. mix.	241.98	134.54	611.87
Per cent	13.44	7.47	33.90
Per cent sugar and sugar equiv.	12.70	.....	.....
Per cent gelatine	0.61	.....	.....

You will notice that the per cent of sugar and sugar equivalent furnished by the glucose, gives you a sugar content of 12 per cent. You will also notice that this gives you a relatively low total solids content with the butterfat content as high as 13.4 per cent. This is undoubtedly the cause of the ice cream not being quite satisfactory.

I am indicating below in table two a nine hundred pound mix made up with the ingredients suggested.

Table Two.

Ingredients	Fat	Serum Sol.	Total Sol.
270.00 lbs. 40% cream	108.00	14.42	122.42
367.60 lbs. 3.5% milk	12.90	31.56	44.46
80.00 lbs. cond. skim	.....	26.00	26.00
114.00 lbs. sugar			108.30
25.00 lbs. glucose			15.00
4.00 lbs. powdered egg yolk			3.80
5.40 lbs. gelatine			5.13
33.00 lbs. water			
1.00 lb. improver			.95
900.00 lbs. mix.	120.90	71.98	326.06
Per cent	13.40	8.00	36.20
Per cent sugar	14.00	.....	.....
Per cent gelatine	.60	.....	.....

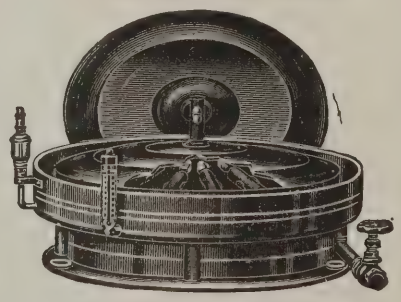
You will notice that I have increased the sugar content to 14 per cent, leaving the gelatine 0.6 per cent, the same as in your present formula. I have slightly increased the per cent of serum solids and this also, of course, helps to bring the total solids to about 36 per cent, which is about as low as it should be with a butterfat content of 13.4 per cent.

* * *

Dear Sir:—In connection with our ice cream plant we operate a pasteurizing plant for the sale of sweet milk. We use sweet milk (whole milk) and sweet cream in our ice cream mix (we use some sweet butter also) to make up the 10 per cent butterfat content and part of the milk solids not fat content. Last summer we had some difficulty in making our cream stand up like it should during the hottest days. What we want to know is whether a mix composed of powdered skimmed milk and sweet butter in the proper proportions will make a better commercial cream for drug stores and confectioners than an ice cream in which the butterfat con-


Butyrometer (Test Tube) for Cream

ICE CREAM TEST
BY
"TROY-FUCOMA" METHOD
a new practical, ACCURATE and QUICK method to determine butterfat.
CREAM TESTING
with same Apparatus by MEASURING the cream. Acknowledged by Dairy experts as the best, quickest and most accurate.


Centrifuges: STEAM, ELECTRIC, HAND for 2 to 36 Tests

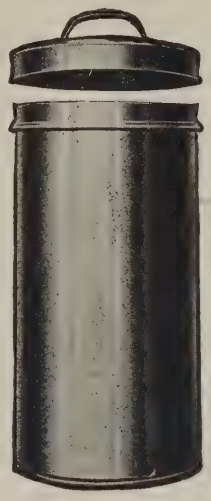
Skimmed--Condensed--Whole Milk
Quick and Accurate results will be obtained with our method.
Other Specialties:
Reductase (Methylene Blue) Test, Catalase Test, Thermometers, Lactometers, etc.

FUCOMA COMPANY, Inc.
154 Nassau St. *Specialists in Testing Apparatus* NEW YORK
Write for Illustrated Circulars

PLAY SAFE AND SPECIFY

K-W TYPE A ICE CREAM CANS

Tinned on all surfaces — inside and out.



Soldered in just one essential place — where the bottom is set in.

(Patented)

EVEN WHERE YOU CAN'T SEE

You must have noticed that we have said over and over again that K-W Type A Ice Cream Cans are tinned on ALL surfaces.

Here's something to add to that:—All parts of K-W Type A Cans are tinned BEFORE ASSEMBLY. Even the parts you can't see —the parts that are joined, the part between the bottom and the cylinder and the hoop and the cylinder—are all thoroughly tinned.

This careful tinning of all parts BEFORE ASSEMBLY prevents premature rusting, and especially rusting from the inside out.

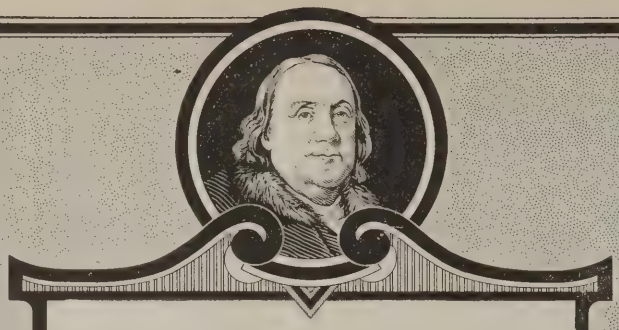
All of which means to say that K-W Type A Cans are right, even in the parts you can't see.

We Also Manufacture
MILK CANS and SODA WATER TANKS

Keiner Williams Stamping Co.

8746-81 123rd Street — Richmond Hill, N. Y.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER



Increase Your Profits

through

Franklin Clear Invert Sugar

in the manufacture of Water Ices and Sherbets.

No cooking—just add water. Our Service Department will gladly give you the scientific reasons.

The Franklin Sugar Refining Company
PHILADELPHIA, PA.
"A Franklin Cane Sugar for every use"

The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

PERFECT PACKAGE
TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



tent is largely sweet cream and the milk solids not fat mostly sweet milk (with some sweetened skimmed milk condensed).

Yesterday we made a 1,400 pound mix, the contents of which we submit herewith for your consideration.

102.7 lbs. sweet butter.
890.0 lbs. whole fresh milk, 4.2%, includes 40.0 lbs. cream 45%.
200.0 lbs. sugar cond.
31.5 lbs. skimmed milk powder.
98.0 lbs. sugar.
5.5 lbs. gelatine.
62.3 lbs. water.

Reply: In this letter you stated that you were making your ice cream mix largely from sweet milk and sweet cream along with some sweet butter. You stated that you appeared to have had difficulty with cream standing up during the warmer weather. You desired to know whether a mix composed of powdered skim milk and sweet butter in the proper proportions would make a better product for the soda fountain than a product made largely from milk and cream. You can be assured that it is possible to make a much better ice cream using cream and milk than if you use powder and butter, especially from the standpoint of flavor. You can easily build up the correct amount of solids in the cream and milk mixture.

I have analyzed your 1,400 pound mix which you stated you made the day before you wrote this letter. You will notice the calculations given below in table one where your mix analyzes 10 per cent butterfat, 11.4 per cent serum solids and 34.4 per cent total solids. You will also notice that the per cent of sugar figures 12.8 per cent and the per cent of gelatine .395 per cent.

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
102.70 lbs. butter, 84%	86.27	.....	86.27
850.00 lbs. 4.2% milk	35.70	72.45	108.15
40.00 lbs. 45% cream	18.00	1.96	19.96
200.00 lbs. sweet cond. skim		54.00	134.00
31.50 lbs. skim powder		29.90	29.90
98.00 lbs. sugar			93.10
5.50 lbs. gelatine			5.22
62.30 lbs. water			
1390.00 lbs. mix.	139.97	158.31	476.60
Per cent	10.00	11.40	34.40
Per cent sugar	12.80	.....	.....
Per cent gelatine	0.395	.....	.....

It is possible that last summer when you had difficulty with the ice cream standing up properly at the fountain it was due to insufficient amounts of gelatine unless your gelatine was of very high jelly strength.

If I were to improve your mix I would possibly add a little more sugar so as to bring your sugar content to 14 per cent and I would experiment a little with the use of the product to determine just how much gelatine it would take to hold the cream in the proper physcial condition.

* * *

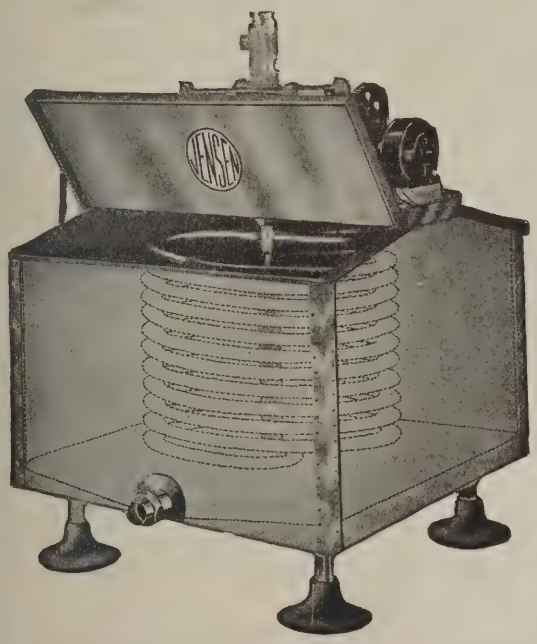
Dear Sir:—I have one of your latest books, but am going to ask you to give me formula—eleven per cent fat—fourteen per cent sugar, total solids 34 or 35 per cent, but not over thirty-five using 4 per cent milk, dry milk, sweet butter, and are using dry milk water and sweet butter 84 per cent.

Reply: I am indicating below two formulas; one of them made with butter, skim milk powder and water, and the other with skim milk powder, butter and milk.

(Continued on page 162)

JENSEN

The Mark of Merit



Ice Cream Manufacturers

You Can Have Perfect Control of Your Mix With the Jensen Revolving Vertical Coil Batch Mixer

UNIFORM FLAVOR is obtained only when the mix contains smallest amount of air during pasteurization, homogenizing and aging.

AIR which causes **FOAM** produces **oxidized, metallic** or bitter flavor.

REVOLVING VERTICAL COIL BATCH MIXER furnishes the ice cream manufacturer a process by which he is able to overcome these most objectionable evils.

REVOLVING VERTICAL COIL EXPELS AIR AND GASES.

BLADES—located at extreme bottom of coil furnish maximum agitating and mixing at bottom of vat where sugar and heavy materials tend to settle.

POSITIVE FORCED CIRCULATION of heating medium assures the greatest efficiency in heating and eliminates any possibility of burning the mix and producing a cooked flavor.

STUFFING BOXES ARE ENTIRELY ELIMINATED, therefore no grease or other contaminating verdigris can seep into the mix during pasteurizing and aging periods.

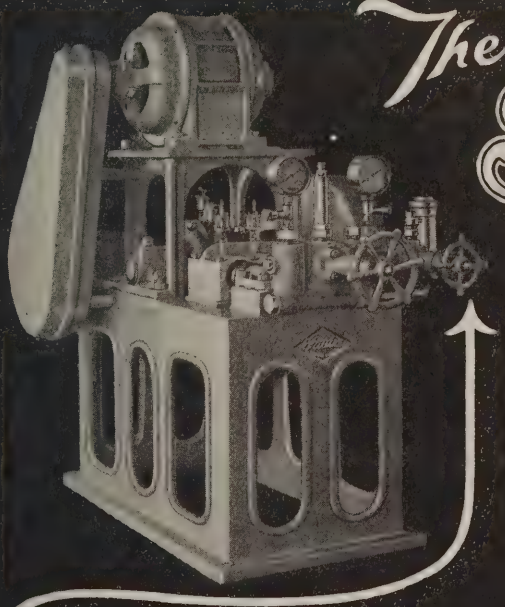
SQUARE CONSTRUCTION requires one half usual floor space.

OPERATING POWER reduced one-half.

Jensen Creamery Machinery Company

Builders of "Equipment of Practical Efficiency"

BLOOMFIELD, N. J. **OAKLAND, CALIF.**



The *Gaulin* HOMOGENIZER

"STANDARD OF THE WORLD"

Guaranteed 100% more efficient than any other HOMOGENIZER

The 2-Stage Valve

Send for Descriptive Literature telling why it produces

BETTER ICE CREAM

"Only Gaulin can build a Gaulin"

MANTON-GAULIN MFG. CO., BOSTON, MASS.



A Magic Transformation

RE-TINNING
ICE CREAM & MILK CANS

By Our Special Sanitary Process Makes

OLD, WORN OUT CANS LIKE NEW

Tinning of All Kinds Including Cast Iron

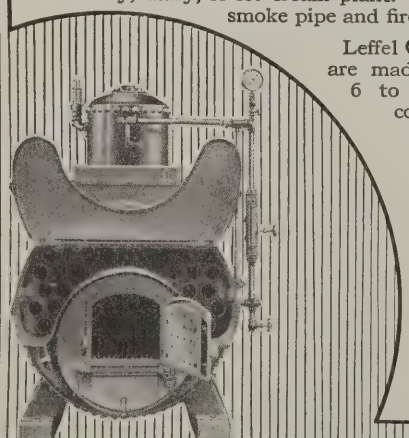
SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.

for Convenience—

Leffel Creamery Boilers

It's easy to install Leffel Creamery Boilers, and their convenience is one of the reasons for their popularity throughout the milk handling industry. No masonry foundation is necessary, as these boilers come already mounted on heavy wooden skids, and require only a level spot on which to rest. Heavy expense and delay are thus avoided, and the boiler can be easily moved if need arises.

All fire brick walls are built into Leffel Creamery Boilers at the factory —saving another expense for the creamery, dairy, or ice cream plant. Just set up the smoke pipe and fire them.



Leffel Creamery Boilers are made in sizes from 6 to 100 H. P. and conform to all state boiler laws.

Write for prices and descriptions

The James Leffel & Co. BOX 333 SPRINGFIELD, OHIO, U. S. A.

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
14.00 lbs. sugar	.....	.....	13.30
.50 lbs. gelatine	.....	.....	.47
13.10 lbs. 84% butter	11.00	.....	11.00
10.50 lbs. skim milk powder.	.....	10.00	10.00
61.90 lbs. water	.....	.....	.....
100.00 lbs. mix.	11.00	10.00	34.77

Table Two.

Ingredients	Fat	Serum Sol.	Total Sol.
14.00 lbs. sugar	.....	.....	13.30
.50 lbs. gelatine	.....	.....	.47
4.00 lbs. skim milk	.....	3.80	3.80
9.80 lbs. 84% butter	8.23	.....	8.23
71.70 lbs. 4% milk	2.86	6.20	9.06
100.00 lbs. mix	11.09	10.00	34.86

* * *

Dear Sir:—Since the advent of the iceless cabinets we are having some hard competition with the largest ice cream manufacturer in ————. An iceless cabinet was installed in one of the local drug stores recently and for a short while we were supplying them with their cream. When they ordered from out of town and had cream from two different factories in the cabinet it was found that when they had the cabinet adjusted to keep our cream just right our competitor's cream was too soft. Then, when they adjusted it to keep the competitor's cream right for serving, ours was much to hard.

Reply: The apparent difficulty you have in keeping your cream and your competitor's cream in the same cabinet is undoubtedly due to a difference in the solids content of the two creams.

I suggest you send me the ingredients of your present mix and if possible also a sample of your competitor's cream so that we can analyze it for solids. I am sure that we could in this case easily adjust your mix so that it would require about the same temperature as your competitor's.

* * *

Dear Sir:—We once again are taking advantage of being subscribers to your Ice Cream Review, and are writing you regarding ice cream. We give below a few particulars of the mixture we have been using this season and you will notice from this that we have by no means put it on a scientific basis regarding its component parts.

The type of freezer we are using at present is of the rotary type, with just side blades, and no center part whatever—driven by direct motor power. Freezing mixture, ice and salt.

The mixture we have been using is:
2 lbs. corn flour.
3 lbs. sugar.
3 oz. vanilla essence (with milk).
Heated up into a mixture and left over night.
We then have this put into the freezer with
3 gallons of dairy milk.
1 gallon double rich cream.

One of the things we have found with this mixture is that it does not keep very well. We do not mean by that that it goes sour, but it has a way of dissolving itself into minute particles.

Reply: From the data which you gave in your letter it is impossible to analyze your ice cream mixture for butterfat and solids in order to determine what might be the cause of the trouble you attempted to describe. It appears that your mixture does not contain enough solids and also does not contain a colloid such as a good grade of gelatine to prevent crystallizing of the ice

57 YEARS



Since 1868

Development of a uniformly high grade gelatine product that is wholly dependable has been our work. The fact we have continued for these many years in this endeavor should be ample assurance we can satisfy you.

MILLIGAN & HIGGINS GELATINE COMPANY

222-224 FRONT STREET • • NEW YORK, N. Y.

QUALITY *SERVICE* *ECONOMY*

Use MORDALITE



"IT SMILES BACK AT THE SUN"

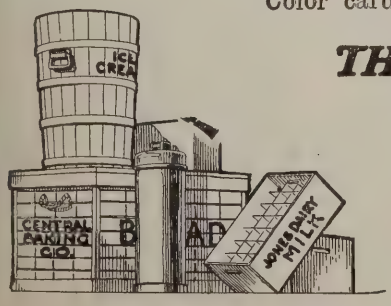
A MIL L WHITE THAT STAYS WHITE

MADE IN GLOSS—EGG-SHELL AND FLAT

MORDALITE will bring light, health, and Cleanliness into your plant and salesroom at a surprisingly low cost.

MORDALITE Enamel is easy to apply and will stand frequent scrubbing without danger of discoloring, peeling or cracking.

MORDALITE is made in White and eight attractive shades. Color card and prices gladly sent on request.



THE GARLAND COMPANY

Cleveland Ohio U.S.A.

Makers of

PAINTS—VARNISHES—ENAMELS

ENAMELAD

THE EVER READY ENAMEL

for Tubs-Cans-Cases

Please send color-charts and samples to:

.....

.....

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Sell more with these signs



Cost Less
Last Longer

"Hallowell" steel signs are practically indestructible. First cost is last cost. Special prices in quantities. Get details now. Write.

Standard PRESSED STEEL CO.
Box A JENKINTOWN, PA.



Patented Jan. 21, 1923

Texas Barrel Company has installed one of the largest Barrel, keg and Ice Cream Tub plants in the South and will be ready to serve its tub customers at an early date. Texas Barrel Company had the misfortune to lose its Tub plant by fire in August but in its place has arisen a magnificent factory capable of serving a wider territory.

Service and good workmanship our motto.

TEXAS BARREL COMPANY
Box 665 HOUSTON, TEXAS

cream. You are undoubtedly using the corn flour because it is a custom in your country. We do not use products of this kind in America. I am indicating below in table one a formula for one hundred pounds of ice cream mix, and which I trust you will understand so that you could try this formula. If your capacity will not warrant making one hundred pounds you could use one-half the ingredients and make fifty pounds.

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
14.00 lbs. sugar	.....	.....	13.30
.50 lbs. gelatine	.....	.....	.47
4.00 lbs. skim milk powder.	.....	3.80	3.80
81.50 lbs. milk and cream...	10.00	6.36	16.36
Vanilla to flavor.			
700.00 lb. mix.	10.00	10.16	33.93
Per cent sugar.....	14.00	.....	.....

You will notice in the formula is included one-half pound of gelatine and I am referring to a good grade of gelatine, which in America costs about $0.65 a pound. You will also note that I have included four pounds of skim milk powder. This is for the purpose of adding additional salts and also to prevent crystallizing. You will notice I have indicated eighty-one and one-half pounds of milk and cream to make up the balance of the mix to total one hundred pounds, and I am indicating that this eighty-one and one-half pounds of milk and cream should contain ten pounds of butterfat. You will thus see that the proportion of milk and cream to use will depend upon the richness of the milk and cream. The gelatine will take the place of corn flour and will prevent crystallizing and will smoothen the ice cream much better than the corn flour.

If you are not able to secure the ingredients as suggested in the table and will give me more specific data as to the ingredients you are using, stating the amount of milk mixed with the corn flour, sugar and vanilla before heating and the per cent of butterfat in your dairy milk and in your double rich cream, I will be able to give you much better advice as to how you might correct any difficulties you now have.

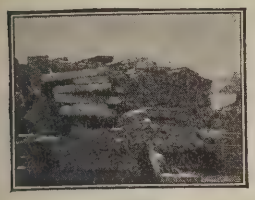
* * *

Reply to F. G.: You have asked for advice on how to make up a 40 per cent cream from sweet butter and 4 per cent milk, with a viscolizer. The usual method of standardizing a 40 per cent cream is by the so-called "square" method which I am indicating below, where the per cent of cream desired is put into the center of the square and the 84 per cent butter and 4 per cent milk to the opposite corners. Subtracting diagonally the four from the forty shows thirty-six parts of butter. Subtracting the forty from eighty-four shows forty-four pounds of 40 per cent cream. Thus you would put together thirty-six pounds of butter with forty-four pounds of 4 per cent milk to make eighty pounds, or ten gallons of 40 per cent cream.

As far as I know there is no law which would prevent you from making this cream for restaurant and hotel purposes. If there is such a law it is probably not operative as this manufactured cream is very common throughout the country.

The pressure of your viscolizer would not need to be over two thousand pounds and a temperature of about 120 degrees is correct for viscolizing.

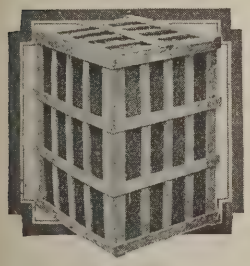
The **fourth** of a series; read it and watch for the next!



Avoidable Waste



You inspect the ***center*** of every sheet of **NOVOID**



All Material Crated—
No Bulk Shipments—
No Breakage—No Open Joints

No "DAMAGED GOODS" with Novoid!

If it were not for the fact, first, that corkboard must possess sufficient structural strength to permit of proper erection without damage and, second, that it must be so manufactured that it will successfully withstand destructive cold storage temperatures after being installed, it would be possible to increase the insulating value of the average commercial corkboard considerably beyond that known to users today.

But even when corkboard is **properly processed** so that it meets the second requirement—as Novoid Corkboard does—the sheets are even then not strong enough, especially the corners and edges, to withstand the many handlings of the material from factory ovens to final point of application, unless the corkboards are ALL PROPERLY CRATED.

NOVOID CORKBOARD, marketed in conformity with this principle of crating all material—one of six basic principles followed by Manufacturas de Corcho, S. A., at their modern plants in Spain, home of cork—is justly entitled to be known as a UNIFORM HIGH QUALITY insulation, absolutely dependable in **actual** service. Whether the quantity purchased is car lot or less car, whether it comes direct from the factory or thru local warehouse, every sheet of Novoid Corkboard is protected against all damage until the crates are opened right at the point where the material is to be used.

Furthermore, proper processing of Novoid Corkboard eliminates all voids or "air-ways" between the particles and confines the "dead-air" entirely to the hermetically sealed microscopic air cells contained in the cork bark itself. Manufactured 25" x 37", SPLIT and finished full standard 12" x 36"—every sheet, no odd widths or lengths—in 1", 1½", 2", 3" and 4" thicknesses, **the user inspects the inside** of every sheet of Novoid Corkboard against dangerous and costly "green-centers." You, too, will benefit by these features of a superior product.

Write nearest office for literature and sample.

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BOSTON NEW YORK BUFFALO PHILADELPHIA ATLANTA ST. LOUIS CHICAGO

Distributors in all principal cities or localities in the U. S. A.

You PAY For GOOD INSULATION; Why not get

NOVOID CORKBOARD

and CORK COVERING, also STONEWALL FINISH and ENAMELS

Mapleine Raisin Ice Cream

Highly approved at Ice Cream Convention



Form 1206 A

CLASS OF SERVICE DESIRED	
TELEGRAM	
DAY LETTER	
NIGHT MESSAGE	
NIGHT LETTER	

Patrons should mark an X opposite the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL RATE TELEGRAM

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

NO.	CASH OR CHG
CHECK	
TIME FILED	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

QOW

1925 February 6 A.M. 2 0 2

CB2 48

LANSING MICHIGAN 5

CRESCENT MANUFACTURING COMPANY SEATTLE WASHINGTON

MOST SUCCESSFUL MICHIGAN DAIRY SHOW EVER HELD DRAWING TO CLOSE AT MICHIGAN AGRICULTURE COLLEGE LANSING stop APPROVAL OF HUNDREDS ICE CREAM MANUFACTURERS DAIRYMEN STUDENTS AND FARMERS ATTENDING EXHIBITION INDICATE MAPLEINE RAISIN ICE CREAM WILL BE THE LEADING SPECIAL FOR ICE CREAM MANUFACTURERS WHO FEATURE IT THIS SEASON.

E. G. HAMEL

Directions: To make 10-gallons finished Mapleine Raisin Ice Cream, soak 4 pounds Sun-Maid Seedless Raisins (dry raisins, not those in syrup) in water and bring to a boil long enough to thoroughly soften them. Then drain off water and add raisins to the ordinary mix after primary freezing. Do not grind, crush or chop raisins. Flavor with **2-ounces Mapleine.**

Jobbers sell Mapleine, or write us

CRESCENT MANUFACTURING CO.

1054 RAILROAD AVE., SEATTLE, WASH.

105 Hudson St., New York City **800 No. Clark St., Chicago**

Truck Problems from the Angle of the Small-Town Manufacturer

Keeping Down Distance Between Stops Means Better Service to Dealers—and Better Retail Merchandising

TRUCK problems from the angle of the manufacturer in a small town were presented in an address before the Illinois convention by W. L. Hart of the Litchfield Creamery Co., Litchfield, Ill. As is generally known, the long haul across country is a delivery proposition with which it is difficult to cope, and that is the lot of the average small-town manufacturer of ice cream. The ice cream manufacturer, the convention was told, must guard against "the lure to go faster and farther," which yearly grows more pronounced, if he wants to keep out of "situations which may mean creating an expense beyond the profits."

City manufacturers and those in the small towns have a common delivery problem in that the routes must so be planned and laid out that they will not cover too great a distance or consume more time than is economical, allowing the route man to complete his task in a reasonable time, Mr. Hart said—this to make it possible for customers to be served at the time that is suited to their conditions.

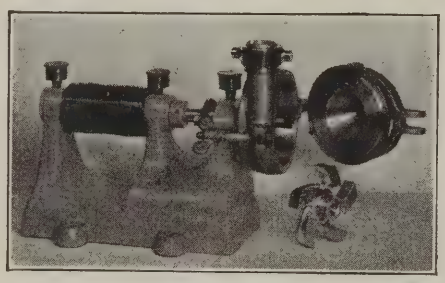
The speaker brought out a particularly interesting thought in connection with merchandising ice cream when he pointed out that this "makes it convenient and interesting as well as profitable for them to handle ice cream." He warned against undertaking to serve unprofitable stands. He continued:

"Service is everything, and if we manufacturers can place our product in the hands of more dealers in more communities and neighborhoods, more people will have access to ice cream daily and the ice cream industry in general will be increased. But there is always a tendency to take all the business there is on a given route, excusing yourself by the fact that you have to pass the place and might as well stop, but this is a false idea, as these small places take up your time and usually require much more ice per gallon than the better stops, as well as making it impossible for you to give the proper service to the really worth while places."

The motor truck brings about temptations to take on unprofitable stops, the speaker pointed out, explaining that with the use of the motor truck it is so easy to "get there quick" one hardly notices one more stop until stops gradually multiply and create a burden.

In speaking of the matter of delivery cost, the speaker was convinced that a light truck is best suited for trips of 20, 30 or 40 miles over country roads in all kinds of weather.

A TRUCK operating on a paying basis is one carrying gallonage large enough that the cost of transporting it by express will be enough to pay for operating the truck, according to whatever your price may be, Mr. Hart pointed out, adding, that it is generally agreed that



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Has but one moving part

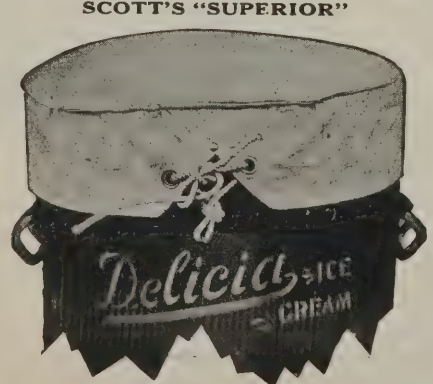
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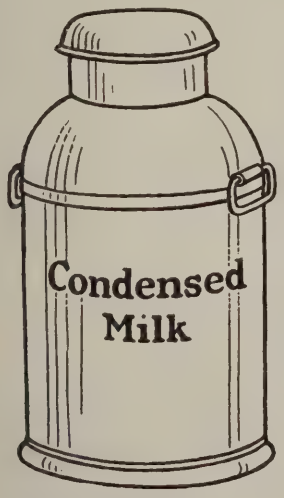
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THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

Harold A. Sinclair

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Spoils easily
Not uniform
Uncertain supply
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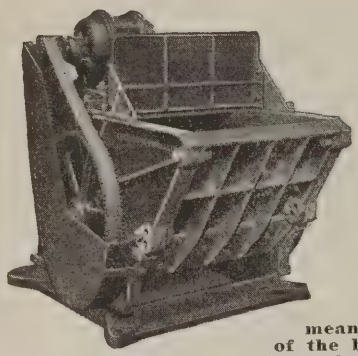


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Better Ice for Cabinets

IMPROVED efficiency in ice cream cabinets requires ice broken to uniform size. The Creasey Ice Breaker provides five different means for controlling the size of the broken ice, namely, variations of speed, spacing of picks, type of pick, number of teeth in the comb, and position of movable front plate. A Creasey Ice Breaker will deliver the ice just the size you want, without excessive ice chunks or slush, so that there will be no waste and the icing of cabinets becomes easy work. Creasey Ice Breakers are built for all capacities up to 50 tons per hour and for hand, belt or motor drive. Our Engineers have specialized on improved arrangements for the quick and inexpensive handling of ice cakes and broken ice and the icing of trucks, and would be glad to give you the benefit of their experience.

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Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

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SINCE 1864

fifty cents for a five-gallon can should be the cost of delivering ice cream by truck, and added, that in all fairness fifteen cents can be added as a cost of returning the empty tub by express, making a total of 65 cents, or 13 cents a gallon one can get for delivering ice cream direct to the customer.

He continued:

"The cost of operating a light truck over a route of 20 miles, that is 10 miles out and 10 miles back, is about $7.70. You should then sell 60 gallons of ice cream daily to cover the cost. On the same basis, over a route of 30 miles the cost would be $8.40 and 65 gallons should be sold. Now a 40 mile route adds considerable to the cost of operating and I think $10.00 is a very fair estimate of the cost, requiring 80 gallons of cream to be sold for each trip made. I believe the above figures are a fair estimate under average conditions. If you employ careful drivers and limit your number of stops to, say about 20, you should have no difficulty in making your truck service a success.

"But let us not count the profits and advantages of the truck all together in the terms of definite figures, for there are many advantages of the motor truck that cannot be counted in so many dollars and cents, but which contribute very materially to the welfare of the business in general.

"When you deliver by truck you have the transportation of your product fully in your own hands and under your own supervision. You are not depending on the employees of the express and railroad companies to make your deliveries, not knowing whether or not your goods have reached their destination. But the same personnel that manufactures and sells your ice cream is also making the deliveries. By this system you form a tie between your firm and the customer that cannot be obtained in any other way. Then let us not forget the advertising feature.

"Above all things make your truck as attractive and beautiful as possible, not counting the cost that it takes to make and keep your truck looking as nice as the bakery, laundry or candy truck. For remember that ice cream is the most delicate food or refreshment that man has ever produced. With this in mind think of the effect on the prospective buyer when he sees it being delivered in a dirty, rusty and mud splattered truck."

He urged manufacturers to remember that "with all the fine things we can truthfully say about ice cream, it is very largely a habit that makes people eat it, and a great many times they are prompted to buy ice cream by suggestion coming through the eyes in the way of attractive advertisements and catchy slogans.

"So with the beautifully painted ice cream trucks properly lettered, the manufacturer appeals to the public to eat more of his delicious product and also is attracting dealers," he added, "as any merchant is flattered to have his order delivered in a classy conveyance."

The ice cream business is surging ahead faster today than any other big industry, "so let us not detract anything from our product by the appearance of our motor trucks," he concluded.



ATTERBURY-STONE.

Friends in the ice cream industry of the West particularly will be interested in the announcement of the marriage of Blanche Marion Atterbury to John L. Stone. The bride, who is well-known in the industry, represents the Hudson Manufacturing Co., Chicago, on the coast. The wedding took place March 15 at Los Angeles. The couple is at home at 1834½ North Van Ness Ave., Hollywood, Cal. The bride is the daughter of Mr. and Mrs. William F. Huffman.

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Waltham System

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ICELESS SALTLESS NON-MECHANICAL

A Complete System of Refrigeration for Ice Cream Distribution

Just the right amount of refrigerant to hold your cream in the dealers' cabinets and soda fountains is provided by the Waltham System cartridge. Waste energy through leakage of refrigerant in transportation and in the service cabinet is reduced to a minimum. Naturally costs of operation are much lower.

Waltham System Cabinets give complete satisfaction to the dealer. With the elimination of ice and salt all his brine and clean-up troubles are over, and the ice-cream is delivered in a minimum time. Absolutely no service troubles or responsibility for operation of mechanical equipment. Nothing to get out of order.

And his cream is kept at just the right temperature *all the time.* Every scoop is just the same, and nothing wasted.

This is accomplished by the Waltham System with greater efficiency and economy and with less equipment investment than by any other system of ice-cream distribution.



Write for the facts.
They will surprise you.

WALTHAM SYSTEM
HOUSING COMPANY

Waverley,
Mass.

Delivery Bodies. Cabinets. Soda Fountain Inserts.

THE ORIGIN OF VANILLA.

(Continued from page 153)

never below 65-70 degrees Fahrenheit. Great care must be exercised at all times.

The vanilla vine is propagated by means of cuttings taken from already grown up and healthy vines. They are usually about three feet in length. One-third of this cutting is placed into the specially prepared soil and the rest of the stalk is anchored to the future supports, which usually are trees of a type developing low branches so that after the vines have enfolded them the fruit can more easily be reached from the ground. The shade of these trees should not be so dense as to shut out the life-giving sunlight, but then again the vine loves neither extreme bright light nor the gloom of unbroken shade; thriving best in a happy medium of checkered light and shade. The trees best suited are the mango, the medlar, the dwarf bucare and the cocoa tree. Planting takes place at the end of the dry season from March to June and at the same time it is necessary to clear away the undergrowth which would otherwise sap the nourishment of the vines. This clearing again takes place in October.

In the third or fourth month after planting those vines which have not taken hold and the vines which are not bearing in the right direction on the support or are not securely attached are replanted. As the wet season extends until October these replantings are thereby given further opportunity to prove successful.

Three years after planting the vines are in full bloom. The orchids, of a pale yellow color and sweet in smell, are borne on branches which sprout from the axis of the leaves and are arranged in the form of an ear of corn. They have a common stalk and number 15 to 20 in each bunch. The blossoming season runs for seven or eight weeks from March until May. This extended period is a blessing to the planters, for the flowers must be hand pollenated. One of the most troublesome and expensive processes is this fertilization of the flower. If natural agencies such as the four winds and the insect life were depended upon the crop would not only be very uncertain but also of a medicore quality, due to the maturing of too many pods on a single plant. Artificial fertilization is performed with the use of a small wooden or bamboo sliver, the pollen from the antler of one flower being transferred to the stigma on another flower. They fertilize only the healthiest and best flowers on each vine, thereby cutting down the total number. The resultant fruit is not only larger in size, but also richer in flavor and aroma, and more easily cured.

From this time on the flowers develop, reaching maturity in June. The fruit takes six to eight months to ripen and are ready for harvest in the months of January and February.

To give an idea of what this cultivation produces, Papantla growers have made the following calculations: An area of ground 100 varas (or 300 ft.) square produces in the third year from 300-400 vanilla beans; in the fourth from 1,000-1,500; in the fifth from two to three thousand. Thereafter the yield decreases until the tenth year, by which time there is no advantage offered in keeping up the care of the vanillery. As a rule, they are abandoned in order to establish new ones.

The yield of each vine fluctuates between very wide limits. Some vines at the period of their greatest vigor produce only 15-20 beans while others bear as high as 100 and some are reported as having borne about 200 healthy beans. The average is about 80 beans to the vine.

Indian women and children carefully pick the matured fruit, placing it into baskets which are sent to the curing sheds. As yet the beans have neither flavor nor aroma. They are fleshly light yellow pods, from two to three inches in circumference. After being treated they shrink to one-fourth of the original size.

As a rule planters do not know how to prepare the bean which they sell in the ripened state to the curers, who employ experts for that purpose. The beans are brought in by the natives in large and small lots, very similar to the way in which our own country people used to bring in butter and eggs to the town storekeeper.

In curing vanilla it is an easy matter to impair the bean by an excess or lack of moisture. Perfect curing

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The patented feature makes the curved end grip the neck of the test bottle and hold firmly in the graduations. The needle point permits accurate reading.

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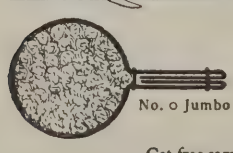
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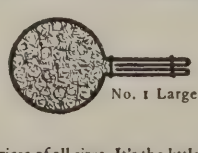
Manufacturers of Scientific Glass Apparatus for Testing Milk and Its Products

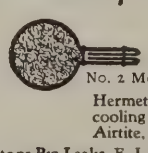
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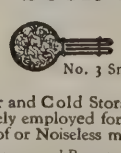
ASK THE MEN WHO USE IT

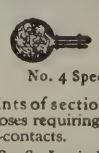
CUT DOWN YOUR ICE BILLS ~ $TOP COLD AIR LEAK$ with WIRFS AIRTITE CUSHION DOOR-GASKET


No. 0 Jumbo


No. 1 Large


No. 2 Medium


No. 3 Small

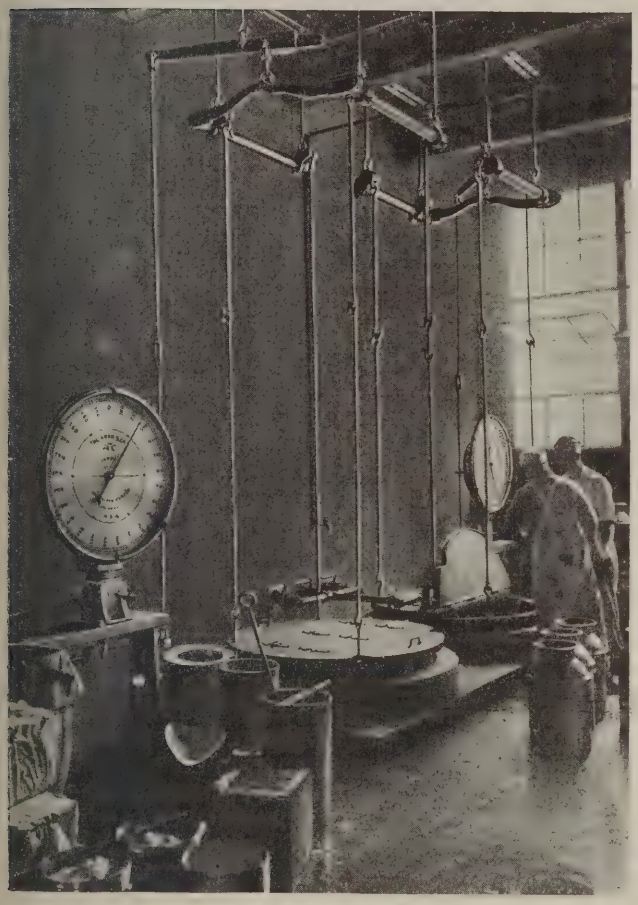

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Speedy—to handle large batches in limited time; its action is instantaneous; it saves half or more of your weighing time.

Accurate—so that you will know that each batch contains the proper amount of each ingredient.

Practical—so that it will save labor, simplify the recording of weights, and lower your weighing costs.

The KRON Scale gives you *all* of these advantages, and speeds up the entire plant. It has no springs to put it out of adjustment. Its uncanny accuracy eliminates the possibility of dispute, and removes your weighing worries once for all.

If you will tell us briefly the capacity of your plant and your weighing requirements we shall be glad to recommend the proper KRON equipment for your use and tell you exactly what it will cost you.

Accumulative Indicator

AN added and exclusive feature of the KRON Scale. Not necessary to add the separate weights—the second indicator does that for you automatically and instantly, always giving the total at a glance. Saves work, eliminates mistakes, avoids disputes.

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2—400-gal. Cherry Jensen cream ripeners.
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50 and 100-gal. Cherry upright batch mixers.
2—De Laval Alpha Acme cream separators.
1—No. 12 De Laval cream separator.
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1 in. and 2 in. centrifugal brine pumps.
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20,000 lineal feet of 2 in. hardening room piping.
Refrigerating and ice-making systems can be furnished from our own stock of good used equipment.

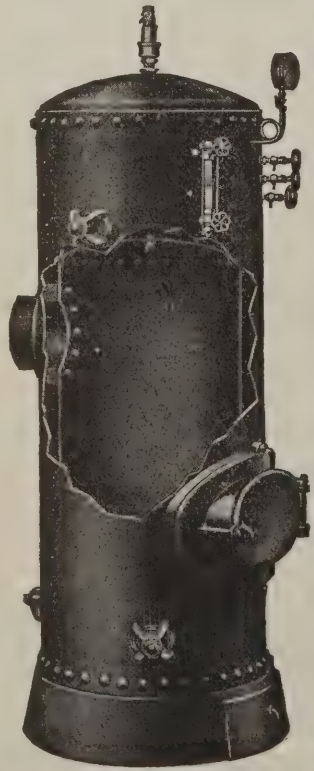
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Gem Flueless Boilers

Made in sizes from 1½ to 30 H.P. They do away with those disagreeable and costly Flue troubles.

Efficiency is high, upkeep cost is low and first cost will appeal to the practical and thrifty plant operator.

Send for prices, construction and operating details

The Gem City Boiler Co.

Dayton Est. 1895 Ohio

is attained only when the bean is left in such a condition that it will remain juicy and retains its greatest possible weight, a consummation experts constantly aim for. If the vanilla is cut when ripe, success is comparatively easy, but when cut prematurely great care and delicacy of manipulation must be exercised.

Here it might be well to mention that a lot of beans is not left to mature on the vine until January or February, but is cut down in November while still green and unripe. Bands of robbers often enter the forests which someone else has cultivated and steal the product of many hard months of labor. When this occurs in a district the owners often cut their crop for self-protection, but the practice is a bad one and for a time was prohibited by law. Naturally when a grower found his crops being stolen he would not wait for the slow and majestic arm of the law to protect him, so this law has long since been passed into the archives as ancient history. Conditions are improving at the present time but due to the location of the vanilleries it is doubtful if the robberies can ever be stamped out entirely.

The pods are brought into a special chamber sheltered from the rain. Here they are deposited on screens for 24 hours and during this time the workers are kept busy separating the well matured pods from the unripe and the damaged, as well as the windfalls and split beans. Each of these classes requires individual attention. Some curers first place the green beans in a sweat box for thirty-six hours.

On the second day the pods are brought out and placed between coverings of heavy dark colored blankets or mats. This exposure to the sun is made in a patio on the south side of the building. The tendal, as it is called, should have an impermeable sloping floor by means of which the rain waters can easily drain off. The wall is painted white so as to reflect as much light as possible onto the rows of blanketed beans—which run from east to west to receive an even distribution of heat. Just before sunset the pods are removed from the mats and placed in wooden boxes, provided on the inside with a heavy doubling of woolen blankets—now the fruit is so hot that one can hardly touch it. Another blanket is placed over the fruit and the box closed. Sweating takes place and during the night the beans acquire a brown color.

The following day, if weather permits, the pods are removed from the sweat box and again wrapped in blankets and once more exposed to the sun.

During the late afternoon and overnight the beans repose in racks indoors in a warm room where they are permitted to dessicate. This process of alternate exposure to the sun and subsequent dying on screens indoors is continued until the beans turn to a deep chocolate color and the greatest portion of the moisture has been removed. Four or five times during this period they are placed in the sweat box to hasten the development of the fermentation which produces the aromatic flavoring resins and vanilla in the bean. The final drying takes place when the moisture has been reduced to a minimum. The beans are exposed to the air outside if the weather permits, or in a heated room in case of rain, for a period of twenty to thirty days.

During the sweating process, in case of inclement weather, instead of exposure to the sun, packages of from 100-400 beans are placed in an oven and kept at a heat of from 89-125 c. for from 16-22 hours. After this they are exposed to the sun or hung up in the drying chamber in the regular way.

All through the process the curer goes over his beans with watchful eyes, using the wisdom of long experience

(Continued on page 180)

Another Triumph for Frick Equipment

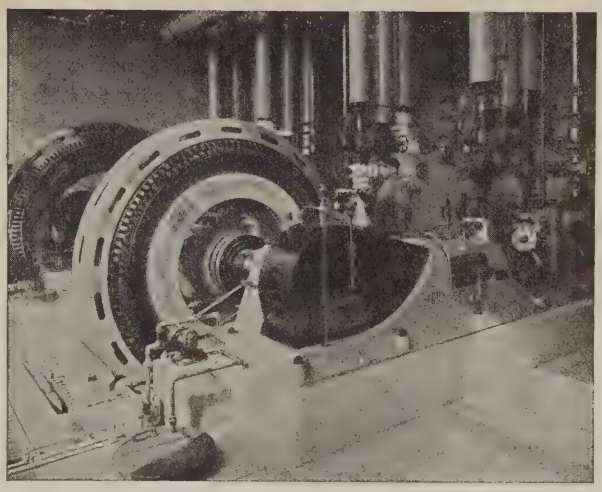
—the New Plant of Seattle Ice Cream Company

The refrigerating equipment installed in the Seattle Ice Cream Company's new plant is modern to the last bolt.

The main ammonia compressors are very heavily built and work on the long stroke principle. They are equipped with central and forced-feed oiling systems, metallic packing, plate valves, and triple suction connections.

A 5"x5" enclosed ammonia compressor is installed for standby service. The condensers, ice tanks, brine coolers, and room coils are built on most recent designs.

Frick machinery was chosen by the owners after extended inspection trips, covering all types of machines. The plant is a living testimony to the worth of Frick Equipment.



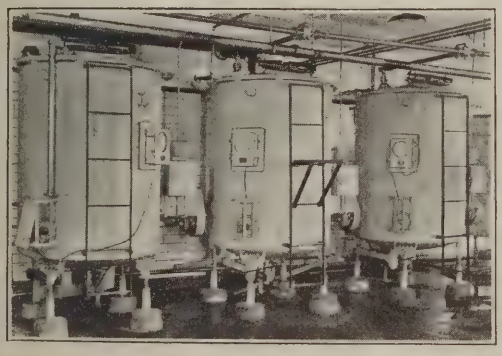
Frick Horizontal Compressors at Seattle Ice Cream Company, Seattle, Wash.

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ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

MIDDLE WEST — EASTERN SEABOARD

News and Notes *from the* Four Corners *of* FREEZERLAND

By Our Special Correspondents

PACIFIC WEST — CENTRAL SOUTH

EAST.

Ice Cream Educational Film to be Distributed by New England Association.

Boston, Mass.—Distribution in different cities of the interesting ice cream film, "The Winning Way," will be started in the near future, it was brought out at the March meeting of the New England Association of Ice Cream Manufacturers at the American House, Boston, March 18. The film was shown at this meeting, and the secretary announced that bookings were being made to show the film, starting April 1. The booking agency of Wells & Douglas will handle distribution of this film, which is an educational movie on the many ways to serve ice cream.



W. P. E. LOCKWOOD.

The film will not be over $2 a showing, according to the secretary, who added, that notices will be sent from his office in advance as to when the film will be shown in different cities, the cost of showing to be split among the manufacturers of each city, bills to be sent from the secretary's office. Each showing will cost $2.50.

The September meeting will be an outing meeting at Poland Springs, the same as last year, and the same committee will have charge of arrangements.

Mr. Kenison reported on the advertising program to date. There was some discussion on mechanically refrigerated cabinets. The president announced that the executive committee had decided to have the next annual meeting in Boston. The secretary was instructed to look up a hotel and see what dates were available.

The secretary announced that the leaflet on ice cream as a food, containing the results of the work done in New London is progressing. He announced that these leaflets in two colors, eight pages, would cost not over $15 per thousand, depending upon the quantity.

The formal meeting broke up early but a large number of the men stayed around and discussed problems for sometime after.

* * *

EXPERT LAUDS ICE CREAM.

Brooklyn, N. Y.—A high tribute to the food value of ice cream was paid in an article published in a recent issue of the Brooklyn Standard Union, from the pen of Dr. Daniel R. Hodgon, formerly president of the Hahnemann Medical College and Hospital of Chicago.

Writing from investigations made by the Food Investigation Service, Dr. Hodgon went on to show "why everybody should eat ice cream." Declaring that it is one of our most useful foods, and that it is even better for us in winter than in summer, "because it provides extra heat for the body and extra energy to fight against colds and disease," Dr. Hodgon added that ice cream is as palatable as it is nourishing.

With regard to ice cream's importance to children, Dr. Hodgon told of examination of children in the fourth grade in one of the Brooklyn public schools. He said:

"The test showed that 63 per cent of the children were undernourished. Now that school was not in a poor community. The children were from the homes of well-to-do business men. It is a crime against civilization that parents show so much neglect about the food value of the material they allow their children to eat and permit them to buy."

* * *

Ice Cream Weight Bill Defeated in New Jersey.

Harrisburg, Pa.—A bill that would have made the sale of ice cream by weight compulsory in that state has been defeated in the New Jersey assembly. In making this announcement Fred Rasmussen, executive secretary of the National Association of Ice Cream Manufacturers, stated that the bill differed from other proposed weight standards in that no specific weight was insisted upon, it simply being asked that the law require the manufacturer to mark each package of ice cream with the net weight of the contents of "said can, package or carton."

Action of this nature in other states is anticipated by the secretary.

* * *

SOUTHEAST

Lays Dairying Foundation—Ice Cream Manufacturers, Creamerymen and Milk Dealers Co-operate With State Officials to Boost Consumption of Dairy Products and Educate Dairymen.

Wilmington, N. C. — Dairy leaders, including farmers, creamery and ice cream men and experts attached to the federal and state agricultural bureaus are laying the foundation in southeast North Carolina, and especially along the coastal plains, for the development of the dairy industry.

This foundation, which has been in course of development for the last four years, has arrived at a stage where, E. W. Gaither, district agent acting jointly for the federal bureau at Washington and the state agricultural department at Raleigh, feels absolutely safe in forecasting an immediate and rapid increase. And he declares that this increase will be primarily, if not virtually entirely due to better pastures — lespedeza, in particular, and also carpet, Bermuda and Dallis grasses.

"It is a hard dose to swallow, but facts are facts and must be stated," he recently declared by way of indicating the positive demand for a bigger dairy industry in this section. "These facts are that the average milk consumption in this area is only one-third of one pint per person per day and probably no other section is compelled to admit so low an average. The only reason, up to now, that has been offered is 'they don't like cows.' Some say, of course, they don't like milk. That isn't true. Everyone likes milk and will drink it if it can be obtained. This was shown in a recent campaign when the milk consumption almost doubled the cow population in this country."

Mr. Gaither is not speaking for this one county of New Hanover. He is in charge of a large portion of the state, including nineteen of the hundred counties in North Carolina. These, in addition to New Hanover, in which Wilmington is located, such otherwise progressive counties as Brunswick, Columbus, Robinson, Bladen, Pender, Onslow, Duplin, Sampson, Johnson, Wayne, Lenoir, Jones, Carterett, Craven, Pamlico, Wilson, Nash and Cumberland. It has required courage to keep constantly at a decidedly up-hill job of converting farmers and truckers to utilize otherwise worthless ground for pasturage to maintain cows. He, together with his associates, finally have succeeded and now feels perfectly safe in forecasting an era of rapid dairy development throughout his entire jurisdiction.

"This increase has been spotted," he said. "The eradication of the tick and the introduction of the dipping vat has helped most materially. The prospects right now are exceedingly bright. This is evidenced by the establishment of 25 or 30 commercial dairies in the district during the last three

years. Most of the herds are grade cows—some are pure breds. One dairy at Beaufort, in Carterett county, is composed wholly of scrubs, regular old woods cows. He started with only a few but his trade increased, and he doubled in six months. He will double again in another comparatively short period. That is proof that the demand for milk is here if the farmers will undertake to supply it. The establishment of a creamery at Raleigh and another at Florence, S. C., paying top prices, also creates another and certain market. In this immediate vicinity the Cape Fear Milk and Cattle Growers' Association is lending vigorous impetus to dairy development. Allie Brown of Burgaw is president, and George R. Foulke, general manager. They now are negotiating, and with every prospect of success, with the Wilmington Ice Cream Company, to take the milk. The ice cream company, it is known, is anxious to take the entire morning supply of whole milk of the thirty-five members of the association. This disposed of, the association will ship the evening's milk and sour cream to the creameries at Florence and Raleigh."

County agents have succeeded in persuading farmers to plant approximately 10,000 acres in lespedeza within the last four years. It is particularly adapted to rough land and especially is profitable for grazing.

* * *

SHETLER ESTABLISHES NEW COMPANY.

Wheeling, W. Va.—George W. Shetler, formerly manager of the Shetler Hygrade Ice Cream Co., will head a new company, which will operate under the name of the Shetler Ice Cream Co. and conduct business in Wheeling, Moundsville, and Bellaire, W. Va.

The new concern is organized with a capital of $50,000. It is reported that the new company already has acquired two plants, the Old Home Dairy Co. at Bellaire, and the Purity Ice Cream Co. at Moundsville. Mr. Shetler advises that a plant will be established at Wheeling as soon as suitable location can be secured.

According to reports, the plants will be thoroughly modern in equipment. Remodeling of the two plants has already begun. One feature of the new company is that no ice system is to be used by its retail customers. It is reported that all dealers are to be equipped with electric cabinets.

* * *

SOUTH.

One Hundred Plants Proposed to Manufacture Eskimo Pie Exclusively.

Louisville, Ky.—Christian Nelson, of "Eskimo Pie" fame, recently was in Louisville on business, and while here was the subject of a newspaper article, commenting on plans for merchandising the "Eskimo Pie" product from centrally located, or district plants, scattered in various cities. The article read:

Louisville is to become headquarters of a mammoth corporation, composed of 100 manufacturing plants located here and at various sections of the United States, in which "Eskimo pies," one of the most popular of modern confections, will be made in huge quantities, it was learned today through an interview with Christian K. Nelson of Chicago, inventor of the pie, who is here conferring with a group of local financiers relative to final details of the launching of the project.

The identity of the Louisville men interested in the concern has not been made known publicly, although Mr. Nelson told a Louisville Post reporter that he would have a more detailed announcemnt to make within the near future. Conferences are being held in the offices of the United States Foil Company, who have been engaged in the exclusive manufacture of Eskimo pie wrappers for the past year.

It is Mr. Nelson's plan to erect a chain of plants throughout the United States and to promote the distribution of the product he invented in his home town of Onawa, Ia., during the winter of 1920. The story of the invention and development of the pies is one of the most romantic accounts of modern industry and its present magnitude can be realized when it is considered that during 1923 a total of 250,000,000 were sold in the United States alone.

Offered $1,200,000 for Patent.

Mr. Nelson and his former partner, Russell Stover of Omaha, Neb., were offered $1,200,000 for the pie patents by Morris Rosenthal, brother of Julius Rosenthal of the Sears-Roebuck Company, now deceased. This offer was turned down, largely through the argument of Mr. Stover.

The inventor is no longer connected with the corporation engaged in the merchandising of patents and sale rights of the pies. He still receives huge monthly royalties from his product from this company, of which he was head until last year, when he realized that the big money lay in the real manufacture of the pies.

How He Invented Them.

Eskimo pies were invented as a result of a chance visit of one of Mr. Nelson's customers when the latter operated a small retail and wholesale confectionery in Onawa. One frosty morning, during a period when the clouds of financial disaster hovered overhead, a friend of Mr. Nelson called and asked for a popular brand of chocolate bar. Upon search of the case it was found the stock had been depleted and so the customer then asked for an "ice cream sandwich," or a slice of ice cream placed between two wafers.

"I started to make the sandwich," Mr. Nelson told the reporter, "when the customer again changed his mind and asked for another brand of chocolate bar. That started me thinking. I was hard up and knew that I had to make a lot of money before spring—and it's tough business selling ice cream in Iowa in the winter. I sensed that the customer wanted both a chocolate bar and ice cream. He wanted ice cream he could take out with him. So I began working to combine the two substances."

In connection with this announcement, Mr. Nelson told The Ice Cream Review's correspondent that the newspaper statement was premature, adding that final plans had not been worked out.

* * *

Lee Lewis to Devote Entire Time to Ice Cream Industry.

Louisville, Ky.—Lee Lewis, who over the past several years has been operating Lee Lewis, Inc., which has an ice cream plant supplying local retailers, and which also operates a couple of retail establishments, has recently resigned as general manager of the John C. Lewis Co., department store of Louisville, and will now devote his entire time to his own company affairs.

The John C. Lewis Co. has been re-organized with Leland G. Lewis as secretary-treasurer and general manager, and his brother, Llewelyn Lewis, as president, their father, John C. Lewis, over eighty years of age, becoming chairman of the board, with E. H. Rolfe as merchandising manager, and Ed. Early, who has been active manager of the Lee Lewis organization, becoming superintendent.

One of the most successful organizations in Louisville is the U. S. Foil Co., which produces foil wrappers for various lines of merchandise, and which has done a tremendous business in furnishing "Eskimo Pie" wrappers. The company was established here in the war period to make tobacco foil, and was controlled by the Reynolds Tobacco Corporation, which later released control. Stock of the company, which has a par value of $10 a share, is now quoted in the sixties, and improving right along. The company, since establishing its original plant, has enlarged several times.

Roger Salesberry, formerly an employe of the National Ice Cream Co., Louisville, indicted by the Jefferson Circuit Court, Louisville, more than two years ago, charged with embezzlement of $300 from the company, was recently arrested at Colby, Kan., and brought to Louisville to stand trial. Salesberry, according to company officials, obtained the money by manipulation of his report book, containing entries of money paid and due from customers.

There have been a number of recent changes in supply houses of Louisville. Bessire & Co. incorporated the Louisville business with a capital of $300,000, naming E. H. Bessire, P. A. Bessire and A. M. Morrison as incorporators. The company has other houses at Atlanta, Memphis and Indianapolis.

Earl I. Seaman recently left the house of Wilkes & Seaman, and has established the Quest & Seaman Co., capital $50,000, W. O. Quest, Earl I. Seaman and E. G. Quest.

The Wilkes & Seaman Co. has filed amended articles of incorporation, increasing capital stock from $15,000 to $60,000. J. W. and S. O. Seaman are among the signers of the amended articles.

Tom J. Hines of the Standard Milk Machinery Co., Louisville, reports that while the company has had its new patented automatic positive continuous holder on the market for a year or more, it is now making a drive on the new type of pasteurizer. One of these machines has recently been installed in the plant of R. G. Miller & Son Dairy, at Hartford, Conn., where it is being closely watched by the Eastern dairy people. The Polk Sanitary Milk Co., known as leaders in modern sanitary milk handlers, have installed two, one of which is in the old plant, and the other in the new plant. Other installations or the Mortensen holder are going in at Gadsden, Birmingham and Southern points, and as soon as the doubters can see the results accomplished with this equipment, the company anticipates a flood of orders.

PRINTING
Anything from a Card to a Catalog
The Olsen Publishing Co.
Fifth and Cherry Sts. Milwaukee, Wis.

Bessemer, Ala.—The Highland Ice Cream Co. of Birmingham has taken over a building in Bessemer and will operate a branch plant there.

* * *

Hickman, Ky.—W. N. Lampton of Fulton, Ky., has been in Hickman looking over the locations for an ice cream factory, and it is possible that he will bring a plant here. Mr. Lampton now has a store at Fulton, but formerly operated an ice cream factory at Richmond, Ky.

* * *

Nashville, Tenn.—The Oneida Ice, Ice Cream and Cold Storage Co. has been organized with a capital of $18,000. The incorporators are J. I. Wademan, W. B. Atkinson, Leo Neel, and others.

* * *

MIDDLE WEST.

Extra Dividend Declared by Arctic Dairy Products Co.

Detroit.—At a recent meeting of directors of the Arctic Dairy Products Co. an extra cash dividend of four per cent was declared from the earnings of 1924, payable on Feb. 1 to holders of record on Jan. 20. This is in addition to the regular dividend of eight per cent which was paid at the rate of two per cent quarterly.

The Arctic Dairy Products Co. reports that the year 1924 was the largest in the company's history, both in point of sales and earnings. Throughout the country generally the ice cream business showed a decrease of 15 to 20 per cent in volume, as a result of the cool weather, but in spite of the weather conditions, the Arctic Company shows larger earnings than ever before in its history.

This showing is largely attributable to centralization of management and purchasing, and to economies effected in the distribution of its products through the use of the Nizer electric ice cream cabinet.

The Arctic Company, in addition to eleven ice cream plants, operates three large milk condensing plants, located at Grand Ledge, Hastings and Ovid, Mich., manufactures and jobs soda fountain supplies and fixtures through its subsidiary, the Connor Fountain Supply Co. of Owosso, Mich., and also conducts a retail and wholesale milk business in Detroit, covering the down-town section and the west side. The products of the condensing plants are sold to other ice cream manufacturers throughout the state and the baking and confectionery trade.

The company was incorporated in 1908, with an original capitalization of $25,000.00. From that small beginning it has grown to a $4,000,000.00 company, conducting a business of over $5,000,000.00. It has a long history of uninterrupted earnings, showing an increase almost every year over the previous year. Dividends have been paid on the common stock continuously since 1916. The capitalization of the company consists of $1,000,000 7 per cent preferred stock, $2,000,000 common stock, $5,000,000 6½ per cent bonds. Of these various issues $619,200 of the 7 per cent preferred, $1,133,480 of the common stock, and $1,250,000 of the 6½ per cent bonds are outstanding. While the auditor's report for the year 1924 is not yet available, the company's books show that the earnings for 1924, after deducting the interest paid on the $1,250,000 bonds which were sold January 1, 1924, exceed by a considerable margin the earnings of the preceding year which were the largest in the history of the company .

The Arctic company has maintained a policy for several years of spending liberal amounts for development and research work affecting their various products and the handling of them. A considerable part of this work is done by the Nizer Laboratories Company, which is a subsidiary. One of the developments of this laboratory is the Nizer mechanically refrigerated ice cream cabinet, now manufactured and sold by the Nizer Corporation of Detroit. Over 2,000 of these cabinets are now in use in the city of Detroit by the various local ice cream companies, and a total of over 11,000 are in use throughout the United States, officials say. Small shipments have also been made to foreign countries.

The executive committee of the Arctic company recently declared a bonus of three per cent on the preferred stock held by employees and purchased through the Employees Stock Purchase Plan. It is the company's policy to sell its employees seven per cent preferred stock on the installment basis, and it has pledged itself to pay the employees holding such stock a bonus of from nothing to five per cent additional at the end of each year on their stock holdings, the amount paid depending on the degree of prosperity the company enjoyed that year. The company is also extending the stock purchase plan this year to include dealers buying the company's products and farmers throughout the state from whom the company purchases milk. The arctic company is selling its products to over 3,000 dealers in the state of Michigan, and is buying milk from approximately 3,000 farmers.

The balance sheet of the company, officials say, discloses that it is in excellent shape, financially, the last figures available show a bank balance of over $400,000.00, with nothing owing other than current bills, it is reported. Stock of the Arctic company is quite closely held, there having been only 79 shares sold through the Detroit Stock Exchange during the year 1924.

* * *

Ice Cream Men Attend Iowa Dairy Short Course.

Ames, Ia.—The thirty-second annual ten-day dairy short course ended with a banquet, Friday evening, February 20, given in honor of the short course students by the Iowa State College Dairy Club.

Eighteen states and three foreign countries were represented among the 135 students registered for the short course for experienced men, surpassing the record of last year both in number of students, and states represented. Interest was shown particularly in securing high quality in dairy products. This increased interest was not confined to manufactured products alone, but much more attention than formerly was given to the quality of milk supply, and the handling of market milk.

L. R. Sanders, general superintendent of the Hutchison Ice Cream Co., Cedar Rapids, Ia., was an instructor. Mr. Sanders has had wide experience in both educational and manufacturing phases of ice cream work, and is widely known among ice cream men for efforts along the lines of efficiency and quality control.

Shortly before coming to Ames to instruct short course students, Mr. Sanders spent ten days in Detroit, where he made a study of mechanically refrigerated units for ice cream cabinets.

Lectures were given on refrigeration, efficiency, iceless cabinets, standardization of mix, homogenization, hardening rooms, making bricks and fancy molds, and much emphasis

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Dairyink

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Our Own Page

You wonder why we run Our Own page.

We are so thoroughly sold on the fact that the advertising pages of this magazine are of great value and help to concerns selling ice cream machinery, supplies and equipment, that we use them ourselves.

We want to use an advertising page to tell the entire ice cream industry about our product.

The Ice Cream Review is a product made of two things—editorial pages and advertising pages.

Frankly, our job is to sell space to ice cream machinery, equipment and supply houses. In this space they are to place the best possible information, data and material they have for ice cream manufacturers to read. The success of the advertising space used depends on how well the advertiser tells his story.

The Editorial Department working on this publication have their "say-so" in every issue.

That's why we, the Advertising Department, want to run Our Own Page.



Business Insurance

WRITTEN FOR THE SUPPLY MEN TO READ.

Do you know that the average business concern spends about 80 per cent more for advertising than they do for fire insurance in a year?

The relation between those two amounts in dollars and cents is of little consequence, but the principle back of these two expenditures is the same.

One is insurance against loss by fire while the other is insurance against loss by diminishing sales volume.

Year after year goes by and the average business man pays out fire insurance premiums, not because of the return he expects to get from it, but for the protection it gives him in case a fire should occur, which, in the absence of insurance, would ruin him and his associates.

Loss by diminishing sales volume is much more likely to occur than a fire, yet the same precaution is seldom exercised as regards advertising.

Although generally regarded from the standpoint of the actual return in sales volume, Trade Paper Advertising should much more be regarded as insurance.

Obviously, results may accrue from advertising. But these results may be in a different form than increased sales volume. They are sales protection.

Further, the Trade Paper Advertising appropriation protects business against sudden depression, against inroads of competition, against the difficulties that may consume many a business not properly insured with the good will and the stamina that good Trade Paper Advertising brings.

If at the end of the year, the sales results from advertising do not justify the appropriation expended, the cost of advertising should no more be regarded as a loss, than the cost of fire insurance should be regarded as a loss.

This is no justification of failure on the part of advertising to show a proper return, but it is a suggestion that advertising has two functions to perform. First, the procuring of business; second, the insuring of business.

was given to sanitation and improvement in methods of handling raw material and finished products.

Bacteriology of ice cream and testing ice cream for fat and solids were given prominence. The testing and the chemical and bacteriological laboratories were available at all times for study of standard methods of determinations. On the last day of the short course an examination was given over the work that had been taken up during the ten days of instruction. Prizes were awarded to the men making the highest scores in the test.

The following awards were made by Professor Mortensen, head of the department of dairying, as a special feature of the banquet: First—J. O. Overton, Perry, Ia., watch and chain, score 100. Second—E. M. Doege, Appleton, Minn., ice cream cabinet, score 99. Third—E. R. Armilk, Davenport, Ia., 1 gallon vanilla, score 97. Fourth—H. M. Gilbert, Ames, Ia., $5.00, score 95. Fifth—Andrew Andersen, Iowa City, Ia., $3.00, score 90. Sixth—E. W. Spence, Cedar Rapids, Ia., $2.00, score 87½.

* * *

School Children Test Ice Cream.

Richland Center, Wis.—The Carter Ice Cream Co., with the aid of the teachers and pupils of the West Side school is conducting a test as to the food value of ice cream. On the first of February all the children were weighed. About 100 pupils are receiving daily a serving of ice cream. Fifteen pupils who are under normal weight, are receiving two helpings of ice cream. At the end of February, and at the end of March the weights of the different groups will be compared, viz., those pupils receiving two servings, with those receiving one, and with those receiving none.

* * *

Fire Destroys Dakota Plant.

Minot, N. D.—Damage estimated at from $8,000 to $9,000 was done to the stock and equipment of the Purity Ice Cream Co., Third Street, Northeast, February 26, by fire thought to have been caused by an electric wire.

The Purity Ice Cream Co.'s loss is fully covered by insurance. The company owned an equipment and stock valued at $14,000. On a portion of this the loss is total, while on the remainder the insurance adjusters have agreed on a 75 per cent loss.

The officers of the Purity Ice Cream Co. are: Wm. D. Campbell, president; V. R. Tompkins, secretary-treasurer, and Geo. Sagen, vice-president.

Mr. Campbell states that the company is looking for a new location and undoubtedly will remain in business. The company manufactures ice cream and butter and handles dairy products. The wagons went out on the milk route as usual the morning after the fire.

* * *

PACIFIC WEST.

Addition to Globe Plant Rises as by Magic.

Los Angeles, Cal.—The Globe Ice Cream Co. on Wednesday, March 11, began the erection of another addition to its plant, this addition to be 50 feet wide by 150 feet long, and to have six stories.

The structure is being built of reinforced concrete and announcement is made by A. A. Comey, vice-president and general manager, that the method of slip-form concrete is being employed. A photograph is taken at the end of each day's work, and the rapidity with which it is rising is creating much excitement locally, the story being told by the photographs. This is not the first addition to be made to the large plant the Globe Ice Cream Co. erected here more than a year ago.

* * *

Ice Cream Production by Half Million Gallons in California.

Constant progress is reported for the California dairy industry in a year's review recently issued by the California State Department of Agriculture. This advancement was made in the face of unusual hardships, it is pointed out by G. H. Hecke, director of the department of agriculture, who added that despite the long drouth which resulted in cutting down feed production and high feed costs, to say nothing of foot and mouth disease, and low prices for butterfat during later months, the production of butterfat in that state has advanced to 125,274,369 pounds. This was a net gain of more than 5,000,000 pounds over the preceding year.

Dairy products and market milk increased in wholesale values from $104,000,000 to $118,000,000. This net gain of $14,000,000 was made possible largely because the average prices of butter, cheese and other dairy products were higher during this fiscal year than at any time since 1920.

Butter production has increased more than one and a half million pounds. There is a slight increase also reported for cheese. The increase in evaporated whole milk is reported to amount to fourteen and one-half million pounds. Powdered milk production has advanced three million pounds. In market milk there was an increase of approximately thirteen million gallons, counting all classes and grades. Approximately half of this was reported from Los Angeles county.

An increase of about one and a half million gallons in the production of ice cream was reported. This was a gain of nearly 20 per cent. The state total ice cream production amounts to 9,058,896, valued at $12,229,510.

California last year produced 78,562,263 pounds of butter, valued at approximately $37,513,481. The cheese production, including all types except cottage and full skim cheese, amounted to 7,947,854 pounds, valued at $1,798,588.

* * *

CANADA.

Canadians Plan New Organization of Dairy Manufacturers.

Vancouver, B. C.—Formation of an association to include within the limits of its authority the provincial dairymen's associations in British Columbia, Alberta, Saskatchewan and Manitoba, and all of the organizations of the manufacturing dairymen, including the buttermakers, cheesemakers, ice cream men, and all others in any way identified with the dairy industry, is practically assured, as the result of action taken at the final session of the Western Canada Dairy Convention in the Hotel Vancouver.



J. A. CAULDER.

This matter has been a subject of consideration by dairymen throughout the West for two or three years, and the big gathering of dairymen seemed to be practically a unit in the opinion that such an organization was necessary. The only question seemed to be how, and on what basis, it could be formed.

W. W. Prevey, manager of the Edmonton City Dairy, presided, and explained the purpose of the meeting. J. A. Caulder, Moose Jaw, Sask., who, the chairman said, had been working on the matter for months, carefully explained the purpose of the proposed organization, and what he believed it would accomplish for the dairy industry.

"We have been working on this proposal for several years," he said. Each of the provinces have good provincial dairy organizations, and at the top we have the National Dairy Council, but we have nothing between. The objects of the national organization, education, legislation and transportation as they affect the industry are being fairly well looked after, but there is little co-operation between them.

"There are 20 members from the East on the National Dairy Council and 13 from the West," the speaker continued, "but up to the present it has been difficult to select these representatives. We must remedy that condition."

Discussing the question of some of the benefits that would accrue from the proposed organization, Mr. Caulder said it was not so long ago that the matter of a market for butter and other dairy products was not a serious problem. Home consumption took care of everything the dairyman could produce. It was different today, and with the rapidly increasing production the question of disposal of surplus production was becoming a really serious problem. This would become an even greater difficulty when British Columbia, now a buyer of butter, became able to take care of her own requirements in that respect.

"In the Middle West," said Mr. Caulder, "we have doubled

our butter production in the past seven years, and within the next five years we will be producing at least 100,000,000 pounds of butter."

One of the chief functions of the proposed central dairy organization would be the development of markets for this great production.

The matter of production, standardization and everything of that kind could be considered, and complete co-operation between all of the interests concerned in the dairy industry could be brought about.

Discussing the matter of financing the organization, the speaker suggested that the provincial organizations could fix and collect the fees, a certain proportion of them going to the National Council, another portion to the central Western organization, and the remainder to the provincial associations.

In the conduct of business, purely provincial matters would be looked after by the provincial organizations, national matters would be cared for by the National Dairy Council, and inter-provincial matters by the union of the provinces.

S. H. Shannon, president of the B. C. Dairymen's Association, expressed himself in favor of the proposed scheme.

"The time has come," he said, "when co-operation between the Western provinces should be effected."

"Our interests are mutual and I think we ought to have closer contact with one another," said W. J. Park, president of the Fraser Valley Milk Producers' Association, and a member of the National Dairy Council. "We should line up with the East and have one head and that the National Dairy Council."

A committee was chosen as follows:

British Columbia—W. J. Park, chairman; S. H. Shannon and A. H. Hoy.

Alberta—W. W. Prevey, chairman; D. J. Christie and J. W. Skelly.

Saskatchewan—J. A. Caulder, chairman; R. W. Heim and J. A. Smith.

Manitoba—J. M. Carruthers, chairman; G. Tovell and I. Ingleson.

J. A. Caulder was chosen as chairman of the committee of the whole, and the committee instructed to at once get busy, secure all needed information, report to the provincial organizations, and finally work out details of the organization.

Reference was made to the serious illness of Blake Wilson, and a resolution of sympathy with him was passed and a bouquet ordered to be sent to him.

A vote of thanks to the members of the British Columbia organization for the splendid entertainment provided by them for the visiting delegates was moved by J. A. Caulder and passed.

* * *

Tuscaloosa, Ala.—The Velvet Ice Cream Co. has been incorporated with a capital of $5,000. W. R. Orgain and Hull Cummins are the incorporators.

Conway, Ark.—A concrete building will be erected by the Faulkner Co. Dairymen's Ass'n and plans are underway for the installation of butter and ice cream equipment. A complete refrigeration plant will be installed.

Los Angeles, Cal.—The Hughes Ice Cream Co. is considering the erection of an ice cream manufacturing and distributing plant in San Luis Obispo, according to E. Elk, a representative of the company, who recently visited that city.

Jacksonville, Fla.—Phillips Ice Cream Co. was incorporated by Philip B. Vaisilion and Geo. H. Garamonont. The capital is reported as $75,000.

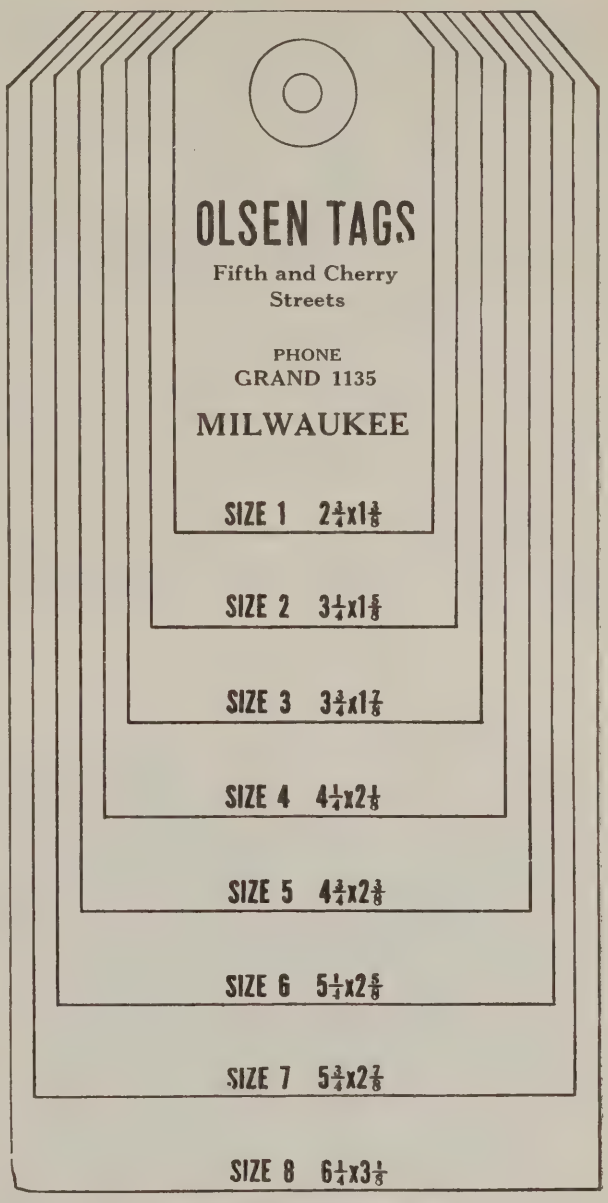
Chicago, Ill.—The National Ice Cream Co., 2749 W. Harrison St., has been incorporated with a capital of $100,000. The incorporators are: John F. Power, Joseph A. McInerney and George Davelos. Correspondence should be addressed to 160 N. LaSalle St.

DeKalb, Ill.—The Peerless Ice Cream Co. is scheduled to move into its new building soon.

Flora, Ill.—The Gassmann Ice Cream Co. of Olney has purchased the plant and buildings of The Borders Ice Cream Co. of this city. John Borders has been retained by the Gassmann interests to manage the plant.

South Bend, Ind.—Schlosser Bros. are making improvements at the Plymouth creamery and ice cream plant to increase its production 50 per cent. Additional freezers are among the new equipment added.

Augusta, Me.—The property on State Street formerly occupied as Campbell's garage has recently been purchased by the Simmons and Hammond Mfg. Co., makers of S. &. H. quality ice cream. Special machinery is being installed to provide a refrigerating plant and holding station in thorough keeping with the most improved and modern methods in manufacture. It was expected that the work would be completed by April 1.



STANDARD SIZES OF TAGS

Buy

OLSEN TAGS

QUALITY—*Very best, guaranteed.*
PRINTING—*Unequaled.*
PATCHES—*Strongest—Genuine red rope fibre.*
PACKING—*In strongest cartons—Perfect delivery.*
SERVICE—*Two weeks.*
PRICE—*Low.*

Any Size or Style.

Send us Samples and Quantities of Your Tag Requirements.

OLSEN TAGS

5th & Cherry Sts. Milwaukee, Wis.

North Adams, Mass.—The Mausert Ice Cream Co. recently began operations in its new factory at River and Houghton Sts.

Worcester, Mass.—Anderson & Petterson, makers of Crown Quality Ice Cream, purchased the one-story building at 13-15 Bridge St., adjoining their present factory. The new owners expect to build a new addition.

Watertown, Mass.—The Jolly Ice Cream Co. will erect a brick building at an estimated cost of $40,000. W. H. Haines, 32 Riverview Ave., Waltham, is architect.

St. Louis, Mo.—The Standard Ice Cream Co. has been chartered with capital of $30,000. Joseph F. Lindsay, attorney, 111 Chemical Bldg., filed articles of incorporation.

Brooklyn, N. Y.—The Ronkel Ice Cream and Charlotte Russe Co. has been incorporated with capital of $50,000. Directors are: M. Jacobs, 536 E. 136th St.; J. Sokoloff, 203 Maujer St., and others.

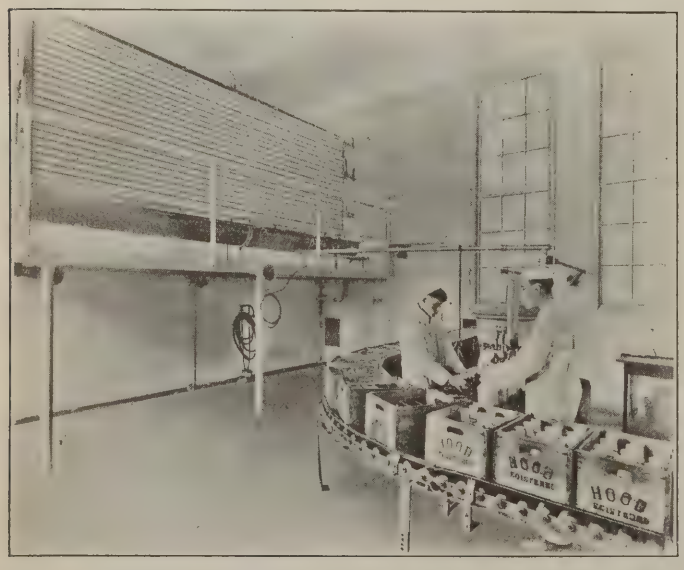
Gouverneur, N. Y.—Harry C. Steele recently purchased the Northern Ice Cream Co. from Clyde W. Bame. Mr. Steele has been in charge of a large milk plant in Wilkesbarre, Pa., since 1923, prior to which he lived in Gouverneur.

Hendersonville, N. C.—The Quality Ice Cream Co. will erect ice cream and pasteurizing plant at a cost of between $15,000 and $20,000 on Fifth Ave. S. C. Walter is president.

Cincinnati, O.—The Niser Ice Cream Co., 819 W. Sixth St., recently elected directors as follows: Milton Mailender, Harry D. Hooge, T. Russell Chapman, Henry Townsend, John H. Weber, Frank B. Summer and Louis Moomeier. Mr. Mailender is president. The company will increase its capital from $50,000 to $550,000.



View of H. P. Hood & Sons' Plant, Boston, Mass.



View of bottling department, Hood plant.

Frederick, Okla.—A. O. Lewis of the Lewis ice plant recently announced that a brick building would soon be started to house the ice cream factory recently bought from Emil Steinbock by M. T. Cochran of Altus, Okla.

Spring Mills, Pa.—The Pennsylvania Milk Co. has been taken over by the Breyer Ice Cream Co. of Philadelphia.

Kingsport, Tenn.—The Chapin-Sacks Corp., with headquarters in Washington, D. C., will establish a branch at Kingsport this spring, according to Earl Thomas of Johnson City, a representative of the corporation.

Greenville, Tex.—Emma and J. A. Taylor, who recently sold their ice cream plant at Weatherford, Tex., have purchased the ice cream factory and bottling works at Greenville from H. T. Weathers.

Weatherford, Tex.—Messrs. Turner, Wagley and Vandervort have taken over the Taylor Ice Cream Co. of Weatherford and Mineral Wells. The name will be changed to the Weatherford Ice Cream Co.

Charleston, W. Va.—The Imperial Ice Cream Co. has taken over the plant of the Diamond Ice Cream Co. on Cummers St. The plant will be remodeled and Zeno Pyre will be in charge.

THE ORIGIN OF VANILLA.

(Continued from page 172)

to determine the exact length of time required for each bean. Curing cannot be done in bulk in a haphazard way, but each separate bean must be given individual attention. The workers are constantly sorting and reclassifying their curings.

Vanilla improperly cured deteriorates rapidly and becomes moldy. Great care and fine eyesight are required in the separation of the unfit from the sound, because if only one bad bean remains undetected it will mold and endanger other bundles in a short time.

After the beans are thoroughly cured, which takes about three months, they are assorted into different sizes and bundled. Each bundle contains from 50-75 beans, depending on the custom of the curer. These weigh from 14-16 ounces. Forty of these bundles are placed in tin cans lined with waxed paper and four or five cans to a case, made of Mexican red cedar. These are placed on mules or burros and taken to the seacoast town of Misantla where they are sent by small boat to Vera Cruz for shipment to all parts of the world.

The U. S. Department of Agriculture made investigations which caused officials to make the following statement in Agricultural Bulletin No. 1161.

"In 394 or 63.2 per cent of the sales (which were conducted for the purpose of the experiment as to people's preference for ice cream with gelatine) the purchaser asked for ice cream that contained one per cent of gelatine. In 143 sales, or 23 per cent, they asked for ice cream that contained no gelatine; and in 86 or 13.8 per cent, they asked for ice cream that contained 0.5 per cent gelatine."

The ration was a little less than 3 to 1 in favor of ice cream with gelatine.

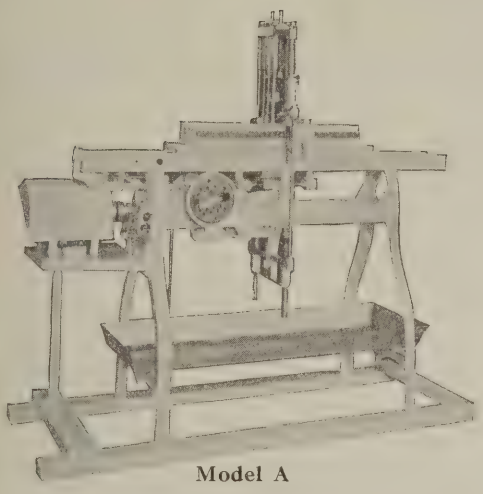
A canvass of one hundred of the leading ice cream manufacturers of the United States, doing business in 31 states, showed that these manufacturers have an average butterfat content of 11.52 per cent. The average gelatine content is .453.

ARE YOU BUILDING?

Leaders in the ice cream industry are working together, planning, overcoming obstacles, making some mistakes and correcting them, but always moving forward. Every one connected with the industry either builds up or tears down, either gives to it or takes from it.

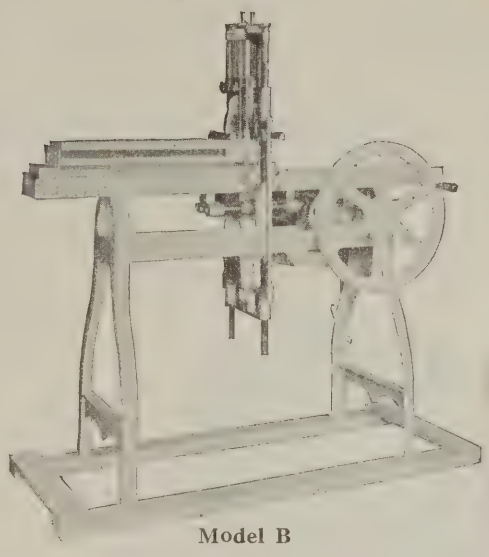
What goes into the picture in the future depends on the vision of the men in the industry and what they put into it.

The Universal Ice Cream Cutting Machines



Model A

Uniformity
Accuracy
Variety
Speed



Model B

One of our customers made the price of the machine on one order.
You can figure what you can save in **wages alone.**

Write us about your cutting. We can convince you.

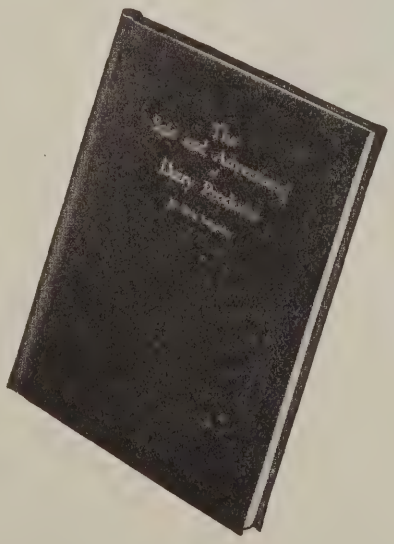
THE KAY MACHINERY COMPANY, Elyria, Ohio

Increase Your Business in 1925

By Judicious Advertising

Resolve now to go after business aggressively during 1925. You can use the magical power of advertising to build your business just as successfully as Wrigley of chewing gum fame, Gillette of the safety razor or Ingersoll of the dollar watch. Let the public know early and often that you can serve them well and that you want their business and your reward is certain.

Send today for a copy of "The Sale and Advertising of Dairy Products." It will tell you how to plan an advertising campaign that is within your means and it will show you how to conduct it every step of the way.



This book contains hundreds of sales creating ideas that are carefully explained—any of which are worth several times the cost of the book. In addition it has scores of charts and illustrations which explain the subject matter with crystal clearness.

"The Sale and Advertising of Dairy Products" consists of over 100 pages, is abundantly illustrated with reproductions of actual ads and is well bound in blue cloth, lettered in gold.

It contains chapters on Milk, Ice Cream, Butter, Cheese and Dairy Farm advertising. It has become by far the best seller among dairy books. Send for your copy today.

THE OLSEN PUBLISHING CO.

Fifth & Cherry Sts., Milwaukee, Wis.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

SMALL-MOTOR LUBRICATION.

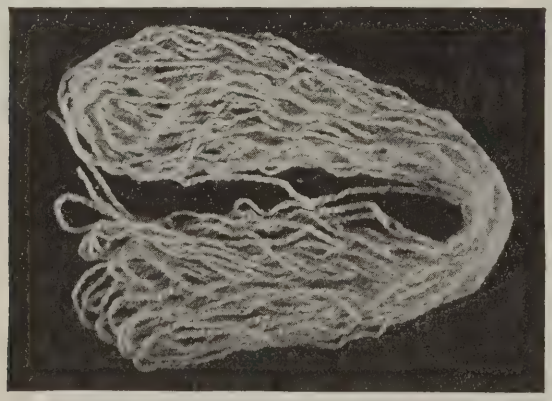
For years much attention has been centered on the problem of adequate lubrication for fractional h. p. motors.

Announcement has been made of the development of a system of small motor lubrication which has been perfected, it is claimed, to the point which assures the user of continuous 24-hour-per-day service, for several years, without re-oiling.



This new, small motor lubrication system, developed by the Century Electric Co. of St. Louis, depends for its unusual effectiveness on the use of a number of continuous strands of pure wool yarn introduced into the bearing housing and oil well in such a manner as to replace the present methods of carrying oil to the shaft surface, officials say, directing attention to Fig. 1.

As illustrated in Fig. 2, the continuous strands of wool yarn are packed into the oil well so as comfortably to fill it, and are in direct contact with the surface of the armature shaft, it is explained. Constant contact of the wool yarn with the shaft surface is assured, we are told, by a spring



attached to the underside of the oil well cover, so arranged that it exerts a downward pressure against the wool.

It is claimed that the wool yarn used in this newly developed type of lubrication will in itself hold sufficient oil in suspension to properly lubricate a small motor for at least one year's continuous 24-hour-per-day operation.

* * *

REPORTS EARLY-SEASON INTEREST.

The California Crushed Fruit Corporation of Los Angeles reports early-season interest in pure fruit juices from ice cream manufacturers in virtually every part of the country.

Topping all previous records for one day's sales, the California Crushed Fruit Corporation one day late in February shipped three carloads of Mission orange juice to Eastern centers, officials report. One carload went to Chicago, another to Philadelphia and the third to New Orleans. The following day another carload shipment was dispatched to San Francisco.

The California Crushed Fruit Corp. is now rushing to completion a $75,000 addition to its main crushery at Los Angeles, adjacent to the citrus groves. The new construction will have the effect of doubling the present production capacity of the Mission plant. A spacious modern refrigerating plant is being installed to provide storage for the whole fruit as it arrives from the groves and for the finished product awaiting shipment.

* * *

IMPROVEMENTS ON BRICK BUTTER.

The New Era Co. has made two "very advantageous improvements" on the "New Era" ice cream brick cutter, it is announced. The company now has a screw adjustment on feed plate which makes it possible to modify the distance of travel of the feed pawl to a fraction of an inch. This means, officials say, it is possible to adjust the machine so it will automatically space with unfailing accuracy.

The new style scale board is equipped with an adjustable scale rack that has six different spacings. The spacings are so arranged, we are told, that with proper adjustment of feed plate it is possible to cut the following slices with each scale board; namely, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 12 to the quart brick.

"The New Era Co. of Oshkosh, Wis., manufacturers and designers of the 'New Era' ice cream brick cutter are in constant touch with ice cream manufacturing and in this way are able to put out a cutter that keeps pace with the game," the company's announcement reads.

* * *

HOW "CONSOLIDATED" CONES ARE MADE.

Knowledge of the different phases of the ice cream industry is very important to every ice cream man. Many members of the industry, although they can conscientiously assure the public the ice cream they make is the most pure and wholesome, often are not posted on how ice cream cones are made.

Max Goldberg, vice-president of the Consolidated Wafer Co., Chicago, recently made it possible for information of this kind to be gained about his plant. Starting at the top, where cones have their beginning, the visitor passes many sacks of flour, and notices the walls and woodwork of the entire factory are gleaming with white paint. Arriving at the mixing room, the visitor sees a man portioning out the ingredients—flour, milk, vanilla, sugar. Care is shown in getting the right proportions. When the mixer was opened one could see a batter the color of creamy molasses taffy when it is being pulled from the hook.

Passing down to the big wheels where the cones are baked, the visitor finds the batter is delivered by gravity feed from the mixing room. The wheels drop six cones in a row at regular intervals and never stop. The cups on the wheels, set at regular intervals, come around to a point where the mold fits itself into the cup. This serves to distribute the batter in the cup evenly and molds the cone with the reinforced rim. The base of the wheel is so perfectly timed that the cones come out without being overdone or underdone.

Passing from the molds, the cones disappear down a chute. They stop on the next floor below, where they drop directly into a cardboard container, each cone fitting snugly in its hole. A slowly moving conveyor advances another row of holes as each row is filled. The filled cardboards are moved from the conveyor by girls, who stack just the right number together to fill a big corrugated carton. The carton is sealed and made airtight before being made ready for shipment. Cones are not touched by the hands.

This plant, Mr. Goldberg says, produces a million cones a day.

* * *

EVANS JOINS MANNING MFG. CO.

Geo. A. Evans, formerly sales manager of the De Laval Separator Co., has taken a position with the Manning Mfg. Co. of Rutland, Vt. Mr. Evans will be manager of that company's branch at New Haven, Conn.

NEW PFAUDLER "HAND-TIGHT" FITTINGS.

The new Pfaudler fittings just placed on the market have been built on the principle of compression, and officials say a very thorough study was made of the existing types of valves used. Essential oils and alcohol are held with a compression type valve in all up-to-date plants, it is pointed out. In order "to hold pressure, use pressure," officials advise. "That is the principle on which the Pfaudler fittings have been built." They added:

"To illustrate the principle, the diagram has been lettered so that the various parts may be easily identified. It will be noted that by unscrewing the valve stem nut, the entire stem and bonnet may be removed for cleaning. Thus, the valve itself can remain in the line and be thoroughly washed in that position.

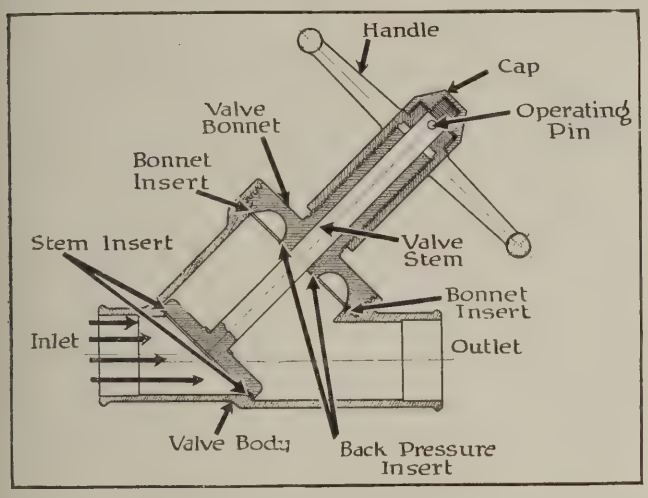


Diagram shows cross-section of Pfaudler No. 10 Straightway Valve. Note that the three inserts (stem, back-pressure and bonnet) are located at the only possible points of leakage. The "perfect" seal afforded by these inserts renders leakage impossible, officials say.

"All union nuts are furnished with ears which enable the operator to grip the fitting with his hands and either tighten or loosen it without he use of a wrench or other mechanical device. This eliminates pounding the fitting, and prevents changing the shape of the nut or burring of the threads, as is often done in an attempt to obtain a perfect seal.

"In the actual sealing of the value or fitting a raised seat presses against a special alloy insert, making a seal which is leak-proof. There is no grinding-in process as in the case of the ground-seat valve. Consequently there is no place where the plating can wear away by friction. The insert is easily replaceable and is good for years of regular service. This is the only point in the valve or fitting which can wear. There is no wear on the valve proper.

"All valves and fittings are made of a high-grade bronze alloy and the inside and outside are heavily nickel-plated.

"Patents have been applied for on the principle of the raised seat against the special alloy insert.

"All Pfaudler fittings and valves are interchangeable with the present fittings and valves now on the market, being provided with the international sanitary thread. However, 'hand-tight' union nuts and ferrules should be used in connection with the fittings requiring such parts in order to obtain a perfect seal.

"This line of fittings is made in three standard sizes, 1½ in., 2 in. and 3 in. O. D. measurements."

* * *

CHOCOLATE PRODUCTS CORPORATION ABSORBS DAIGGER.

The Chocolate Products Company, 215 West Schiller St., Chicago, Ill., has bought out the business of the Daigger Corporation of Chicago. Daigger has been manufacturing Washburn's ice cream improver and flavoring extracts for several years, and have also been making Superior chocolate syrup. New and additional equipment has been installed by the Chocolate Products Company to care for an increased volume of business in chocolate concentrate for ice cream and chocolate syrup for milk drinks. Officials of the Chocolate Products Company are: L. P. Anderson and A. D. Pashkow, the latter having had charge of laboratories of the "400" Products Company during 1922 and 1923.

* * *

"A DRINK ON A STICK."

Popsicle is a product of some popularity that seems to effect a compromise between ice cream and soft drinks. Portable machines for making this product are offered by The Popsicle Corporation of the United States, 465 Washington St., New York City. The product is described by officials of this company as being a "sanitary frozen confection—a simple, clean and wholesome frozen confection for children and grownups." In the automatic Popsicle machine the product can be manufactured at the rate of many thou-

"Standard of Quality"

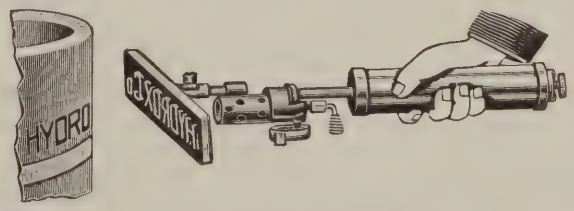
STOLLWERCK

CHOCOLATE
Coatings, Liquors
AND
Cocoa Powder

Specially Manufactured for the
Ice Cream Trade

Samples and Quotations upon Request

The STOLLWERCK CHOCOLATE COMPANY
Factory, Stamford, Connecticut
NEW YORK CHICAGO LOS ANGELES



Positive Identification
avoids:
—Loss by theft
—Personal appropriation of your property
—Delay in the prompt return of packers by Express Companies

EVERHOT Brands make the unscrupulous reluctant about appropriating your property for their private use. The brand is like the finger of guilt ever pointing to their conscience.

Everhot Brands help advertise your business.

Priced as low as $14.00

EVERHOT
America's Brand Makers
EVERHOT
MANUFACTURING CO.
MAYWOOD, ILLINOIS

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

sands a day, it is declared by officials of the company, who add that the syrup supplied for the manufacture of Popsicle has been adapted "only after exhaustive tests which enable us to furnish a uniform product satisfactory under all conditions."

* * *

A LOCK FOR ELECTRIC LIGHT BULBS.

What is described as a simple and effective lock to prevent the theft of electric light bulbs has recently been put on the market by the Ren Manufacturing Co., 523 Main Street, Winchester, Mass. It is called the Ren-Lock (patents pending, trade mark registered.)

The REN-LOCK consists of only two parts



1. A Coiled Spring

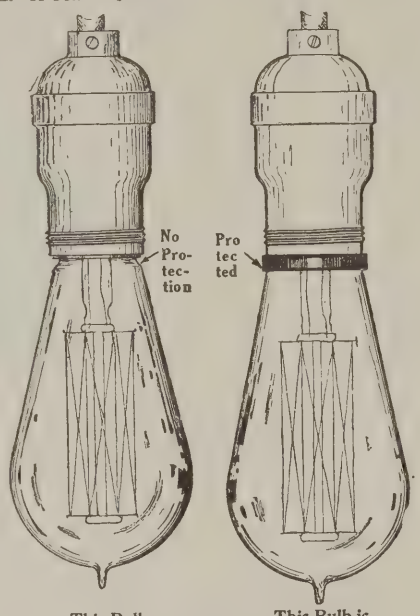


2. A Grooved Ring

The Ren-Lock consists of only two parts, a coiled spring and a grooved ring. A special punch is used to attach the Ren-Lock to the socket. This device can be used with standard electric light bulbs and standard brass, porcelain and weather-proof sockets.

Officials of the company say, when a lamp is locked in by means of the Ren-Lock, it cannot be removed except by breaking the glass. A special bag is provided for this purpose.

Ren-Locks are packed in boxes of 100 and are not sold in smaller quantities. Thousands are in use in machine shops, power plants, textile mills, hotels, dairies, ice cream plants, theaters, schools, etc., we are told. The company sells Ren-Locks direct to the consumer



This Bulb Can be Stolen

This Bulb is "REN-LOCKED"

* * *

USED MACHINERY.

Average savings realized when used machinery is purchased, amounts to about 50 per cent of the cost of new equipment, according to Lester D. Kehoe of the firm of Robert F. Kehoe. In some cases as low as 33 1/3 per cent and in others as high as 75 per cent, dependent upon the class and condition of the apparatus, he says, adding, "The chemical industry has recognized the value of used equipment to a very large extent, likewise the power and electrical field, so why not this great industry which is so important in our daily lives?"

He reports that recently his firm sold two small refrigerating systems and two lots of milk station equipment that were purchased "by one of the largest industrial plants in the country, but never used or even unpacked," and also, according to Mr. Kehoe, "We frequently liquidate the complete mechanical equipment in refrigerating, ice cream and dairy plants that have gone into bankruptcy. Generally this machinery has been in service only a short time, and is just as good as new apparatus for all practical purposes. For example, one large plant taken over by us, was only in operation two months. The mechanical equipment in this plant, consisting of refrigerating machines, ice plant, freezers, hardening rooms, glass-lined tanks, pasteurizers, coolers, pumps, homogenizer, etc., costing approximately $140,000.00 was sold for approximately $70,000.00. Such opportunities should not be overlooked by any operator."

He believes that, since time and money are major considerations, "the used machinery field offers prompt shipment on good apparatus at reasonable prices, making it well worth your investigation."

* * *

TAGLIABUE EXTENDS SCOPE OF SERVICE.

The C. J. Tagliabue Mfg. Co., 18 33rd St., Brooklyn, N. Y., announces an expansion of its service and the creation of new functional departments. Engineering research hereafter will be conducted as a separate department, known as the engineering research department, to be headed by Victor Wichum, M. E., who continues as chief engineer.

The development work on indicating, recording and controlling instruments will continue to be carried on under Frank Bast, whose department is known as the experimental department. Development of oil-testing instruments continues with R. M. Wilhelm, formerly of the bureau of standards, being in charge. Daniel C. Day will work on some of the more important problems of the users of Tag instruments, under General Sales Manager Harvey D. Cooke. William C. Begeebing now heads the division in charge of automatic controllers, dial indicating and recording thermometers.

* * *

BIRNSTOCK RESIGNS FROM YORK CO.

W. W. Birnstock, for many years connected with the York Milk Machinery Co., York, Pa., has announced his resignation as treasurer and general manager of that company. Mr. Birnstock has not made known his plans for the future, except that he now is taking a rest before again engaging in business.

Mr. Birnstock began as a machinist and tool worker. He built up a splendid reputation from the work he performed for the York Milk Machinery Co., having designed the plant and all the special machinery and equipment for making 5,000 milk bottle crates a day, as well as crate trucks, bottle washing machines, milk pumps, etc. He is well known in dairy circles.



W. W. BIRNSTOCK.



EAST PACO
Can Tops Index the
Contents of your Flavoring Room

How Do You Know?

After the miscellaneous flavors are stored in your hardening room, how much time do your men spend in finding out what's what?

Eastpaco can tops not only form a protective liner, preventing ice and salt from finding its way to the ice cream, but they put real system to the storing of flavors in the hardening room.

No trouble to put on and very reasonable in cost. They pay for themselves in the time they save.

Send for Samples and Prices

EASTERN PAPER & BOX COMPANY

46 Portland St. *The Paper Box House for Ice Cream Men* Boston, Mass.

CRESCENT EMPLOYEES TAKE SHORT COURSE.

In the spirit of being prepared, and of coming closer to the problems of their customers, three employees of the Crescent Manufacturing Co., Seattle, makers of Mapleine, have taken short courses in ice cream making. They are V. J. Curtis of the San Francisco office who attended courses at Berkeley, E. G. Hamel of the Chicago office who attended Michigan Agricultural College at Lansing, Mich., and F. J. Flach of the New York office of the Mapleine Company who attended at Connecticut Agricultural College at Storrs, Conn.

"The Mapleine Co.," an official states, "is firm in the belief that still greater development is in store for the manufacturers of ice cream than this country has yet seen and encourages its people in keeping pace with new developments in this industry."

* * *

ERICKSON GETS RESPONSIBLE POSITION.

Many of our readers will recall when F. E. Erickson of Milwaukee was advertising manager of The Olsen Publishing Co., following several years connection with the Creamery Package Mfg. Co. in the same capacity. These friends will be pleased to learn of Mr. Erickson's latest advancement in the advertising field. He was recently appointed advertising manager of The Milwaukee Electric Railway & Light Company, and will have full charge of the company's advertising in all its departments.

* * *

ANNEX FOR CANVAS PRODUCTS.

Announcement has been made by P. C. Goodrick, secretary of the Canvas Products Corporation, Fond du Lac, Wis., that that company is building a new addition to its factory. Work began March 6. The addition is intended to take care of some of the processes involved in the manufacture of iceless shippers manufactured by this company, Mr. Goodrick says. The addition will be two stories, and will involve a considerable investment, it is said.

* * *

U. S. LAW REQUIRES HIGH GELATINE STANDARDS.

The United State srequires by law purer edible gelatine than any other nation. One reason American imports of edible gelatine are relatively small is because few foreign manufacturers are able to meet the standards of purity demanded in this country. All edible gelatine—the term used to designate an animal gelatine suitable for food purposes—placed on American markets must conform to certain governmental standards or specifications of purity as tentatively fixed by the United States Department of Agriculture in its bureaus of chemistry and animal husbandry. Certain states have exacted even higher standards.

* * *

JELINE.

The Horine & Bowey Co., Chicago, describes "an improved product" in speaking of the Jeline the company is now putting before the trade. It is claimed that from five to six ounces can be used with a ten-gallon pot of water ice, sherbet, etc., and that it is an improvement over the Jeline the company formerly offered. The company offers any reader of The Ice Cream Review a sample sufficient to make a ten-gallon batch free.

Trade Literature

DELIVERY EQUIPMENT AND SALES.

The importance of delivery equipment to increased sales of ice cream is dealt with in a booklet issued by the Walker Vehicle Co., manufacturers of electric trucks in Chicago, entitled, "Profitable Ice Cream Delivery."

"Your plant equipment and plant management may be the best in the land, and yet success and profit are not assured," reads one paragraph in the foreword of the booklet, which continues:

"The final step in the process is the most vital of all. Here your salesmen, your drivers and your trucks are involved. What are they doing? Are your salesmen bringing in the orders? Are your drivers giving the right kind of service? Are your trucks delivering on time? Are they dependable. Are they reasonable in cost?"

CARBONDALE BULLETINS.

Two bulletins were issued in January by the Carbondale Machine Co., manufacturers of ice and refrigerating machines, Carbondale, Pa. One of the bulletins is entitled, "Carbondale Spira-Flo Condenser." It describes the company's product, the Spira-Flo condenser, and endeavors to point out that for years users of refrigeration machinery have demanded an ammonia condenser which would incorporate the features of simplicity, economy of space and practical ease of cleaning without interrupting service.

The other bulletin, "Carbondale in California," is a brief summary of some of the recent accomplishments of the Los Angeles office of the company. This bulletin in its foreword states, "the entire country has in recent years marveled at the unprecedented development and achievemnts of California," in which Carbondal is said to have served its purpose well.

* * *

"C-P" ISSUES PRICE CURRENT.

The Creamery Package Mfg. Co. has issued its 1925 spring and summer catalog, giving current prices, etc. The catalog contains 320 pages, and includes an index in which the company's products are listed. The catalog is printed in a size to fit the pocket.

* * *

WARD CATALOG.

The new catalog issued by the Ward Motor Vehicle Co., Mt. Vernon, N. Y., contains 65 handsome illustrated pages. A circular accompanying the catalog states that the company last year sold more cars than any other time in history. Many different views are shown of Ward electric trucks in the catalog. Some of the leading ice cream factories of the country are shown, together with their fleets of Ward electric trucks.

DOUBLE COMPETITION.

Ice cream manufacturers, like most other manufacturers, face a double competition—the competition within the industry and that outside the industry. Plant A and plant B are ever competing with each other for the business of certain dealers. At the same time the industry as a whole is competing with other industries manufacturing food products. We dairymen are trying to convince the people that they should eat more ice cream. Likewise an attempt is being made by the raisin growers, the citrus producers, the meat packers, and other such industries to persuade consumers to use more of their products. It is necessary, in order to meet this double competition, that the product manufactured and the service rendered be of the best. A dissatisfied dealer may mean more business for your rival manufacturer and dissatisfied consumers may result in the consumption of less ice cream and more of some other food. There are always problems of production and distribution arising that must be solved. This means the making of a product and market analysis. Some of the larger plants have the equipment and the personnel to conduct their own investigations. Others, however, are not so fortunate and must rely upon such organizations as the trade associations and our colleges and universities.—From convention address by P. H. Tracy, Dairy Department, University of Illinois, Urbana.

The shrinkage is to a great extent a time and temperature process. The longer the ice cream is held the greater the danger of shrinkage. Likewise alternate raising and lowering of the temperature at which ice cream is held encourages shrinkage.—P. H. Tracy, Dairy Department, University of Illinois.

We want to remind you that if you do not find advertised in this issue what you are seeking, it will cost you only 2c a word to let the world know through "The Ice Cream Review" what you want. Get busy before the other fellow gets ahead of you.

WARD IS NEW SECRETARY OF CHICAGO ASSOCIATION.

H. J. Ward is the new secretary of the Chicago District Association of Ice Cream Manufacturers, succeeding Howard O. Shedd of the W. J. Shedd Ice Cream Co., who has served the association well in that capacity for several years. Mr. Shedd was re-elected secretary at the annual meeting in December, but later on was forced, by business duties, to give over this post to Mr. Ward.



H. J. WARD.

Edward Llinenberg is chairman of the association's executive board. The Chicago manufacturers hold regular monthly meetings to discuss matters pertaining to the welfare of the industry.

COLORADO MANUFACTURERS STANDARDIZE ICELESS CABINET RENTALS.

Ice cream manufacturers of Colorado have standardized the rentals on ice cream cabinets in their territory, according to E. L. Carlson, secretary of the Colorado association. The Colorado manufacturers have established the following rates:

Four-hole cabinet.....	$10.00 per month
Six-hole cabinet.....	11.00 per month
Eight-hole cabinet.....	12.00 per month

Cabinets on packed routes are installed without expense to the dealer and electric power and water charges are paid for by the ice cream manufacturer.

Although one or two manufacturers offered to deed the cabinet to the dealer after a few years' rental had been paid, Mr. Carlson does not believe anyone has accepted this proposition, stating that "the general feeling among the dealers seems to be that the purchase of a completely iceless fountain within the next few years will be necessary."

SMITH COMPUTER
(Formerly Eby's Handy Tables)
Price $3.00
Your money back if it is not what you need. Send your order at once.
THE OLSEN PUBLISHING COMPANY
Fifth and Cherry Sts. Milwaukee, Wisconsin

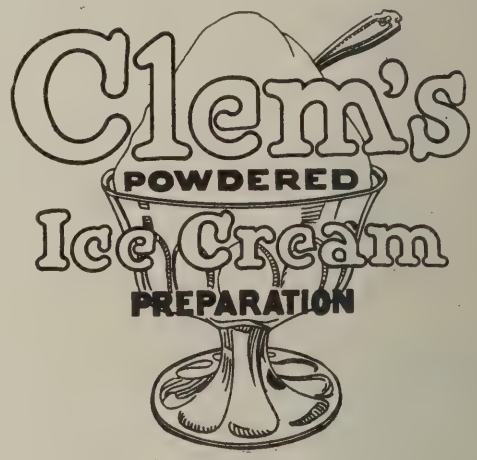
Trade Marks Department

Conducted by National Trade Mark Co., Washington, D. C.

The following are trade-mark applications pertinent to ice cream pending in the United States Patent Office which have been passed for publication and are in line for early registration unless opposition is filed promptly. For further information address National Trade-Mark Company, Barrister Building, Washington, D. C., trade-mark specialists.

As an additional service feature to its readers. The Ice Cream Review gladly offers to them an advance search free of charge, on any mark they may contemplate adopting or registering.

SER. NO. 177,165. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) George H. Clem, doing business as Clem Cream Works, Little Rock, Ark. Filed March 9, 1923.



No claim made to the words "Powdered Ice Cream Preparation" or to the representation of a dish of ice cream apart from the mark shown in the drawing.

Particular description of goods.—Ice Cream Preparation. Claims use since July, 1921.

* * *

SER. NO. 198,799. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Joseph M. Gries, Battle Mountain, Nev. Filed June 19, 1924.

The lettering on trade-mark is shown in blue and the bands of the railbow in red, white, blue, and in mottled brown.

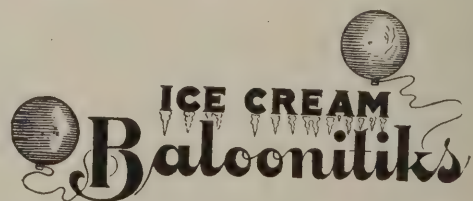


Particular description of goods.—Ice Cream and Ice Cream Cones.

Claims use since May 10, 1924.

* * *

SER. NO. 190,184. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Watson & Aven, Little Rock, Ark. Filed December 27, 1923.



The words "Ice Cream" not being claimed apart from the other features of the mark.

Particular description of goods.—Ice Cream Confection. Claims use since November 17, 1923.

(Continued on next page)

SER. NO. 183,344. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Arthur E. Sibley, Bloomington, Ill. Filed July 17, 1923.



No claim is made to the words "Ice Cream Lolly Pop" aside from the mark as shown.

Particular description of goods.—Ice Cream Confections.

Claims use since June 4, 1923.

* * *

SER. NO. 160,179. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Andreson & Patterson, Worcester, Mass. Filed March 4, 1922.



The words "Ice Cream Candy" appearing on the mark are expressly disclaimed, and the words "Frozen" and "Lunch" are disclaimed apart from the mark as shown.

Particular description of goods.—Ice Cream and Ice Cream Coated with Chocolate.

Claims use since January 15, 1922.

* * *

SER. NO. 178,108. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Joe Lowe Co. Inc., Brooklyn, N. Y. Filed March 27, 1923.

Puritan Belle

Particular description of goods.—Cake, Ice Cream, and Bread.

Claims use since January 1, 1923.

* * *

SER. NO. 198,397. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Bridgeman-Russell Company, Duluth, Minn. Filed June 11, 1924.



The lining in the drawing is intended to represent the color blue, and the face shown is fanciful. Without waiving any common-law right applicant disclaims the words "Delicious Ice Cream" apart from the mark shown in the drawing.

Particular description of goods.—Ice Cream.

Claims use since about March 1, 1924.

(Continued on next page)

Get Your Cans Ready Now

While activity is low at your plant there is plenty of time to single out the cans that are in need of retinning, rebuilding and repairs.

You can get a lot of profitable service from rebuilt and retinned cans and an investigation of our prices for the service will prove it.

JOHN WOOD
Ice Cream Cans
Electric Weld

will give you better service than any other can. That's why so many are in use today. Are YOU using them?

Get Our Prices.



Shapely ice-cream cut-wood Spoons

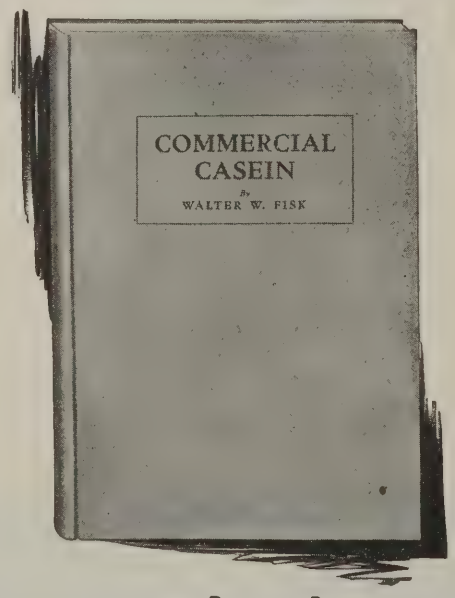
Plain or branded with your firm name.

Attractive—Shapely—Flat—Sanitary

Trade marked samples gladly sent on request. *WRITE—*

JOHN LEWIS

BROWNVILLE, MAINE



Using Surplus Skimmilk

for making Commerical Casein—how to make it—how to market it, is all explained in this book

GET A COPY TODAY

Sent anywhere postpaid on receipt of $1.00

THE OLSEN PUBLISHING CO.

Fifth and Cherry Sts. **Milwaukee, Wis.**

SER. NO. 205,023. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) National Ice Cream Company, Louisville, Ky. Filed November 8, 1924.



Particular description of goods.—Ice Cream.
Claims use since September 26, 1924.

* * *

SER. NO. 204,478. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Abraham E. Sandhaus, doing business as The Sandy Ann Co., Kansas City, Mo. Filed October 27, 1924.

SANDY ANN

Particular description of goods.—Chocolate Confection Used in Coating Ice Cream.
Claims use since October 17, 1924.

* * *

SER. NO. 205,024. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) National Ice Cream Company, Louisville, Ky. Filed November 8, 1924.

Don't Say Ice Cream
SAY
NATIONAL ICE CREAM
It Means So Much More

No claim is made to the words "Ice Cream" apart from the mark as shown.
Particular description of goods.—Ice Cream.
Claims use since September 26, 1924.

* * *

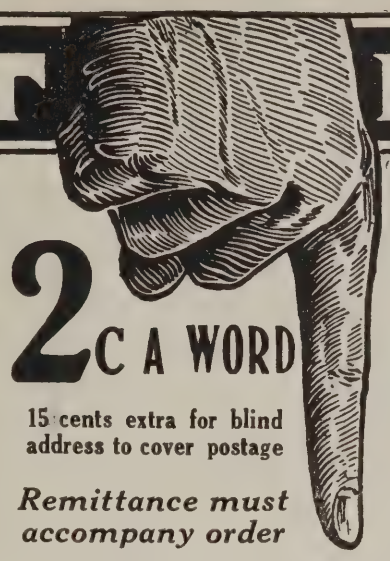
SER. NO. 194,077. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Henry Pfaffe & Mike Kostogiann, Quincy, Ill. Filed March 19, 1924.



Particular description of goods.—Pastry Puff Filled with Ice Cream.
Claims use since January 1, 1923.

(Continued on page 190)

WANT DEPARTMENT



2c A WORD

15 cents extra for blind address to cover postage

Remittance must accompany order

IT PAYS TO ADVERTISE

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

We reserve the right to refuse to accept advertisements which we believe are detrimental to the ice cream industry.

HELP WANTED

AGENCY WANTED — Chicago supply and engineering firm, long established, well acquainted, experienced and competent on operation and erection of machinery, wants representation of additional lines for the milk and produce trade in general. Address: R-140, The Ice Cream Review. 4-25

WANTED—Experienced ice cream maker. Prefer one with a butter making experience. This, however, is not absolutely necessary. Plant near Chicago. About 100,000 gal. Must come well recommended. State salary expected. Address: R-174, The Ice Cream Review. 4-25

POSITION WANTED

POSITION WANTED—By man who understands ice cream in all branches. 10 years practical experience. Steady worker. Employed at present, but could make change by April 15. Give full description and particulars and salary in first letter. Prefer West, but any good offer considered. Address: R-232, The Ice Cream Review. 4-25

POSITION WANTED — In modern ice cream or milk plant. Practical experience in both lines. College graduate, specialized in dairy products manufacturing. Willing and capable worker. Desires position with future. Address: R-234, The Ice Cream Review. 4-25

POSITION WANTED — By man of 44 with successful record as manager of ice cream plant of 200,000 gallons in Southern state. Legitimate reason for wanting to change. Address R-238, The Ice Cream Review. 4-25

POSITION WANTED — By experienced college and short course man as ice cream maker in Washington or Oregon. Makes a quality product at minimum cost. Understands technical points, all tests; restandardizing. Desire a position with a future rather than big money to start. Creamery experience also. Write J. G. Binns, Shelton, Wash. 4-25

POSITION WANTED—As factory superintendent or assistant manager by man with executive ability and many years practical experience. Can make a high grade of butter, cheese and ice cream. Can handle help and operate any size plant with success. Would like to get in a large co-operative creamery or centralizer. Address: R-172, The Ice Cream Review. 4-25

POSITION WANTED — Connection desired with reliable creamery, butter or supply house for representation in Maryland, Virginia, Delaware and District of Columbia by one who has the practical experience in all branches. Address: R-222, The Ice Cream Review. 4-25

POSITION WANTED—As plant foreman or superintendent by man with 10 years experience in centralizer and ice cream plants. Dairy school training. Can make fancy creams. Good reference. Address: R-248, The Ice Cream Review. 4-25

FOR SALE BARGAINS
BUSINESS

FOR SALE—Small ice cream plant complete with hardening room, brine freezer and up-to-date machine. Very good condition. I will sell this for small cash payment, balance in 10 equal monthly notes. B. D. Arthur, 105 S. Oakland Ave., Ventnor, N. J. 4-25

FOR SALE—Ice cream factory doing an annual business of fifty thousand in the heart of the best agricultural country in America. Trade radius as far as we care to go. Everything new and modern. Half cash, rest easy. Address: R-226, The Ice Cream Review. 4-25

"You'll make better ice cream if you get the "Ice Cream Review."

FOR SALE—Milk, butter and ice cream business in city of 9,000. 50,000 lbs. butter, 5,000 gal. ice cream yearly, and growing fast. 150 gal. milk daily. Complete outfit, including homogenizer and ice plant. Not a cheap business, but a reasonable price. Address: R-214, The Ice Cream Review. 4-25

FOR SALE—Are you looking for a first class creamery and ice cream business, with room for handling poultry and eggs? Up-to-date machinery, on line of two railroads, large and growing territory. Liberal terms. If interested in buying it will pay you to investigate this before buying elsewhere. Address: R-247, The Ice Cream Review. 4-25

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 4-25tf

FOR SALE — Refrigeration Machine — Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 4-25tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago. 4-25tf

Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad. for you and insert it in the next issue of The Ice Cream Review. You just stay at home and wait for results. You'll soon have your hands full.

FOR SALE — One Type "B" Sealright packaging machine. Price is right. Address J. G. Trumbull Co., Orleans, Vermont. 4-25tf

FOR SALE—5,000 pounds 100 per cent pure milk or butter fat equal to finest creamery butter for use in ice cream manufacture, packed in 50 pound tins. Apply R-64, The Ice Cream Review. 4-25

FOR SALE—600 packing cans from 1 to 5-gal. size; 250 packing tubs 3, 5 and 10-gal. size; 2 vertical Progress ice cream freezers. These are all in good condition, ready to be used, price reasonable. Whiting Milk Companies, 9 Howard St., Worcester, Mass. 4-25

FOR SALE—150—Used five-gallon bulk shipping tubs with canvas covers and good hoops. Just re-coopered, all in good repair. Address Geo. C. Mansfield, 4th and Poplar Sts., Milwaukee, Wis. 3-25

FOR SALE—One 6-ton vertical enclosed double cylinder Baker compressor, direct connected to a vertical steam engine on the same base with high sides and brine tank, brine cooler, ice cream making equipment, in first-class condition. Will sell this plant to responsible party under lease with monthly payments. W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 5-25

FOR SALE—Several hundred 20-quart Eastern style packing tubs. Also, one New Era brick cutting machine. Address Sharpless-Hendler Ice Cream Company, Wilmington, Del. 5-25

FOR SALE—One No. 3 Victor ice crusher. First $50 takes it. Kirchner Equipment Company, 2530 Greves St., Milwaukee, Wis. 4-25

FOR SALE—We have several Champion combination freezer and crushers, belt and motor driven. These machines are the ice and salt type, rebuilt and in first class condition and are priced right. Just the thing for freezing small mixes and for emergencies. Dairymen's Mfg. & Supply Co., 403 N. Main St., St. Louis, Mo. 4-25

FOR SALE—400-gal. homogenizer, belt driven, rebuilt, in first class mechanical condition. We also have several Emery-Thompson vertical belt drive freezers at attractive prices. Dairymen's Mfg. & Supply Co., 403 N. Main, St. Louis, Mo. 4-25

FOR SALE—York, latest type belt drive refrigerating plant 7½x7½ inches together with 2½-ton ice making tank. This plant will give you 7 tons refrigeration and 2½ tons ice. Like new. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 4-25

FOR SALE—New and rebuilt upright enclosed ammonia compressors. All our own make, 2 to 20-ton capacity. Slow speed, fully guaranteed compressors only. Complete high sides or complete outfit. Prices greatly reduced. Address The United Refrigeration Co., 2201 Warren Ave., Chicago, Ill. 4-25

Perfected -- Simple -- Practical -- Proven

Cost Accounting System for the Creamery, Poultry, Milk, Ice Cream, Egg, Cheese and Hatcheries Industries.

The Standardized Accounting Service Co.

100½ E. GOODALE ST., COLUMBUS, OHIO

4-25tf

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

FOR SALE—Baker, twin cylinder, enclosed belt driven refrigerating plant, 2 tons capacity. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 4-25

FOR SALE—Motor, Wagner, 40 h. p., 60 cycle, 2 phase, A. C., used but six months. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 4-25

FOR SALE—York, 4x4 latest type, enclosed belt driven 3-ton refrigerating plant, guaranteed perfect condition. Berryman Bros., 305 Drexel Building, Philadelphia, Pa. 4-25

FOR SALE CHEAP—One complete 5-ft. and one 6-ft. condensing outfit. Guaranteed to be in first class condition. Address: R-229, The Ice Cream Review. 4-25

FOR SALE—Two 600-gal. Davis-Watkins holding tanks—complete with chain drive—without motor. Very good condition. Also one complete Progress homogenizer valve for 400-gal. machine. Very reasonable. Hendler Creamery Co., 1100 E. Baltimore St., Baltimore, Md. 4-25

FOR SALE—One No. 2 combination Champion ice cream freezer and ice breaker, motor drive. One No. 7 ice crusher, pulley drive. One Peerless ice cream freezer with motor directly connected. Address Wood & Selick, Inc., Hudson, Duane and Thomas Sts., New York, N. Y. 4-25

FOR SALE—One C. P. hydraulic can washer, large size. Address: Box 117, Milwaukee, Wis. 4-25

WANTED TO BUY

WANTED TO BUY—100 standard size brick trays. Address Rex Coal & Ice Co., Creston, Ia. 4-25

WANTED—Wagon suitable for retailing milk and ice cream. Must be in good condition and price must be right. Address Tony Caruso, care Nelson Ice Cream Co., Portage, Pa. 4-25

WANTED—A number of second hand ice cream tubs and cans. 20 qt. size. Address Reemon Creamery Co., Reemon, Mich. 4-25

You can get somebody to sell you anything you want, if you use the "Ice Cream Review" Want Department.

TRADE MARKS DEPARTMENT

(Continued from page 188)

SER. NO. 149,343. (CLASS 23. CUTLERY, MACHINERY, AND TOOLS, AND PARTS THEREOF.) Manning Manufacturing Company, Rutland, Vt. Filed June 18, 1921.

MANNING EQUIPMENT

No claim is made herein to the exclusive use of the word "Equipment" apart from the mark shown in the drawing.

Particular description of goods.—Vat Pasteurizers, Forewarmers, Cheese Vats, Receiving Vats, Milk-Can Washers, Milk-Can Driers, Condensed-Milk Coolers of the Countercurrent Type, Vats, Cream Ripeners, Batch Mixers, Cream Vats, Ice-Cream Can Washers, Ice-Cream-Can Driers, Can Straighteners, Milk Cooler, and Automatic Bottle Washers.

Claims use since on or about October 1, 1920.

* * *

SER. NO. 194,820. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Shumway, Hawk & Thomas, Tulsa, Okla. Filed April 1, 1924.

Quality

TRIPLE "XXX" ICE CREAM

The words "Quality" and "Ice Cream" not being claimed apart from the other features of the mark.

Particular description of goods.—Ice Cream.

Claims use since Feb. 15, 1924.

* * *

Ser. No. 194,883. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Southern Ice & Utilities Co., doing business as Sapulpa Creamery, Sapulpa, Okla. Filed April 22, 1924.

MADE-RITE

Particular description of goods.—Ice Cream and Butter.

Claims use since July 1, 1923.

* * *

Ser. No. 191,770. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Albert H. Jocken, Saginaw, Mich. Filed Feb. 4, 1924.

PEE-CHEE KREEM

No claim is made to the words "Pee-Chee" and "Kreem" apart from the mark as shown. Color lining in the drawing represents a yellow or peach color applied to the representation of fruit and also to the small figures at the corners of the rectangle.

Particular description of goods.—Ice-Cream Confections.

Claims use since October 11, 1923.

Ser. No. 188,528. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Harry B. Burt, Youngstown, Ohio. Filed Nov. 19, 1923.

Good Humor

Trade-mark "Good Humor" shown in accompanying drawing.

Particular description of goods.—Ice-Cream Suckers.

Claims use since about December, 1921.

* * *

Ser. No. 197,676. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) The Niser Ice Cream Company, Cincinnati, Ohio. Filed May 27, 1924.

NISER

Particular description of goods.—Ice Cream.

Claims use since about March 15, 1924.

* * *

Ser. No. 194,815. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) Domenico Perella, doing business as The White-Sweet Cone Company, Akron, Ohio. Filed April 1, 1924.



Without waiving any common-law rights the applicant hereby disclaims the representation of cones apart from the mark shown in the drawing.

Particular description of goods.—Ice-Cream Cones.

Claims use since April 18, 1923.

* * *

SER. NO. 200,776. (CLASS 2. RECEPTACLES.) The Purity Paper Vessels Co., Baltimore, Md. Filed July 31, 1924.

PURITY

Particular description of goods.—Cans or Containers for Packing, Storing, or Delivering Ice Cream and Various Food and Other Products and So-Called Ice Tubs or Pails.

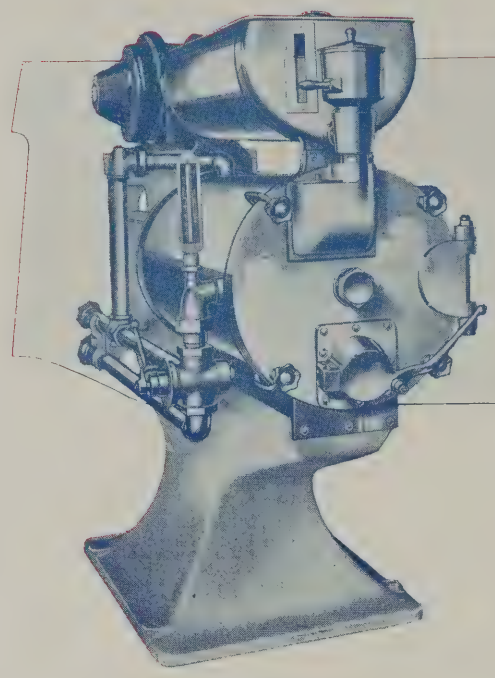
Claims use since about summer of 1909.

If you want help for your factory, the quickest and cheapest way to locate same is through The Ice Cream Review Want Department—2c per word.

The ICE CREAM REVIEW



May
1925



CHERRY BRINE FREEZERS

40 QT. 50 QT. 80 QT. 100 QT.

CHERRY offers one of the most complete lines of brine freezers on the market — and each and every model is a finished product with a long enviable record behind it. Pick any model Cherry Freezer that you wish and you will find hundreds of prominent, successful ice cream manufacturers using that machine with positive success.

JUST ASK US TO PROVE THESE CLAIMS!

(1) "Cherry Freezers have exceedingly low operating costs."

(2) "Cherry Freezers give maximum over-capacity."

(3) "Cherry Freezers are mechanically perfect."

(4) "Cherry Freezers are easier to clean and to keep clean than most other freezers."

(5) "Cherry Freezers are unusually simple to operate."

We have always taken an uncompromising stand on the above claims — we won't "back water" now. If you need a freezer, consider these points and tell us you want our bulletin 2063 which proves these facts.

J. G. CHERRY COMPANY

CEDAR RAPIDS IOWA

St. Paul, Minn. Tama, Iowa. Peoria, Ill.

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THIRD NATIONAL EXPOSITION

DETROIT

OCTOBER 19th to 24th, 1925

INCLUSIVE

Nearly 100,000 square feet on a single floor, devoted to machinery, equipment, supplies and service items! Admission restricted to the industry!

In conjunction with the Quarter Centennial Convention of the

NATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS

Hotel Statler is ice cream manufacturers' headquarters. Hotel Tuller is supply men's headquarters. Room reservations now being booked direct.

The Seal



THE ASSOCIATION OF ICE CREAM SUPPLY MEN

1328 Broadway New York City



of Safety

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

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OFFICIAL ORGAN
Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
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Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Mississippi Magnolias
Minnesota Gophers
Arkansas Travelers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

MAY 1925

THE general feeling of optimism which prevails in ice cream trade channels augurs well for the industry. Each man in the industry, so far as we have been able to learn, seems to be bubbling over with enthusiasm. He is determined to make this the biggest and best year he has ever had. Just the other day we heard an ice cream manufacturer say "last year I sold a little over 70,000 gallons, this year it is going over 100,000." Pressed for the reasons for his hopes he came back at us with a woman's reason, "because." He just feels it in his bones.

Believing that one can do a thing is a start in the right direction in the case of the individual. "Well begun is half done" is just as true as when you were a schoolboy. We believe it is just as applicable to a group of men in a trade industry as in the case of the individual.

We are not overlooking the fact that factors entirely outside the control of the men in the ice cream industry figure largely in determining final results. We need the weather man on our side in this ice cream business. He failed us last year and confidence that he will not repeat is undoubtedly responsible for considerable of our optimism right now at the beginning of the summer season.

General business conditions also greatly influence the consumption of ice cream. Men in position to know tell us that 1925 is to be a banner year for business of all kinds. There will be plenty of money in the pockets of people who may be influenced to eat more ice cream, providing the weather man does his part.

So, why shouldn't we enter upon the summer season with high hopes? Why shouldn't we expect the greatest consumption of ice cream in the history of the business? We believe in that sort of business optimism.



SOMEONE has said that salesmanship is the art of creating the desire to buy in the mind of the prospect, or words to that effect. If this be true, and we believe it is, then merely keeping goods in stock waiting for the customer to come and buy them does not constitute salesmanship.

Measured by this rule there appears to be little salesmanship connected with the ice cream business. The manufacturer, no matter how good a salesman he may be, is limited in his operations if he confines them to the dealers in his territory. The dealer may be induced to buy, but he buys only to sell again. The volume of business depends on the dealer's ability as a salesman, not on the ability of the manufacturer.

The consumer determines sales volume in the ice cream business. That is true in most any business, but in the case of necessities he creates demand whether he is influenced by salesmanship or not. Ice cream is not on his list of necessities. He can use a lot of it or get along with little, depending on his purchasing power and desire to buy.

Herein, as we see it, lies the reason for a widespread sales effort in the industry such as is contemplated by the officials of the National Association of Ice Cream Manufacturers. A national advertising campaign of the right sort will create the desire to buy in the minds of consumers. Such an expenditure of money and effort will be in the right direction. It will carry the sales effort of the manufacturer right past the dealer and reach the men and women who fix the volume of sales for the industry. Create a permanent desire to buy ice cream in the mind of Mrs. American Housewife and that will be real salesmanship.



ACCORDING to announcement made by Fred Rasmussen, executive secretary of the National Association of Ice Cream Manufacturers, definite progress has been made in the effort to accomplish uniform cost accounting for the ice cream industry. The advisory

committee, after a four-days' session in Chicago, voted for the direct method of cost accounting.

Men in the industry who have not been familiar with the work of the cost accounting committee cannot fully realize the "labor of love" such work is. Forty-seven members of the committee, made up of accountants and administrative officials representing ice cream companies from all over the country, worked four days, and a real impetus has been given to the big movement which will mean so much for the ice cream industry of this country. When this system is eventually worked out, it will mean that men in the ice cream manufacturing business will know what they are doing. They can quit guessing at costs, such guessing being one of the reasons for cut-rate competition in the industry. When manufacturers guess at costs with a desire in their hearts to get business away from competitors it is easy to guess the cost too low.

When this cost accounting system is worked out and put into practice, ice cream manufacturers will be able to compare costs. The man with small gallonage can compare his costs with a manufacturer having a similar gallonage, or he can compare his costs with the manufacturer who enjoys a big gallonage. Everything will be worked out for a thorough comparison.

There are many men in the ice cream manufacturing business who are also in the milk business. They know what uniform cost accounting is doing for the milk bottling industry, and they know it can do the same thing for the ice cream industry. More power to the accounting committee.



THERE is a natural desire in the minds of most people to visit factories and witness the operations connected with manufacturing things. Perhaps it is but curiosity, but whatever it is the desire is there. It may be a paper mill, a packing plant or an automobile factory that attracts visitors, or it may be a food factory.

We believe people, as a rule, are most interested in visiting plants where food is prepared for market. Not all are particularly interested in paper mills or packing plants or automobiles, but all are interested in dairy plants. All eat dairy products in some form or another. All understand, too, that dairy products are very easily contaminated, that much depends on the way they are handled. These people like to be assured that the dairy products they are in the habit of buying are clean and wholesome.

Recognizing this fact, many ice cream manufacturers make special efforts to get visitors into their factories. They welcome visitors at any time, but they don't stop there. They arrange for delegations from churches and clubs and schools to come and see ice cream made. They provide special entertainment and, of course, treat each visitor to a sample of the National Dish. It's a good way to "sell" ice cream and the visitor thus "sold" stays sold.

The manufacturer who has a fine, modern plant, arranged perhaps as a "show place," has an advantage over his less fortunate brother who is compelled to do business in a less pretentious place. The same trait that prompts his wife to enjoy showing her new china or silverware to her friends leads him to proudly lead visitors through his fine new factory. It's easy for him to appreciate the value of getting his customers and prospective customers into his plant where they can see his ice cream made.

Even the less pretentious plants can be kept clean and we believe that the owners of such plants make a mistake when they do not solicit visits. Most visitors are more interested in the matter of cleanliness than in anything else. They are curious, of course, to learn just how ice cream is made, but if they go away with a favorable impression, so far as cleanliness is concerned, they will have the utmost confidence in the product made there.

Ice cream manufacturers who thus spend money and effort to get visitors into their plants recognize the fact that the real "customer" for ice cream lives in a home, not a drug store.

Now, we haven't a thing against the dealer. He is a necessary factor in our present scheme of getting ice cream from the freezer to the palate. He is, in many instances, a real promoter of ice cream sales, but in more cases he is not. Ice cream with him is a mere commodity and, although it brings him big profits, he is inclined to feel that he is favoring the manufacturer by handling it. He isn't the customer for ice cream. He doesn't care a tinker's whoop how and where it is made so long as his patrons keep on buying it and so long as his shrinkage is low.

Never mind spending money to get him into your factory. Even if you should succeed in doing so he will probably find some excuse for thinking that you should reduce your prices to him. The way to please him is to increase the consumption of ice cream in his neighborhood. To do that you must, in most cases, get your story about your product to the consumer right past him. Getting that consumer into your plant is one good way to do it.



NATURE is smiling on a happy people this morning in this city of poor beer and good ice cream. The thermometer hanging on our kitchen window registered 30 degrees higher than yesterday morning. Yesterday was a cold, gloomy day—the sort of a day that an ice cream manufacturer would select to commit suicide. The wind blew, the rain came down in torrents and a real hailstorm added to the variety. The weather man had an awful time purging his system.

But he did a thorough job of it. The birds are singing this morning and we suspect that they are no happier than the ice cream men in this territory. Each manufacturer hurried to his place of business earlier than usual this morning to give orders for bigger production. He is going about his work today with a light

heart. He has forgotten all about yesterday. Hope runs high. He is in just the right frame of mind to buy something.

He is entitled to a lot of this sort of weather. With an early start, and if he can enjoy a normal summer season, he is going to square himself with his banker again. That's the determination we see in his eye. He has our best wishes.

⚜

PREVAILING sentiment in the industry indicates that the national advertising program is in good hands. Ice cream manufacturers the country over seem to have abundant faith in the executive committee of the National Association of Ice Cream Manufacturers. Both in regard to plans for raising the money and for spending it there appears to be general satisfaction to have matters in the hands of the committee. Whatever the members of that committee decide to do will meet the hearty approval of the great majority of the men who are putting up the money.

This is splendid. It is the sort of spirit that must prevail in order to get best results. With this sort of spirit prevailing the job is half done. It should make the raising of the necessary funds easier. Contributors can give freely and feel assured that they are making a good investment.

⚜

THE ice cream manufacturer who pays membership dues in one or more trade associations shows by his actions that he believes in them. He follows this up by attending all the conventions possible.

We wonder, however, whether many manufacturers, even in this class, fully appreciate what the good trade association means to the ice cream industry. We might put it this way, what would be the condition of the industry today if there were no trade associations connected with it? If there were no mass effort of any kind at work?

True, individual effort is responsible for the planning and building of fine plants and building up efficient business organizations, but what inspires individual effort in a fast developing industry? The question suggests the answer. The trade association furnishes the contact that business men must have if individual effort is to be properly directed.

We don't have to go back many years to recall when trade organizations were looked upon with suspicion. They were considered as price fixing institutions and many of them deserved the opprobrium attached to them by the general public. The good trade association of today is the result of necessity. Proper development of an industry requires it.

There are those, of course, even among ice cream manufacturers who refuse to have any connection whatever with trade organizations in their industry. These men have various excuses, but few of them are honest excuses. Back of the average man's refusal to support his trade association is a spirit of selfishness. He hopes to profit by the efforts of others. He is perfectly willing to share in the benefits of mass effort in the industry so long as it doesn't cost him anything. He is perfectly willing that his competitor shall support trade associations. In fact he would be pleased to have his competitor spend all his time at conventions and in association work.

Such a man is "a drone in the hive of industry." There is nothing that can be done about the problem either. All industries support such slackers and, no doubt, always will support them. The only thing to do is to go along without them. The forward looking men in the ice cream industry must pass them by and not worry about them.

Long live our trade associations! To them goes much of the credit for the wonderful progress made in the past few years in the development and stabilizing of the ice cream industry.

⚜

NOT long ago we were visiting with an ice cream manufacturer who has been in business over ten years in a thriving little city of about 35,000 people. He makes excellent ice cream and does a nice business, both shipping and local. He complained that he has been unable to make any money for the past three years. "I would have been money ahead if I had got out of the business three years ago," he said.

He says that unwholesome competition is entirely responsible. Sales have been good, and fair prices have been maintained, but all the profits have been spent in getting and holding business. Profits have been dissipated in extending favors to dealers.

He gave us one illustration. A certain dealer started in business out in a new subdivision. He put in a line of groceries and confectionery, his total stock not exceeding five hundred dollars in value. "I arranged with him even before he started building to handle my ice cream," remarked our friend, "and told him that I would paint a sign for him across the front of his small store. About the time he was ready to open up he called me on the telephone and told me that a competitor had offered to paint his entire building two coats and also give him a special sign, the entire cost totalling about $75.00. He wanted my ice cream, and asked whether I would meet the bid. I met it although there is absolutely no chance of my ever getting my money back out of the profits on that stop."

When business men are guided by anger instead of sound judgment there is little hope of profits. Our friend didn't hurt his competitor a bit by taking this stop at a loss. He injured himself. He might better have let the other fellow take it at a loss. Some men can get a certain degree of satisfaction out of a deal of this kind but it is mighty expensive.

⚜

Don't forget National Ice Cream Cone Week—beginning May 10. Everybody set? Let's go!

"SERVICE"

¶ When someone tells you of the excellent service you are going to receive from them it's usually a ten to one bet you don't get it.

¶ Now we aren't going to tell you of the good service we can give you on the cans you will want in a hurry for Decoration Day, but we will say if you send us your order you won't be disappointed.

¶ As for the service "Electric Weld" cans give, if you haven't already used them now is the time to get acquainted with

Can Service at Lowest Cost

John Wood Mfg. Company

Conshohocken, Pa.

[JOBBERS AND WAREHOUSE STOCKS IN ALL PARTS OF THE COUNTRY]

$75 in Cash Prizes for Best Ideas on Merchandising Ice Cream

Manufacturers of Every State Eligible to Enter *Sales Ideas* Contest Opened by The Ice Cream Review

THE Ice Cream Review herewith announces a contest in which this publication will pay $75 in cash prizes for the best ideas on merchandising ice cream—sales promotion campaigns, window-display campaigns, advertising campaigns, dealer-manufacturer co-operative undertakings, etc. The contest closes June 15. All letters must be in this office by that time or bear a postmark dated no later than June 15 to receive consideration.

There will be five prizes. The winner will receive $25. Second prize will be $20, third prize $15, fourth prize $10, and fifth prize $5.

Contributions will be judged solely on the merits of the ideas and the results obtained, not upon literary excellence. Tell your story straight from the point. Describe your most successful merchandising effort, tell what gave you the idea for the undertaking, what made you think it would "go over," how you worked out each detail, the obstacles you encountered, how you overcame them—and what were the results in the way of increased sales, new business, etc. The last, of course, is of particular importance in deciding the winner.

It is understood that the money involved, in itself, is no particular inducement for readers of The Ice Cream Review to take the trouble to outline the work they have done in this direction. But the greatest rewards are what these sums of money stand for as tangible evidence that different men will have presented some thoughts that will be of value to the industry as a whole.

THE Ice Cream Review will have nothing to do with the contest except to make the announcements of the winners and to print the contributions to be submitted in the contest.

The judges will be five representative men in the industry. Their names will be announced in the June issue of The Ice Cream Review. No one connected with this publication will have any voice in the matter.

It is not to be understood that a large manufacturer will have any advantage over "the little fellow." The value of the merchandising idea is the thing.

THE decision of The Ice Cream Review to offer these cash prizes was not made with any idea of awakening interest in cash-prize campaigns, but is to stimulate interest in ice cream merchandising, an end of the business that has been sadly neglected until late years, and none too vigorously promoted at this time. It is generally agreed among progressive manufacturers of today that our industry's future lies through the new avenues of ice cream distribution that we can create among members of the general public. In other words, we must give more thought to selling ice cream to more consumers and potential consumers than to getting new dealers.

We are not particularly interested in sales promotional work where the primary aim was to win new dealer representatives, but we are intensely interested in efforts by which your dealers were encouraged to sell more ice cream.

For instance, an ice cream manufacturer in the Middle West recently conducted a campaign in which he offered certain prizes to the dealers who would sell the most ice cream in a given period. Those prizes, small though they were, awakened the spirit of contest and caused virtually every one of that manufacturers' retail representatives to sell more ice cream than he ever had before in that length of time at that season of the year. Even just a small increase would have been important, but when you reflect that a very decided increase was shown by **each** dealer, you readily can understand what this meant to that company's increase in total volume.

We want to know what you have been doing to get dealers to sell more ice cream. You may think your plan was pretty simple and did not call for much thought, and yet it may be the very plan to be judged the winner—the very plan that will enable ice cream manufacturers all over the country to increase their volume of business.

And, too, you must remember, while you are telling us what **you** have been doing in this connection, many **other** manufacturers will be writing something that will be of interest to you. This is a proposition in which all of us will benefit, for it is sure to bring out some interesting thoughts on building up sales of ice cream.

That is, it is sure to bring out many valuable thoughts if you do your duty and send in your contribution, but if you wait for the other fellow to do it all, and yourself hang back to profit from somebody else's experiences without telling any of your own—then you probably will find the other fellow hanging back, too, and there won't be much information for anybody.

Don't trouble yourself over any particular style of

(Continued on page 160)

Rules of $75-Cash-Prize Contest.

Letters should be written on one side of the paper only, preferably typewritten. Typewritten letters should be double-spaced. Letters must not be written on your letter head, and the name of the author must not appear anywhere in the letter, but must be written, together with address and firm style, and attached on a separate sheet of paper.

Letters can be of any length from 100 to 1,500 words, but the most desirable length is from 500 to 1,000 words; that is, from two to three pages of paper typewritten and double-spaced.

If it is not convenient for you to dictate or have your letter typewritten, then write it out in clear longhand.

Contest closes June 15. All letters must be in this office by that time or bear a postmark not later than that date.

You are to write us about some sales promotional campaign that you have actually carried out, giving all details of how your plans were worked out, how they were carried out and what were the results.



Frigidaire Ice Cream Cabinets—*Efficient* and *Economical*—Insure Larger Profits

Frigidaire Ice Cream Cabinets reduce delivery charges by eliminating the cost of ice and salt used in packing. They enable the manufacturer to serve the same number of dealers with fewer trucks.

They decrease the amount of time and labor required at each stop—full cans of cream are simply exchanged for empty cans by the driver—there is no mixing of salt and ice, no packing of containers, no cabinet to drain, no muss to clean up.

There are no special calls for repacking, and no special equipment need be reserved for this service. Lighter trucks may be used, or more stops may be made with the same number of trucks. Country stops are made far more convenient and profitable.

Frigidaire Cabinets *increase sales* by enabling the retailer to offer a wider variety of flavors. The creams he serves will be cold, uniformly firm and pure.

All the advantages of electric refrigeration are offered to you in Frigidaire Ice Cream Cabinets, and with these advantages there is absolute assurance of dependability and long-lived satisfaction that can come only from a cabinet that is properly made and backed by a nation-wide organization of trained sales and service representatives.

Write today for further information.

Models for Every Requirement

Frigidaire Cabinets are made in 4 and 6-hole single-row models, and in 4, 6 and 8-hole double-row models. All double row cabinets are 30" wide and 30" high, to conform with standard fountain interiors. Frigidaire Cabinets are equipped with either water-cooled or air-cooled compressors, as desired.

Many fountain manufacturers today are building fountains equipped with the Frigidaire mechanism. Insist that the next fountains you buy are Frigidaire-equipped.

DELCO-LIGHT COMPANY, Dept. J-13 DAYTON, OHIO

Subsidiary of General Motors Corporation

Makers of Delco-Light Farm Electric Plants, Electric Pumps, Electric Washing Machines and Frigidaire Electric Refrigeration

PRODUCT OF GENERAL MOTORS

Frigidaire

ELECTRIC ICE CREAM CABINETS

Mechanical Refrigeration Applied to Fountains

Refrigerated Fountains Have Been on Market 15 Years and Now Are Being Perfected

*By C. J. PALMER**

THERE are three interests involved in the conditions created by the perfecting of the small refrigerating units and the growth of the mechanical cabinet: 1st, the ice cream manufacturer; 2nd, the soda fountain manufacturer; 3rd, the retailer of ice cream.

You men who have been in business for many years will recall that ice cream was first sold through soda fountains, and that, as a matter of fact, the fountain antedates ice cream in the country.

There has been constant improvement in the appearance, design and efficiency of soda fountains and your industry and ours have progressed hand in hand over that period. Perhaps there was not the close harmony between us that there should have been, but the fact remains that our interests are mutual and a discussion of mechanical refrigeration should be approached with that idea in mind.

Hundreds of thousands of dollars have been spent in the effort to make the soda fountain a more efficient medium for dispensing your product and others. However, that is now all ancient history. What you and we and the innocent bystander, the retailer, are interested in, is the outcome of the revolution which is taking place in the methods of storing and servicing ice cream.

I state an axiom when I say that if overnight all cabinets and fountains could be converted from salt and ice to mechanical refrigeration you men would be perfectly satisfied. The only controversy is over the best way to hasten this situation. No one has any doubt as to the advantages to be derived by everyone through the elimination of the old, expensive, wasteful salt and ice method of keeping ice cream. Let's give everyone credit for being honest in their convictions as to the proper plan to follow and try and analyze the arguments.

WE HAVE no quarrel with the manufacturers of ice cream cabinets nor with those who are loaning or selling them to retailers. There is a legitimate place for cabinets as storage cabinets but we are very firmly of the opinion that a very serious mistake is being made when they are offered or installed as substitutes for soda fountains. This opinion is naturally influenced somewhat by the reason of the fact that we are soda fountain manufacturers, but aside from this I believe I can show you where the attempt to substitute the cabinet for a soda fountain is a detriment to your business, where it hurts your pocketbook and where you cannot afford to push it except for its legitimate purpose, i. e., a storage cabinet.

The soda fountain has grown in popularity for several reasons:

1st: Because of the wholesomeness of the food and beverages dispensed.

2nd: Because of the attractiveness of the fountain itself.

3rd: Because of speed with which service can be given.

Take No. 1. The quality of the ice cream and beverages will be the same whether mechanical cabinet or fountain is used.

No. 2. There is no comparison between the appearance of a modern fountain and the ice cream cabinet with its bob-tail unit for syrups, water, etc.

No. 3. Speed in dispensing. Here is the biggest stumbling block. For 20 years the demand has been for improvement in arrangement that will permit of quick dispensing. This demand has been met by the soda fountain manufacturers, and today it would be hard to conceive of a more convenient arrangement of ice cream, syrups, fruits, etc., than is offered in the mechanical fountain. Everything is at the dispenser's finger tips and there is no lost motion in running from one end of the fountain to the other, and back again, lifting lids weighing four or five pounds and replacing them, getting in the way of the other clerks, etc.

There have always been salt and ice ice cream cabinets, yet you never saw anyone build a successful retail business using them in place of a convenient soda fountain. Electrical cabinets instead of salt and ice fountains, yes—but not in the place of mechanically refrigerated fountains.

RECENTLY there has come on the market a mechanically refrigerated bob-tail unit to be used in connection with a cabinet. We have followed suit and are making one also—not because we think it is the proper thing or a solution of the problem, but because we make it a practice to be in the forefront in the development of any apparatus pertaining to soda fountains.

The mechanically refrigerated bob-tail unit with a cabinet is just as inconvenient as the direct iced unit.

ALL of this, gentlemen, is in the nature of a prelude to the solution we have to offer. Mechanically refrigerated fountains have been on the market for at least 15 years, but as a rule the machines used were of large capacity, and beyond the reach of the average buyer. The perfecting of the small unit has made it possible to apply this system to either small or large fountains.

The prominence given the electric ice cream cabinet by its manufacturers and by ice cream manufacturers has opened the eyes of the retailer to the possibilities of the small unit.

The retailer has been quick to appreciate the advantages of the mechanical fountain and, reports to the contrary notwithstanding, most of them are willing and eager to pay the price for them.

Through their direct sales efforts, through jobbers and advertising, the soda fountain manufacturers are carrying on a vigorous campaign. It is estimated that today seventy-five per cent of all the fountains sold in the United States are mechanically refrigerated and within a comparatively short time the percentage will reach 100 per cent. Many fountains which have been in use for less than a year are being exchanged for mechanical fountains.

(Continued on page 124)

* Vice-president and general sales manager, The Liquid Carbonic Co., Chicago, Ill. Submitted to national convention at New Orleans in November.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

PROOF!

YOUNG MEN'S CHRISTIAN ASSOCIATION
OF PITTSBURGH

Downtown Branch

February 23, 1925.

The Russ Manufacturing Co.,
Cleveland, Ohio

Dear Sirs:

We have been operating since September 15, 1924, one of your Walker-Mizer type soda fountains. The results obtained are satisfactory in every way.

I do not hesitate to recommend similar equipment at any time.

Sincerely yours,
Building Superintendent

HHS:DL

HOOK DRUG COMPANY
MARKET AND NOBLE STREETS
INDIANAPOLIS

April 8, 1925

The Russ Manufacturing Co.
W. 58th & Walworth Ave.
Cleveland, Ohio

Gentlemen:

We wish to express our appreciation of the prompt and careful installation of the thirty-five-foot Russ "Bilt-Rite" fountain just made at our Meridian & Washington Store. Not only was the work well done but the installation is one of the most beautiful we have ever seen.

The first installation, the 20-foot job, was made the early part of March, 1924, and except for a few minor adjustments to regulate the temperature has given us no trouble whatever. We have been able to maintain a temperature that would keep soda and drinking water as cold as we desired and a zero temperature on ice cream, if we wish it.

There is a great economy in the dipping of the ice cream due to the fact that it is always hard - besides the many other advantages that the fountain offers.

Sincerely yours,
President

JAH/ts

WHATEVER a manufacturer may say for his product, or his competitors may say against it, counts for little in the final analysis. The important thing is what the buyer or user has to say, based on actual experience.

The Russ WALKER-MIZER PATENTS **Bilt-Rite** *Fountain*
3 temperatures without icing

has proved its true worth to many users throughout the country. It is saving them money, labor, time, bother, mess. It is increasing their business and profits by enabling them to serve perfectly conditioned ice cream, refreshingly cold fountain drinks and bottled goods, and stopping all shrinkage losses.

BILT-RITE Fountains MORE than earn their way. Catalog on request

THE RUSS MANUFACTURING CO.
5700 Walworth Ave., CLEVELAND, O.

PHONE LINCOLN 2147

BERT A. SMYSER
PHARMACIST
14TH STREET AND PENNSYLVANIA AVENUE S. E.

WASHINGTON, D. C., Feb. 14th, 1925

The Russ Manufacturing Company,
5700 Walworth Avenue,
Cleveland, Ohio.

Gentlemen:

I am glad to answer your inquiry as to the service rendered by the new Walker Type mechanically refrigerated fountain which you installed for me.

At the outset let me say that the appearance of my store alone would justify the expenditure. The mess of ice and salt packing is gone and my store is always clean. The ice cream is in perfect condition day and night. The bottle goods are very cold and the labels are always on the bottles, as the bottle compartment is perfectly dry.

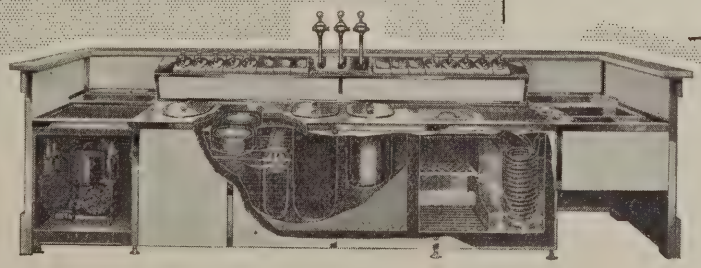
Now comes the important part; the soda and drinking water is colder than I have ever been able to draw from any other type of fountain and I have eliminated entirely the use of chipped ice in drinks. My customers comment daily of the coldness of the drinks and tell me that my sodas have improved greatly.

The ice cream manufacturer has made me a better price by ten cents per gallon on the ice cream and this, together with the saving in shrinkage and ice purchases will soon pay for the fountain.

It will be a pleasure to answer any inquiries from prospective purchasers and I will recommend that they purchase the Walker Type fountain which does the work one hundred percent.

With best wishes for your success, I am,

Respectfully yours,
Bert A Smyser



Ice Cream is a Rich Relative of Nature's Most Complete Food

8,500 Employees of World's Greatest Life Insurance Company Last Year Consumed 118,000 Quarts of Ice Cream

*By PHILLIP H. WELCH**

WHAT makes ice cream popular? In a certain orphan asylum, some of the children get ice cream six times a year and some of them get it seven times a year. The ones who get it seven times a year are the envy of the others, even though the extra annual dish is only achieved by a method that some of us outside of the orphan asylum might not consider an unmixed blessing. It is achieved by having tonsilitis.

Herein is a hint of the popularity of ice cream; it is appreciated both by the pathetic youngsters, whose pleasures are carefully doled out, and by the wise physician curing a sick patient. And yet it would be difficult to say what is the real explanation of the popularity of ice cream. Many a man has made an excellent living over a period of years by selling ice cream to a hungry public and he will go to his grave ignorant of what it really is that gives magic to the words "ice cream."

In the home office of the Metropolitan Life Insurance Co., 8,500 employees, to whom luncheon is served by the company, consumed 118,000 quarts of ice cream or an average of fourteen quarts apiece last year. Considering the fact that this is one of several desserts from which each diner may have a choice, the ice cream item is a large one. In our popularity, study, however, the significance lies in the fact that the ice cream demand in the Metropolitan lunch room is **not seasonal.** The consumption increases slightly on a very hot day in summer, but it **maintains a high level average all the year around.** When the bleak winds are howling out of the north and the snow is blocking the streets the Metropolitan workers still have an appetite for several hundred quarts of this delicious frozen dessert.

Ice cream is popular because it is sweet; it is popular because it is cold, but it is popular in a more fundamental way because it is wholesome—because it is milk.

THERE is true magic in the word "milk." Milk will take ink stains out of cloth and milk was used last year in Chicago as fuel to run a locomotive. You can make billiard balls out of milk, but when all is said and done the greatness of milk lies in its completeness as a food. It is the purpose of this article to supply to the sellers of milk—frozen milk—the rather dramatic facts about the faith of a great insurance company in this basic food. The Metropolitan carries on never-ending propaganda with the general public and its own public of sixteen million industrial policy holders to spread the facts about disease prevention and to inculcate good health habits. In a milk advertisement published in twenty-five leading national magazines, the company urged the value of milk in a powerful message, the conclusion of which indicated the importance of ice cream.

"Save on other things if you must, but not on milk," says this advertising editorial. "If anybody in your family objects to drinking raw milk, there are many ways in which it can be served—in soups, custards, ice cream, desserts, cocoa, cream sauce—lots of good things. Use it—if you are run down, to build you up. Use it—if you are well, to keep you healthy and strong."

It is more probable that the strong milk propaganda, which is well-known to every home office employee in the Metropolitan, accounts in some measures for the popularity of the ice cream in the lunch room.

HERE is a field for advertising emphasis, which ice cream manufacturers do not stress often enough nor urgently enough. To say that ice cream is wholesome does not get over to the public. The dealer could do well to tell them ice cream is wholesome because it is milk and milk is wholesome. There seems to be a tradition in the ice cream business that all commercial ice cream must be sold to the public as cream with a butterfat content of 'steen thousand per cent. Now, it is quite true that one of the best ways to know about a business is to go into it; in other words, it is more than probable that the ice cream men know what they are doing when they shout "Rich cream" even if they actually use skim milk in their formula. "Richness" is a time-honored virtue in ice cream, which is of primary selling importance.

(Continued on page 112)

Dairy Health—and Ice Cream.

The dairy industry is the foundation of the ice cream industry. There are reasons to believe that ice cream men do not fully appreciate the importance of keeping their property identified with dairy production. In other words, while people are being easily sold on the wholesomeness of milk, ice cream still is regarded by too many people merely as a toothsome delicacy—a frozen confection.

This was pointed out in the March issue of The Ice Cream Review, in an article that brought out some interesting points regarding the importance of keeping ice cream identified with dairy health, these points being advanced by A. C. ("Bob") White, Flint, Mich., ice cream manufacturer, and being supported by Prof. A. C. Baer, "technical editor" of The Ice Cream Review.

Some interesting food for thought is given in this connection in the article printed here, which shows how the Metropolitan Life Insurance Co., the world's greatest life insurance company, insists that ice cream must be classed as a health food—and to be so classed, the public must be constantly reminded of its connection with milk.

The more we think of ice cream in comparison with the growing popularity of other dairy products, the more we are reminded that this industry has an indissoluble connection with the dairy cow—that the dairy cow, the symbol of dairy health, is the foundation of our claims for the food value of ice cream.

*Written for the exclusive use of The Ice Cream Review.

"I'd Rather Have A Cone"

Cone Gives Natural Enjoyment, Without Artificialties, Which Appeals to Youngsters

*By FRED RASMUSSEN**

YESTERDAY, Frederick, Jr., four and one-half years, went with his father to the drug store. It being a fine spring day, and father feeling at peace with all the world, he said, "Son, will you have a dish of ice cream?" In answer to which generous offer the reply was, "I'd rather have a cone." When later inquiry was made in regard to this preference, the reply was, "Well, father, I don't have to use a spoon and I don't have to sit down."

There is an appeal in an ice cream cone. All artificialties and acquired habits can be dispensed with and the entire attention given to enjoying the product. The boy has the same feeling of satisfaction when eating a cone as when eating watermelon, when he holds a piece with both hands and has complete contact from ear to ear; in other words, he is getting back to nature. Also, let us not overlook the fact that the four-year-old healthy child, who in our humble judgment, has nothing to do, is the busiest person in the world.

Children eat cones by prefference, and grown-ups generally for the sake of convenience, and then not to be forgotten it is only a "nickel."

Having never seen any figures on the total number of cones sold annually, the writer had no idea whether it is 10,000,000 or 1,000,000,000.

TO GET an estimate a progressive manufacturer was asked how many ice cream cones to allow for each child per year; the answer was two a week, one hundred annually. "Too high," says I; "let's cut it in half and make it one a week. Remember there are some who don't get any." "Yes," said my friend, "but also remember those who eat five a day."

There are in this country 26,219,930 children from 4 to 16 years of age or 25 per cent of the total population, according to the last U. S. Census. Allowing one cone a week on the average for each child, it will total approximately 1,300,000,000 cones. Allowing 60 cones to the gallon (varies with heaviness of ice cream dishing), it represents over 20 million gallons of ice cream. No allowance has been made for the thousands of gallons of ice cream sold in cones at fairs, picnics, festivals and elsewhere to grown ups.

Anyone who does not agree with the foregoing figures and estimate is advised to make out his own.

The following table of population of young folks in the United States from one to nineteen years of age can be made the basis for many calculations and every man can use them in his own way. It was a surprise to the writer to find that 43,042,998 people, or 40.7 per cent of the total population of the United States, are between the ages of one and nineteen years of age.

Distribution of Total U. S. Population, By Years of Age up to 19 Years Old.

Total population, both sexes, all classes and ages	105,710,620
Under 5 years—11,573,230	
Under 1 year	2,257,253
1 year	2,300,605
2 years	2,331,110
3 years	2,370,426
4 years	2,313,834
5 to 9 years—11,398,075	
5 years	2,347,839
6 years	2,338,315
7 years	2,287,609
8 years	2,273,280
9 years	2,151,032
10 to 14 years—10,641,137	
10 years	2,233,704
11 years	2,097,782
12 years	2,234,759
13 years	2,028,627
14 years	2,046,265
15 to 19 years—9,430,556	
15 years	1,861,445
16 years	1,972,958
17 years	1,855,173
18 years	1,910,046
19 years	1,830,934
Total above	43,042,998 or 40.7%
4-16 yrs., inclusive	26,219,930 or 24.7%

WE ALL agree that millions of gallons of ice cream is consumed by way of the cone; that there is an appeal in the ice cream cone for the young; that it is a good deal easier to get father and mother to part with two nickels consecutively than one dime; that you are selling a food product containing all elements essential to life and growth, that there are millions of children who would like to have several cones a day.

All this we agree to, but the question is, have we ever as manufacturers and dealers of ice cream tried to exhaust all the possibilities to increase the sale of ice cream by way of the cone?

If you search for it, there is always a new way to tell an old story. Why not try it during Ice Cream Cone Week, May 10 to 16.

Prepare for Ice Cream Cone Week

Ice cream manufacturers of many parts of the country are making preparations to observe National Ice Cream Cone Week, May 10 to 16. The idea was enthusiastically seized upon in virtually every section when it was launched last spring, and this year there are reasons to believe that much more effective work will be done through encouraging the public to eat more ice cream cones.

Dealers are taking well to the idea. It means less work to them. With their increased interest, the dealers are not only doing much to make ice cream cone week bear results, but they are also developing a new enthusiasm for the handling of ice cream all during the year.

Information reaches The Ice Cream Review that many manufacturers are advertising ice cream cone week, publications going to soda fountains acquiring several pages of ice cream cone week ads.

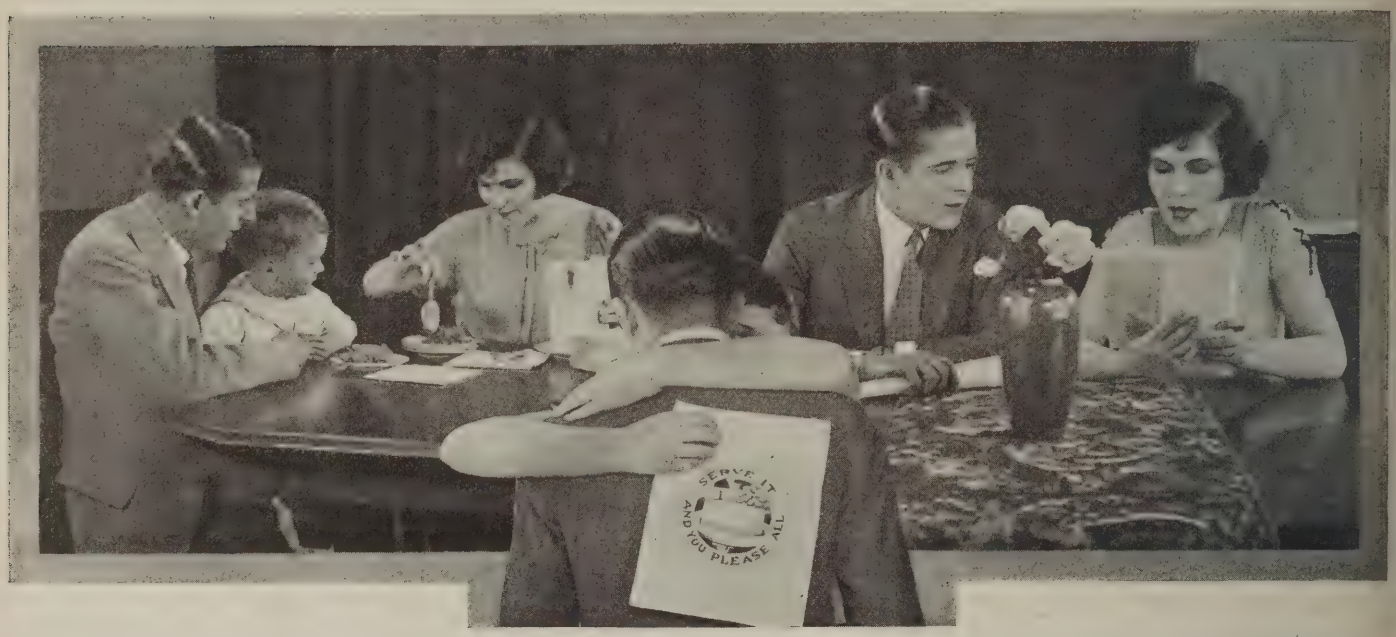
TEXANS TO MEET IN NOVEMBER.

A. J. White, secretary of the Texas Ice Cream Manufacturers' Association, announces that dates for the next convention of that association have been set for November 18, 19 and 20. The convention will be held at Houston. A. J. White is vice-president of the Mistletoe Creameries, San Antonio, Texas.

*Executive secretary, National Association of Ice Cream Manufacturers.

Ice Cream Films Offered Manufacturers

"The Winning Way" is Title of Story Filmed by New England Association to Teach Public About Manufacture and Methods of Serving Ice Cream—Now Available for Associations Anywhere



Scenes from the ice cream film "The Winning Way," produced by New England Association of Ice Cream Manufacturers.

MUCH interest was created in the ice cream industry a few months ago when the New England Association of Ice Cream Manufacturers launched an undertaking to tell the ice cream story in a movie film. This was accomplished through the work of a committee from that association in co-operation with the Worcester Film Corporation. If this undertaking is successful, according to W. P. B. Lockwood, secretary of the association, the New England organization probably will develop another and larger film.

Early in April announcement was made by Mr. Lockwood that this association had decided to offer this film to manufacturers in all parts of the country at the rate of $200 a copy, a single reel of one thousand feet. The film was made in this size for the reason that theaters will accept nothing longer than that. The title of the film is "The Winning Way."

After seeing the film shown at Hartford in January Vernon F. Hovey, president of the National Association of Ice Cream Manufacturers, made the following statement:

"While at the Hartford convention, I had the pleasure of seeing the ice cream film made for the New England manufacturers. This film is an unusually good job, that is going to get for the ice cream men increased public confidence. The film is educational, showing how ice cream is made, today, in modern, sanitary factories, and we are all justified in feeling that increased knowledge of the ice cream business, as conducted today, will result in increased sales.

"The name of no manufacturer appears in the film, and I very much hope that the state and regional associations throughout the country will take advantage of the opportunity to get copies of this film for the use of their members."

JUST enough romance and love-interest are introduced in the film to make it spicy and interesting, and it is never apparent that the real purpose of the film is to promote facts about ice cream, how it is made and how it is served, but those facts are interwoven into the film narrative.

Here is the story:

THE couple want to get married, but cannot because of the lack of money. While they were discussing it the girl's small brother comes in and the man sends him out for some ice cream. He comes back with the ice cream and is sent to his mother with some. He then comes back for his own.

The girl finds a notice on the outside of the package in which it states that $1,000 is being offered for the best article on the manufacture and uses of ice cream. The young couple decide this is their opportunity. The man says he will find out how ice cream is made, manufactured and handled. The girl says she will find out how it is served.

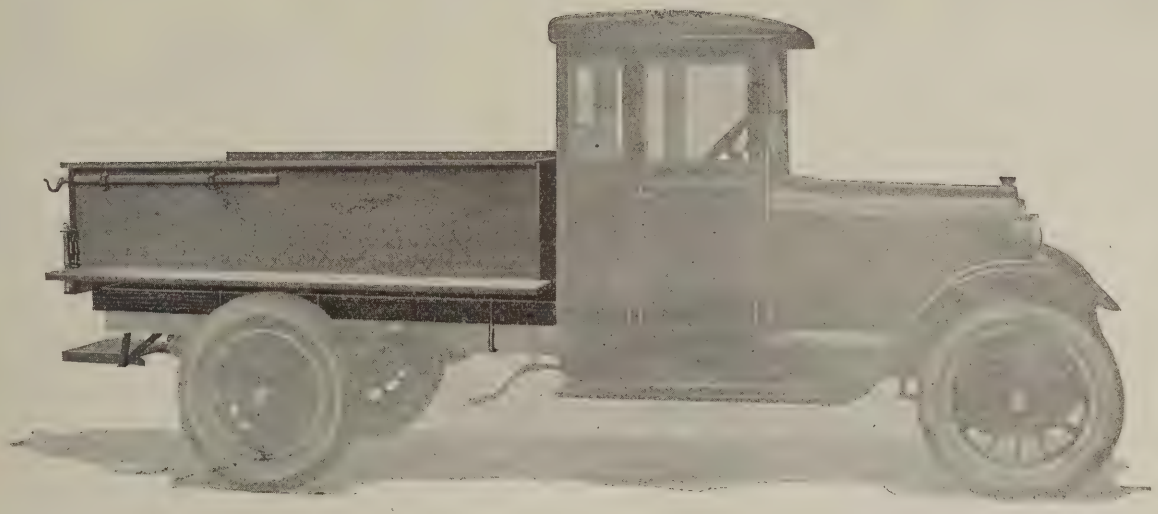
After a lapse of time they start to read their story. The man's part of the story on manufacturing and handling is a visualization of the ice cream manufacturing process, including an animated chart showing the increase in use and consumption in different periods. The girl's part of the story tells about the use of ice cream as a food and some colored pictures show the use of the product.

They finally receive a letter with an enclosure of a check from the New England Association of Ice Cream Manufacturers. The girl immediately calls up her fiance, shows him the letter and throws her arms around his neck. In doing so she holds the letter across his back. Facing the audience is the imprint of the new ice cream slogan—"Serve it and you please all."



The first principle in successful merchandising is to create a desire for the merchandise and then give the consumer what they want, when they want it, and in the way they want it.—From Illinois Convention remarks by Mr. Bridges of the Hydrox Co.

5 Big Reasons
Why You Should Buy This Body



GALION Allsteel Ice and Ice Cream Bodies form an important part of any motorized delivery service.

1 They're ECONOMICAL because they wear. They WEAR, because they're made of 10 gauge special "Purity" copper bearing metal, which resists rust and corrosion.

2 They're SANITARY, because every seam is electric arc welded so the body CAN'T LEAK.

3 They PROTECT THE TRUCK because the drain pipes are arranged to keep the brine off of the frame, and they're equipped with FULL LENGTH STEEL RUNNING BOARDS.

4 They SAVE the OPERATOR'S TIME, because they're smooth as glass on the bottom and the sides, and the contents are easily removed.

5 They are YOUR BEST ADVERTISING MEDIUM, because the clean, smooth sides provide the best sign-board space on earth.



The Galion Allsteel Dairy Slip-on Body for the Ford Roadster is the ideal light delivery unit.

GALION Allsteel Ice and Ice Cream Bodies are manufactured in standard sizes for Fords and other well known trucks up to two ton rated capacity. If one of these sizes don't meet your requirements, we'll be glad to make a body to your specifications. If your truck dealer can't give you prices and full information, we'll be glad to.

TELL US YOUR BODY PROBLEMS

"We guarantee that any Galion Allsteel Body will outlast three or four wood bodies in actual service."

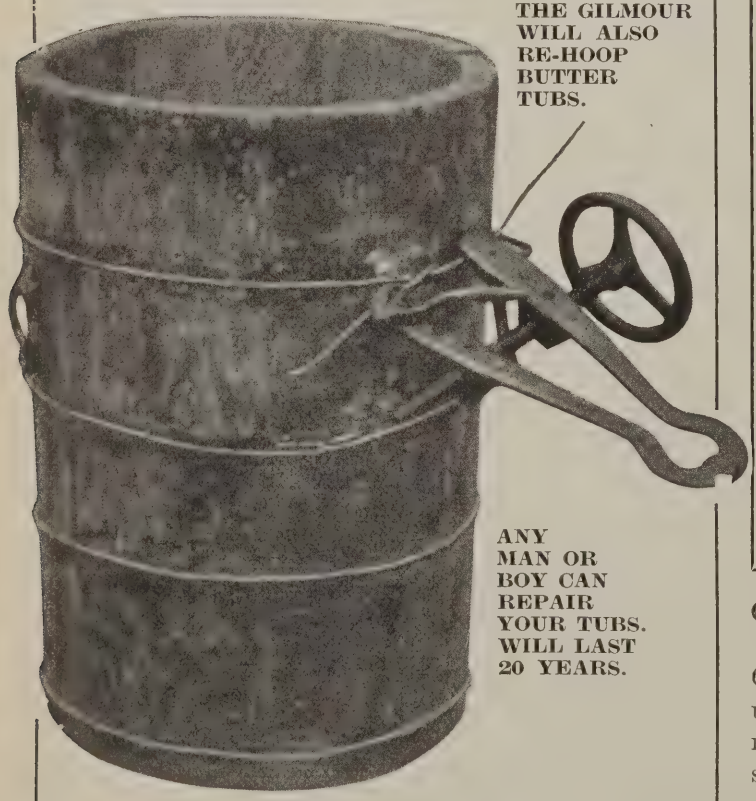
THE GALION ALLSTEEL BODY CO.

GALION, OHIO, U. S. A.

Tuning In on a Tub

Why throw your old ice cream tubs on the discard? A tub that is leaking or has missing hoops can be re-conditioned and will give many months more of service.

The Gilmour Hoop Machine is in use by many leading manufacturers and is giving their tubs a new lease on life. It's a simple machine any boy can operate, and will last almost a lifetime. Keep your old tubs in good condition with a Gilmour. Buy fewer new tubs, and save money. The Gilmour will do it. Sent for 30 days free trial, upon request.



Gilmour Hoop Machine Company

Owensboro, Ky.

Third St. Masonic Bldg., Ground Floor

ALL SET FOR ICE CREAM CONE WEEK.

This youngster, son of E. A. Caum, president of the Caum Ice Cream Co., Altoona, Pa., seems to have a very enthusiastic interest in ice cream cones. He will help his father celebrate the 37th anniversary of the Caum Ice Cream Co. on May 30. This company began the manufacture of ice cream in Altoona in 1888, and ever since that time



"Oh, Boy! Look What Daddy Brought Me!"

has been one of the leading ice cream manufacturers of Pennsylvania, one of the leading ice cream states in the Union.

The junior Caum, shown in the accompanying picture, is one of the biggest boosters for National Ice Cream Cone Week. Ice cream manufacturers can look him over and readily decide how well the little folks in the country like their ice cream served in a cone.

OHIO ASSOCIATION SETS CONVENTION DATES.

The annual convention of the Ohio Association of Ice Cream Manufacturers will be held the last week of January, 1926 at Columbus, O., according to recent announcement by W. A. Wentworth, secretary of the association. Although hotel headquarters have not been selected, the secretary advises that it is probable that the New Neil hotel will be the scene of the convention. Specific dates will be announced later, though it is known now that it will be a two-day convention, beginning either Tuesday or Wednesday of the last week in January.

A Sales Increase of

Half a Million Dollars

One manufacturer alone has sold more than half a million dollars worth of his ice cream in 5c Dixie-packed portions.

After marketing them for one year through all seasons, he is so well pleased with Dixies that he has installed completely automatic feeding, filling and capping equipment to enable him to take care of a growing demand.

This Dixie business is steady and profitable.

If you have any questions about Dixie Containers, just write us and we will answer you promptly.

$100,000.00 Extra Income from Ice Cream

This is the amount another manufacturer finds his dealers secured from the 5c sales of Dixie-packed ice cream in four months' time last winter.

He says Dixies help to—

"Keep cabinets working right through dull season."

"Secure for the dealer a sales volume which justifies his giving floor space to cabinet."

"Make sales which could not be secured with larger packages or novelties."

"Give the dealer such a volume of sales that he will want to hold on to the cabinet—ready for the Spring business."

"Reduce necessity of running extra inducement sales and expensive booster specials in which there is no profit."

DIXIE
CONTAINER DEPT.
INDIVIDUAL DRINKING CUP COMPANY, EASTON, PA.
Incorporated
Original Makers of the Paper Cup



Here's Your Solution

to the cabinet question

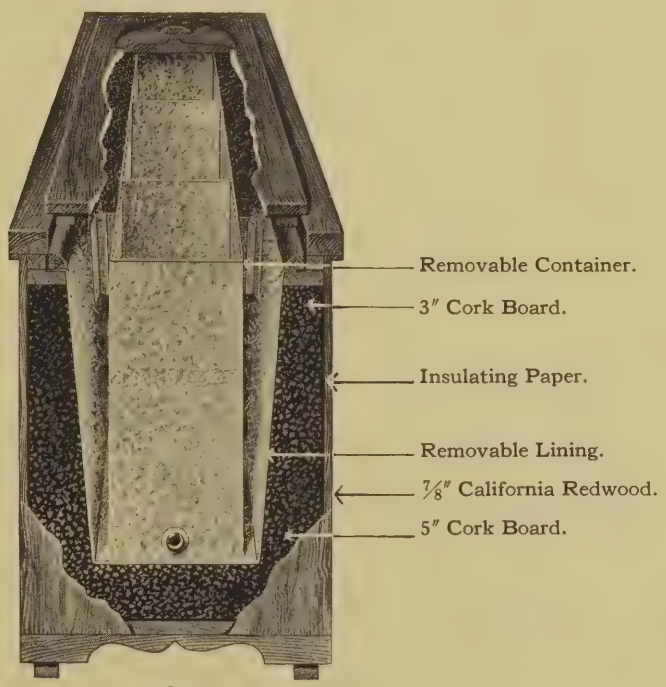
Nelson Duplex Zero

The last word in cabinet construction for Salt and Ice. Insulated with time proven insulator Sheet Cork—will not Settle or Change in texture—everlasting.

A Cabinet that is absolutely sanitary, has a water-tight container.

Will accommodate brick or bulk ice cream.

Compartments absolutely dry.



Style 635

"Confessed the best when put to test"

Write for prices—today!

C. NELSON MFG. CO.

2306 Division Street St. Louis, U. S. A.

Silver Anniversary Slogan Adopted

"Let's Meet in Detroit in October," is Rally-Cry Issued by National Association of Ice Cream Manufacturers

ALTHOUGH ice cream manufacturers of the country have come out of winter quarters and are poised upon the threshold of what many believe will be the most active ice cream year in the ice cream industry's history, there is an extraordinary note of widespread interest in the silver anniversary convention of the national association to be held in Detroit from October 19 to 24. This is not based alone upon reports reaching The Ice Cream Review, but also is supported by the observations of the executive secretary of the national association, Fred Rasmussen, who reports that interest is particularly keen among manufacturers of the South and West.

Although manufacturers are used to optimistic advance reports on national conventions, it cannot be recalled when there has been so much keen interest in a convention in this industry so far in advance of the actual convention dates. This cannot alone be due to the selection of the city of Detroit, for other cities that have been visited by the ice cream men have proved to be very popular.

THE foregoing true, it is quite evident that the big magnet drawing the early attention of ice cream men to the 1925 trade classic is due for the most part to the many important activities now engaging the attention of the national association, these activities being more or less of a national nature, all bearing in some degree upon the industry's expansion.

In view of the early interest taken in the coming anniversary convention, national association officials have adopted a convention slogan—"Let's meet in Detroit in October."

This slogan was announced in an interesting communication recently received from Secretary Rasmussen, in which the secretary says:

"Already letters have come to the office of the National Association of Ice Cream Manufacturers from the South and West, telling of the interest taken in the Silver Anniversary Convention of the national association to be held in Detroit from October 19 to 24, in connection with the big show staged by the Association of Ice Cream Supply Men. To have a real convention and show with which everyone will be pleased requires comfortable and sufficient hotel facilities, a spacious, well lighted exhibition hall with interesting exhibits, a good literary program with some time for recreation and fun—all of this is assured in Detroit; but, after all, as important as these factors are for success they do not make a convention or a show. The success of the convention and the show depends upon the number of interested ice cream manufacturers who will come to Detroit from the North, East, South and West. It is the energy, activity and intelligence of the people in the ice cream industry which is the driving force of its activities.

"Wherever groups of people interested in the same line of endeavor gather for the exchange of thought, their vision is enlarged and new possibilities are brought to light which give faith in the future, all of which is fundamental to our progress. The convention and show and the people attend-

(Continued on page 116)



Fresh Strawberry
ICE CREAM

ALWAYS popular, particularly so now because of its springlike flavor. VELVET STRAWBERRIES retain the color and flavor of fresh fruit thru a cold uncooked process, far superior to cold pack berries.

One pound of VELVET berries equals one-and-a-half pounds of cold pack berries.

Order Now! -:- *A Trial Convinces.* -:- *Packed in Barrels and Kegs.*

The International Company
VELVET EGG FRUITS & FLAVORS

LOMBARD & COMMERCE STS.

BALTIMORE MARYLAND

VANILLAS

PURE BEAN EXTRACTS

COMPOUND VANILLAS

All grades for all purposes

WARNER-JENKINSON CO. RED TRADE MARK SEAL ST. LOUIS

Certified Food Colors

LIQUID, POWDER, PASTE
in all required shades

[Save money on this item]

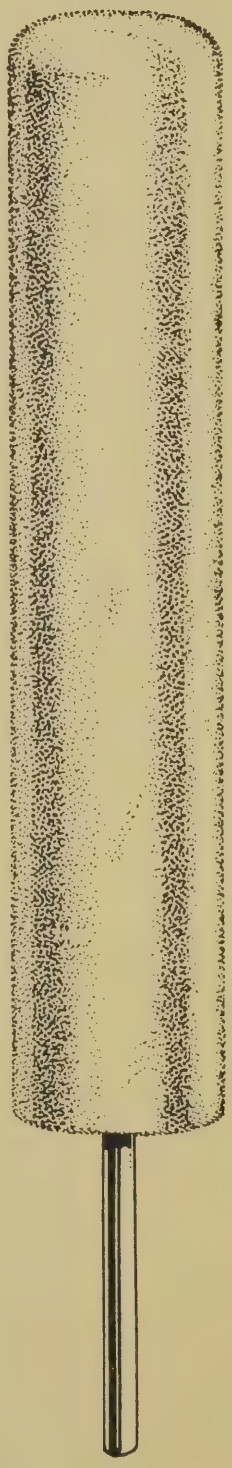
MARSHMALLOW TOPPING

WARNER-JENKINSON CO.

SAINT LOUIS

RADFORD'S

NEW TYPE SELF-FILLING



Frozen Sucker

Molds

IMMEDIATE DELIVERY

$29.50

NO CONTRACTS NO ROYALTIES NO STRINGS

Buy your Flavors, Sticks and Wrappers from whom you please

Manufactured by

E. H. RADFORD
SHEET METAL WORKS
Los Angeles, Calif.

SELLING AGENTS

FRED K. HIGBIE SUPPLY CO.	CHICAGO, ILL.
ZIPP MANUFACTURING CO.	CLEVELAND, O.
BESSIRE & CO. MEMPHIS, TENN.	ATLANTA, GA.
STANDARD MILK MACHINERY CO.	LOUISVILLE, KY.
PAUL W. & GUY F. MINNICK	NEW YORK CITY.
HAINES CARPENTER CO.	ST. LOUIS, MO.
COSNER SELLING CO.	DENVER, COLO.

"Calvin Coolidge's father, Col. John Coolidge, is not making maple sugar this year. He wrote a prospective customer that he had let his lot to a neighbor."—*News Item.*

This is the season of the year when our thoughts naturally turn to maple and it is also the logical time for the Ice Cream manufacturer to feature this delightful flavor.

BOWEY BRAND
SPECIAL
Ice Cream Maple Flavor

In this product the delicious, true maple flavor has been perfectly reproduced, with just the right amount of color to produce a perfect Maple Ice Cream. It is wonderful for its delicacy and permanence. It will not freeze out.

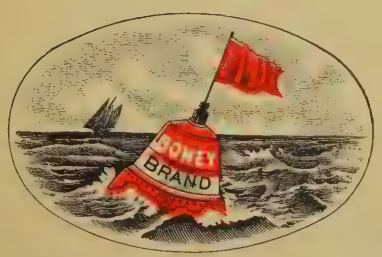
Keep Pace with the Popular Taste

There is an established demand for Maple Ice Cream. The use of our Special Ice Cream Maple Flavor will enable you to produce a wonderful piece of goods at a very nominal cost.

MAPLE ICE CREAM
and
MAPLE NUT ICE CREAM

Directions for making these delightful Ice Creams are given on the label. A single trial will convince you of the superiority of Bowey Brand Special Ice Cream Maple Flavor.

ORDER A TRIAL GALLON OR A CASE OF 4 GALLONS TODAY



Write for your 1925 Ice Cream Price List

MANUFACTURED AND GUARANTEED BY

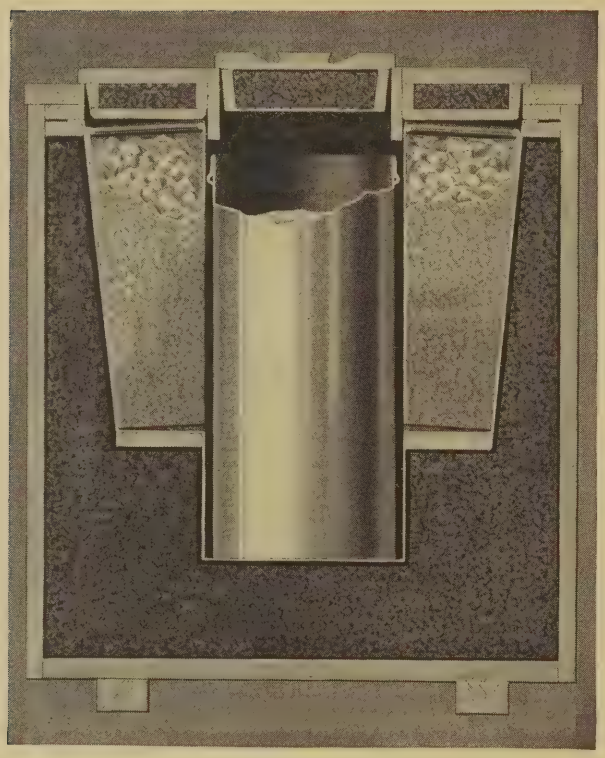
HORINE & BOWEY CO.

401 W. Superior St. CHICAGO, ILL.

Established 1895

TRAY-PACK

The 100% Dry Pack Cabinet



(PATENT PENDING)

To service TRAY-PACK remove trays, carry to street or other suitable place and dump brine, repack at truck, replace trays—that's all—no slop or muss in the dealer's store.

TRAY-PACK was developed to meet the demand for a cabinet which would combine the convenience of the mechanical unit, with the time proven advantages of ice refrigeration — absolute reliability, low investment cost, and minimum cost of upkeep.

That TRAY-PACK completely meets this demand is evidenced by the large number of leading manufacturers who, after careful investigation, have standardized on this wonderful new cabinet.

Judge for yourself whether these manufacturers acted wisely. Send for complete descriptive literature that fully explains why TRAY-PACK is the only ice refrigerated cabinet that can be serviced without slop or muss in the dealer's store—why it offers the utmost in sanitation, uniformity of ice cream temperatures, speedy trouble-free service and increased life of cabinet.

In other words, learn how TRAY-PACK makes possible the safest, most reliable and economical method of supplying PERFECT service to your customers.

GRAND RAPIDS

DRY-TANK

[Cabinet Style No. 9]

THE manufacturer, situated where conditions do not demand such exceptional service as is possible with TRAY-PACK, will recognize in our DRY-TANK cabinet an extraordinarily fine value.

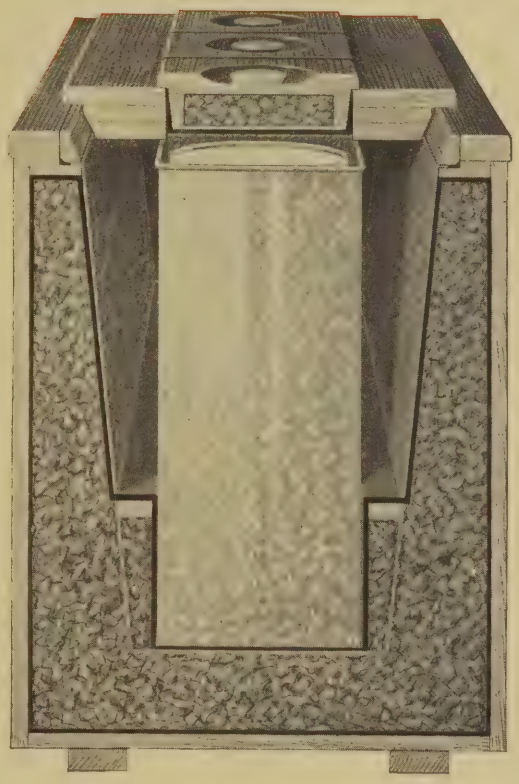
Exhaustive, painstaking, competitive tests have proved conclusively that this cabinet is more efficient than any other of its type. A few of the structural superiorities that stamp it as the leader in its field follow:—

DRY-TANK is fitted with a special icing cover to facilitate packing which is done around all four sides.

THE COVER is equipped with individual square lids for each can, and the tank fits up against the cover so that the ice and salt are not exposed at any time after icing.

THIS CABINET will give very satisfactory service under usual summer conditions for 48 hours.

Prices and literature describing in detail the many distinct structural and insulating superiorities of this cabinet will be sent on request.



Grand Rapids Cabinet Company

55-59 Alabama Avenue, N. W. **Grand Rapids, Michigan**

New England Sales Office and Warehouse
MERROW BROS., INC.,
449 Dorchester Ave., Boston, Mass.

New York State Sales Office and Warehouse
CHERRY-BASSETT-WINNER CO.,
10 E. 16th St., New York, N. Y.
400 Canal St., Syracuse, N. Y.

MEMBER

South Eastern Sales Office and Warehouse
CHERRY-BASSETT-WINNER CO.,
33 So. Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.

Central Sales Office and Warehouse
CHERRY-BASSETT-WINNER CO.,
1139 Penn Ave., Pittsburgh, Pa.

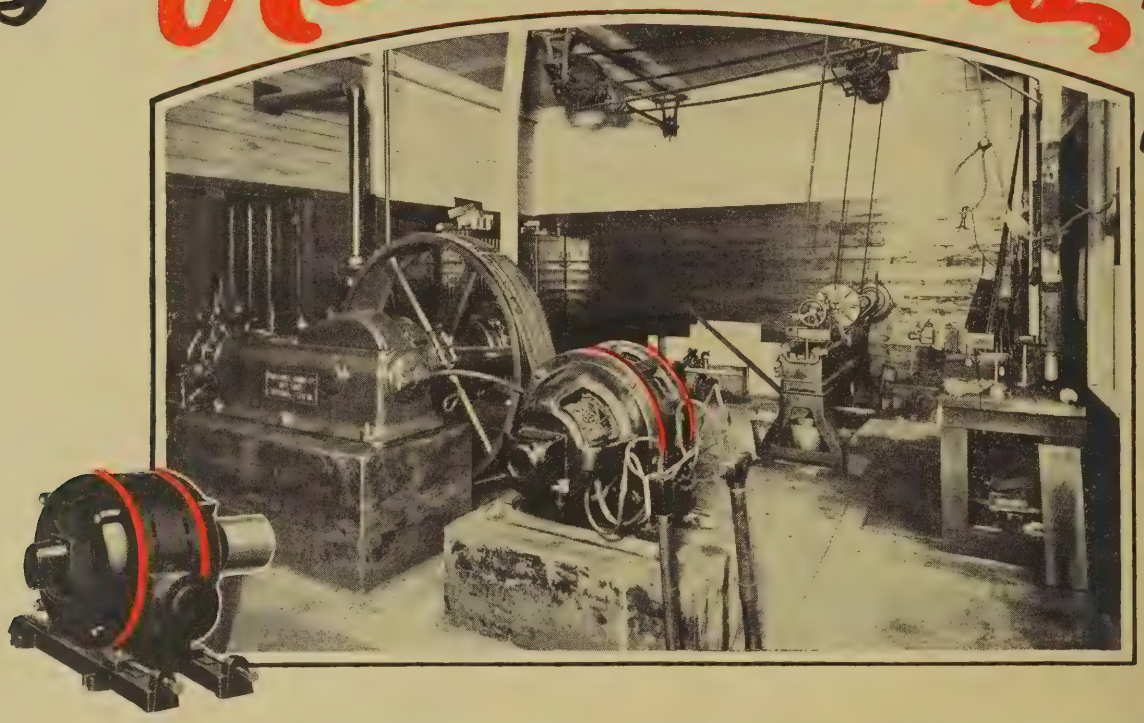
Northwestern Sales Office and Warehouse
A. C. BLACK,
603 Lumber Exchange, Minneapolis, Minn.

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS

— — CABINETS — —

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Give Red Bands your hard jobs



"Not a Single Day's Layup in Two Years of Hard Service"

The New City Car Company, Chicago, Ill., reports, "Not a single day's layup in 2 years' hard service is the record of our Howell Red Band Electric Motors.

"After investigating the best known motors and consulting electrical engineers, we purchased three different makes of motors for comparative operation.

"All tests convinced us that Howell Red Band Motors are the most serviceable, durable, economical and efficient motors on the market, and we accordingly standardized on them. We are using 40 Howell Motors, from 5 to 40 H.P., and find them satisfactory under the severest service.

"The large 40 H.P. unit is used for air compressor work. As the load is often thrown on suddenly, this requires sturdy construction to withstand the strain. Other motors are used on punch machines, bull dozers, and wood-working drills, saws, mortise machines, etc.

"Our Howell Motors have needed very little attention from the local dealer; but when called upon he gives 'right now' service, and is very efficient."

Howell Red Band Motors are made in all types and sizes from ½ H. P. to 100 H. P. Sales and Service blankets the nation. Catalog on request.

Howell Electric Motors Company
Howell, Michigan

(60)

Howell RED BAND ELECTRIC Motors

Make Good On The Hard Jobs

LEXINGTON LINKS PAST WITH MODERN PROGRESS.

By Carlton Ball.*

Visitors to the 1925 convention of the Southern Association of Ice Cream Manufacturers are sure to be fascinated by the unusual manner in which Lexington projects her enviable history into her present day progress. This is just another incentive for your early planning to be one of those chosen, attending individuals.

For example, start with her colleges; Transylvania University, established in 1783, endowed by Washington and Adams, visited by Boone and others of pioneer fame, is the oldest institution of higher education west of the Allegheny Mountains. There may be seen the first known medical library in the world, which contains old files recorded as "missing" in some of the royal libraries of Europe. Transylvania is today a thriving university.



CARLTON BALL.

Sayre Institute is still accorded the privilege, and is reputed to be the first school in Christendom devoted exclusively to the higher education of women.

The University of Kentucky, continually outgrowing itself and clamoring for more space and equipment, is honor-giving to every tax payer in the state. For the benefit of those who measure progress by the pay roll, we may say that Lexington's colleges alone bring four million dollars annually into local coffers. Preserved on the campus of the University of Kentucky is the exhibit of the iron strap rail bolted to rock, as used on the second railroad built in America, the Lexington and Ohio railroad running between Frankfort and Lexington. Over these rails moved the first locomotive built in this country.

Lexington has continued to advance through the several stages of transportation from steam railroads to interurban lines, from the stage coach to the motor bus, and is now recognized as one of the great centers of automotive passenger carriers in the United States today, carrying an average of 2,000 passengers daily and covering appproximately 11,000 miles of Blue Grass highway.

This series of articles is leading to the final announcement that the extensive entertainment that is provided for the guests at the Southern convention.

* Secretary, Kentucky Dairy Products Manufacturers.

STANDING IN OUR LIGHT.

Co-operation is an economic necessity, and when we cultivate this thought among our competitors we are casting bread upon the waters that will not return unto us void. Just as long as we refuse to accept the idea that it is best for us to lay our cards on the table and be frank and above board with our associates, just so long are we standing in our own light and impeding our progress.—From Mississippi address by S. N. Sutton, president of the Southern association.

RICUT

The **orange** flavored pulp absolutely uniform—no seeds, etc. Makes the finest Ice Cream, Sherbet and Ices.

Something new and better than ever before—improve your product. Send for sample. Packed 100 lb. kegs and bbls., also in gallon bottles.

ICOLETTE

The ideal flavor and color combined. Made in all flavors including orange, use 5 oz. to 5 gal. mix.

Full information and formula on request.

Packed in gallon bottles.

Manufactured by

The W. K. Jahn Co.

561 E. Illinois Street

CHICAGO

Importers and Manufacturers of

GELATINES—EGG YOLK—EXTRACTS



Ice Cream for Breakfast Is Reality—In England

Once Again the Thing "That Can't Be Done" is Being Done, This Time in the Old World. Britons, Who Once Rebelled Against Ice Cream Altogether, Now Eat It for Breakfast, Without Encouragement

Why Can't Americans be Taught the Habit?

ALMOST every cub newspaper reporter many times has used the trite expression, "Truth is stranger than fiction." For many years it never has occurred to anyone to suggest that ice cream be served at breakfast. The new secretary of the National Association of Ice Cream Manufacturers, Fred Rasmussen, some weeks ago had the temerity to make this casual suggestion in the presence of a representative of The Ice Cream Review. This remark later was touched upon in The Ice Cream Review.

It was hardly to be expected that this would be taken seriously, not even by members of the ice cream industry themselves, for no doubt many hard boiled, dyed-in-the-wool veterans of the industry smiled and shrugged their shoulders upon reading about the thought of ice cream for breakfast.

But it remains for our friends across the sea, our fair British cousins, to show us that this is not only a possibility, but actually is being done—in England.

Read this extract from the Daily Chronicle, London:

A year or two ago no self-respecting Englishman ever dreamt of eating ice cream during the winter. Today no matter how cold the weather people go in search of frozen food. So says the manager of one of the largest popular restaurants in London: "A short time ago only children and a few women ate ices except when the weather was hot," he continued. "Now many men not only have ice cream instead of pudding with their meals in winter, but come in for it at all sorts of odd times of the day and night. When in search of a quick lunch men often feed largely on ices and some of our customers breakfast regularly off ice cream."

THIS newspaper item so excited a gentleman writing in the March issue of The Milk Messenger, under the name of A. C. Ockney, that he made an investigation. He reports that, according to the manager of the restaurant mentioned in the London newspaper, the British public at last is "waking up to the fact that ice cream is not a sweet, to be taken after meals, but is a wholesome food."

Then this gentleman asks himself the question, "Why is it that the public has been so slow in getting hold of this ice cream idea?"

It seems that the same question might be brought up in America. We are accustomed to speaking of the people of the old world as folks who have a habit of following the old beaten path of their ancient and honored ancestors, doing pretty much the same thing today that they did yesterday, following certain rules, precepts and accepts that have held their own down to centuries.

Yet is not our potential ice cream consuming public in America doing this very thing to the detriment of increased ice cream consumption? Do we not have pretty much the same thought of breakfasts that we have been eating for the last many, many years, such as ham and eggs, toast and coffee, oranges, cereal, etc.? Ice cream for breakfast? Why not? In the summer time it has long been popular in this country to serve cold strawberries and cream, peaches and cream, and other delightful delicacies of this nature at breakfast. Is there any real worthwhile reason why the public cannot be educated to strawberries and ice cream?

THERE are so many different ways that ice cream can sensibly be served at breakfast that it is hardly necessary to enumerate any of them now. No really thoughtful person will argue that ice cream would not make an appetizing dish when served with fruit, maple syrup, berries, and other palatable things at breakfast—or even just ice cream alone!

One of the things that has kept back the eating of ice cream at breakfast for so long—the really important thing, too—is members of this industry have not waked up to the old proverb about the early bird and the worm, according to Mr. Ockney in The Milk Messenger, which is published by the Storer, Rodgers & Hughes, Ltd., London. Mr. Ockney goes on to say:

"You will agree with me that all people in the dairy line are early risers, but it appears that a very large percentage of the dairymen have not risen early enough to catch this ice cream worm yet. However, you have no need to rise any earlier as it's lying there right under your nose, waiting to be dealt with. It is true a few of the larger concerns are alive to the fact, but why aren't the smaller concerns waking up? I know what a good many of them think: 'Oh! I'm doing all right—I'm getting a decent living, why should I bother?' Well, there's no progress in a man like that, and, to my mind, he sholdn't be in business at all; furthermore, he is not doing justice to his fellow countrymen. America saw its chance years ago, why not us? Are we always going to be last in everything?

"Look at the splendid systems the Americans use in handling all their food stuffs. They know the benefit of it, they wouldn't go back to the old-fashioned ideas."

Now, let us in America be as honest with ourselves as Mr. Ockney asks Britons to be with themselves.

(Continued on page 114)



Sell More Pies in Summer

Over 5,000,000 Pies were sold at Coney Island last summer.

Eskimo Pie sales need no pushing during the hot months. The summer demand far outstrips the winter consumption.

Wherever crowds congregate—at amusement parks, ball games, beaches, circuses, boardwalks, fairs, summer resorts—you can sell Pies by the thousands as fast as made.

A good advertising stunt is to put an Anderson machine at work in a booth where people can watch the Pies pouring out at the rate of 16 per minute—80 dozen per hour—wrapped and ready for sale.

Summer means quick sales. And quick sales plus volume production means larger profits.

The Anderson machine delivers uniform, neatly wrapped Pies—automatically at minimum cost. Write for information about our deferred payment or lease plans.

ESKIMO PIE CORPORATION
LOUISVILLE, KY., U. S. A.

ESKIMO PIE

THE *GENUINE* CHOCOLATE-COATED ICE CREAM BAR



Cleanliness is Next to Godliness—and to Increased Consumption

Like Charity, it Begins at Home, Should be Followed Out in Regard to Clean, Shiny Trucks, and Should be Encouraged, Above All Things, Where Ice Cream is Served

IT IS but natural that each individual engaged in ice cream making should desire to expand his business and to increase the consumption of his product. It is also a rule of human conduct that with each reduction in price of any given article the number of possible buyers is automatically increased. But price-cutting and price wars do little for the industry or for the individual participant. Those concerns that keep on making good ice cream also keep on selling their product at a reasonable profit.

The principles underlying price-cutting are just as unchangeable as the laws of the Medes and Persians. Yet ever so often some misguided concern, believing it has found the very latest stunt to increase consumption, goes the limit in price-cutting practices. This, at best, merely is profitable for sane competitors.

But, on the other hand, there is no discounting the fact that advertising is a profitable factor in increasing consumption. Quite recently the success of advertising in relation to the increasing consumption of oranges, lemons, walnuts, almonds, raisins, sauer kraut, etc., has been discussed in detail. Advertising is no longer a theory, or an "ism," in American business, but there is a common bond in each of the above instances that is not yet true of the ice cream industry.

The "Sunkist," "Sun Maid," and "Blue Diamond" brands imply that a certain standard of quality and flavor is to be found in each article bearing this designation, and that this standard is carefully maintained. Nuts, raisins and oranges differ just as much as do ice creams, and yet the first mentioned products are successfully marketed under a single national brand and hundreds of local brands.

IT IS true that a standard mix would not be possible for any national industry such as ice cream making. And yet would not a national brand name, nationally advertised, and available only to association members who upheld certain standards, be a valuable factor in increasing ice cream consumption? The many local brands would naturally still be maintained but as a part of the national designation.

Advertising by the individual firm is also a valuable business asset. Yet advertising is not a substitute for quality. Unfortunately, in every section there is some firm that thinks that substitute materials and low quality can be covered up by a mass of publicity. Such practices will in the end show advertising charges an expense and not an investment.

It is true that both reasonable price and sane advertising are a part of the ice cream maker's service to the public, but too many ice cream makers are today at sea regarding the public's wants and what the buyer is thinking about. The consumer is actually not interested in, nor is he thinking about, fat content, or solids, or swell, or any of the dozen other points that the fadists would lead us to believe are paramount in the public mind.

THE buying public is interested in but three factors, with regard to ice cream—its price, its quality, and whether it was made under sanitary conditions. And despite the opinion of many, price is the least important of these three factors.

Quality and cleanliness are almost analogous in the mind of the modern buyer. And although cleanliness is not a substitute for quality, if customers are assured that the ice cream they buy was produced under cleanly surroundings, they are less apt to be critical of quality.

The desire to be clean and the resolution to maintain cleanliness is in itself not sufficient. And just as having the right tools is important for performing certain mechanical work, so, too, is the use of the proper sanitary cleanser essential for successfully doing cleaning in the ice cream plant.

The money you spend for cleaning materials may either be an investment or an expense. The cost of any cleaning material is not its initial price per pound but its upkeep—its operating expense. Naturally, the only cleaners that are suitable for use in ice cream plants are those that produce a true, sanitary, sweet smelling cleanliness. And unless these desirable conditions are secured quickly, easily, and with the use of a minimum of cleaning powder, the operating cost of the material used, no matter what its price per pound, immediately exceeds the limits of economy.

Fortunately for all concerned the ice cream industry appreciates that cleaners containing grease or ones making suds in any quantity are not adapted to their needs. And more and more are buyers realizing that the active part of any cleaning material is its alkali content—an alkali so modified and so harmless as to freely rinse from all washed surfaces and leave them truly clean and sweet smelling as well.

THE public is ever increasing its interest in and demand for cleanliness. Truck bodies, signs, and all painted surfaces belonging to any individual company that are shining bright and clean are a profit making factor. Modern cleaners have made the cleaning of oil painted surfaces so easy, so harmless, and yet so efficient that there is today little excuse for soiled or dingy painted areas. And many times such cleaning saves the cost of repainting.

Just as the gaining of sanitary plant cleanliness de-

(Continued on page 126)

Increases Ice Cream Sales 33 1/3% During January and February

Morgan Bros. Drug Stores

Store No.I
3001 P St. Nw.

Washington, D.C.

March 27, 1925

Zero Products, Inc.,
623 B Street, N.W.,
Washington, D.C.

Gentlemen:

Confirming our recent conversation; while I was favorably impressed with the claims made by your salesmen to me regarding Zero Heathized Ice Cream, I was not fully sold on your product until I had personally examined the official records of the Board of Health of Washington, D.C. These records clearly evidenced that Zero Heathized Ice Cream was not only the purest, (indicated by lowest bacterial count) but the richest.

Proof of Purity

Since I made the change to Zero Heathized Ice Cream, about six months ago, I have noted a very marked increase in my Ice Cream business. I have just carefully checked my gallonage purchases and find that; comparing the months of January and February of 1925 with the corresponding months of last year, I have purchased and sold 33-1/3% more Ice Cream.

33 1/3% Increase

While these figures are very gratifying, they do not express my ultimate satisfaction, namely; the pleasing of my customers. Several of my patrons, not knowing of my changed Ice Cream, were under the impression that Zero Heathized Ice Cream was one of the fancy Ice Creams made by one of Washington's leading caterers. I have had more favorable comments on the quality of Zero Heathized Ice Cream in the last six months, than I have received in all my previous many years experience, combined.

Pleased Customers

In addition to the above, it gives me great pleasure to state that the service I have received from your company is of the best. I have found it dependable, courteous and most satisfactory.

Yours very truly,

MORGAN BROS. DRUG STORES,

By M. W. Morgan

There's proof for you! An ever-growing following is demanding Heathized Ice Cream from our clients' dealers. They may not have told you that they do, but the hundreds of thousands of gallons added to our business tell us they know about it and that they seek the dealers who display the Heathized sign.

Write us today and let us show you how Heathized Ice Cream will increase your sales and profits.

Heathized Products Company
Wrigley Building Chicago

Experts Differ on Matter of Color

Local Conditions Must Govern Matter to Great Extent, and Middle-Ground Course Seems to be Favored

THE matter of color in ice cream has been the subject of pro and con discussions in this industry for many years. Some interesting views on this subject have been obtained by The Ice Cream Review in a general canvass in which the opinions of ice cream experts were solicited. Looking over the statement of the ice cream authorities of the country, it appears that the consensus of opinion would be in favor of a middle-ground position with regard to color, though some of our correspondents express the opinion that this is a matter of personal thought. Neither extreme is to be encouraged, it is conclusviely shown, and local conditions must largely govern in this matter.

An ice cream manufacturer in a Western state sets forth some ideas that give striking examples of how unwise it is for color to be pushed too much. He stated that his company increased color until it was thought that a nice cream color had been obtained, much similar to what is considered a cream color, and it was thought this would be the limit, but—

"Others kept on increasing the shade a little deeper until our dealers began complaining that our ice cream was not as rich as that put out by other manufacturers. This continued until we were forced to go the limit and we are now satisfied that the trade here wants the high colored cream, the more color, the better.

"Just how far this will go before it reaches the limit the writer has no idea. Just a few miles to the north of us is the state of ——, where there exists a law prohibiting the adding of artificial color to the ice cream and we note that most of the ice cream in that state is white. I understand that Wisconsin also has a similar rule that is being enforced."

The question of coloring was touched upon in an address before the joint convention of the California and Southwestern States Ice Cream Manufacturers' and the Pacific Ice Cream Manufacturers' Associations by Dr. J. J. Frey, who said—

"Practically everybody is agreed with the precedent which has been established in the other dairy products, in the case of butter and cheese be followed, that coloring with the natural color of ice cream should be permitted, and this further fact in that connection was recognized, if we allow butter in the manufacture of ice cream, and butter is already colored, then we place the man who uses fresh sweet cream in the manufacture of ice cream at an unfair disadvantage because the man who uses butter would already have a uniform color and the man who buys sweet cream would get all the variations of color which comes from the individual farms, so I think it was unanimously agreed that coloring with the natural color of ice cream should be permitted and not considered adulteration and there was only one or two who considered if that was done it should be labeled, so I do not think there is any question as to what the joint committee will do as to that question when it comes up for federal consideration."

THE head of the dairy department of a well known Western university expresses the opinion that a desirable color is one imitating the mixture of Jersey and Guernsey cream, produced on fresh grass, but he added that, since the matter of color depends on personal opinion, "a wide latitude must be allowed in scoring of ice cream on this item."

An ice cream expert in a Northwestern state university is of the opinion that ice cream should not be colored at all, "because it is so easily carried to extremes."

A small amount of color in vanilla ice cream is favored by an ice cream expert of a Middle Western college—"just enough to overcome the dead white or cottage cheese appearance." He continued:

"Winter ice cream is like winter butter in so far as color is concerned and if it is a legitimate practice to color butter to conform to the June standard, it seems there should be no objection to the practice in ice cream manufacture provided that it is not overdone.

"At a scoring contest (quite awhile ago) the writer instructed all present not to score ice cream off for being uncolored, that is for possessing a natural color. I believe that we should follow this rule until we have established a definite color standard to which all manufacturers can conform. Certainly too high or unnaturally colored ice cream should be cut severely.

"A committee was appointed to pick out samples of ice cream from among the entries which they considered an ideal color and all present agreed. The writer was instructed to work out a color standard for the use of ice cream makers. It is impossible to tell a maker to use so many ounces or cubic centimeters of cheese color since there are too many factors which may affect the results."

An ice cream authority in a Northern university brings up the thought of market demand in connection with color in ice cream, as well as personal taste of the ice cream maker. With regard to his experiences, he went on to show that—

"A delicate colored ice cream has about the same relation to some of the heavily colored products that a fine work of art has to a blotch of bright colored paints. The color of ice cream should be suggestive of the flavor of the fruit imitated, but this color should not be so pronounced that it is able to bespeak its own merits in loud tones. The writer very much prefers a light colored vanilla which resembles the natural color of cream, rather than a deep orange shade, which is quite commonly found. We have noticed in three



EAST PACO
Can Tops Index the
Contents of your Flavoring Room

How Do You Know?

After the miscellaneous flavors are stored in your hardening room, how much time do your men spend in finding out what's what?

Eastpaco can tops not only form a protective liner, preventing ice and salt from finding its way to the ice cream, but they put real system to the storing of flavors in the hardening room.

No trouble to put on and very reasonable in cost. They pay for themselves in the time they save.

Send for Samples and Prices

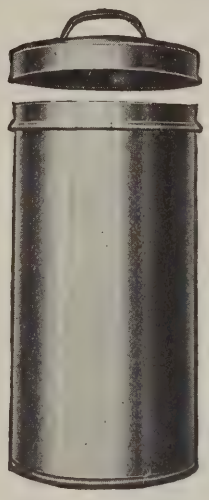
EASTERN PAPER & BOX COMPANY

46 Portland St. *The Paper Box House for Ice Cream Men* Boston, Mass.

The Result of Years of Experience

K-W TYPE A ICE CREAM CANS

Tinned on all surfaces — inside and out.



Soldered in just one essential place — where the bottom is set in.

(Patented)

TEMPUS FUGIT!

Time flies! Even the small space of one year sometimes bring changes, improvements and definite progress—in the Ice Cream Can industry as in the automobile or radio industry.

No one can afford to stand still. The man who boasts about standing still hasn't very much to boast about.

Back in 1907, when the first K-W Ice Cream Can was made, we were mighty proud of that Can. But we didn't let our pride run away with us. We kept on studying our customers' Can problems. We kept experimenting. Constantly we improved our Cans, so that K-W on a Can has come to mean a good deal thruout the Ice Cream industry.

Today in our K-W Type A Can we offer what is the best Can our organization has ever produced.

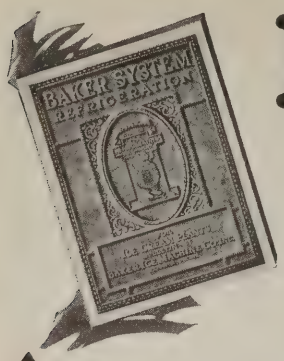
But we shall not stop there. We shall seek to improve. And whenever it is possible to produce a still better Can, you may be sure that our K-W mark will be on it.

WE ALSO MANUFACTURE
MILK CANS AND SODA WATER TANKS

Keiner Williams Stamping Co.

8746-81 123rd Street **Richmond Hill, N. Y.**

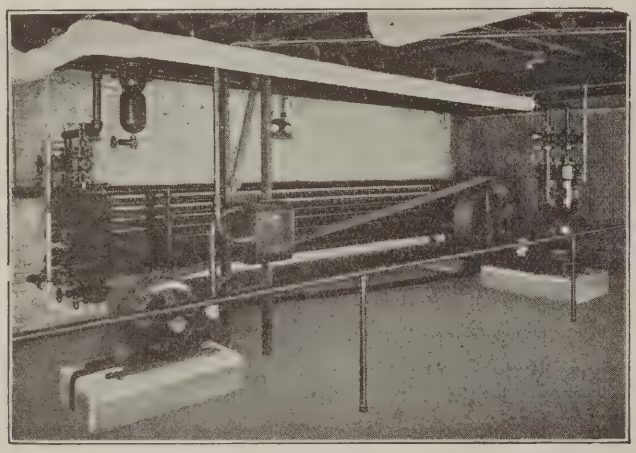
THE ASSOCIATION OF ICE CREAM SUPPLY MEN • MEMBER



FREE

Send the Coupon for Valuable Refrigeration Facts

Our new booklet for ice cream manufacturers is ready for you. Send for it now and get all the facts and information about mechanical refrigeration. Read how you can cut your manufacturing costs from 50 to 75%. Besides containing very valuable refrigeration facts, our new booklet completely describes the principles and superiorities of the Baker System Refrigeration.



These Facts Should Interest You

Some of the first Baker Plants built 20 years ago are still in daily service.

Over half the Baker Plants sold are sold on the recommendation of satisfied owners.

A Baker Plant will pay for itself in 1 to 3 years.

Send for our free booklet today. Decide for yourself the increased profit that comes with perfect refrigeration. No obligation.

BAKER ICE MACHINE CO.
OMAHA, NEBR.

CLIP NOW!

Baker Ice Machine Co.,
Omaha, Nebr.
Please send me your new booklet on More Profitable Refrigeration for Ice Cream Manufacturers.

Name .....

Street .....

City..... State.....

or four cases that have come to our attention that dealers quite often mistake the dislike of their consuming people on this matter. We wish to express ourselves very much in favor of tinted rather than colored ice cream."

VANILLA ice cream should be colored just enough to give it "a creamy cast," according to a prominent ice cream manufacturer in the state of Indiana. He believes, however, that it is entirely wrong to color it a very deep yellow, though he thinks that a little color "used in the right proportion" will increase the sale of ice cream. In other words, he believes that this is just as true of ice cream as it is of butter, asking, "How much less butter would be used provided it was not colored?"

It would be difficult to adopt a very definite standard which "would be absolutely fair to all concerned," according to a New England college ice cream authority, who went on to say:

"In our particular locality the consumer demands a product which has the appearance of Jersey cream produced on June pasture. He objects to ice cream which is too white in appearance or so highly colored as to appear artificial. Under our conditions, then, this Jersey cream color is the standard.

"In certain other sections of the country, however, a much more highly colored product is demanded. The consumer prefers it to one which is light in color, therefore, our standard could not be successfully applied to all other markets.

"The color of ice cream is greatly influenced by the demands of the consumer. We should consider this point in establishing a color standard and make allowance for the variation in market demands."

The real reason for the item of color in the score card for ice cream "is to discriminate against lack of uniformity, against lack of harmony and against artificiality of color in the ice cream," is the belief of an ice cream expert in a college in Idaho. He does not believe that plain vanilla ice cream should be criticised for lack of color as long as it contains the legal percentage of fat, but he thinks it may be a desirable practice, if the ice cream manufacturer wishes, to use color during the winter months. He doubts whether the general consuming public will value the appearance of extra richness in ice cream.

DIFFERENT sections of the country feel toward the color of ice cream as they do toward the color of butter; that is, they give a preference to certain shades, in the opinion of the head of the ice cream department of a college in Iowa. For this reason, he says, the manufacturers should give much thought to this problem and endeavor to give his customers the particular shade of ice cream that they desire. The "standard shade" has been eliminated at this institution's scoring contest.

Interesting experiences in an ice cream plant in connection with coloring of vanilla ice cream are related by a Montana authority as follows:

"I worked at a factory at one time where they colored their ice cream very much, in fact it almost looked like orange ice cream. They got so much coloring in it that the people began to object and some people demanded a colorless ice cream and later on other people wanted a little coloring in it and other people wanted it colored to quite an extent, so that company was almost forced to put out three different shades of ice cream, which just arose through starting to color.

"If ice cream was naturally yellow during part of the season like butter then I would see a reason for coloring in order to give uniformity of color, but under the circumstances I can see no use for coloring and I am not in favor of coloring. As far as the fruit ice creams are concerned, I believe it is all right to color them, as I believe the color should coincide with the flavor. For instance, a strawberry flavored ice cream should be red, a coffee ice cream should be brown, a mint ice cream should be green, etc. I hope that the ice cream makers may come to see that it is only folly to color the plain vanilla ice cream."

(Continued on page 120)

THE

Waltham System

[PATENTED]

ICELESS SALTLESS NON-MECHANICAL

A Complete System of Refrigeration for Ice Cream Distribution

Just the right amount of refrigerant to hold your cream in the dealers' cabinets and soda fountains is provided by the Waltham System cartridge. Waste energy through leakage of refrigerant in transportation and in the service cabinet is reduced to a minimum. Naturally costs of operation are much lower.

Waltham System Cabinets give complete satisfaction to the dealer. With the elimination of ice and salt all his brine and clean-up troubles are over, and the ice-cream is delivered in a minimum time. Absolutely no service troubles or responsibility for operation of mechanical equipment. Nothing to get out of order.

And his cream is kept at just the right temperature *all the time.* Every scoop is just the same, and nothing wasted.

This is accomplished by the Waltham System with greater efficiency and economy and with less equipment investment than by any other system of ice-cream distribution.



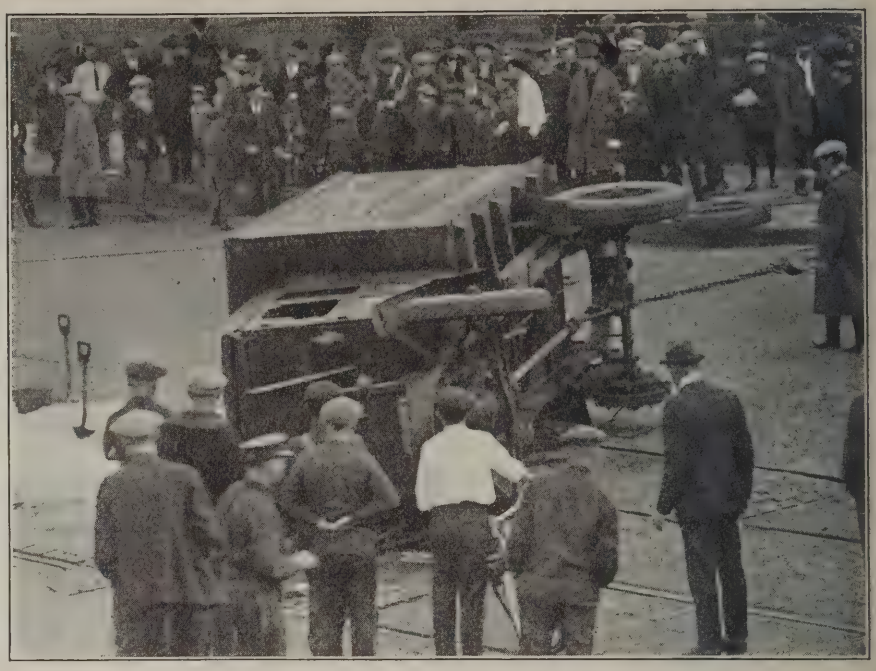
Write for the facts.
They will surprise you.

WALTHAM SYSTEM
HOUSING COMPANY
Waverley, Mass.

Delivery Bodies. Cabinets. Soda Fountain Inserts.

Why So Many Delivery Accidents?

Growing Number of Wrecks in Which Dairy and Ice Cream Trucks Figure Cause Several Owners to Take Precautions Against Unsafe Driving



This illustration shows how a Minnesota ice cream man's truck came to grief.

DUE to the very large number of trucks of varying sizes operated by dairy, ice cream and allied concerns, the number of accidents in which such trucks are mentioned appears to run quite large, and for that matter is large, although considering the number of trucks, and the hour in which they are on the streets, the percentage per truck is not so large. The early morning milk wagon or truck has always had trouble with the drunken "night owl" drivers of pleasure cars, and quite often the driver of the milk vehicle is at fault, through his habit of cutting from one side of the street to the other, without proper regard for right or left side of traffic.

The ice cream trucks, of course, are making deliveries during the busier hours and when streets are full of traffic. Many light trucks are used, and due to long skips between deliveries, such trucks, unfortunately, are often driven much faster than they should be.

One company with which the writer is quite familiar has had a long run of accidents of late. One of its ice cream truck drivers has killed two persons within a year. In the first of the cases the driver did not appear to be at fault, and while arrested on the usual manslaughter charge, was later cleared and released. In the second case he was indicted for manslaughter, by the grand jury. The very next day after the indictment was returned, another driver for the same company mixed up with a street car at an intersection. The truck mounted the curbing and turned over in a church yard, but before reaching the yard, knocked a man down, and almost unclothed him. These are just three of a good many accidents that the company has had.

ONE of the drivers when asked about the company's record, admitted that the concern was trying to handle too much business and too many long jumps, for the number of trucks in use, and that the men were having to make time, and getting "bawled out" for being slow. Time lost at homes, stores, etc., is made up on speed where possible. In such cases the company naturally is to blame.

In many other cases drivers are to blame for racing light trucks, when there is no need for high speed. Conditions are such that juries today are giving larger judgments, and owners of cars have to carry increased liability insurance, while rates are mounting steadily due to increased traffic.

There was a time when the taxicab companies carelessly hired men, but today the leading companies are very careful in hiring drivers. Married men, five years a resident of the towns in which the companies are operating, are the only class of drivers accepted by some cab companies.

The operator of a big bus lines company, attending the last National Safety Conference, held that accidents could be stopped at the source, through the employment department, and told how his company generally examines ten men or more, for every driver employed. Of course, bus drivers have the lives of many passengers in their hands, and must be cool, level headed men, who know how to drive, and also how to think in an emergency.

The ice cream or dairy company, operated in the cities, and over congested streets, needs good drivers, and the policy of hiring any man who can drive a flivver, is not a good one. Experienced men with clean accident records are needed. Instead of boys more settled men are needed.

INVESTIGATE the majority of light-truck accidents and it is found that the drivers were men under twenty-five years of age, and often under twenty years of age. Men of the type who like to step on the gas and hear the exhaust roar. Such men are not reliable, and while through nerve and quick thinking, some avoid many accidents, eventually they will pile up and bring a nice damage suit to the company, which is not always fully protected on its insurance, especially if a truck goes into a crowd, or through a store front, and injures or kills several persons.

One of the street railway companies two years ago established a bus line service, and called on its organization for drivers. It found that it had a lot of experienced drivers, who had driven army trucks in France, but over the first year its accident ratio was

(Continued on page 126)

Two New TRUCKS that set a New Standard



GMC again has provided a new measure of motor truck quality with the new 1 ton and 1½ ton models.

Not only do these trucks embody the well known GMC principles of design, but they provide further refinements in construction and arrangement which are revealed in more power, more speed, more safety, more comfort for the driver, and easier and quicker adjustment or replacement of wearing parts.

New and more powerful engines, mechanical four-wheel brakes, new type rear axles with banjo housing, new transmissions, new design radiators and hoods, new and easier steering gears, magneto ignition, cord tires, electric starting and lighting.

These are among the many improvements found in the new GMC models—improvements which establish their quality as second to none among motor trucks of their capacities.

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC, MICHIGAN

Trucks and Tractor Trucks from 1 to 15 Tons Capacity

General Motors Trucks

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS — READ THEM.

Increasing Profits by Reducing Delivery Costs

Reductions of 50 Per Cent on Delivery Costs Can Be Effected if Equipment is Selected on Basis of Transportation and Cost Analysis

*By RAYMOND ZINDLE**

ARE you interested in securing a better return on your business investment? Are you looking for a means to increase your facilities? Do you want more money to increase your advertising? If your problem is one of these or if it is any other depending upon additional funds, by cutting your delivery costs you will be able to do it.

According to analysis, the cost of delivery in the ice cream industry averages about 25 cents out of every dollar taken in. In virtually every instance this cost can materially be reduced if delivery equipment is selected on the basis of transportation and cost analysis —in some cases effecting a reduction of as much as 50 per cent. And every dollar saved in delivery costs is a dollar added to the profits.

The average successful ice cream manufacturer is making, I believe, about 8 to 10 per cent on his gross volume. Let us arbitrarily choose 10 per cent. If you reduce your delivery costs only 10 per cent, that alone will increase your profits to 12½ per cent. If you are doing $100,000 worth of business annually your profits will thus be increased from $10,000 to $12,500—an increase of $25,000 in 10 years.

It has been estimated by those who have studied delivery conditions in the ice cream industry that 70 and 80 per cent of all ice cream routes can be electric truck routes, the other 20 to 30 per cent being gas truck routes, to take care of the very long hauls to suburban and country points (instead of using express shipments as formerly). It has been stated by an authority in the field that on the most favorable horse route in the most congested district, the electric truck can do the work just about as economically as the horse, and from there on up on each route the electric truck enjoys an increasing advantage in economy. Investigation shows that the ice cream job is usually a 3½-ton truck, with a few makers using 2-ton jobs and some 5-ton. The ice cream truck is subjected to severe overloading during the summer, and, therefore, the ice cream manufacturer is necessarily interested in sturdy construction.

IN OTHER words we are proceeding on the hypothesis —an hypothesis, however, which facts drawn from every section of the country are proving to be correct —that the horse is passing as a means of city delivery, that motorization of delivery service, the gas truck and the electric truck, each especially fitted to do a particular type of work, are more economical, more efficient, more dependable and are, therefore, the demands of modern business.

If then, between 70 and 80 per cent of all ice cream routes can be electric routes and the other 20 to 30 per cent gas truck routes, and close study of the industry shows this to be true, it is up to the ice cream manufacturer to select his motorized delivery equipment on the basis of transportation and cost analysis in order that he may minimize in each instance the cost of delivery.

Now, then, because 70 and 80 per cent of all ice cream routes can be electric truck routes, which is due to the fact that the average mileage per truck ranges from 16 to 30 miles a day, that the average number of customers supplied per truck per day is about 35 or 40, etc., etc., let us consider the characteristics and the capabilities of the electric truck in this kind of service.

From the point of view of operating cost, conditions in the ice cream industry are admirable for electric truck use because of the large current demand of the

*Commodity Supervisor, The Society for Electrical Development. This was written especially for The Ice Cream Review.



Trucks used by three large Eastern Dealers.



DELIVERY COST is determined by the various items of expense entering into continued use over a period of years.

The high quality built into Walker Electric Trucks, as a result of twenty-two years of observation and experience, converts expensive delivery into PROFITABLE DELIVERY.

On frequent stop routes, Walkers, as compared with horse-and-wagon units and gas trucks, reduce ice cream delivery expense by 25% to 50%.

WALKER VEHICLE COMPANY · Chicago

LEADING MANUFACTURER OF ELECTRIC STREET TRUCKS

New York Boston Philadelphia Buffalo St. Louis New Orleans

Distributors in Other Principal Cities

Load Capacities: ½—¾—1—2—3½—5 *tons*

WALKER ELECTRIC TRUCKS

LOWEST TRUCKING COST ON CITY ROUTES

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

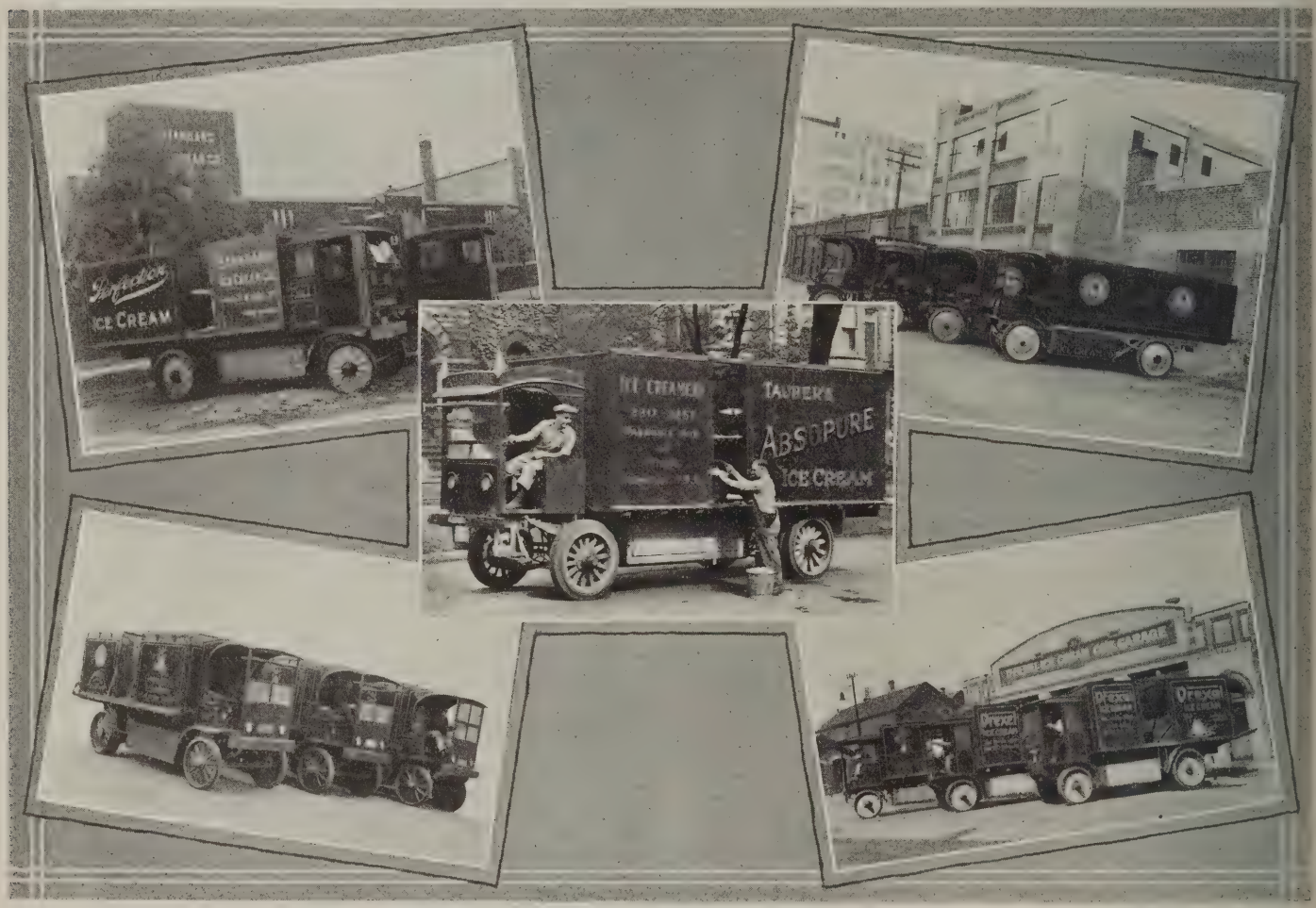
ice cream plant, beside which the cost of current for the trucks is a small item. In all probability, due to this condition, electric trucks in the service of ice cream manufacturers are costing probably only between 1½ to 2½ cents per k.w. hour to charge.

AN ICE cream manufacturer in Chicago, employing 14 electric trucks, has replaced 48 horses and 3 gas trucks and is now using nothing but electrics. In so doing the delivery cost has been cut in half. Two men do the entire work in connection with the upkeep of his fleet. It has been found that two men can overhaul three electric trucks in the same time required to overhaul one 3½-ton gas truck. The former does not require an overhauling oftener than every two years while the gas truck needs overhauling much oftener. In Chicago, 75 per cent of all ice cream manufacturers have already adopted the electric truck.

In addition to its inherent ability better to stand overloading—the manner in which rugged electric trucks have stood the gaff in the ice cream industry is in striking contrast with other types of delivery construction—special electric truck bodies have been designed to take care of the drainage of salted water.

In the case of a New Jersey ice cream manufacturer, electric trucks have bodies designed to have drainage of the salted water from the melting ice carried clear of all metal work so that rust will not cause destruction and, therefore, very rapidly deteriorate the vehicle. The decks of the trucks were first covered with tar paper, with the seams lapped, which was carried up the sides of the bodies to a height of about six inches, the seams being filled with tar. Galvanized sheet metal was fastened to the front and sides of the bodies to a height of 36 inches. The tar paper was covered with longitudinal wood flooring. At the front ends of the floor holes were cut, pipe nipples inserted and rubber hose attached to take care of the drainage.

Electric truck manufacturers point to the following reasons why electric trucks reduce delivery costs on frequent-stop delivery routes. Yet, in pointing to these inherent characteristics, they urge users to select delivery equipment on the basis of transportation and cost analysis. The electric truck, according to the manufacturers—

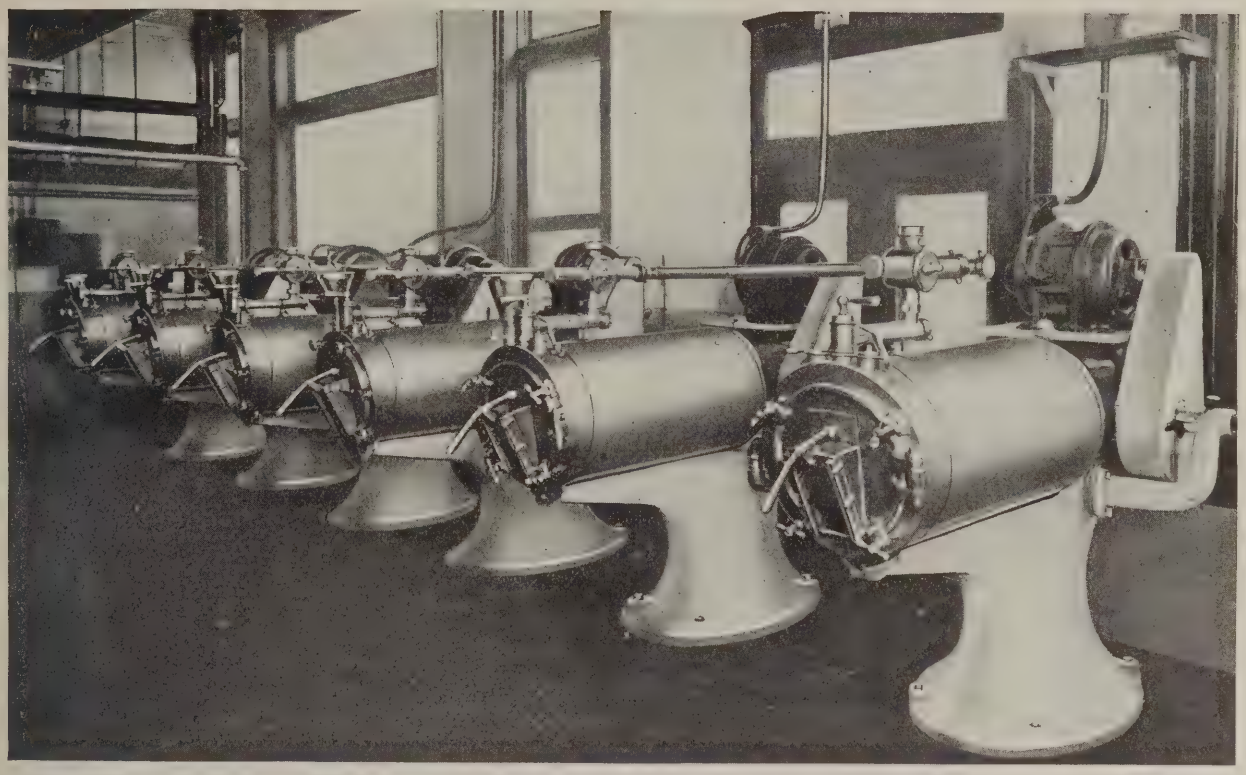


Electrics operated by manufacturers of Chicago and Cambridge.
Upper left, Standard Ice Cream Co., Chicago; upper right, Neapolitan Ice Cream Co., Cambridge, Mass.; Center, Tauber's, Chicago; lower left, Goodman-American, Chicago; lower right, Drexel Ice Cream Co., Chicago.

—is easier to care for
—runs more quietly
—is easier to drive
—is safer to drive
—improves service
—is cleaner in every way
—has no gears to shift
—has no obnoxious odors
—has no reciprocating parts
—is utterly dependable
—does not require highly trained mechanics
—gives the driver more time for selling
—saves about 50 per cent on insurance
—is easy on tires—2,000 miles upward additional
—turns easily in a short radius
—is unaffected by weather conditions
—stays on the job 365 days a year
—presents a neat appearance
—permits of instantaneous start and stop
—is the most durable vehicle known
—is generally more serviceable

(Continued on page 40)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



You'll Get Quick Action



If you want one or several Emery Thompson Ice Cream Freezers — just as quick as rapid transportation can get them to you — send in your order. YOU WILL GET QUICK ACTION.

Emery Thompson Freezers

Hardly ever before have ice cream factories been so taxed to keep up with the demand for high grade ice cream as this spring of 1925. That means an increased demand for Emery Thompson Ice Cream Freezers. The refinements made on the standard horizontal models for this year meet with the approval of the ice cream factory manager. The excellent service rendered by Emery Thompson Freezers throughout the industry is creating a powerful impression in our favor. Almost invariably, an E. T. owner's next machine is another Emery Thompson. More new foreign customers than ever before are going on our books. Of course the practical reason for this may be witnessed by viewing with your own eyes a battery of Emery Thompson's, such as you see in the above illustration, and talking with the management—but you can get a fairly clear idea of Emery Thompson efficiency, speed, economy, and durability if you have our catalog on your desk before you.

Emery Thompson Machine & Supply Co.

271-275 Rider Avenue • • • NEW YORK CITY

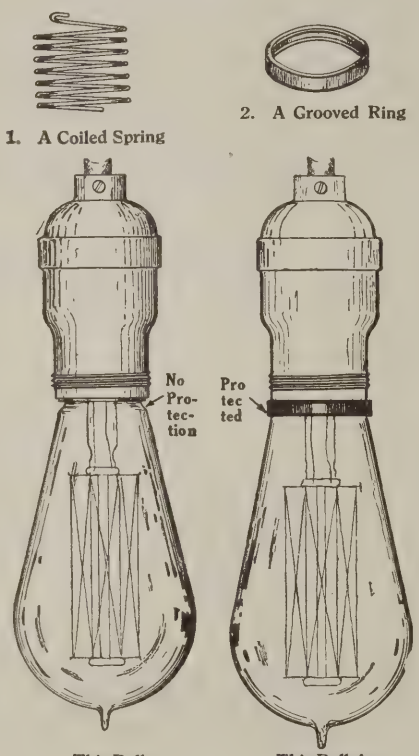
Are Your Electric Light Bulbs Being Stolen ?

The Ren-Lock

"The Only Satisfactory Lamp-Lock"

Will Stop Your Losses

The REN-LOCK consists of only two parts



Fits Standard Bulbs and Standard Sockets.
(A special tool is used to attach the Ren-Lock)

We Sell Direct to Consumers Only.

Write for particulars.

Ren Manufacturing Co.

R. E. NAUMBERG, President

520 Main St. Winchester, Mass.

"The electric truck serves a definite transportation need," was the report made by the Advertisers' Service Bureau of the A. W. Shaw Company, upon completing, recently, a survey of motor truck experience. The following were given among its advantages over gas trucks:

Easier to handle in crowded traffic
Better for frequent stop hauling
Lower cost of upkeep
Less likely to be laid up for repairs
Controlled speed prevents reckless driving
Cleaner—quieter—without offensive gas odors
Lower insurance rates

Some of the advantages over horse-drawn vehicles are:

More deliveries per dollar invested
Give more days of service annually
Free from stable odors
Better advertisement for owner

EVERY ice cream manufacturer owes it to himself to select that delivery equipment which will minimize his delivery costs, which will give the most efficient and dependable service. The same unit cannot be used on every route; the ice cream manufacture must consider on the basis of transportation and cost analysis whether the gas truck or the electric truck is best suited for his conditions. There are still some cases, perhaps, where the horse will perform a cheaper service. The cost analysis, taking into consideration every item which rightfully belongs under delivery, will enable you to face the facts of delivery costs and to increase your profits by reducing these costs. If, as has been said, "more money has been sunk in the ice cream business than has ever been taken out in profits" is true, isn't it about time to reverse this situation?



THE MOTOR IN EUROPE.

America's experience in the field of motorized transportation will be a subject of international business consideration at the biennial meeting of the International Chamber of Commerce at Brussels, next June.

In a report to the Council of the international body the American committee credits the motor with these achievements in this country:

"It has relieved the congestion in the older portion of urban centers and created a vast suburban development.

"It has revolutionized the life of the farm.

"It has brought town and country into closer touch.

"It has permitted the extension of educational facilities and has widened the area of medical relief for scattered populations.

"It has permitted the farmer to remain a producer and not a marketer and transporter."



IS THE SMALL MANUFACTURER PASSING?

Is the small manufacturer being crowded out of business by his larger competitor, or is he putting himself out of business by his failure to realize the evolution in production and distribution going on about him?

The Department of Manufacture of the Chamber of Commerce of the United States says he has little to fear if he fights the inroads of time by adapting his plant to meet changing conditions. His field of operation might become more restricted, but within it he is stronger than he would be if it were spread out. He is in closer touch with conditions and the needs of his trade.

But the mortuary tables of business show that the small manufacturer must be as alert as his bigger brethren. The blame for failure rests upon those who fail, not upon the more successful and larger manufacturers who succeed.

The Innovation of 1925

A

Directions

First decide upon a Standard of cream fat and the correct milk solids, not fat, for the desired butterfat. Every Ice Cream Mix should be in proper balance to assure texture and eating desirability of the finished product. *Proposed formula may be submitted to our Service Department for comment.*

How to Produce a Pleasing EGG-CUSTARD Consistency and Flavor.

For every 100 lbs. of Ice Cream Mix, use 14 to 16 oz. of CUSTARD-MIX, extended in 1 lb. of sugar, which stir thoroughly into 1½ qts. of milk and allow it to stand for at least 30 minutes, (*sugar and milk so used being part of the adopted mix*). Agitate the CUSTARD-MIX solution again before pouring it into the pasteurizer. The best results will be obtained, if added 20 to 30 minutes prior to homogenization or viscolization, the holding temperature not to exceed 145 degrees. Age, flavor and freeze as usual.

The Impruv-Mix Company *2460 Amsterdam Ave.,* New York.

Custard-Mix

S

The above is a fac-simile of our CUSTARD-MIX label.

We now have two distinctive and meritorious products—IMPRUV-MIX and CUSTARD-MIX. They are not to be used conjunctively, as the former is the basis of the CUSTARD-MIX.

We will supply experimental quantities in the following units:—5 lb. package at $4.00; 10 lbs. at $7.75; 15 lbs. at $11.00; 20 lbs. at $14.00. Prepaid Parcel Post.

THE IMPRUV-MIX COMPANY

2460 Amsterdam Avenue NEW YORK

Manufacturers' Campaign to Make Friends For Ice Cream

Printed Matter Used Largely in Merchandising Efforts—Sales Contests Are Becoming Popular—Radio and Cross-word Puzzles Adopted

EFFORTS toward merchandising are centered largely upon printed matter—house organs, circulars, etc. The popularity of this method of driving home sales thoughts to dealers, and food value to the ultimate consumer, has been pushed to a great extent in the last few years.

It is interesting to note just what different ice cream manufacturers are achieving through the medium of house organs, both to dealers and ultimate consumers, and The Ice Cream Review has found it worth while to study the results that come of this work.

Going through some hand-picked house organs that have been collected from different ice cream manufacturers in the past few weeks, we come across some interesting sales efforts. In some of the house organs the work is centered upon the salesmen of the ice cream manufacturers, in others upon the retail dealers, and many manufacturers go straight into the home with their story. The divisions of press merchandising efforts seem to be directed under these three groups.

Sales contests are directed by the Belle Isle Creamery Co., Detroit, and a recent issue of The Organ tells of a meeting of the salesmen held one evening early this spring, at which prizes were awarded to the most successful salesman for work done since the inauguration of the sales promotion campaign.

In the general discussion that took place at this meeting, covering the work that has been accomplished during the fifteen months that the sales promotion movement has been underway, it was brought out by one of the speakers that the campaign has been very successful. He said:

"The New Method, which the Belle Isle Creamery Company has adopted, consists of a series of letters and educational booklets to the school children on each man's route. The salesman first visits prospective customers on his route and obtains the names of a hundred or more school children, to whom these lectures are to be mailed direct. In his first visit the salesman presents the housewife with a booklet about milk. This creates a good impression to start with and, as the messages continue to come to the children, coupled with an occasional visit by the salesman, the making of the sale progresses rapidly. By this method the efforts of the salesman, the co-operation of his company, and the aid of the children who receive these messages, are all combined in one great force, and many sales are thus certain to be completed."

He explained this campaign as being in reality a "campaign of making friends." It is his company's desire to win the hearts of the children, and when this is



"Wishing for something good went out of fashion when Frozen Suckers came in."

Millions of kids in all parts of the land will be made happy during 1925 with FROZEN SUCKERS. Every one a mouth full of satisfaction.

Installing RADFORD'S FROZEN SUCKER UNITS means a 300% profit maker for you and a satisfactory profit for the retailer.

Tune in on profits—ask us more about this outfit.

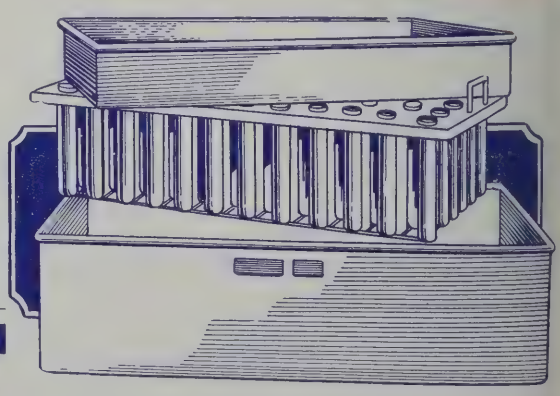
Remember this — If it wasn't a good thing we would not be boosting it!

The ZIPP Manufacturing Co.

CLEVELAND, OHIO

Highest quality for 38 years

Manufacturers of a full line of Fruits, both bulk and in No. 10 Tins for the Ice Cream Trade.



Faithfully Serving the Public for Sixty-four Years

ZERO

Refrigerator Body

Number 1208

HAS BEEN DELIVERED

SPECIAL Refrigerator Bodies for Iceless Cabinet routes and branch delivery are great money savers. ¶ Our engineers are at your service.

JOHN J. GROTHE COMPANY, INC.

ZERO BUILDING -- WOBURN, MASS.

"Stand the Gaff"

THE careful, sturdy construction of the Edison Truck Battery is responsible for its extreme durability.

Edison Batteries have gone through railroad wrecks, street truck accidents and fallen down elevator shafts without injury to the cells.

The strength built into Edison Batteries by *steel* construction enables them to operate satisfactorily throughout their long life without injury from rough usage or accidental neglect.

Leading Electric Street Truck Manufacturers gladly furnish Edison Batteries.

Edison Storage Battery Company
ORANGE, N. J.

Edison
STEEL-ALKALINE
Truck Batteries



Built like a Watch — Rugged as a battleship

HAUL MORE FOR LESS MONEY

ATLANTA BOSTON BUFFALO CHICAGO CLEVELAND DETROIT HUNTINGTON LOS ANGELES
NEW ORLEANS NEW YORK PHILADELPHIA PITTSBURGH SAN FRANCISCO SEATTLE ST. LOUIS WASHINGTON

Export: 26 West Broadway, New York *Canadian Distributors: International Equipment Co., Montreal, Quebec*

VALENTINE
Frozen Sucker Molds

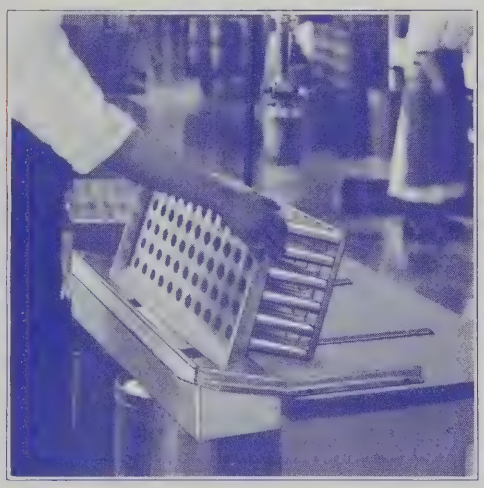
have been accepted by the leading ice cream manufacturers, all over the country, as the ONLY rapid, sanitary and satisfactory method of making Frozen Suckers.



Showing method of filling mold, used by Taylor Ice Cream Co., Cleveland, Ohio.

$29.50

Terms 2% ten days, net 30 days F. O. B. Chicago. Only additional equipment required is one Valentine spill drain, price $8.50.



Showing method of pouring excess liquid from tubes and top pan into spill drain.

This List of Some of the Manufacturers Who Are Using the Valentine Method of Making Frozen Suckers Will Convince You of Its Superiority • • • •

Hydrox Corporation, Chicago, Ill.; Telling-Belle Vernon Ice Cream Company, Tabor Ice Cream Company, Baker-Evans Ice Cream Co., Peerless Ice Cream Co. and Cleveland Ice Cream Co. all of Cleveland, Ohio; Imperial Ice Cream Co. of Parkersburg, W. Va. and their allied plants; Carry Ice Cream Company, Washington, D. C.; Horn Ice Cream Company of Baltimore, Md., Norfolk and Richmond, Va.; Gate City Ice Cream Co., Atlanta, Ga.; Benham Ice Cream Co., Fresno, California; Gloria Ice Cream Co., Stockton, California, Williams Ice Cream Co., Scranton, Pa.; Hygeia Ice Cream Co., Elmira, N. Y.; Butler Ice Cream Co. of El Paso, Texas; Carpenter Ice Cream Co. of St. Louis, Mo.; Terry Dairy Co. of Little Rock and Eldorado, Ark.; Fort Smith Ice Cream Co., Ft. Smith, Arkansas, and scores of others.

Valentine Machinery & Supply Co.
552 Wrigley Bldg., Chicago, Ill.

The Valentine Frozen Sucker Mold

The Valentine Frozen Sucker Mold requires no extra filling pan or unsanitary drip pan—tubes are made without overflow holes, thus doing away with dripping syrup and mess—no possibility of syrup spoiling brine or brine spoiling syrup—each tube can be completely submerged in brine, insuring uniform freezing the entire length of the Sucker—made of highest grade acid and rust-proof, imported dairy tin and Monel metal. The price is only $29.50, F. O. B. Chicago, terms 2% ten days, net 30 days. The Valentine Spill-drain costs $8.50 but only one is needed for the average size plant and only two for the largest plants. All Valentine equipment is sold under money back guarantee as to quality and performance.

The only easy, rapid, and sanitary method of making "Frozen Suckers."

Clip and Mail This Coupon Today!

COUPON

Valentine Machinery & Supply Co.,
552 Wrigley Bldg.,
Chicago, Ill.

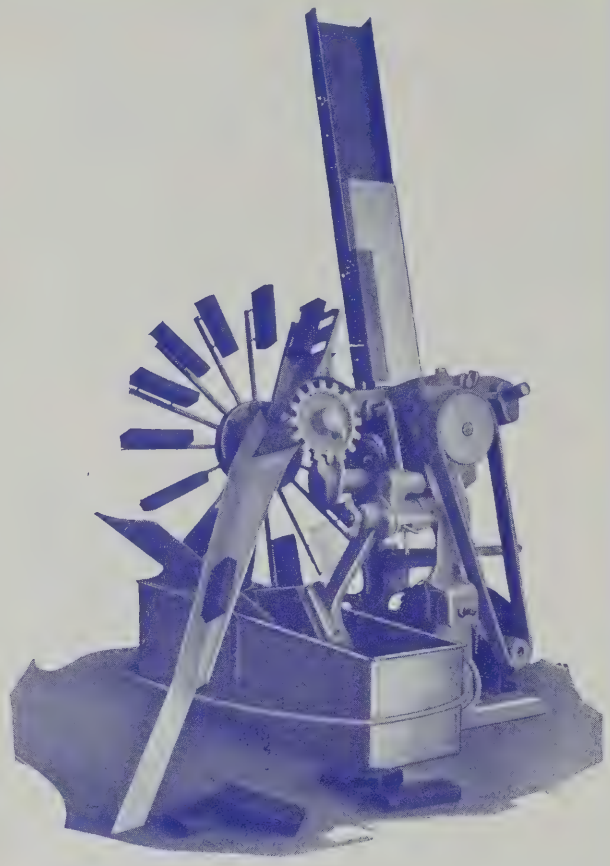
Send us.....Valentine Frozen Sucker Molds and Valentine Spill-drain.

Send us complete folder.....

Name .....

Address .....

City ..... State.....



A Money Maker for Your Eskimo Pie Department

The Universal Eskimo Pie Machine cuts, dips and delivers ready for wrapping

60 to 90 dozen Pies per hour

Money saved in making your Pies is money made. This machine takes the place of several employees and insures a uniform Pie.

The Universal Machine is sturdily built, simply designed, and easy to operate.

Pay for it from its savings under one of our easy payment plans.

Write for particulars.

ESKIMO PIE CORPORATION

Exclusive Distributors LOUISVILLE, KY., U. S. A.

done, it is believed the good will of the parents are automatically gained.

VERY satisfying results are reported for a campaign recently carried out by the Arctic Ice Cream Co., as related in "The Arctic Circle," the company's house organ. This campaign, which ended March 14, succeeded "beyond our fondest expectations," to quote the house organ, which went on to say,

"When our ads appeared, hundreds of people went out of their way to take home a brick to the family. Beautiful window posters announced the brick from windows and back bars and helped materially to draw new patrons into our dealers' stores. The popularity of chocolate-almond ice cream no doubt is due to the wonderful chocolate flavor we have developed in our ice cream, while crisp, roasted almonds just added another ingredient loved by everyone. This campaign ended March 14. Another success scored by our program of merchandising events which we inaugurated to help our dealers grow!"

In keeping with the spirit of St. Patrick's day, the company featured a shamrock center brick on March 17. The green shamrock center was flavored with pistachio and burnt almonds, while the outside brick was white vanilla ice cream.

At this writing, the company is about to launch some new store display advertising pieces and, we are told, that special effort must be made this year to "display it consistently and where it will do the most good."

THE housewife is told some good general ideas on what the Decatur Ice Cream Co., Decatur, Ill., can design in the way of ice cream novelties, in a special pamphlet issued by that company. The pamphlet is beautifully illustrated with novelty designs. On one page of the booklet the company gives an ice cream mould calendar, which gives suggestions for appropriate moulds for special occasions. The calendar follows:

January	New Year's	Bell, Candlestick
February	Lincoln's Birthday	Lincoln Bust
	Washington's Birthday,	Cupids, Heart, Valentine
	Valentine Day	Log and Axe
March	St. Patrick's Day	Shamrock, Harp
April	April Fool	Animals, Goat, etc.
	Easter	Bunny, Chickens, Lily
May	Mother's Day	Carnation
	Decoration Day	Flag, Shield
June	Flag Day	Flag
July	Independence Day	Liberty Bell, Flag, Shield
September	Labor Day	Flag, Horn of Plenty
October	Halloween	Witch, Apple, Cat
November	Armistice Day	Flag
	Thanksgiving	Turkey, Football
December	Christmas	Santa Claus

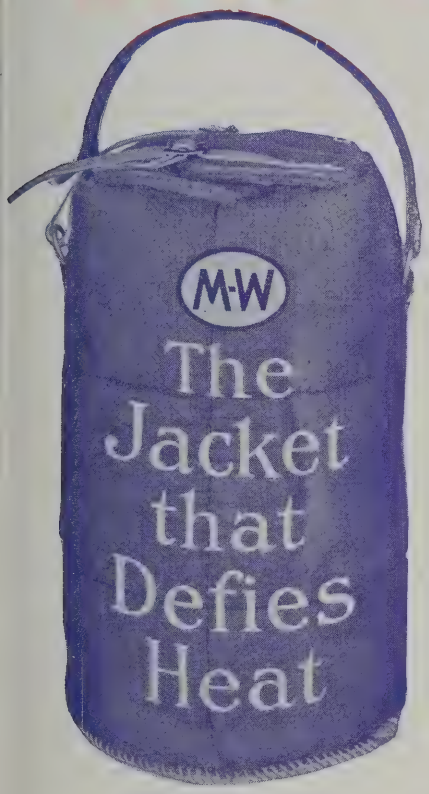
AN INTERESTING idea on creating public interest in ice cream comes from Columbus, Ga., where the Muscogee Ice Cream Co. recently made arrangements for getting members of the public to familiarize themselves more with this modern industry. Arrangements were made with a local pharmacy to hold what the company called an exposition of a mechanically cooled soda fountain with an iceless cabinet built in.

The Muscogee Ice Cream Co. sent out invitation cards, and each recipient was invited to bring a group of from three to five friends to the store, where the exposition was held from March 20 to April 5. The iceless cabinet was exploited in this invitation as providing "better goods, better service, lower cost, no loss."

Radio is becoming popular in many lines of industries and the ice cream industry is taking to it in different parts of the country.

The Caum Ice Cream Co., Altoona, Pa., gets out regular post cards announcing concerts over radio from its plant.

"Your Icing Troubles Are Over!"



says the "M-W" ICELESS JACKET to the ice cream shipper. "I've come to stay. I am the Foe of Expense --- the Friend of Profit. I bring a Happy Change from old-time messy, costly methods to clean, economical shipping. A miracle you will be thankful for."

PATENT APPLIED FOR

Brown Duck

Two Quart Size	$2.50
Four Quart Size	3.15
Eight Quart Size	4.50
Twelve Quart Size	4.70
Twenty Quart Size	5.75

Cream Color --- Waterproof

Two Quart Size	$2.65
Four Quart Size	3.30
Eight Quart Size	4.70
Twelve Quart Size	4.95
Twenty Quart Size	6.00

When ordering, specify style and capacity of your cans, and give exact dimensions.

"M-W" ICELESS DELIVERY JACKETS

keep your cream firm to destination without ice, salt, packing, excess weight, or over-loaded trucks --- SAVES HALF THE COST OF DELIVERY.

Now's the Time!

AND THE COUPON CONNECTS YOU WITH BIG SAVINGS AND MORE PROFIT --- USE IT NOW!

Just use a Pencil if pen and ink are not handy.

MONTGOMERY - WASHBURN COMPANY
SAUGERTIES, N. Y.

Send me ..... "M-W" ICELESS JACKETS ..... *quart size*

to make a test. Measurements of cans are ..... *high* ..... *diameter.*

If not satisfied, I can return and get credit for them.

NAME .....

STREET ..... CITY .....

We also manufacture Jackets for Square Cans. Prices and Samples submitted upon request.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Minnesota ice cream manufacturers have jumped into preparations for cone week with both feet. Starting out with an early rush as they did last year, when cone week was inaugurated, the manufacturers of the Gopher state are out this year to make this occasion the means of selling a lot of ice cream through the cone.

The week of May 10 to 16 has been set as National Ice Cream Cone Week. Ice cream cone posters, bearing the dates of national ice cream cone week, have been ordered by the Minnesota manufacturers, and will be distributed among dealers through the state. This has been done under the auspices of the Minnesota State Association of Ice Cream Manufacturers. The campaign conducted in that state last spring in the interest of cone week will be eclipsed by the activities this year, there is every reason to believe.

Last year everywhere one went in towns and cities in which the campaign was inaugurated, it was to be greeted with suggestions to eat an ice cream cone. Virtually every dealer's store bore an ice cream cone poster in St. Paul and Minneapolis last year.

Special care should be taken by the ice cream manufacturer to see that each and every ingredient entering into its composition is fresh and wholesome. With this in mind, we will manufacture a wholesome product at a reasonable price, and thereby steadily create an increasing number of ice cream eaters.

What I mean to say is this, that under such conditions, people will form the habit of eating a saucer of ice cream or a cone once or twice a day, as they have formed a habit of drinking cocoa-cola or other products. —From Southern convention remarks by M. J. Costa.

BIG FELLOWS AND LITTLE FELLOWS.

Our task today, as I see it, is not so much the education of the large manufacturer as it is the smaller ones. The big fellow has been over the rough places; he has sailed in stormy weather and in fair, and knows the pitfalls. His accounting system is such that he has costs at his finger tips. Not so with the smaller manufacturer. He thinks he knows more about the business than the big fellow will ever know, and his imagination has led him to believe he can sell his product at a cut price and get rich. Everything goes fairly well while his equipment is new, and his volume is up, but let bad weather come and reverses confront him and replacements be necessary, and additional capital be required, he then gets in a hole and bankruptcy follows.

If the smaller manufacturer in this country should ask me for advice, I would say: "Follow the big fellow. Go out of your way to make him your friend, and your pathway of life will be smoother and your exchequer better filled with material things."—From Southern convention address by Ben C. Brown.



The trend of this industry is just the trend of every other industry. It is the progressive man, it's the man who can finance himself and the man who can organize himself and shape himself to do what might be called a small thing in a big way. The ice cream manufacturer finds himself just where all other men in all other industries find themselves today.—From Illinois convention remarks by Ross Woodhull, first president of Illinois association.



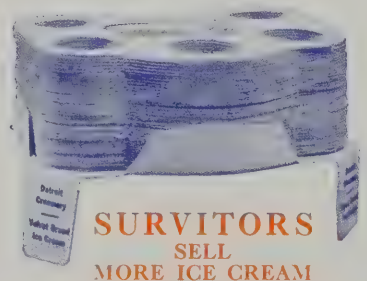
Five million pounds of edible gelatine are consumed annually by the ice cream industry in its products.

MANUFACTURERS WHO HAVE THE REPUTATION OF MAKING THE BEST GRADE OF ICE CREAM HAVE FOUND THAT USING

Washburn's
The ICE CREAM IMPROVER

PRODUCES

SMOOTHER TEXTURE
RICHER CREAMY FLAVOR
UNIFORM OVER RUN



SURVITORS
SELL
MORE ICE CREAM

Test Now Under WASHBURN Guarantee!

THE DAIGGER CORPORATION
215 West Schiller Street
CHICAGO

Send for a trial 30 lbs. —sufficient for 8,000 gallons of Ice Cream. If in 30 days after using it you do not agree that WASHBURN'S betters your good Ice Cream, return unused portion at our expense and no charge will be made.



One Pinch of Salt

will spoil the ice cream—and so will an inferior cone.

You can't afford to handicap **your** cream and **your** business; competition is keen enough when everything is equal.

Follow the judgment of the big fellows—pay a little more for Cremo's—you, like they, will find it a business-building investment.

CONSOLIDATED WAFER CO.

2628 Shields Avenue
CHICAGO - ILLINOIS

515 Kent Ave.
BROOKLYN

2426 S. Harwood St.
DALLAS, TEX.

The largest manufacturers of Ice Cream Cones in the world.

CREMO CONES
are the best



Anyone can use flour as fine, milk, sugar and vanilla as good — and use as much of them—but no one has the twenty-three years experience and the modern automatic machinery that enables the Consolidated Wafer Company to produce Cremo Cones. More of them are made then any other cone in the world.

CONSOLIDATED WAFER CO.

The largest manufacturers of Ice Cream Cones in the world.

2628 Shields Avenue
CHICAGO - ILLINOIS

515 Kent Ave.
BROOKLYN

2426 S. Harwood St.
DALLAS, TEX.

THE ICE CREAM INDUSTRY AND LABOR.

Personal contact with employees is a vital factor in developing the best relationship between employee and employer in the ice cream factory, it was declared in an interesting address before the Mississippi convention last January by A. A. McLeran, Tupelo, Miss., speaking on the subject of "Mutual Interest of Employer and Employees."

Labor should be developed in the ice cream factory the same as an ice cream manufacturer develops his trade territory, declared Mr. McLeran, and he added that in his opinion "a mere wage increase is very seldom sufficient to bring forth the best there is in a really high-class man."

This personal relationship matter is particularly important in a small business, it was pointed out in an address at the same time by V. L. King, Westpoint, Miss., who added, that a small ice cream manufacturer cannot have various department heads as do the larger enterprises, and consequently—

"More dependence and responsibility must be placed in individuals. Just the absence or dropping out of one man affects the entire organization. In this connection I think it of prime importance to impress upon each member of the organization the importance of regularity, promptness and efficiency in his particular job, for it is by such effort on the part of each individual that the organization morale is maintained. This means the proper execution of the day's business and adds satisfaction to both employer and employee, for the conscientiousness of having done a thing promptly and well adds pride to the employee in his work and merits the commendation of the employer and it should not be withheld.

"Most of us have a plant superintendent, and he in turn perhaps has an assistant, a man filling some position in the plant in whom authority is vested in the absence of the superintendent, and to whom during such absence, other employees understand they are to look for direction if it is needed. The proprietor or manager himself may have an assistant who is also filling a regular job in the office as secretary or bookkeeper, or some such position, who is familiar with the working of the business and understands the manager's mind working sufficiently well that he can fill his shoes in his absence.

"The folks filling these positions are key men, and make the backbone of the organization. Following right down the line, I like to have each man's position indicated in some way and arranged so there is some degree of promotion attached if he steps into the job just ahead of him. The promotion to be merited by ability, efficiency, length of service, or all of these, in the attainment let him feel in some way the promotion idea."

Mr. King related an interesting idea carried out at his plant. A plan was worked out whereby all the employees were let off every other Sunday, being explained by the speaker as follows:

"The superintendent suggested to me the idea of trying to let half of our force off every other Sunday. At first thought I didn't see how we could do it. I told him if he thought he could get by it was all right with me. He suggested that they use part of the day for church and Sunday school, and I know that some of them are doing it, and two at least have joined some local churches.

"In doing this, as well as closing the plant during the holidays, we of course, sent out letters advising our customers, telling them why and asking their co-operation. We did not have a single complaint, but instead, received a number of expressions from them complimenting us for it."

EXPERT TEACHES HOW TO DRESS ICE CREAM WINDOWS.

The Rochester Ice Cream Co., Rochester, N. Y., has engaged the services of an expert window trimmer to teach its salesmen the proper manner in which to lay out window displays. This is a step toward very intensive merchandising of the company's product. Karl B. Mory, director of sales and advertising for the Rochester Ice Cream Co., reports that results of this training by an expert window man "have been most gratifying."

Get Your Cans Ready Now

While activity is low at your plant there is plenty of time to single out the cans that are in need of retinning, rebuilding and repairs.

You can get a lot of profitable service from rebuilt and retinned cans and an investigation of our prices for the service will prove it.

JOHN WOOD
Ice Cream Cans
Electric Weld

will give you better service than any other can. That's why so many are in use today. Are YOU using them?

Get Our Prices.



Facts About Fancy Molds

The process of putting up Ice Cream in styles new to the consumer, various sizes, shapes, etc.

*By T. G. Yaxis**

THE object of this article is two-fold, to explain the processes of putting up ice cream in styles which are new to the consumer, the various sizes of molds and the many possibilities which the different shapes offer; to explain briefly, with a few suggestions, how these molds may be decorated for different occasions. The demand for such ice cream could be made as great as the manufacturer would wish to supply; or in other words, it is as great as the manufacture is able to make it.

A big field is open to the ice cream manufacturer or dealer who will become acquainted with the clientele of the communities which he serves and who will make it his business to find out when celebrations such as birthday parties, weddings, anniversaries, showers for the bride-to-be, are to take place. It would pay him to become a social part of the community in which he lives.

*Dairy department, Massachusetts Agricultural College. This was prepared exclusively for The Ice Cream Review.

Besides the parties I have mentioned above, we all know that there are innumerable days on the calendar when people are likely to have celebrations such as Thanksgiving Day, Christmas Day, New Year's, St. Valentine's, Easter Day, the Fourth of July—and so on throughout the year.

Often times a hostess wishes she might have something a little different from the ordinary to serve her guests and when a mold of beautifully decorated ice cream is suggested to her, you may feel very sure she will take it in preference to just plain ice cream because she knows it will delight her company and that she will score "a hit" among her acquaintances.

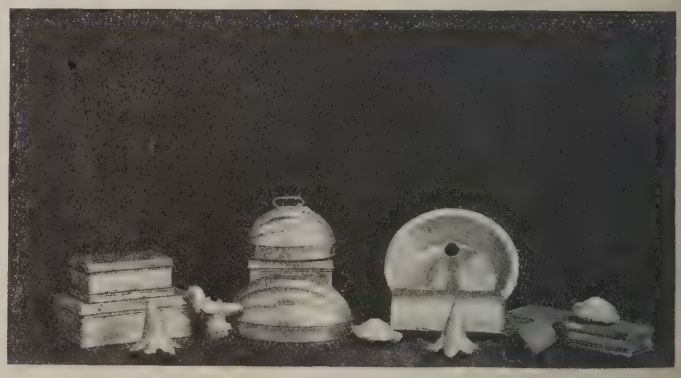


Fig. 1. Showing different types and sizes of molds.

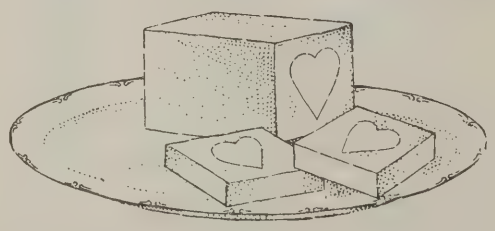
HAVE you ever attended a children's birthday party? At a recent birthday party which we gave for my seven-year-old son, this is what happened. Just before the birthday supper was served, the youngsters had become a bit tired of acting "company" and of being amused with games and contests and they began, as children will, to be a little uneasy. Well, they all bounced into the dining room with great glee, ate a simple supper and talked a great deal about the ice cream which was to follow.

At last the ice cream was brought in—a quart rectangular mold, decorated with pink rose-buds, green leaves, and festoons of white draped the sides. On top in pink was written my son's name and his age. With their eyes fairly popping out of their heads, and gasping with admiration, each one of those husky little fellows said, "It's most too pretty to eat."

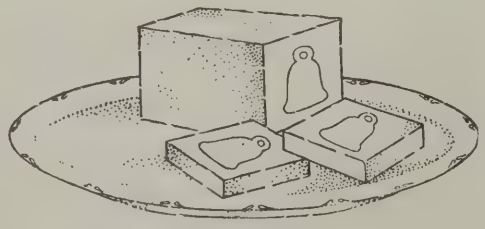
The important part of all this is the fact that the mother of each child at that party made it her business to ask my wife all about that ice cream.

For the fancy ice cream trade the so-called melon mold is without doubt one of the best molds to make. It is pretty, is simple to fill, and because of its splendid

Cassell Center Molds
Special Wedding Designs



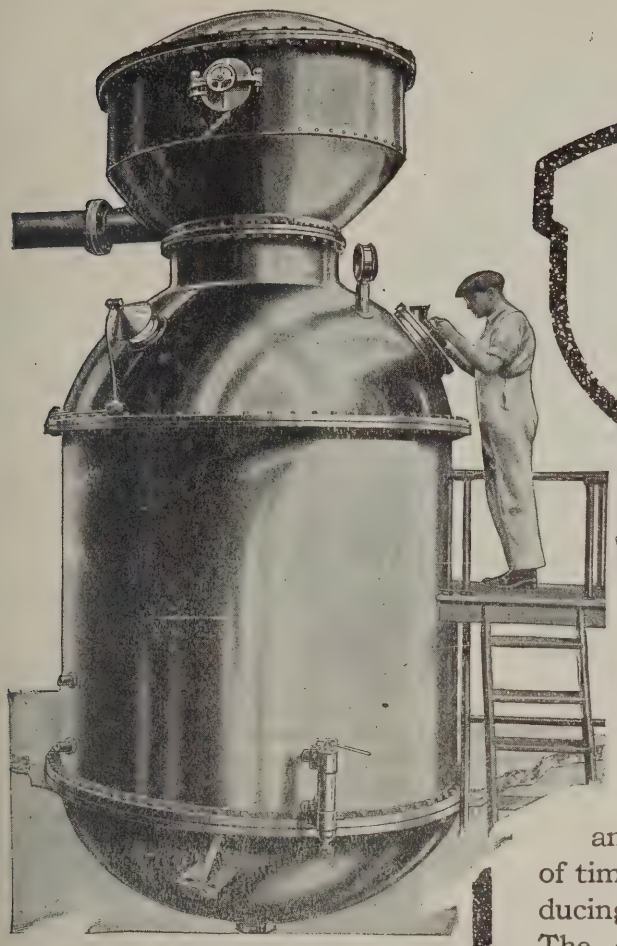
We also have the Bell which is also appropriate for weddings.



Price of either design $1.35 each or $16 per dozen

Order NOW Through Your Jobber or Write

W. W. CASSELL Vincennes, Ind.



The Vacuum Pan with the Efficient Condenser

IT HAS been tried for years and has proved an acknowledged success. It is designed to condense the maximum amount of milk with a minimum amount of steam and water in the shortest length of time. Coils are of basket type, producing a rolling motion of the milk. The deep-dished bottom insures a rapid movement of the milk, and therefore, more rapid evaporation.

All over the country, Mojonnier Vacuum Pans are in successful operation.

Write for circular "Vacuum Condensation"

Mojonnier Bros. Co.

MILK ENGINEERS

4601 West Ohio Street Chicago, Ill.

New York (Elmhurst) Columbus, O.
St. Louis, Mo. Oakland, Calif.

Made in 8 Sizes—
a size for every need
(See specifications below)

	M104G	M104A	M104H	M104B	M104C	M104D	M104E	M104F
Size of pan	15 in.	3 ft.	3 ft 6 in.	4 ft. 2 in.	5 ft.	6 ft.	6 ft. 6 in.	7 ft.
Pounds of whole milk condensed 2 to 1 per hour if	50 to	1.700 to	2,400 to	3,100 to	4,500 to	7,900 to	9.300 to	10,000 to
Milk is preheated to 210° F. before entering pan	100	2,000	2,850	3,700	5,300	9 500	10,600	12,000
Total sq. ft. of heating surface of coils and jacket	3	38	63	89	125	209	215	240
Approximate H. P. required	2	40	60	75	125	150	160	175
Approx. gals of water at 60° F. required per hour	100	1,700	2,100	3,100	4,500	7 900	9,300	10,000
Size vacuum pump required—inches	4¼x5x8	8x12x12	10x14x12	10x14x16	10x16x20	12x18x20	12x18x20	12x18x20 14x20x20
Size of hot wells required—inches	20x20	42x38	42x38	54x54	54x54	60x60	60x60	60x60
Number of hot wells required	1	1	2	1	2	2	2	2
Approx. shipping weight pan only—pounds	500	3,000	4,000	5,000	6,500	8.500	9.500	11,000
Cubic feet shipping space	15	143	225	298	445	730	980	1.300
Code word	Pare	Pana	Pam	Pane	Pani	Pano	Panu	Panac

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS—READ THEM.

lines it lends itself to such a variety of designs. For a formal or an informal party the melon mold can be decorated to follow out any color scheme which the hostess may have in mind. These molds are made in one, two, three and four-quart sizes. Presently I shall give a few suggestions on decorating melon molds. Then, too, the rectangular mold is one which is very well adapted to fancy decorating.

The round cake tins having a tube in the center are popular and unique. These molds have a particular charm for the hostess who prefers to serve cookies instead of cake with the ice cream. While fancy center molds do not require any fancy decorating they are used quite extensively. In the same way the individual fancy molds, such as lilies, birds, roses, automobiles, apples, other fruits, ear of corn, hearts, etc., etc., are attractive.

The Sultana roll is popular because it not only can be decorated as a whole cake, but also because the roll of ice cream can be cut and each individual piece may be decorated with some pleasing and fancy design. The individual four-ounce paper cups are a joy to the hostess who has no help—for each service is ready to be placed in its dainty container upon a platter, and when empty the container is thrown away. These individual paper cups are very popular for card parties.

THE filling for any of the molds mentioned above is prepared according to the individual taste of the consumer who knows what the ice cream manufacturer has to offer, and what he can make for special orders. The lining may be any of the plain ice creams, such as vanilla, chocolate or strawberry, or an ice may be used. Orange ice makes an unusually pleasing lining. To line a mold, the ice cream is slightly softened by allowing the container to stand in a warm temperature for a few minutes, the length of time depending, of course, upon the amount of cream there is to be softened. The softened ice cream is then taken out with clean hands and is spread very evenly inside of the mold. This lining is spoken of as the "shell." This "shell" is then filled with some fancy filling.

A contrast of colors should be aimed for when two different kinds of ice cream are put into the "shell." For the best filling I would personally recommend a mousse of banana, coffee, maple walnut, strawberry or any other flavor.

I mention mousse for two reasons; one is, it is easily and very quickly made so that short notice orders are satisfactorily filled; and the other is, that it is different and comparatively new to the ice cream consuming public.

The base of any of the above mentioned mousses is made up as follows: Whip two quarts of heavy cream stiff (but not as stiff as one uses for decorating); whip the whites of two dozen eggs stiff. Mix the yolks of two dozen eggs with two pounds of confectioner's sugar, add two ounces of vanilla, heat the yolks and sugar gradually until fairly thin, then chill in cold water. When cool mix with the whipped whites and the whipped cream. Add any other flavoring, such as banana, coffee, etc., as desired. Again the melon mold is strongly recommended for mousses.

The rectangular mold may be filled with two or more layers of different ice creams before being decorated. The shell with the filling, however, gives the better appearance. The small individual molds are generally filled with properly colored ice cream. The lily mold, for instance, is filled with vanilla ice cream colored fairly yellow; the rose mold with strawberry or cherry ice cream. It is needless to say that the aim of the decorator should be to carry out the color scheme in the flower molds to represent as nearly as possible the flower itself. Colors, judiciously used and properly combined, can be very attractive.

For the Sultana roll the molds may have for a "shell" pistachio ice cream with a tutti frutti filling; although other combinations are satisfactory. When Sultana rolls are cut into individual slices for decorating, from six to eight pieces to a quart are allowed. The individual paper cups may also be lined with any ice and filled with any of the fillings—but because of the fact that the mixture is not removed for the cups, the double fillings are not much used in them.

After the mold has been filled it is placed in an especially made galvanized iron box with a tightly fitting cover and packed in ice and salt or it is placed upon a tray covered with waxed paper and put into the hardening room until time for delivery. The individual slices are cut and placed upon a tray before being decorated. If one wishes the ice cream to harden quickly, the ice and salt method is the one to use.

Because of the fact that in preparing fancy ice cream it must be handled so much and so many times it is essential that absolute cleanliness be observed.

THE molds with ice cream are first very carefully dipped into warm water. The contents of each mold is then carefully emptied upon a clean sheet of paper. These molds of ice cream are next put into the hardening room or into an ice cave where they should remain until they are properly rehardened. This process should not take longer than from fifteen to thirty minutes. The next step is to prepare the cream which is to be used for decorating the mold or molds. For this some thick cream, which must be more than twenty-four hours old, is whipped until it is stiff; add a small amount of confectioner's sugar and mix well with the whipped cream. The next step is to divide the whole amount of whipped cream into as many portions as there are colors to be used for the decorations. Each separate color is then very carefully added to its portion of whipped cream. Care must be exercised if you want to have good, clear colors without streaks. Next make a number of funnels of ordinary clean wrapping paper, having at least one funnel for each color to be used. The operator is now ready to do the decorating. For this purpose a set of pastry tubes, such as are used by bakers and housewives, should be purchased, and the operator or decorator should become thoroughly acquainted with each tube or tip. With a little practice and patience he will become quite expert in handling these tubes in a very short time.

If a plain melon mold is to be decorated and no preference as to color, etc., has been made by the one order-

Increase Your Sales
OF ICE CREAM BY MAKING
FANCY FORMS
ANIMALS — FRUIT — FLOWERS — VEGETABLES — EMBLEMS — MARRIAGE BELL
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For All Cold Storage Rooms

ing, I would suggest using three cloors—pink, green and white whipped cream. The decorator, taking the tube with which he can make a leaf, can then execute all the way across on one section of the mold a green leaf and a pink rose-bud (with the rose-bud tube); the next row may be the same and so on all the way across. The white whipped cream may be put on the lines dividing each section. The effect of such a decoration is very beautiful and is bound to please even the most fastidious person. Or the decorator may put several green leaves on top of the mold and about the middle—then he may put a large rose on the leaves and several small roses on the sides of the center rose. The idea of the whole

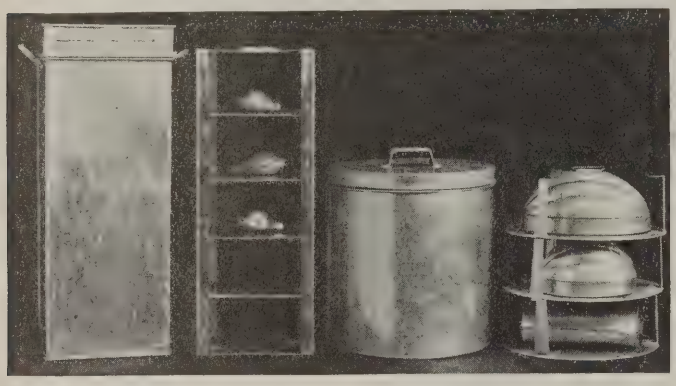


Fig. 2. Ice caves with compartments.

scheme is to have enough green leaves for all of the roses the sizes of the leaves varying according to the size of the rose-buds.

For special occasions such as birthdays, wedding anniversaries, Thanksgiving Day, Christmas, etc., the rectangular mold binds itself to more appropriate decorations. The birthday cake may be decorated as follows: The top is fenced in on four sides with any colored whipped cream and the inscription within the fence may be Happy Birthday, Alexander, or Birthday Greetings may be put on in contrasting colored whipped cream. For a Washington's birthday party the American flag may be done or alternating stripes of red, white and blue are effective. Then, too, there are many possibilities in varying the red cherry tree design with green leaves and the hatchet beside it.

For Thanksgiving Day what could be more appropriate than a pumpkin design surrounded with autumn leaves or who would not be charmed with a "Merry Christmas" inscription surrounded either with candles or small conventional evergreen trees, on a Christmas dinner mold. For a St. Valentine's party the cake mold having a hollow center is well adapted to a design of red hearts pierced with a red arrow, each heart being joined to the other with white lover's knots.

An Easter ice cream cake might well and effectively be decorated with individual lilies and foliage surrounding each flower. The individual cups are simple to decorate because there is only the upper surface exposed to view. On that a maraschino cherry surrounded with four green leaves may be placed thus making an exceedingly ornate dainty. The Sultana roll, by using a little ingenuity and having an ordinary amount of patience, has no limits to the designs which even an amateur can carry out in decorating ice cream.

MANY ice cream manufacturers hesitate about going into the business of making fancy ice cream because they have an erroneous idea that such creams are too much out of the ordinary to be packed and delivered safely and in perfect form. The cuts, Figs. 2 and 3, illustrate the simplest ways of packing any decorated ice cream for delivery. Care should be taken to have the ice cave absolutely water tight so that no brine can leak into the ice cream. For delivering but one cake or block of decorated ice cream the individual galvanized iron can, as illustrated in Fig. 3, is used.

A low, oblong tub, which can be easily made by any dairy supply concern, will hold any of the above individual packing cans. Care should be taken to have this can large enough so that the fancy mold can be placed in it without touching the sides. It is well to have a supply of these packing cans in various sizes on hand.



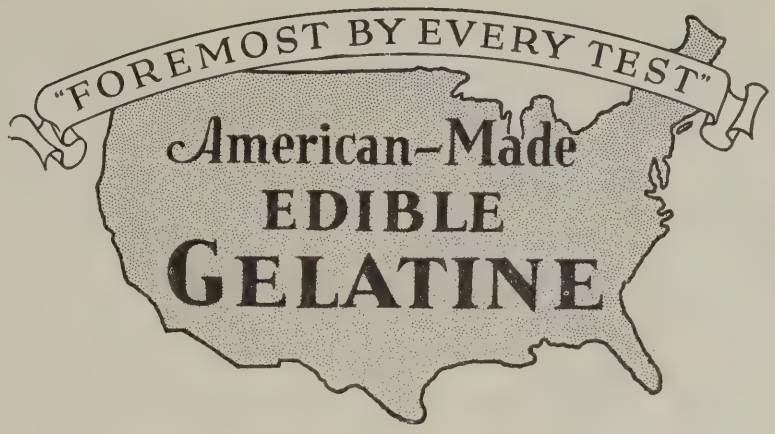
Fig. 3. Five gallons of ice cream fitted out for packing.

The other packing cans illustrated can be very easily and conveniently packed in large cylindrical tubs such as are ordinarily used in the trade.

JUST a word in regard to prices. Like any other commodity the prices for fancy ice cream vary in different localities. The public, however, expects to and is willing to pay more for fancy decorated ice cream. On the other hand, the manufacturer, if he is wise, will not make the retail price of decorated ice cream too high as compared with the retail price of plain ice cream. A one quart mold of fancy ice cream is retailing at present in New England for about one dollar and a quarter per quart delivered; this also is true of the one quart Sultana roll. The individual decorated slices are retailing at twenty cents per slice. Individual cups filled with an ice sell for ten cents a piece, while those filled with ice cream sell for fifteen cents a cup.

Once a manufacturer has established his reputation for making and decorating fancy ice cream as a side issue he may be sure to have as many orders for such ice cream as he will have time to fill.

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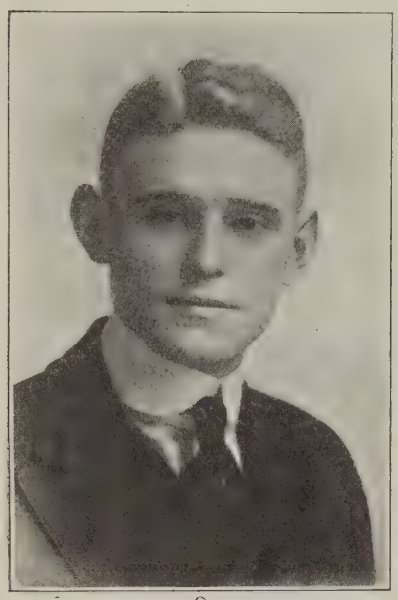
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Edible Gelatin Manufacturers Research Society of America, Inc.

Relation of Electrical Energy to Production Cost

Certain Changes Must be Made from Present Common Practices to Obtain Highest Efficiency, Expert Declares

THE ice cream industry as a whole has given very little thought to the relation of electrical energy to the cost of production. Manufacturers who have taken the time to study out this proposition are of the opinion that it is questionable whether or not this electrical energy is being used most economically. Prof. G. D. Turnbow and A. W. Farrall of the University of California go even further in saying there may be no profitable uses in this available energy.



PROF. G. D. TURNBOW.

Data that these gentlemen have gathered on the subject have convinced them that certain changes from some of the common practices must be made "to obtain the highest efficiency."

This data, brought out at the joint Pacific-California convention in an address by Prof. Turnbow, who, in asking that consideration be given to the effect of motors to the power factor, pointed out that—

"In an electrical system which has a low power factor, more current must be sent through the lines and motors, in order to transmit a given amount of power than would be necessary if the system had a higher power factor. This results in loss of energy in different circuits and causes a drop in voltage and causes undue heating of motors. Loss of energy in the form of heat occurs in all circuits even though no sensible heat is felt. These losses are proportionate to the square of the current. One of the principal causes of low factor is the operation of induction motors at part load. If we have only one motor in a circuit operating at part load, it decreases the efficiency of all other motor installations on that circuit, whether they be properly loaded or not.

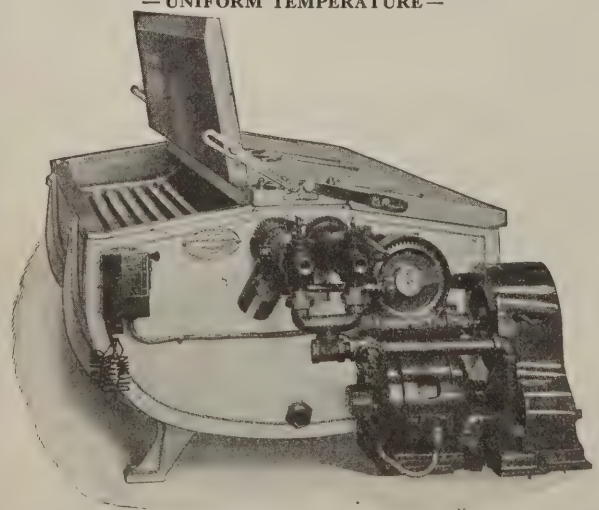
"To illustrate the increased cost due to low power factor, let us consider a motor of medium size operating at two-thirds load and having a power factor of .81. This motor draws, for example, as shown by the watt motor, 7460 watts. On a 220 volt circuit this motor would draw 42 amps at 81 per cent power factor. If this motor had been operating at full load, the power factor should have been 86 per cent. In this case the current drawn would have been only 40 amps. If we go a step further and install a synchronous motor we may approach a unity power factor on our system in which case only 33.9 amps would be necessary to transmit the 7460 watts. Let us say that the resistance of our motor and connections is .31 ohms, which is equal to the resistance of 500 feet of copper wire of the proper size to carrying 7460 watts. If the motor was operating at 81 per cent power factor, the heat loss would amount to 546.8 watts. This is a continual loss. In case the motor is operating at 86 per cent power factor the loss is only 495 watts or a continual saving of 50.8 watts, over the loss at 81 per cent power factor. In case the power factor can be raised to unity (1) the loss will be only 390 watts, or a continual saving of 156 watts over the loss at 81 per cent power factor."

Another angle from which ice cream men are concerned with the size of the motor is that of its effect upon the power rate. Power companies, as a rule, base their rates upon the size of the motors, the greatest maximum demand over a 15-minute interval and the amount of energy used, we are told. A certain minimum demand charge is made for each horsepower of connected load, described by the speaker in the following table:

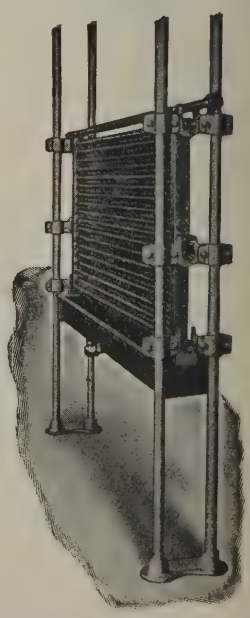
A TYPICAL POWER SCHEDULE FOR GENERAL SERVICE.

Rate: A.C. Service	Rate per k.w.h. for monthly consump. of			
H.P. of Connected load	first 50 k.w.h. per h.p.	next 50 k.w.h. per h.p.	next 50 k.w.h. per h.p.	all over 250 k.w.h. per h.p.
2- 9 H.P.....	4.0c	2.1c	1.3c	.9c
10- 24 H.P.....	3.6c	2.0c	1.2c	.9c
25- 49 H.P.....	3.1c	1.9c	1.1c	.8c
40- 99 H.P.....	2.6c	1.7c	1.1c	.75c
100-249 H.P.....	2.3c	1.5c	1.0c	.7c
250-299 H.P.....	2.1c	1.3c	.9c	.65c

"AMERICO" Pasteurizer—Ripener Mixing Vat—Holder
MOST SANITARY VAT ON THE MARKET
No Stuffing Boxes—No Churning or Foaming
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Do You Know
That cream held in the "Americo" does not take on metallic flavors?
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Signs that Last

Made of Metal

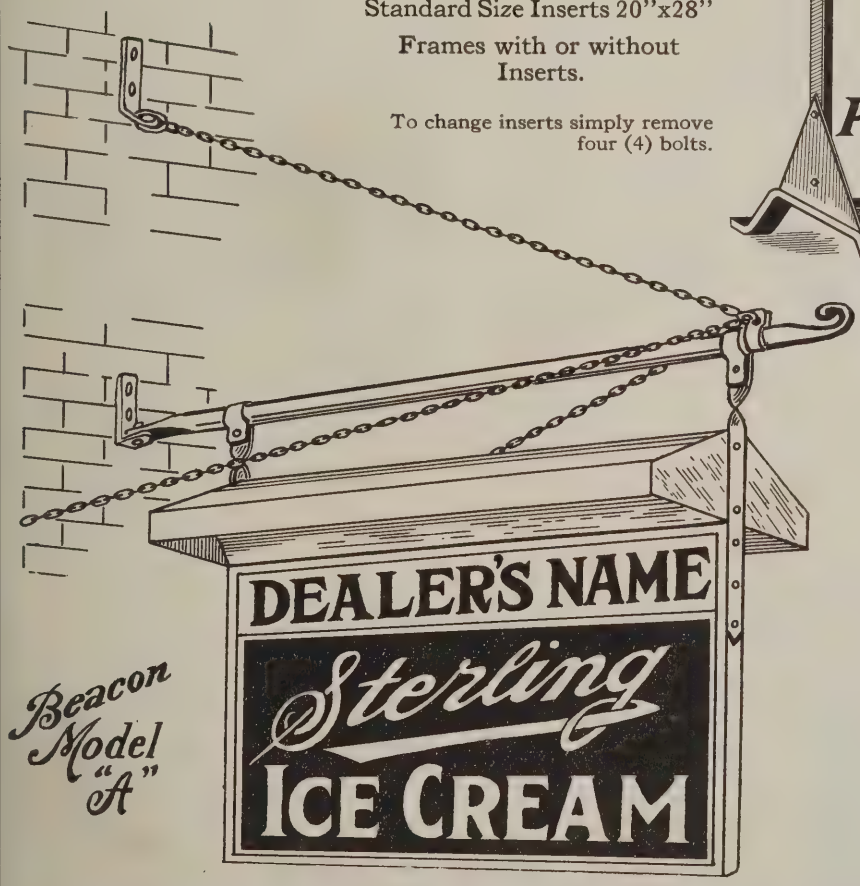
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Standard Size Inserts 20"x28"
Frames with or without Inserts.

To change inserts simply remove four (4) bolts.





Weight 25 Pounds

"HOLDS THE SIDEWALK"

DIMENSIONS:

Total Height - - -	38 inches
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Size of Panel - -	30x48 inches

THIS BEAUTIFUL "BUNGALOW TYPE" ELECTRIC SIGN
Complete with all necessary Hanging Irons, Chains, etc. Wired for 6 Lamps (no bulbs).

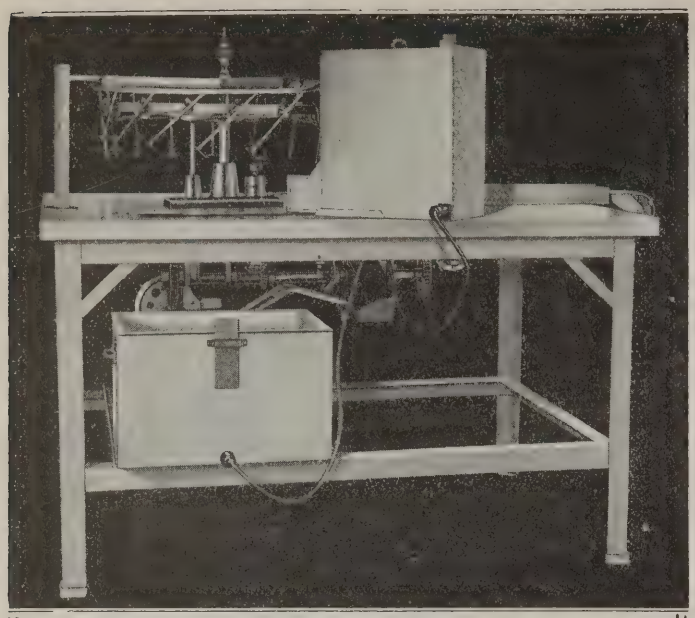
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MEMBER



When the 5c Pie Brings a Profit

Only when production cost is low and sales distribution large can the 5c pie be counted on for profit.

This Combination Does It.

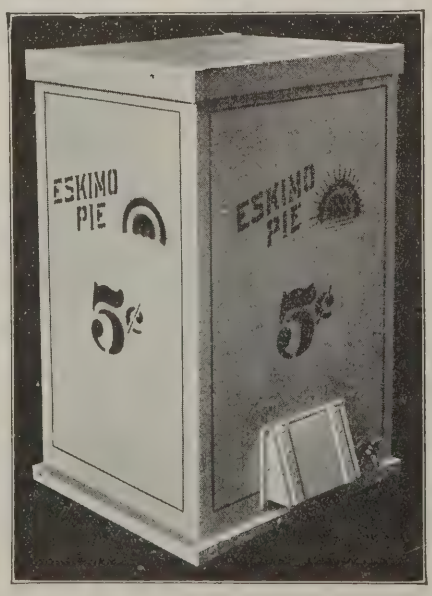
The Northwestern Cutting and Dipping machine cuts and dips 120 dozen pies per hour, and involves only an investment of $375.00 for the complete outfit.

The Northwestern Bar Cabinet is the silent salesman that makes wide distribution easy and practical.

Over 350 users now operate these units with success.

Write and learn more about how they do it.

NORTHWESTERN CORPORATION
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Regarding this table, the speaker said:

"The above rates and minimum charges may at the option of the consumer be based on the h.p. of measured maximum demand instead of h.p. of connected load, providing the installation has a total connected capacity of at least 50 h.p., in which case the h.p. of demand on which the rates and minimum charges will be based will not be less than 20 per cent of the total connected load, but in no case shall the minimum be less than $50.00 per month.

"The maximum demand in any month will be the average h.p. input (746 watts equivalent) indicated or recorded by instruments to be supplied, owned and maintained by the company and at the company's expense upon the consumer's premises adjacent to the watt hour motors, in the fifteen minute interval in which the consumption of electrical energy is more than in any other fifteen-minute interval in the month for installation of less than 750 h.p. and a 30-minute interval for larger sized installations or at the option of the company the maximum demand may be determined by test.

"It is evident, the greater the motor load or the greater the maximum demand, the more energy at higher power rate must be used before the lower rate comes into effect.

"An oversize motor, due to the heavy starting current drawn, will increase the maximum demand or your motors may be of the proper size and yet you are paying on a power rate which is higher than necessary because you start all of your motors at practically the same time, and since the maximum power consumption during any 15-minute interval is the basis for determining power rates, it is very likely the starting load which determines your rate. In order to lower this maximum demand, it is often possible to start your motors in succession and thereby spread the starting load over a longer period of time."

WITH regard to new methods in determining yield Prof. Turnbow declared that new applications and appliances for electrical energy are being found every day, stating that "during the past year there has been developed at least one new application, and a device to more nearly control the yield of ice cream." He then quoted Prof. Mortensen as follows:

"During the freezing process a considerable amount of air is incorporated into the mix, the air is beaten into the mix in the form of very small air bubbles or cells. The size of the air cell plays a big part in the final results. A small air cell is stronger than the larger, as the pressure within decreases as the air cell increases in size. You have possibly experienced at times that an ice cream of light and fluffy texture would settle in the container. Such an ice cream contains relatively large air cells. They are not strong enough to withstand the pressure from above. They collapse and the cell walls, consisting of several, crumble together, forming a coarse particle, and as a result thereof, ice cream which has settled in the container has always acquired a coarse texture.

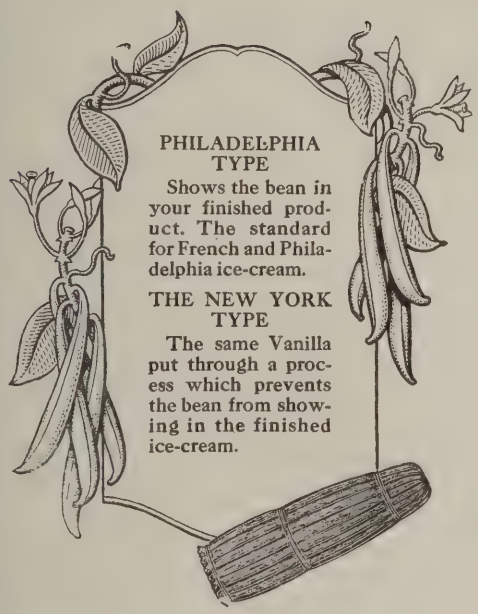
"The size of the air cells is also of great importance for the reason that a great portion of the mix is taken up, forming the walls around these numerous air cells. The ice cream maker is usually obtaining the same overrun from day to day, which means that the amount of air incorporated into the ice cream is nearly constant. The finer we have the division of the incorporated air, the more mix will be required to form the air cell walls and there will be less serum left in a free state. The maker who is interested in producing a smooth ice cream should so standardize his mix that the greatest amount of serum will be fixed, with only a small amount of the liquid remaining in the free state.

"The size of the air cells is governed primarily by the viscosity and the specific gravity of the mix, as both the viscosity or the specific gravity increases the resistance toward the incorporation of air, and as a result it is incorporated into the mix or ice cream in smaller volumes and more finely divided, it is for that reason that more time is required to secure the desired yield when the mix is of higher viscosity or higher specific gravity."

A smile on the face of some sales people often reminds us of the top layer of apples in a box, or berries in a basket.

The BEST Vanilla Sells the MOST Ice Cream

Switch to Michael's Mexican and watch your sales go up!



Spend a trifle more to get genuine Michael's Mexican—your ice-cream sales will automatically increase—*as much as 25%*.

MICHAEL'S Mexican

"America's Flavorite"

There's no deep, dark secret about it. People simply eat more and more vanilla ice-cream when it is flavored with this mellow-mild, delicious flavoring, made from the Mexican bean. Don't take our word for it. Make the test. Know for yourself.

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Make This Test at Our Expense

Place a trial order. Use all you can to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Bean, Vanillin and Sugar Pulverized does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.



Bill Proposing Sale of Ice Cream by Weight Killed by Prompt Action

Committee Consisting of Manufacturers of Pennsylvania and New Jersey Show Jersey Legislature Why Practice Would be Unfair to Manufacturers, Dealers and Consumers*

PREAMBLE:—It is estimated that there are in the United States 3,300 larger and in addition over 2,000 smaller ice cream factories, with an annual output of approximately 300,000,000 gallons, representing an investment of about $300,000,000 with an annual turnover considerably in excess of this amount. The state of New Jersey contributes her proportionate share of the business of this great industry.

House bill 219, now before the New Jersey Legislature, requires that ice cream be sold by weight. We are advised that this bill is fostered by the Department of Weights and Measures of the State of New Jersey and by some of the retailers of ice cream in that state who contend that under the present method of dispensing ice cream they are unable to make a profit. Whether or not the selling of ice cream by weight is the solution of the retailers' problem is the question. In the end, all problems of the industry must be solved on the fundamental principle that any practice in manufacturing or in distributing which is impractical and uneconomical, and which does not accrue the public benefit, is unsound and cannot survive.

The question of selling ice cream by weight is not alone a problem of the retailers, it is a problem which greatly affects the manufacture, distribution, and dispensing of the cream, and therefore is also of great concern to manufacturers and consumers.

In analyzing this bill the following disadvantages to (1) manufacturer, (2) retailer, and (3) consumer, are apparent:

(1) DISADVANTAGES TO THE MANUFACTURER.

A.—Selling ice cream by weight will increase the cost of manufacture for the following reasons:

1. All empty cans must be weighed and marked. To mark tin cans is almost impossible. Paint, crayon and pencil cannot be used. Tags are impractical, because they are difficult to attach and they get lost in handling in the hardening room and on the trucks. Tags cannot be attached to lids because of the danger of lids being exchanged; furthermore, many cans have no handles on the lids.

2. The full cans must be weighed and the net weight determined and marked on the cans, which, as previously stated, is impractical.

3. It will be necessary to keep records of the weight of every can going into the hardening room.

4. It will be necessary to keep a record of every can loaded and to check the load. This extra work will delay the morning deliveries.

5. It will be necessary to check weights at time of delivery to customer, which will delay deliveries.

6. When driver returns remaining cans must be checked and records kept.

7. Complication of accounts with customers is sure to take place, with consequent loss of time and good will.

8. It will be necessary to change the method of keeping both manufacturing records and customers' accounts to pounds and ounces instead of gallons, making considerable additional work, not only in keeping the records, but in endless explanation to customers.

9. Full or part full returned cans must be weighed, both by the retailer and by the manufacturer, and credits issued for which the weight of the can is necessary.

10. Collectors' problems will be increased and complicated by many added controversies.

11. Daily inventory of stock is practically impossible, because cans of different weights stacked in piles in hardening room cannot be inventoried.

12. Owing to the slowing up of deliveries, extra trucks and men will be required.

B.—Difficulty to sell brick and cup ice cream by weight:

1. It is impractical to sell bricks by weight, because it is impossible to make them all uniform weights and it is also practically impossible to mark them with exact net weight on each package on account of the sanitary paraffined package used. The same difficulty also

*Brief Pertaining to Assembly Bill No. 219, Introduced Into the Legislature of New Jersey, February 3, 1925. The brief was prepared by Fred Rasmussen, executive secretary of the National Association of Ice Cream Manufacturers, and Thomas Hall for the committee appointed at the Trenton, N. J., conference of January 28, 1925, this committee consisting of the following: W. H. List, Puritan Ice Cream Co., Newark, N. J.; George Brink, Crane Ice Cream Co., Philadelphia, Pa.; Mr. Kennedy, Abbott Alderney Dairies, Philadelphia, Pa.; Thomas Hall, Russ Bros. Ice Cream Co., Harrisburg, Pa., and Fred Rasmussen, secretary of the national association, Harrisburg, Pa.

The bill proposed an act regulating the sale or exposure for sale of ice cream, ices and kindred frozen products by avoirdupois weight, and providing penalties for the violation thereof.



9,000,000 less gallons of ice cream sold in 1924 than in 1923—

help overcome this loss by selling ice cream as they buy other foods—

Candies, Crackers, sugar, pickels, raisins, and other foods are not, in this present day of merchandising, sold from the barrel or in bulk. People demand packaged oods—they buy products sold in convenient form. The small size package of ice cream meets the demand—that's the reason more than 100,000,000 convenient size packages of ice cream have been sold in the past several months. The demand is increasing—the volume is growing.

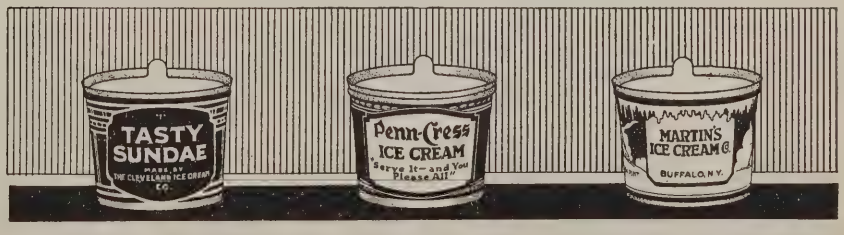


The 10c package proves profitable for both the manufacturer and retailer. It is just the size for serving (in the package) on the home table, office, at social affairs, fraternal gatherings, at base-ball, amusement parks and road-side stands. It's what the people desire—meeting desire means increased sales volume. Use the Mono-made 10c size package, printed with *your* own specially designed label on the kup and on the lid, with *your* trade-mark and name prominent. Ask for samples and helpful suggestions.

KLEEN KUP

the package that sells Ice Cream—

Mono Service Co.
NEWARK NEW JERSEY



applies to individual brick slices. A difficulty also arises due to the fact that bricks decrease in weight during storage.

2. There are numerous cups and packages which are now machine filled and which it is not possible to fill with such machine to exactly the same weight. Hence each package, if required to be sold by net weight, must be weighed individually, the expense of which would make the sale of such packages impractical. If the proposed bill becomes a law, machinery used for this purpose would be obsolete. It must be kept in mind that special packages can only be marketed at a reasonable price on the basis of quantity and production.

(2) DISADVANTAGES TO DEALERS.

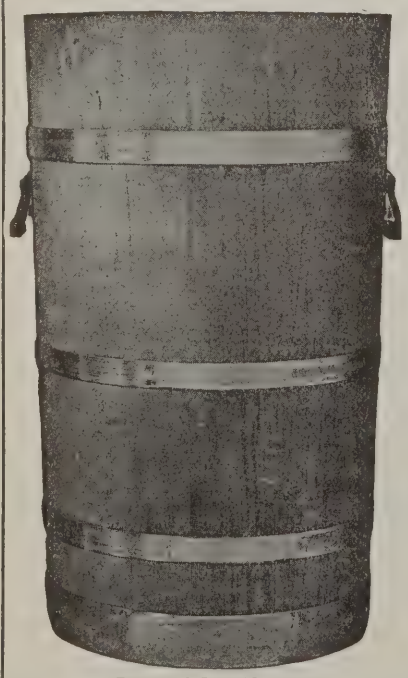
A.—Selling ice cream by weight will increase the cost to the dealer for the following reasons:

1. If purchasing and selling by weight the dealers will require one set of scales for checking purchases and another for retail sales.

2. It is difficult to weigh ice cream in small quantities because of its viscous nature. Being a frozen product, the exposure to warm air and the ordinary method of weighing out ice cream is objectionable from a sanitary standpoint.

3. Selling ice cream by weight because of the extra time required is objectionable to the busy retailer and as expressed by several retailers, "If compelled to sell by weight, they will quit handling it."

4. Difficulty in explaining variation in volume for the same weight. Customers will object to boxes not being full. If the ice cream is soft, the volume for a given weight will be small, while if it is hard it may be as much as 50 per cent larger. Customers buy by the eye, and object to small volume.


Patented Jan. 21, 1923

Texas Barrel Company has installed one of the largest Barrel, keg and Ice Cream Tub plants in the South and will be ready to serve its tub customers at an early date. Texas Barrel Company had the misfortune to lose its Tub plant by fire in August but in its place has arisen a magnificent factory capable of serving a wider territory.

Service and good workmanship our motto.

TEXAS BARREL COMPANY
Box 665 HOUSTON, TEXAS

5. Unless the retailer is willing to purchase scales and weigh all cans received there will be an increased opportunity for drivers to be dishonest with the dealers, by charging for more than delivered and pocketing the difference.

6. Complication of account with manufacturers.

7. As ices have greater weight per gallon than ice cream, it will be necessary to establish a different price per pound.

8. The retailers, like the manufacturers, will have an increased cost, due to handling by weight, and will have a lot of explaining and controversies with customers because of difference in volume of the same weight. In handling ice cream by weight we have assumed above that all standard cans are filled and marked with the actual weight. Another way would be to fill a definite weight in each can, the weight in all cans of the same size being alike. This would make the inventory problem simpler, but would introduce the objection that the retailer would discriminate against the heavier ice cream, which showed less volume in the can, refusing to take it. What would the manufacturer do with it, when returned?

B.—Selling ice cream by weight was considered in California and was found after investigation to be impractical as set forth in the following telegram from Charles C. Johnson, state treasurer of California, and formerly superintendent of weights and measures, who wired to the secretary of the joint committee on definitions and standards in Washington the following: "Upon learning you will have a hearing upon matter of defining proper butterfat and weight standard for ice cream and thinking my experience and investigations into question as former superintendent of weights and measures in California extending over considerable period might be of assistance. Can assure your committee that after spending over one year making investigations with assistance of all prominent dairy and food officials in California we found that fixing a weight standard for ice cream entirely impractical and abandoned any attempt of introducing regulations for such enforcement."

Upon inquiry of the California, Southwestern States Ice Cream Manufacturers' Association in regard to experiences of retailers selling by weight, the following telegram was received: "Only California retailers who tried selling by weight were druggists Los Angeles and vicinity who abandoned idea three years ago. Too much trouble explaining to public why containers were not packed full. Several arrests for slack filled packages. Idea not popular with public. Dealers convinced of the impracticability as demonstrated by tests by officials state department of agriculture and dairy division, University of California."

(3) DISADVANTAGE TO THE PUBLIC.

A.—Selling ice cream by weight will increase the cost to the public, as enumerated under disadvantages to the manufacturers and dealers. The public will pay not only the increased cost to the manufacturers and dealers, but also an additional profit to the dealers, which is contemplated by the change to selling by weight. It is estimated that this increased cost will be from five to seven cents per quart.

B.—There is no advantage to the public in selling by weight as weight has no relation to quality and food value, as will be seen from the following table prepared by Professor R. N. Washburn, University of Minnesota. All food value is contained in the solids; the table shows that the amount of total solids may be greatly varied.

A great addition
to our plant is being rushed to completion
—35,000 square feet more
of manufacturing space—promising
an early increase of 50%
in Nizer Ice Cream Cabinet production.
This is in accord with the
Nizer policy of serving well the
ever growing list of leading ice cream
manufacturers who specify Nizers
exclusively for their retailers.



Visit the Nizer plant when you attend the National Ice Cream Manufacturers' Convention, Detroit, Oct. 19th to 24th.

NIZER

Reg. U. S. Patent Office

Automatic Electric Ice Cream Cabinets

Made in 4, 6, 8, 10 and 12-hole sizes—water or air-cooled—single or double row—self-contained or remote.

Nizer Corp.: Detroit, New York, Atlanta, Chicago, St. Louis, San Francisco
A. P. McLendon, Waco, Texas. Linde Canadian Refrigeration Co., Montreal

Copyright, 1925, Nizer Corporation

as in the first column, and the weight of a gallon of ice cream may vary very considerably, as in the third column, and yet the total solids or food value in each gallon may be the same, as given in the fourth column; therefore, weight is not a measure of value for ice cream.

Total solids in %	Weight of gallon of mix, lbs.	Weight of gallon of ice cream in lbs.	Weight of total solids in gallon of ice cream, lbs.	Per cent of overrun
30	8.80	5.0	1.50	76.0
33	8.85	4.5	1.50	92.6
37.5	8.90	4.0	1.50	122.4
42.8	8.95	3.5	1.50	156.0
50	9.00	3.0	1.50	220.0

C.—If sold by weight the public is without any method of checking ice cream for festivals, fairs, churches, picnics, fire companies, lodges, family orders, etc., while with the present method of selling it is possible to check up standard measure.

D.—Sales by weight will be detrimental to the quality of ice cream, because there will be a demand from the retailers and public for the largest possible volume for a given weight, and because of the slowing up in manufacture and dispensing on account of deterioration, due to changes of temperature.

GENERAL STATEMENTS:—Since the beginning of the industry, ice cream has to be dealt with in terms of volume. Irrespective of any laws which may be passed, requiring ice cream to be sold by weight, it will still be sold in the same containers and the quantity sold will be judged on the basis of volume rather than weight.

Because of the fact that the public purchases largely by the eye, and because of the fact that weight is not a measure of value or quality and because of the lesser expense involved, volumetric measure in the sale of ice cream, is a more desirable method of dispensing than selling by weight.

The impossibility of standardizing bulk for a given weight would result in continuous arguments between manufacturer and dealer and consumer, tending to demoralize the business and destroy good will.

The few who have tried and approved the sale of ice cream by weight and the more intelligent, capable dealers who naturally would succeed, and furthermore, did it because they wanted to, and not because they were forced by law. Some people are always desiring to try new things.

Under the present methods of selling ice cream, if for any reason a dealer feels that he is unable to dispense bulk ice cream at a profit, he has the alternative of selling package goods where a fair and definite profit is assured.

Any retailer is privileged to sell ice cream by weight if he prefers, whether the manufacturer sells by weight or volume, the total cost to the retailer of his week's supply will be the same. If, therefore, a retailer buying ice cream by volume desires to sell by weight, all that it would be necessary for him to do would be to determine the average weight of ice cream purchased and from this establish a selling price per pound, which would net him a reasonable profit. The majority of ice

GUARANTY

Our purpose is to have every pound of Chocolate or Cocoa sold by us exactly as represented. We absolutely guarantee that if any product purchased is not satisfactory it can be returned and either will be exchanged for other merchandise, or your money refunded, as you prefer.

F. BISCHOFF, Inc.

BISCHOFF'S PUREST MADE PRODUCTS

COCOA

Using the right Cocoa for your Ice Cream or Fountain means much for your success.

It is stated, SPA COCOA is fairer priced and more delicately flavored, being rich in color, with very pleasing taste, which only a good cocoa can have.

Make More and Better Eskimo Pies

There is no Chocolate manufacturer making products purer in food value, than the Bischoff lines now are, have been and always will be.

Chocolate Coatings Made Especially for Holiday Mold Work.

WHEN YOU BUY CHOCOLATE OR COCOA THAT HAS BISCHOFF'S NAME BACK OF IT, YOU ARE ASSURED SATISFACTORY RESULTS, FROM THE STANDPOINT OF MERIT AND PURITY OF YOUR FINISHED PRODUCT

F. BISCHOFF, INC.

148-150 SANDS ST., BROOKLYN, N.Y.

Serving the Trade 32 Years

Factories, Brooklyn and Ballston Spa, N. Y. **Branches, Chicago and Boston**



Summer Sales Are Money Makers

The Anderson Eskimo Pie Machine which automatically cuts - dips - wraps, and the Universal Machine which cuts-dips are distributed solely by us. Information on request.

On the back of this page is reproduced one of the monthly series of placards our licensees receive free.

Amusement parks, ball games, beaches, and summer resorts, where crowds congregate, offer a golden opportunity for selling Pies in large volume this summer.

At Coney Island last season during the summer months alone over 5,000,000 Eskimo Pies were sold; in Central Park, New York City, over 1,000,000.

Let people watch the Pies being made before their eyes. Put an Anderson machine in a window and crowds will gather to watch it work—and to buy the Pies as fast as they come streaming out.

Now is the time to make your arrangements for these summer concessions.

Our Service Department will be glad to help you.

Keep your Eskimo Pie Department running this Summer. It will pay.

ESKIMO PIE CORPORATION
Louisville, Ky., U. S. A.

"ESKIMO PIE" - THE UNIVERSAL CHOCOLATE-COATED ICE CREAM BAR


HERE TO STAY!
THE YEAR 'ROUND DAINTY
TIME TABLE
ESKIMO PIE
Genuine
ESKIMO PIE
ESKIMO PIE
5¢

cream dealers and manufacturers do not want to sell by weight; why, then, pass laws to force them to do so?

Different retailers frequently sell ice cream at prices varying from 40 to 70 cents per quart, and it is a well known fact that some dealers who are not making a profit, are trying to gain trade by underselling their competitors.

In analysing the losses of which the dealer is complaining, it is found that in many cases he is giving the customer an excess measure, in order to please him and outdo his competitor, and it is also due to his insistence on keeping the ice cream too soft for ease in dipping. Investigation conducted by Professor H. A. Ruehe of the University of Illinois shows that 80 per cent of the shrinkage loss to retailers is due to dispensing too soft ice cream and nearly 20 per cent due to overrun.

Ice cream supplies are generally purchased in the spring for the season, and undoubtedly there are large quantities of package supplies contracted for by manufacturers and dealers which would not be practical for distributing ice cream by weight, and which, therefore, would be a total loss.

The administration of this law in thousands of places in New Jersey, if the law is to be enforced, will be an added expense to the people of the state.

No state in the Union has a law requiring ice cream to be sold by weight and such a radical change should not be put into effect and made compulsory, without a thorough investigation of its practicability.

It is also a question whether the manufacturers and the retailers, under the proposed bill, could not mark permanently all containers with a minimun, low, safe weight, and determine a corresponding price per pound, and thus defeat the object of the framers of the bill.

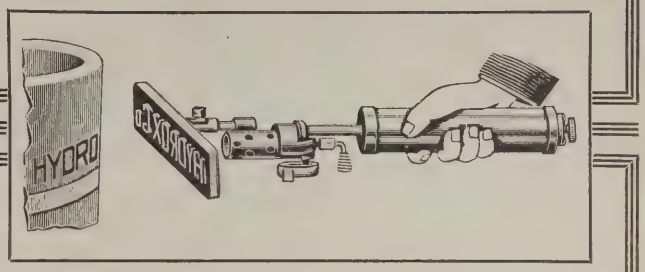


OUR GROWING PROSPERITY.

The steadily advancing prosperity and growth of productive capacity within the United States is one of the best indices of our competitive powers in international commerce. We hear much of mass production and of its vast powers in determining competitive ability but we do not always realize the tremendous advantages which the United States actually has in this particular connection. Our manufactures were valued at about $25,000,000,000 in 1914; their value in the recent census of 1923 was indicated at approximately $60,000,000,000 —a most impressive increase even after allowance is made for liberal price changes during the decade. In pig iron, for example, the gross tonnage produced by the United States in 1913 was 30,500,000 which was practically the same as the combined output of the United Kingdom and Germany, namely 29,300,000 tons. By 1924 this predominance had been almost doubled, that is to say, the American output was 31,000,000 tons, whereas the combined British and German output was only 15,600,000 tons. A similar situation prevailed in ingot steel in which the American production in 1913 was some 31,300,000 whereas the British and German combined total was slightly in excess of 26,000,000 tons. By 1924, however, the American production had risen to 37,500,000 tons whereas the production of our European rivals was slightly under 17,000,000 tons.



You can get somebody to sell you anything you want, if you use "The Ice Cream Review" Want Department.



Don't Replace Your Tubs *Until* They Are Worn Out

Prevent the loss of your property by branding your tubs, cartons, packing boxes, tools, etc., with the Everhot Branding Tool. All doubt as to ownership is settled. Your name is put on to stay. The temptation to pick up and carry away your property is removed, for the Everhot Brand cannot be changed or erased.

And further, wherever your property is seen—on station platforms, in your dealers' stores, or on delivery trucks—your name will be a perpetual advertisement of your business.

The Everhot can also be used as a soldering iron or blow torch.

Write today for complete information!

The Everhot Tool can be used anywhere — any time. The fuel is ordinary gasoline. The flame will keep the brand hot for hours of continuous use. Cost of operation is very low.

Write for complete information today!

EVERHOT
America's Brand Makers
MANUFACTURING CO.
MAYWOOD, ILLINOIS

FORTUNE PRODUCTS TRADE MARK

DARKO

(Dutch Process Cocoa)

The new and better Chocolate Products for the making of Chocolate Ice Cream

Will you try absolutely free and without any obligation whatever a 5-Pound Sample of Darko?

Tear out the coupon and mail today.

Fortune Products Co.

Makers of THINFLO Chocolate Coating for Eskimo Pies

Fortune Products Co.,
417 S. Desplaines St.,
Chicago

Please mail post paid a Free 5 pound sample tin of Darko, (Dutch Process Cocoa). Send directions and quote prices.

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Please type or print name and address.

Ice Cream In International Commerce

Since Development of Industry to National Scope in America, Peoples of Other Continents Are Beginning to Cultivate Appetite for Uncle Sam's Favorite Dish

FROM a national industry in America ice cream has developed into an international dish. Exporting of ice cream mix to the Orient has been carried on by manufacturers of the Pacific Coast for years. The Latin Americans are learning how to make our ice cream and serve it commercially. England is taking lessons from our industry. American machinery, flavors, etc., are going into Germany, Japan, and other countries every year.

Ice cream is destined in the not distant future to become a factor in international commerce, according to the more recent consulate reports received at the department of commerce. The frozen dish of cream is winning its way in many foreign lands where cold foods had hardly been heard of a few short years ago.

There are government officials who see this country as the great ice cream exporter of the world, for with a market assured, the ability to send it to foreign ports profitably will be worked out. This may not seem as fantastic as it sounds, for such close neighbors as Mexico and the thickly populated South American and Central American countries to the south of us are ice cream hungry and the various substitutes for the rich, tasty ices and creams of the United States fail to satisfy.

These same government officials point out the fact that already there are many opportunities for American manufacturers of ice cream supplies, equipment and machinery to develop a large market in these countries that are showing a rapidly increasing consumption of the frozen dainties.

WHAT might well be termed, the spread of the "ice cream idea" is shown in some of the reports, a few of a confidential nature, that have recently been received by the department of commerce, the bureau of foreign and domestic commerce.

Mexico is rapidly acquiring the ice cream eating habit. Mexico City now has five modern ice cream factories that deliver frozen cream to the house for four pesos a liter, which is approximately $2.00 a quart. But in addition to these large establishments that endeavor to maintain a high grade there are numerous small street venders that sell from carts. In Guadalajara and the larger towns of the district ice cream is a favorite dish.

Panama, due to the proximty of the Americanized strip of country, is a large consumer of ice cream. During the last part of 1923 a large company installed a plant in Panama solely for the manufacture of ice cream. The capacity of the plant is about 300 gallons of ice cream daily. From this central point the cities of Colon and Panama and the Canal Zone and the army and navy posts are supplied. It is estimated, however, that auxiliary plants may soon be required to supply the year round demand.

CUBA is a more experienced connoiseur of frozen cream than some of the other Spanish countries due to influence of the American tourist trade. Practically all the important cafes make their own supplies in the way of ice cream and in addition to these there are numerous small makers in nearly all the larger cities and towns, who make cream which is peddled on the streets by venders with small carts in Cienfuegos.

The people of Cienfuegos as well as other parts of that consular district do use ice cream extensively.

Ice cream is sold by the cafes at from 20 to 30 cents or more a glass. The street venders sell it in a form of brick-package—a card-board box of a small size—or in a cone, at the price of five cents. There is no regular wholesale business in ice cream except that when the street venders buy of the makers they usually pay 50 cents a liter which makes 16 packages or cones.

There is an adequate supply of fluid milk of a medium quality, but there is very little cream and the milk is not separated. The ice cream is made from imported evaporated milk which is cheaper in Cuba than the milk from the local dairies.

BRAZIL, according to Commissioner M. A. Cramer stationed there, is acquiring the ice cream habit. However, the ice cream sold in Brazil is not the same as that sold in this country. It contains very little milk or cream and is more like American ices. There is only one place in Rio de Janeiro, the capital city, where ice cream of a quality found in our large cities can be obtained, and that is manufactured by a Greek, a former resident of the United States, who does a good business and his product is exceedingly popular both with resident Americans and Brazilians.

Brazil undoubtedly offers a field for some enterprising American who is able to adapt himself to local conditions. In Sao Paulo there are 12 large ice cream parlors that do a good business with the indifferent product that is sold.

Chile is learning that the taste of ice cream is most

M.P.A.
POWDERED SKIM MILK

Fresh every day of the year from the ine Dairies of California

M. P. A. Powdered Milk provides the milk solids (not fats) necessary for a velvety, smooth, palatable ice cream of desirable body and texture.

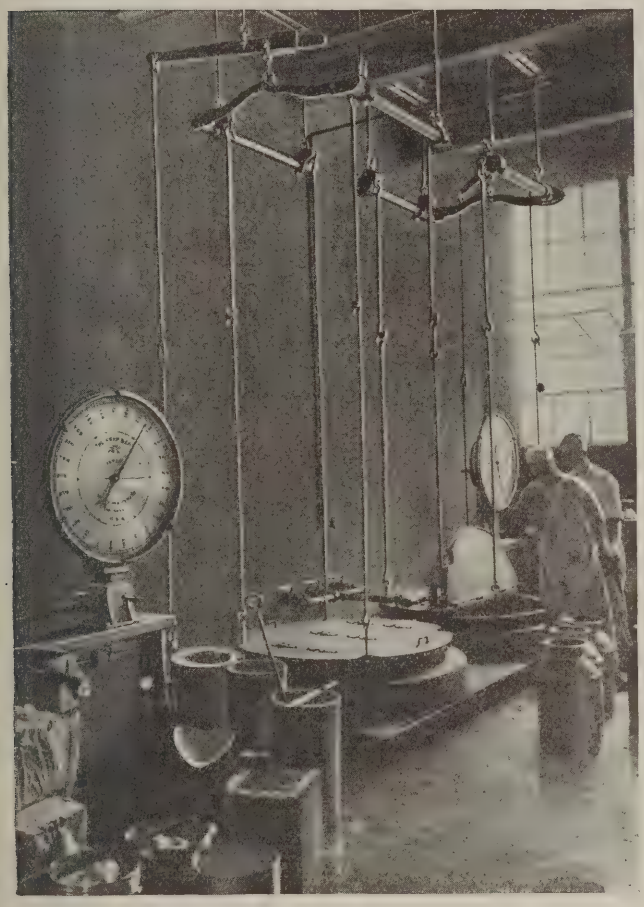
MANUFACTURED BY
MILK PRODUCERS ASS'N OF CENTRAL CALIFORNIA

FRESH STOCKS CARRIED IN ALL PRINCIPAL CITIES

R. A. McKEE CORPORATION
261 BROADWAY NEW YORK CITY
General Distributors-All Territory East of Rocky Mountains

Barber Goodhue

Everything for the Dairy Industry



Accumulative Indicator

AN added and exclusive feature of the KRON Scale. Not necessary to add the separate weights—the second indicator does that for you automatically and instantly, always giving the total at a glance. Saves work, eliminates mistakes, avoids disputes.

The American Kron Scale

Just Load and Look

WITH modern methods of making ice cream mix it is highly essential To have speedy, accurate and practical weighing apparatus.

Speedy—to handle large batches in limited time; its action is instantaneous; it saves half or more of your weighing time.

Accurate—so that you will know that each batch contains the proper amount of each ingredient.

Practical—so that it will save labor, simplify the recording of weights, and lower your weighing costs.

The KRON Scale gives you *all* of these advantages, and speeds up the entire plant. It has no springs to put it out of adjustment. Its uncanny accuracy eliminates the possibility of dispute, and removes your weighing worries once for all.

If you will tell us briefly the capacity of your plant and your weighing requirements we shall be glad to recommend the proper KRON equipment for your use and tell you exactly what it will cost you.

There's a KRON Scale Exactly Fitted to Your Needs—Let us Tell You About It



A.H.Barber-Goodhue Company

TWIN CITY OFFICE
2490 University Ave.
ST. PAUL

Home Office
300 W. Austin Ave.
CHICAGO

216 South
Pennsylvania St.
INDIANAPOLIS



ATLAS MAPLE FLAVOR

is a pure vegetable compound that possesses all the appealing aroma of the sugar maple, yet is more practical for use in the manufacture of ice cream than true maple.

Its delicate flavor persists throughout the hardening process with no suggestion of that artificial taste characteristic of ordinary synthetic maple flavors.

ATLAS MAPLE FLAVOR contains the proper amount of coloring to produce a true maple shade and is the finest maple flavor on the market, proven by comparative test and popular choice.

ATLAS MAPLE FLAVOR as a part of your product means complete satisfaction, increased consumption and a growing business.

The ideal Maple Flavor for the Ice Cream Manufacturer.

A complete line of
PURE FOOD COLORS AND FLAVORS
Write for Price List.

H. Kohnstamm & Co., Inc.
First Producers of Certified Food Colors

NEW YORK 83-93 Park Place
CHICAGO 11-13 E. Illinois St.

ESTABLISHED 1851

agreeable. During the hot months the cafes are full of patrons, particularly between 4 and 6 in the afternoon, and ice cream is sold that is made on the premises. Even during the cold months there is some demand for it which could be greatly increased.

Other South American countries are interested in ice cream, for they are users of cold drinks and an iced food has little opposition, if rightly introduced. In many of the cities ice cream products have first been introduced by way of the bar where strong drinks are sold and thus the women and children have not been reached.

THOSE who have visited London and the chief cities of Great Britain a score of years ago would be agreeably surprised should they visit these same cities today and wished a cooling dish of ice cream. The English are slow to adapt their own food habits to new introductions, but once finding a product agreeable they learn the making from the ground up.

Alfred Nutting of the American Consulate in London says that "a new departure in the retail sale of ice cream has been initiated in London within the past three months. In place of the consumer purchasing from the makers at the shops, of ice cream blocks (bricks), which are advertised to remain firm and good for two hours after opening, a London firm has organized a method of house to house delivery."

NOW IT'S IN CHINA.

Ice cream eating has become such an institution in America that when Americans go abroad the habit goes with them. And so on the continent today the American can appease his cravings in the innumerable ice cream shops. But how about those travelers who go to ice-creamless China? They no longer have to miss their ice cream—for the great American dish will now be available in Shanghai.

The Navy Y. M. C. A. Building in Shanghai, the headquarters of the United States fleet in the Near East, is being equipped with an up-to-date soda fountain. It is of Tennessee marble, 16 feet long, and has two attendants, 13 syrup pumps, six crushed fruit bowls and four five-gallon ice cream cabinets. No longer will the American sailors and marines have to miss that good old American delicacy.

—Colonial Mixer.

They advertise it by saying that their cream is "identical with the world-famed American cream ices, and contains a large percentage of pure cream and must not be confused with the mixture of frozen corn-flour or custard so often sold as 'ice cream.' It is made by a special process under the most hygienic conditions, the mix being pasteurized and then run into special glass enameled vats, each holding one thousand gallons. . . Before leaving the factory the ice cream is hardened in special rooms at a temperature well below zero."

House-to-house delivery is made by means of distribution in insulated boxes fitted between the side wheels of tricycles that are peddled along. The firm attempting this system that might be adapted in this country, has a fleet of 400 in London alone. These vending tricycles are supplied from central depots.

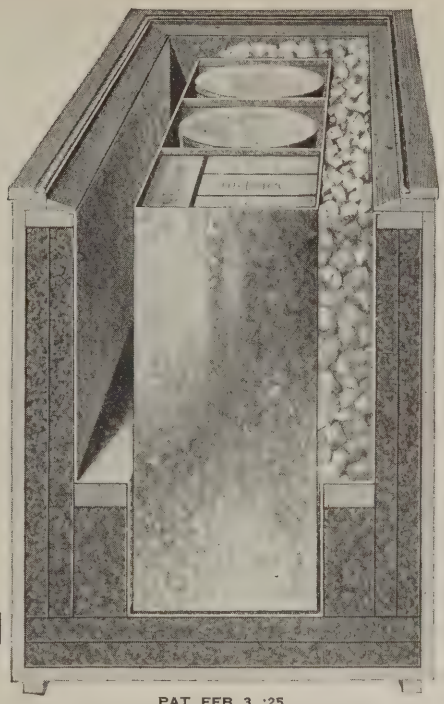
Householders who desire to purchase ice cream signify it very much as eastern housewives notify the ice delivery trucks. In London they place a card in their windows that bears the initial of the manufacturer and the carts stop. Delivery by this unique system is three times a day. Orders are also taken for larger quantities to be delivered at some time in the future.

The prices at which ice cream is retailed under this plan are as follows:

(Continued on page 74)

STOUT Brine Well

Test One Alongside Any Other— You'll Adopt Them.



PAT. FEB. 3, '25

This is the Cabinet that is Solving the Problem between the costly ice and salt system of old type cabinets and the tremendous investment required to do away with them completely.

The 48 Hour Service Cabinet

The happy medium in solving the ice problem

There is No Guess Work About It

Many users the past season report perfect holding up to 72 hours.

It Saves Money—How? Uses 30 to 50 per cent less ice and salt and Doubles the Route Capacity.

Carry that much more cream on your trucks.

It holds the proper temperature, evenly.

No brine comes in contact with the cans.

No sloppy dripping when removing them.

Holds either Bulk or Brick without changes.

Insulated with three to six inches Cork Board, alternating with three layers of heavy Asphaltum paper.

WRITE FOR FULL DETAILS

STOUT MFG. CO., 610 Sycamore St., MILWAUKEE, WIS.

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

VANOLA

(Trade Mark)

This is a highly concentrated Vanilla Flavor composed of Vanilla Bean Extract, Vanillin, Coumarin, etc.

This product possesses a delicate yet persistent flavor and is guaranteed not to freeze or bake out.

ECKERT'S

ORIGINAL

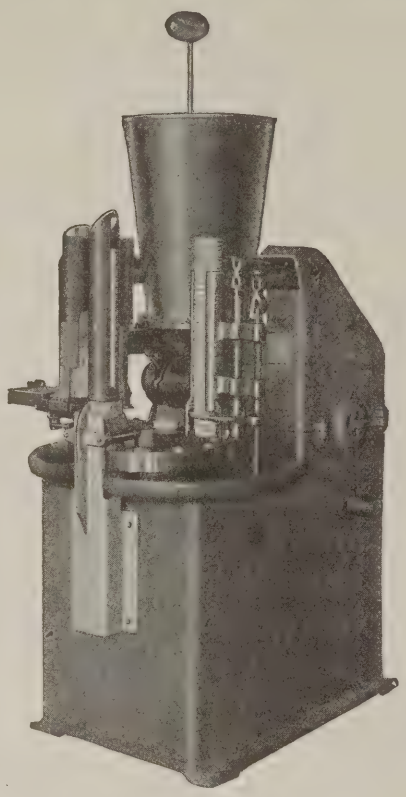
Lemon and Orange Concretes

They impart, to frozen products, soda syrups, confectionery, pie fillers, baked goods, etc., the real flavor of the natural fruit. Miscible with water or syrup, will remain sweet and will not separate.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS

HANOVER, PA.



Bergmann Ice Cream Packaging Machine—

The latest and most improved machine for packaging small units of ice cream. Rapid, self-contained, automatic, motor driven. Capacity only limited to speed of operator in keeping machine supplied with cups and lids and taking away filled cups with lid inserted. Fool proof and rustless. Easily cleaned. Strongly constructed.

If you are marketing packaged ice cream you are interested in this machine. Send for complete information covering this and larger size machine.

Bergmann Packaging Machine Co.
1838 HENRY W. OLIVER BLDG., PITTSBURGH, PA.
SALES OFFICES
487 ORANGE STREET NEWARK, N. J.

Standard cream bricks (sufficient for 4 persons) 1s.
Standard cream bricks (double size).....1s.8d.
Brickettes .....2d.
Special chocolate-coated bars .....4d.
Tubs with spoon .....4d.

Note: A shilling (s.) is about 25 cents and a pence (d.) is about 2 cents in our values.

The standard cream bricks are wrapped in greaseproof paper and enclosed in a carton; the 2d. brickettes are wrapped in similar paper, as are the chocolate bars, while the tubs consist of small waxed cardboard pails with a disk top.

The department says that "since the close of the war, ice cream manufacture and consumption has increased by leaps and bounds. A leading London manufacturer estimates that a total of 35,000,000 gallons was produced during 1923 as compared with 20,000,000 in 1922 and that a steady yearly increase of about 25 per cent may be anticipated in the future."

JAPAN has taken quickly to frozen cream products. Commercial Attache E. G. Babbitt says there are several concerns manufacturing ice cream for wholesale distribution. As there is much milk produced around the district of Tokyo the manufacturers find "it more profitable to make and ship the ice cream into the city than to send in the milk." There is a widely known drug store operated by a Japanese who learned his trade in Los Angeles. He is catering to the popular demand in making both ice cream and ices.

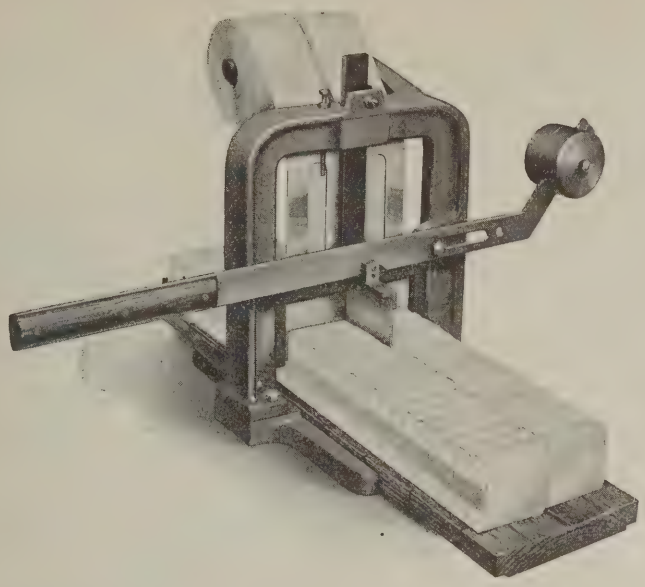
"Fresh milk and cream," he states, "form the basis of most of the ice cream manufactured, but there is much adulteration. Cornstarch, gelatine, and ice cream powders are used to some extent; also eggs. The best is made with imported flavors. According to unofficial estimates there are 4,000 retail establishments with a total yearly consumption of 6,570,000 gallons. The larger restaurants use electric power in the manufacture of ice cream, some hotels use the ammonia process, but the smaller employ hand turned freezers. There is a demand the year around."

It cannot be emphasized too strongly that America may well study the foreign side of the ice cream business for there are opportunities on every hand—flavoring extracts, manufacturing machinery, advertising material, containers, freezers, methods and many others.

A Traveling Ad



The advertising value of a truck is well demonstrated in this picture. An attractive truck is a traveling ad.



Anderson "Cut-Wrap" Machine

"It Wraps Slices as it Cuts"

Simple—Practical—Fast Low Priced

In every plant there is considerable cutting done. You know, cutting by hand, with a knife, is a slow, tedious job—an expensive operation to you.

With an Anderson you will be able to work much faster and save enough time to quickly repay for machine, and it will be a big help on those days when you are rushed for time.

It will quickly cut quarts always of uniform size. It cuts pints two at the time so this, too, is done very rapidly.

The same machine also cuts slices quickly and of a size determined by you—one machine can be used for cutting any number of slices to the quart.

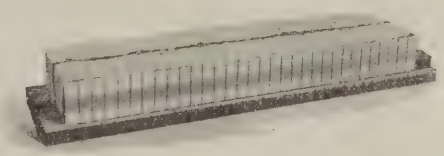
The Cut-wrap slice idea is a good one and appeals to plants large and small, and especially the Cut-Wrap quart idea which is ideal for serving Churches and Socials or large gatherings. Hundreds are being used all over this Country.

Send today for literature and price.

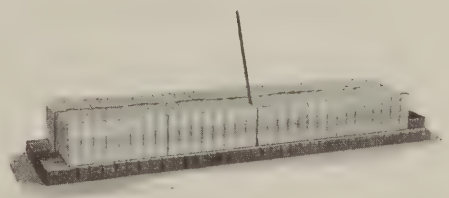
MANUFACTURED BY

Anderson Bros. Mfg. Co.

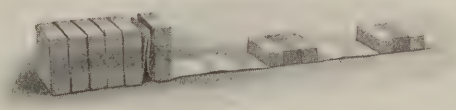
1923 Kishwaukee St.
Rockford, Ill., U. S. A.



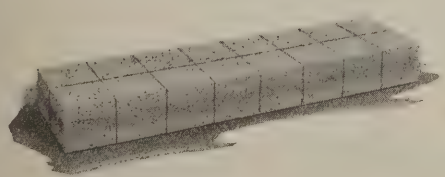
Sliced and Wrapped



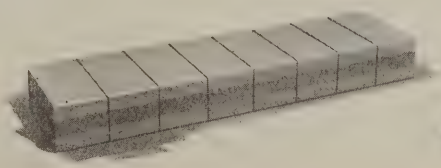
Quickly Slit for Individual Bricks



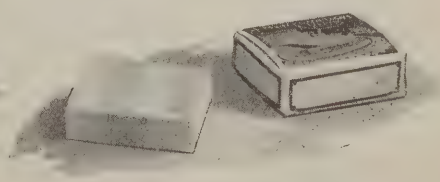
Ideal for Serving Large Gatherings



Pints Are Cut Uniform—2 at a time



Quarts Are Cut Uniform



Individual Bricks—Wrapped 3 Sides

This Reads Like a Fairy Story

30% of the patrons produced milk under 5,000 per c.c.
53% of the patrons produced milk under 10,000 per c.c.
77% of the patrons produced milk under 50,000 per c.c.
95% of the patrons produced milk under 100,000 per c.c.

(These figures are the record of 146 raw milk producers supplying one of the largest cities in the United States. The entire 146 use this simple way to sterilize.)

It costs no more than you pay now to get as fine a product every day as shown in the record above. Good operators know what it means never to have rotten, fishy cream, or dirty, high acid milk. You can't make a reputation for yourself or your plant until you do eliminate them.

We co-operate with you to get patrons to produce purer milk and cream.

Costs You Nothing

Our plan works with any number of patrons. It costs you nothing. Results are noticed the first day.

It is a proved success. For our chemists have worked on hundreds of farms just to find what prevents pure, sweet milk and cream being produced every day.

Even Big Plants Amazed

Recently one of the biggest plants in the West began getting bad milk and cream. They had hundreds of patrons. The trouble seemed everywhere. Our plan was tried. In a few days the raw product was up to standard again.

What We Do

We print letters carrying your name. They are special, tested letters telling farmers how to cheaply sterilize milking machines, cans, separators, utensils, cows' udders, etc. Valuable booklets on effective sterilizing are also sent FREE.

Farmers will follow these more successful ways of sterilizing because the methods are practical and simple.

You get the benefit daily in a better raw product.

Do This

Simply mail this coupon. Fill in the number of your patrons. You will get letters and valuable booklets for the entire list, FREE and POSTPAID by return mail. Send them out with the next checks. Results follow immediately. Sign and mail coupon now.

B-K Sterilizer and Deodorant is the largest selling stabilized sodium hypoclorite in the world. It is recommended for extensive use in dairy farms and factories by health boards and officials.

At All Dairy Supply Houses

General Laboratories,
Dept. 48-N,
Madison, Wis.

I am interested in your plan for reducing bacteria count in raw milk.

Please send information on this and free booklets to send out to my patrons.

I have.....patrons on my list.
(insert number)

Name .....

Address .....

.....

WHAT DOES IT COST?

IT IS only in comparatively recent years that we have learned how really little the average manufacturer knows about the cost of making ice cream. Manufacturers once showed the disposition to fight against the burden of cost accounting, and when it is taken into consideration the number of worries that the manufacturer has on his hands the most of the time, this is not strange.

But cost accounting is not necessarily a burden—at least, not as large a burden as many manufacturers think—and the expense is not a great drawback, according to Edward A. Burt of Portland, in an address before the joint California-Pacific convention.

Mr. Burt went on to show how, even if the expense were heavy, it might "well stand you in hand to know just how low you can sell ice cream should the occasion ever require it through competition or otherwise."

He continued:

"The first of these elements of cost is material: It requires no extra bookkeeping to keep account of the material that goes into ice cream because every mix man makes a report showing the exact number of pounds of the different materials that he uses for the batch, hence, it is only a matter of multiplication to determine the cost of the batch, and of course, the freezer man makes a report of the gallons of ice cream manufactured from this batch of mix, therefore, it is only a matter of division to ascertain the cost per gallon of the materials. That is what we call cost accounting and I cannot conceive a manufacturer not getting this information daily, otherwise how could he possibly know anything about the business."

Regarding the second element, labor, Burt asserted that he never heard of a business of any kind that does not keep a payroll record, and furthermore—

"You can readily see that without changing your present bookkeeping system in the least and without any added expenses you already have the foundation laid for a cost accounting system, hence there remains only the third group of expenses that we call "overhead" and these are the expenses that should receive our most careful and sincere attention.

"This group comprises every item of expense in the entire business except material and labor, such as heat, light, power, water, repairs, insurance, taxes, freight, advertising, automobile expense, office expenses and salaries, sales expenses, commissions and salaries, administration salaries and expenses, depreciation, bad debts, and the like. Taking it for granted that you know exactly what your material and labor cost is per gallon of ice cream manufactured, you are still short of being safe unless you know what all the various expenses of overhead amount to."

The speaker defined profit as the margin between selling price and cost, which he said is self-evident.

While he thinks there may be some business men working for the fun of it, he does not believe "any man will stay in the ice cream business and work every Sunday and holiday, put in long, hard hours of work, and have the worries that naturally go with such a business, except for one reason only—profit."

The present lack of information existing in the ice cream industry demands a cure, and the only cure that the speaker knows is the cost accounting system for "the entire operation of your business." He set forth a workable cost accounting system as embodying the following principles:

1. The cost of installation must be reasonable.
2. The cost system must not involve "red tape."
3. It must not require a change in the bookkeeping system.
4. It must be maintained at a minimum cost and without excess labor.

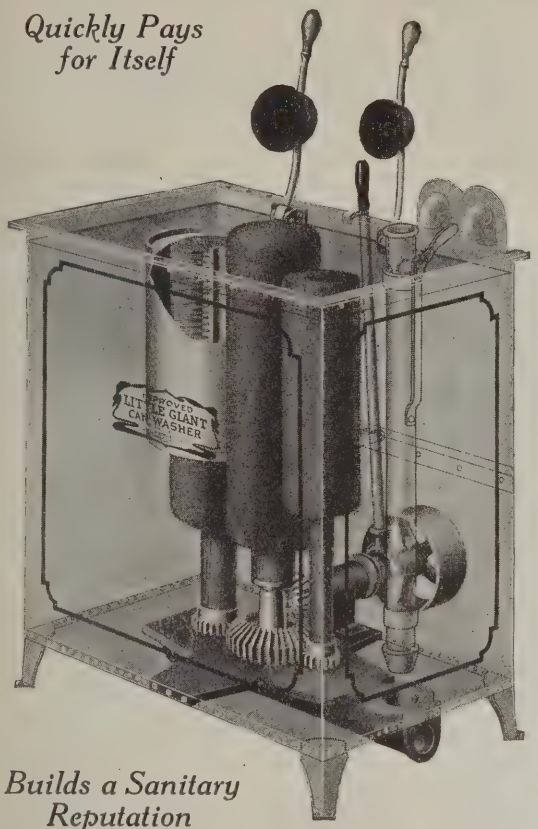


JUST DIED FOR THE FUN OF THE THING.

Medical Examiner—"What disease did your father die of?"

Applicant for Life Insurance—"I don't remember, doctor, but it was nothing serious."

Quickly Pays for Itself



Builds a Sanitary Reputation

LITTLE GIANT
CAN WASHER

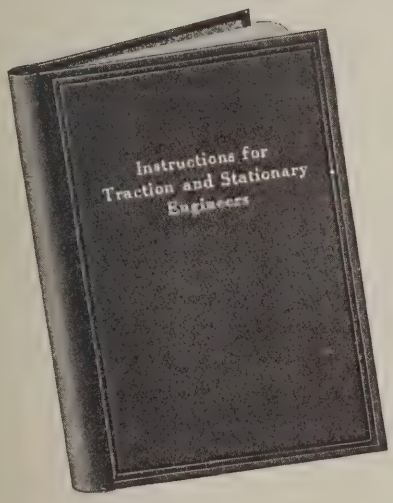
200 to 250 cans relentlessly scrubbed every hour to

BRILLIANT CLEANLINESS

Without adjustment it washes any size from 4 to 40 quarts, thorough cleaning inside and outside including bottom.

AS FOR DURABILITY AND MECHANICAL PRECISION,
"IT'S DOERING MADE"

C. DOERING & SON, Inc.
1371 W. Lake Street CHICAGO, ILL.



PRICE
$1.50
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Not a technical book, but a lot of readable information every plant owner and operator should possess. With this book on hand you will not be at sea should the regular man fail to show up. You will know what to do and how. You can't make a better investment.

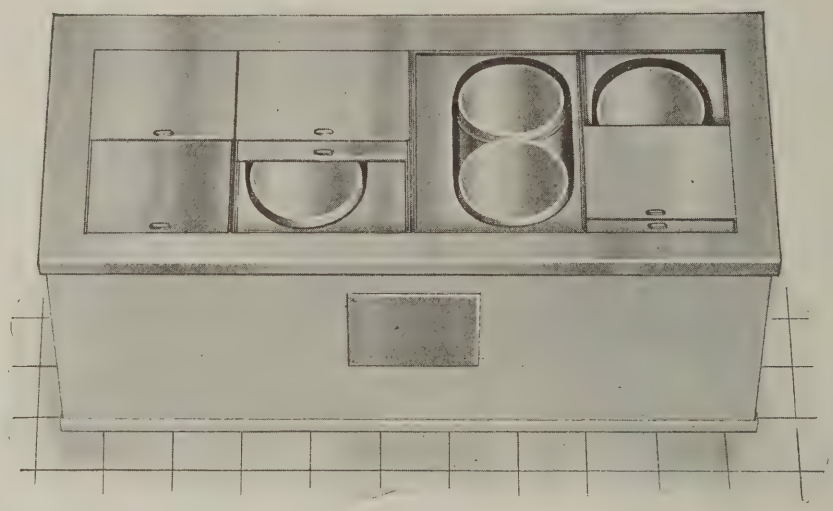
This book is now in its 10th edition. That should prove its worth to you —

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The Olsen Publishing Co. **Fifth and Cherry Sts.** **Milwaukee, Wis.**

THE WALRUS CABINET

(Mechanically Refrigerated)



(Patented)

THE above illustration shows a "tilted" view of the No. 3, four compartment, Walrus Cabinet.

Each compartment in all three sizes of Walrus Cabinets is oval in shape and will accommodate two five-gallon packers of ice cream —one packer in front of the other.

There are two Sliding Lids over each oval compartment. The Sliding Lids are light in weight, but very sturdily constructed, and are easily and quickly shifted, as compared with the ordinary round, bulky, weighty and cumbersome type of lift-off lids.

Dispensing from the front or rear row of packers in the Walrus Cabinet is easy and most convenient. Compare the ease and labor saving of these Sliding Lids with that of lifting off a five or six pound bulky round lid several hundred times a day.

The Walrus Cabinet has a sturdy, strong body construction. The linings are of unusually heavy copper. The top and lids are made of heavy, pure, solid nickel silver. The Sliding Lids slide on nickel silver bars. The heavy copper lining is mounted on a flooring of artificial stone, which affords a substantial foundation and prevents punctures and breaks in the copper lining, which often occur in the ordinary type of cabinet when heavy packers of ice cream are carelessly dropped into the cabinet.

The facings on the Walrus Cabinet are not of heavy marble, that would "sweat," stain and break—or white glass, that would break easily—or enameled iron, that would chip and rust and can not be refinished. They are of aluminized Redwood, specially treated, and can be refinished, and thus renewed, easily, quickly, and at small expense.

The Walrus Cabinet conforms in height and width to the height and width of the standard Soda Fountain workboard.

Any one temperature desired may be generated and automatically maintained throughout one cabinet.

The Walrus Cabinet pays its cost with what it saves in labor, reducing to a minimum the loss in bulk of ice cream and preventing spoilage of perishable goods.

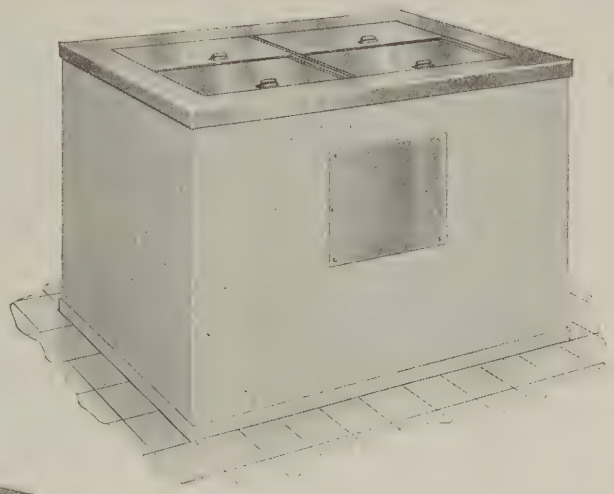
PRICES AND TERMS QUOTED UPON APPLICATION

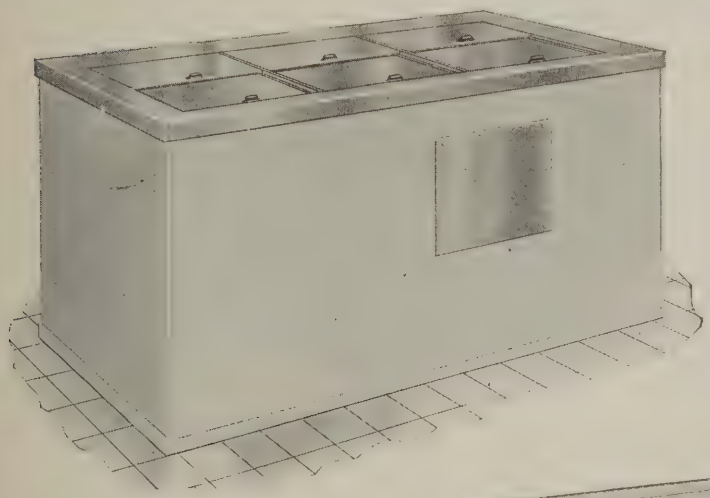
THE WALRUS CABINET

(Made in three sizes only)

NO. 1 WALRUS CABINET
(Two Compartments)
39″ Long, 30¾″ Wide, 30″ High

Each Walrus Cabinet is equipped with a complete Frigidaire Mechanical Cold Storage or Refrigerating Plant. The Frigidaire equipment is put into operation and adjusted without additional charge, if the purchaser resides within a fifty mile radius of a Frigidaire Service Station. Also, six months' free service is included in the price of a Walrus Cabinet, under the same conditions. Frigidaire is guaranteed against all mechanical defects. Many thousands of Frigidaires are in use.

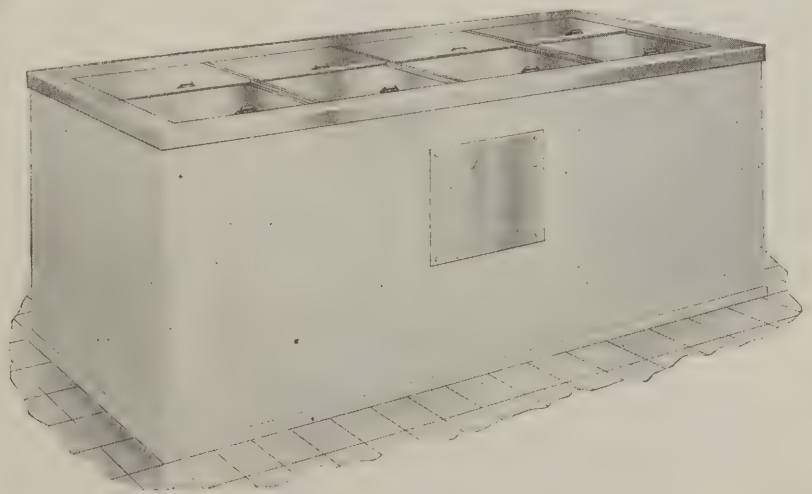




NO. 2 WALRUS CABINET
(Three Compartments)
52″ Long, 30¾″ Wide, 30″ High

Walrus Cabinets have many advantages in construction, convenience, durableness, appearance and efficiency. They eliminate entirely the use of ice and the labor and muss incident thereto. They function automatically and perfectly. They save perishable foods, prevent most of the shrinkage or loss of bulk in ice cream, are a protection to health and are not any more expensive to operate than the iced Cabinets.

NO. 3 WALRUS CABINET
(Four Compartments)
65″ Long
30¾″ Wide
30″ High



Manufactured Only By

WALRUS MANUFACTURING COMPANY

DECATUR, ILLINOIS

Manufacturers of the World's Best Soda Fountain
THE WALRUS ELECTRICALLY REFRIGERATED SODA FOUNTAIN

OWN YOUR OWN CABINET
Renting a Cabinet means you are buying it for the other fellow.

Appraisal—Its Relation to Costs and Insurance

How the Best Auditing Concerns Are Applying Their Expert Accountancy Ability to Working Out Systems of Cost Comparison and Control

ANALYSIS and distribution of costs is receiving the close attention of business men at the present time to a greater extent than ever before, according to William F. Worcester, president of the Rau Appraisal Co. In an address before the past convention of the Illinois association he pointed out that since similar lines of business are drawing closer together and are adopting standardized methods of accounting, it is possible to make comparisons which are "enlightening to the wide-awake manufacturer."

He went on to show that the best auditing concerns are applying their expert accountancy ability to the establishment of costs and the working out of systems of cost comparison and control. The manufacturer, instead of being merely interested in bookkeeping to enable his income tax report to be prepared, is now turning his attention to the costs in his various departments as compared with their importance, and between various months and years, checking more and more closely in the distribution of his overhead, Mr. Worcester pointed out.

He continued:

"It is not my province to invade the prerogatives of accountancy. At no time has appraisal in the slightest degree depreciated the importance of accountancy in the necessary recording of business transactions. By the same token the modern accountant is recommending the utilization of appraisal skill in the ascertainment of actual replacement and depreciated values of permanent plant properties. For the last 25 years appraisal companies, with their organization of architectural and equipment engineers, their libraries of catalogs, price lists and data, their trained pricers and appraisal writers and summarizers, have been called upon to make accurate, disinterested valuations of properties.

"It is obvious that valuations must be prepared which are staple, reliable and correlative. For the distribution of overhead it is necessary to ascertain the correct value of the equipment in the different branches or departments of a business. The accountant can then proportion the indirect expense correctly. 'But how shall we enter appraisal valuations in our books?' is the question constantly asked. The answer is that you don't have to enter appraisal valuations on the books. You can use the appraisal values as corroborative, as far as the books of account are concerned. On financial statements a separate notation as to the appraisal values (in comparison with the book values) should establish beyond a doubt that the plant values shown on the books of account are extremely conservative. However, if you do enter the appraisal sound valuations on the books the difference between the former book values and the appraisal plant values should be carefully recorded separately as 'Contingent Reserve' under Capital Surplus."

He gave several illustrations in simple round numbers which, he said, manufacturers can readily check up in their own establishments, substituting their own values:

"Suppose your book value of plant and equipment showed $50,000 and your balance sheet showed a net profit of $10,000, which would be 20 per cent on the plant investment. Apparently this is perfectly satisfactory. But remembering that your book values are predicated on old costs less depreciation, you turn to your appraisal just made or recently brought down to date and you find that, due largely to appreciation, your sound values are really $100,000 for the property you are carrying on your books for half that sum. The $10,000 profit has shrunk to 10 per cent in comparison with your real investment, based on what it would cost today to replace your property.

"If your cost sheets carry a charge for 'Interest on Investment' using the same illustration before mentioned $50,000 on your books at 6 per cent would be $3,000 for this item, whereas on your real investment (in the illustration) the item should accurately be twice that amount, were you to consider what it would cost today to replace the propery, instead of its original cost. True, the accountant will properly advise you to carry on your books the original cost and depreciate so much per annum. This is the way you show your valuation for federal taxation purposes, but in no other use is such valuation proper. How much better it would be to have real values on your books instead of perhaps the fictitiously low values based on cost of years ago and depreciated down to a sum entirely inadequate as representing your true permanent plant and equipment.

"However, the only way that you can substitute actual values for the low book values, on the books of account, is to carry the difference in a separate 'Contingent Reserve due to appraisal,' so that you can return to the low book values in making out tax schedules. In this way you can use the correct sound values for insurance, statements to banks, mercantile agencies, stockholders, basis of incorporation, increase of capital stock, merger, reorganization and cost system—recognizing your plant at its proper valuation, instead of having your books carry as plant and equipment a sum so low that you feel like apologizing every time you look at it."

ONE of the "necessary and fundamental questions" to be decided, we are told, is that of depreciation. When a manufacturer is merely making a statement to himself, with no one else to satisfy, the items of plant and equipment can be written on the inventory with whatever depreciation he pleases, or ignoring it entirely, and no one ordinarily may raise a question. Just as soon, however, as any necessary use occurs for those figures, so satisfactorily explained to himself, when they

Don't Let Out of Date Equipment Throttle Your Business



DID you ever stop to analyze your business to find out what holds up output and volume, and what it is that wastes time and "cramps your style?"

Like as not it is the old style ice breaker which you bought ten or fifteen years ago, before you began to grow. You now need a Model 49J Extra heavy, large capacity

CREASEY ICE BREAKER

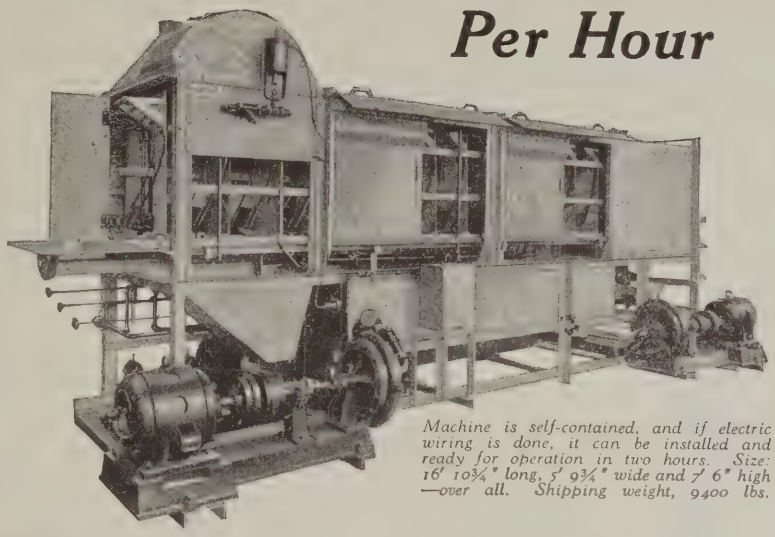
like the one shown herewith. This new motor-driven outfit can be set in just about the same space as the old "played-out" machine, and you can also reduce labor in handling ice cakes and broken ice by changing the location of the ice breaker, which the motor drive permits you to do, since it can be placed without regards to belts or shafting. The motor driven 49J Creasey Ice Breaker comes with a motor mounted on top, as shown, or, where the breaker is to be placed below the floor, swung on the back so that it comes below the floor line. Ice-cream men who have installed this husky, compact 49J find that it makes a big difference in keeping their loading platforms from becoming congested.

Ask for Catalog R-1125 and give details, as our engineers may be able to suggest an improved ice handling layout for you.

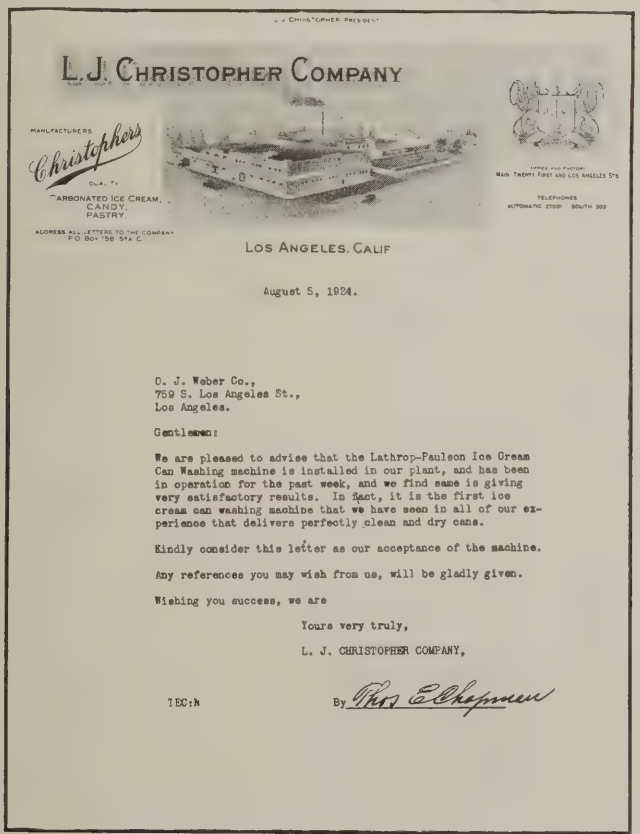
COCHRANE CORPORATION
Creasey Ice Breaker Dept.
3178 North 17th St. 199 Philadelphia, Pa.

600 Cans and Covers or Brick Pans *Per Hour*

Absolutely clean, sterile and dry. Washes all size cans and covers from 20 qt. down to 4 qt. Cans are fed in and delivered at the same end of machine. Small cans may be washed together with larger cans, increasing the capacity to 1200 per hour. Has two speeds. Each can receives 17 distinct intensive treatments.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size: 16' 10¾" long, 5' 9¾" wide and 7' 6" high —over all. Shipping weight, 9400 lbs.



L. J. CHRISTOPHER COMPANY

MANUFACTURERS
Christophers
"ARBONATED ICE CREAM, CANDY, PASTRY.

LOS ANGELES, CALIF

August 5, 1924.

O. J. Weber Co.,
759 S. Los Angeles St.,
Los Angeles.

Gentlemen:

We are pleased to advise that the Lathrop-Paulson Ice Cream Can Washing machine is installed in our plant, and has been in operation for the past week, and we find same is giving very satisfactory results. In fact, it is the first ice cream can washing machine that we have seen in all of our experience that delivers perfectly clean and dry cans.

Kindly consider this letter as our acceptance of the machine.

Any references you may wish from us, will be gladly given.

Wishing you success, we are

Yours very truly,

L. J. CHRISTOPHER COMPANY,

TEC:h By Thos E Chapman

L.-P.

ICE CREAM CAN WASHER & DRIER

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed. Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. Machine will also handle brick tanks up to 12 qt. size. All cans are placed in machine upright, and are delivered **absolutely clean, sterile and dry.**

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. Patent Soda Regulator.

Machine is sold on a results-guaranteed basis. Names of users will be gladly submitted upon request. It will not obligate you to obtain full information and price. Send the coupon today.

THE LATHROP-PAULSON CO.
2459 W. 48th St. CHICAGO, U. S. A.

The Lathrop-Paulson Co.,
2459 W. 48th St., Date.....
Chicago, Ill.

Without any obligation on our part, please send us complete descriptive matter of L.-P. Ice Cream Can Washer and Drier, together with price.

Name .....

Address .....

are presented for somebody's consideration, he is immediately brought to face the question of depreciation.

He went further into the matter, saying:

"Depreciation is much abused and long suffering. If a person is selling a piece of property it is often presented as practically good as new, but if he is buying, then the depreciation may be argued as reducing the value almost to nothing.

"It is easy to see that depreciation must be recognized. Now what about the methods at present in most general use in manufacturing establishments, whereby the lessening in value is figured? In the great majority of instances the annual percentage method is employed. So much off each year, is apparently a simple solution of the problem. The only questions relate to the percentage and manner of deduction. Some concerns take off annually an even per cent of the original price. There is the exceedingly prosperous concern that is making so much money that the owners hesitate to let the profits or surplus appear in their statements. Heavy depreciation of plant is a safety valve, whereby to allow for the vent of a proportion of surplus. Then they have the value but it does not show; it is there but you can't find it. Such establishments often get their values down to practically nothing and regret that they can't charge off still more.

"On the other hand, a struggling business with need to show every dollar of value, dreads the problem of depreciation and necessarily upholds plant value as much as possible."

These are two extremes. In between are inequalities and irregular methods until it is ordinarily impossible to determine the just from the unjust, and the fault for this, according to Mr. Worcester—

"* * lies largely with depreciation deduction methods, designated and applied by the owners of the property, whereby it is possible, by more or less depreciation, for permanent assets to be shown extremely low or very high or at any point between these conditions, in accordance with the policy of the owners or the exigencies of the occasion.

"Is it a statement to stockholders or to banks? The plant values on the books are very low. Our profits have enabled us to write off the value of our intangible assets to a large degree. Is it the tax assessor? Show him these book values frankly. (He may be influenced by their nothingness and cut down the taxes.) But is it a fire loss? Oh, that is quite another thing entirely. We are not going on book values. They don't mean anything and we are not held to them. Here is our real valuation as we carry it on separate inventory on which we have insured."

THERE is another method of depreciation often employed—especially by the manufacturer who prides himself on his practical working knowledge of his business. He says, "I know each machine and every bench and tool in this establishment and I place the depreciation myself on each item." The per cent per annum, believes Mr. Worcester, is better than this system, for "in that method there is some kind of basis that can be considered and understood." With a depreciation personally placed on each item by the owner, no matter how experienced, it is impossible for interested outsiders to gage the accuracy of such valuations. It is an actual fact that experience in the operation of a machine, a department or a business does not necessarily equip the owner with the ability or disinterestedness whereby to place values, he declared, adding:

"He is necessarily an interested party to the values. If it were to his advantage to show the value low, and his financial statement would stand it, you could depend on his honestly seeing a heavy depreciation on all his property. On the other hand if his books required every dollar he could find in the plant his vision would, unconsciously perhaps, be influenced by the needs of the business. At all events, whatever accuracy his depreciation judgment might contain would never receive full credence in the face of possible criticism because of the fact that it was not and never could be disinterested.

"Depreciation systems employed by appraisal companies have stood the test of twenty-five years and are accorded respectful recognition by insurance experts, auditors, banks mercantile agencies and financial authorities.

"In the length of time that appraisal companies have been operating and the many years of study the individuals in these organizations have given to the subject they have become specialists in their line. In the contemplation of the subject of depreciation a system has been devised whereby depreciation can be designated on a scientific basis, and judgment placed by the abstract method. There is no secret, no is it patented or copyrighted, but it will be readily recognized that this method depends largely on trained operatives and disinterested application.

"The appraisal method of depreciation is not based on age alone, although age is recognized in the system. Condition is the primary factor entering into depreciation. Type or style, is next in importance, and age is third in the list.

"When you have depreciated so much off a year you have considered only what may be the least of the factors of depreciatoin. Now see how erroneous this may be. Suppose a machine is ten years old and has been depreciated ten per cent a year. Its value is practically wiped off and yet there is that machine. With worn parts replaced it may be doing almost as good work as a new machine. In this case the good care the machine has received, in other words, its condition, may have offset its age, and depreciation placed on age alone would be entirely too heavy. On the other hand consider another machine that is perhaps only a year or two old, but in that time a new apparatus has been put out that renders that machine to a certain extent obsolete. The depreciation placed on the basis of age might be altogether too low because type has not been considered."

BUT it is not on machinery alone where the standard depreciation system is applicable, but on "all building and equipment property of whatever nature." For instance, the speaker declared, a well constructed building does not depreciate as rapidly as a cheaply-put-up structure. The age might be the same and yet one would be depreciated very little while the other was almost falling to pieces.

To illustrate another point of accuracy in detail—

"* * * a factor may be mentioned that is lost sight of

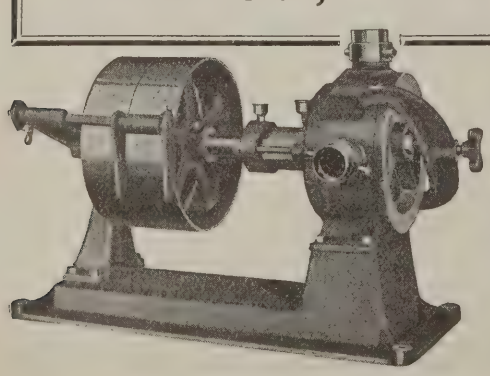
YOUR Kind of Pump

Your pumping requirement is for a pump you can install and **forget.** One that requires not the slightest attention. One you can rely on to operate efficiently and economically for years without replacement of parts.

The VIKING Rotary Pump, now in its 12th year, so successfully fills every pumping requirement that over 65,000 are now in use. It is a ruggedly built, highly efficient, easy running pump with a new and better pumping principle. Positive suction. Steady flow. Only 2 moving parts. It's YOUR kind of pump. Have us send a copy of our new pump book. It's FREE.

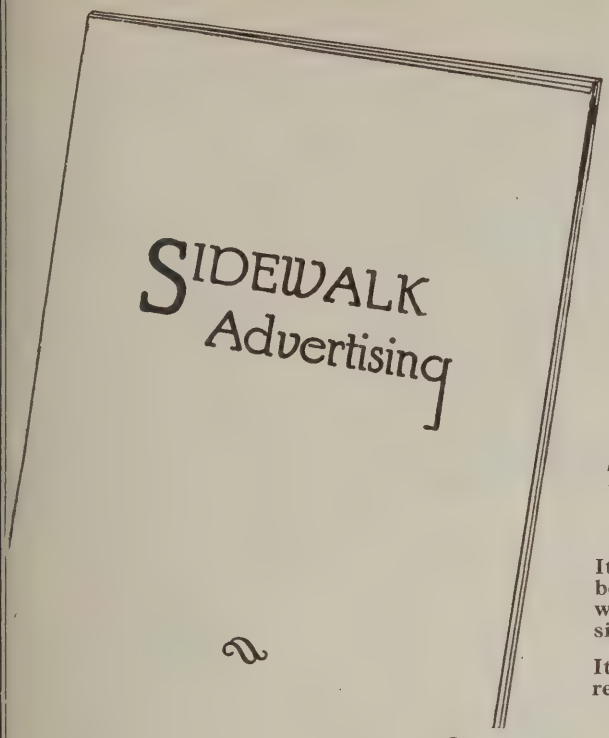
VIKING

PUMP CO., Cedar Falls, Iowa



Free Book

Have us send a copy of our new pump book. Full of pumping information, photos and completely describes many types of VIKING pumps. Send today.



Sidewalk Signs Made Profitable!

That's what this new book covers. How to use signs — when, where and why to use them. Should you give them away—rent them or sell them? What should you put on them and why?

The "Sidewalk Advertising" booklet is FREE

It's the first serious effort that ever has been made to analyze the history, the whys and the wherefors of sidewalk signs from the profit standpoint.

It will be sent with our compliments on request. Use your letterhead, please.



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Box A, JENKINTOWN, PA.

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F. J. MINGES, FIRST VICE PRESIDENT

VANILLA LABORATORIES INC.
FORMERLY
G.R. RYAN MANUFACTURING COMPANY
INCORPORATED
Rochester, New York

J. G. BROWN, SECOND VICE PRES.
L. W. CHAPIN, SECY. & TREAS.

GUARANTEED UNIFORM QUALITY

MR. PHILLIPS. MR. MINGES. MR. BROWN AND THE WRITER DESIRE TO ANNOUNCE A CHANGE IN THE CORPORATE NAME OF OUR COMPANY AND AT THE SAME TIME AFFIRM THERE WILL BE NO CHANGE IN PERSONNEL AND POLICY. THE SAME IDEALS OF QUALITY OF PRODUCT AND THE SAME FAIR ATTITUDE TOWARD ALL WHOM WE SERVE AND HOPE TO SERVE WILL PREVAIL. THE NEW NAME VANILLA LABORATORIES INC. WE FEEL TO BE MORE COMPREHENSIVE AND INDICATIVE OF THE NATURE OF OUR BUSINESS.

VANILLA LABORATORIES INC.

L. W. Chapin

SECRETARY

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

This will help you to "get squared away" for the season on VANILLA

MANY of the most far-sighted ice cream manufacturers today find themselves face-to-face with a real problem brought about by the chaotic condition of the raw vanilla market.

To help such manufacturers we have bent every effort to devising means for overcoming the trying situation. This has included the development of two remarkable vanilla flavors—VAN VOGUE and VANIM. These, together with our already extensive line, provide unusual opportunity for solving your problem **economically** as well as correctly. The four items listed below merely indicate the wide range of good flavors at your disposal.

VANILLA ISOLATE

A highly concentrated PURE vanilla of delicious flavor made from choicest beans.

VAN VOGUE

A very fine synthetic flavor designed to imitate closely the delicacy of pure vanilla, at a fraction of its present cost.

VANIM

A rich, smooth **concentrate** with more pronounced flavor than VAN VOGUE.

CAVAN

A satisfactory flavor at rock bottom cost. Rich in taste, thoroughly practical — a real aid in meeting close competition.

Write us regarding your individual flavor requirements. We have some suggestions to make that have proved valuable to others and may be as helpful to you.

FOOTE & JENKS

INCORPORATED

Expert Flavor Specialists

JACKSON, MICHIGAN

in ordinary depreciation methods and that is ultimate salvage. Especially in metal machinery there is a percentage of value that never depreciates. We may designate this as scrap, or junk, but it is in reality the ultimate salvage. In some instances this value may equal perhaps ten per cent of the total value of a machine and this never depreciates.

"Depreciation reserve, as demonstrated in accountancy, is a perfectly proper procedure; the laying aside of a certain amount annually to allow for the ultimate replacement of your property. Include this with your costs by all means. But do not let your minds confuse this theoretical depreciation with physical deterioration. Have the condition of your property examined by appraisal and the actual lessening of value determined disinterestedly by expert consideration in standard manner.

"The subject of appraisal is worthy of serious consideration and before entering into any explanation it is well to observe the weakness of other prevailing methods where inventory is personally prepared by the owners of such values as buildings, equipment, machinery, tools and fixtures, that may be considered as permanent. An ordinary inventory is usually a more or less continuous affair, seldom checked over completely. Some inventories are many years old. Items taken out or disposed of in each year are supposed to be marked off. The items purchased are supposed to be added and new totals are struck. Although very careful and painstaking, where stock is concerned many factory owners are inclined to neglect the proper listing and valuation of plant and equipment.

"Items that possess value, such as pieces of shelving put up from time to time, millwright work, and so on, are often entirely forgotten in the rush at inventory time. There may be many omissions of legitimate values. For instance, freight, cartage, and installation should be recorded for each machine. Descriptions on personally prepared inventories are generally very crude, hasty and insufficient to identify the item. This is an important matter in the event of a fire loss destroying the property.

"Even at the very time of purchase, what one pays for an article represents, to a certain extent, the purchasing ability of the buyer. Every factory manager can point to machines that were picked up at a bargain and could not be replaced for any such money. In fact, after a few years, especially under recent conditions, the original purchase price may be a joke, as compared with today's prices. The same thought may be continued throughout the entire extent of the personally prepared inventory of plant and equipment values. Manufacturers will usually admit this condition of affairs. How much better to have a properly prepared listing of every item of building and equipment, with perfect descriptions and under correct classification and arrangement, and with values based on present prevailing prices. About twenty-six years ago the need was realized for trained men in this particular line of work and companies were organized for the valuation of permanent items of plant and equipment."

A recognized standard method has been worked out:

"Bankers and mercantile agencies see in appraisal a means whereby they can be authentically informed by the owners as to the exact valuation of a property. In the incorporation, increase of capital stock, re-organization, bond issue, sale or purchase of any property, the physical valuation placed by appraisal is understood and acceptable under any and all conditions as a basis to whatever transaction.

"If buildings are owned, the manufacturer would naturally be supposed to know what they are worth. Even when a building has just been erected the owner may have a suspicion that it is worth either more or less than he actually paid, depending on the kind of a bargain he struck with his architect or contractor or whether it was put up on percentage or day labor. Where buildings are old it might as well be admitted, without argument, that the valuation placed by an owner is usually more or less conjecture. A manufacturer often says, 'My buildings are worth more because they have a good location.' For his business use it is no doubt true, but a fire insurance company would not pay any more (in an adjustment) on a well located building that had burned than they would for the same building in a less prominent location unless the question of moral hazard came into question. Owners sometimes confuse real estate with buildings. A lump sum may have been paid for a piece of property. The land is valuable because of its location, but for insurance purposes the building should have a standard appraisal.

"An architect or contractor might probably consider himself entirely competent to appraise building values but experience has shown that appraisals made by such authorities

(Continued on page 114)



Get Honest Goodness!

There's No Sham to

Rold-Gold

REGISTERED U.S. PATENT OFFICE

CAKE CONES

Don't be misled by fancy designs! Buy ice cream cones on their honest goodness — not because they *look* pretty. Many are molded elaborately with designs intended to catch the eye and disguise the cone's inferiority.

There's no make-believe to ROLD-GOLD *Cake* Cones. Nothing artificial or camouflaged. They're good, wholesome, substantial, tasty cones with a wonderful, nutty, *cakey* flavor that can't be duplicated.

ROLD-GOLD *Cake* Cones are the most delicious, flavorsome and nutritious cones on the market. High in actual food value. They take the place of wafers and cakes.



Eight Points of Superiority in

Rold Gold
REGISTERED U.S. PATENT OFFICE

Ice Cream Cones

1. Uniform thickness of shell No weak spots.
2. Re-enforcing ribs to prevent breakage.
3. The real cake flavor. Makes ice cream taste *better*.
4. No oil or grease to become rancid.
5. More weight per cone than in any other sold.
6. No artificial coloring. Purest ingredients used.
7. Perfect bottom. Never leaks.
8. Careful packing gets them to you whole.



Those Eight Points of Superiority, shown above, tell why ROLD-GOLD *Cake* Cones are building and keeping better ice cream cone business.

No other cone in the world equals those Eight Points. No other cone has the wonderful distinctive ROLD-GOLD *Cake* flavor. No other cone is so wholesome and high in actual food value.

Rold Gold
REGISTERED U.S. PATENT OFFICE

CAKE CONES

Always sweet, fresh, clean, crisp and dependable. Packed and shipped so that the cones don't break.

We have *warehouses in 45 biggest cities covering the United States* and can give you unequalled service. Ask your jobber now for the superior ROLD-GOLD *Cake* Cones.

American Cone and Pretzel Co.

St. Louis Chicago Cincinnati
Philadelphia New York

Warehouses in 45 Principal Cities

NEW JERSEY "SHORT" SHORT-COURSE IN MILK TESTING AND ICE CREAM MANUFACTURING.

By A. I. Goehrig.

Although short courses in agriculture have been conducted at the New Jersey Experiment Station, New Brunswick, N. J., for the past 18 years, this is the first year that special one-week and two-week schedules have been tried out. That such innovations are appreciated is evidenced by the fact that 116 students took advantage of these special short courses. Besides the classes in milk testing, dairy cattle feeding and ice cream manufacturing, courses were also conducted in poultry feeding, flower gardening and tractor operation.

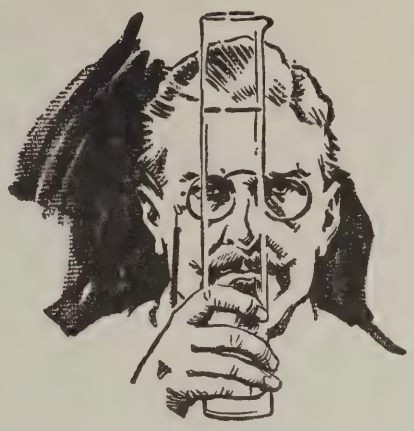
The courses in milk testing and ice cream manufacture were under the supervision of Prof. Forrest C. Button, assisted by Elmer G. Maier and George I. Ball. Lectures were given each morning in the following subjects: composition of milk, milk secretion, food value, legal standards, adulterations practised, creamery inspection and the details of making correct Babcock tests for milk and cream. In the afternoons, actual testing was done in the laboratory under the supervision of the instructors. In addition to correct methods of sampling milk and the technique of testing for fat, instructions were also given in the use of the lactometer, acidity test and the modified Babcock methods for testing ice cream.

The New Jersey law requires that every person who tests milk and cream, where such products are purchased on the basis of the amount of butterfat contained therein, shall have a state tester's license. Examinations are held every month at the experiment station for those desiring to obtain such permits. At the close of the week's intensive training in milk testing, each of the students had the privilege of taking an examination. This included a written test on the subjects studied as well as practical laboratory work. Persons who were somewhat unskilled in the technique of testing or knew little of the many problems connected with milk control at the beginning of the week's work, were able, at the end, to pass a satisfactory examination in every case where close attention was paid to the course.

The ice cream manufacturing course also pleased all those availing themselves of its advantages. Two weeks were consumed in this course. As in the milk testing schedule, the mornings were devoted to lectures on composition of ingredients, ice cream mix, viscosity, flavors, freezing temperatures, refrigeration, etc. The afternoons were devoted to correct testing for butterfat in ice cream, preparation of the mix, pasteurization, homogenization and cooling the mix, freezing, operation of refrigerating machinery, etc. There is splendid equipment in the school for ice cream manufacturing.

That courses of this character fill a long-felt need for those who can spare but little time away from their regular work is shown by the ready response of students in various walks of life from all over the state. As Prof. Helyer, director of the short courses, says, "It is such work as this that makes the students interested in their course and sends them home ready to do better work and get a greater enjoyment out of life through the satisfaction that comes from the knowledge of being able to do a job in the right way."

Prof. Button, in charge of the dairy products courses, has this to say: "The work went across very well and from the enthusiasm on the part of the students, we believe we have made a good beginning and that the work will increase in popularity in the future."



It costs less to use Atlantic—

Atlantic Super-Clarified Gelatine is made by a painstaking highly specialized method that costs more than the usual methods of manufacture, yet in your actual production it costs less to use than gelatine of so-called corresponding grades.

We do these two things for a specific purpose. First to give you a dependable, high quality gelatine that goes farther and that you know is absolutely uniform and reliable, and secondly to bring about economies in your production that will bind you to us as a permanent customer. We, too, make a fair profit because our volume is large.

Standardize on Atlantic Super-Clarified Gelatine. Its high viscosity, super-clarity, purity and dependability together with its marked savings in your production, help you make a product that is at once better and more economical to produce.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 92, No. 1 Hudson Street
Seattle: 710 Arctic Building

ATLANTIC

super-clarified

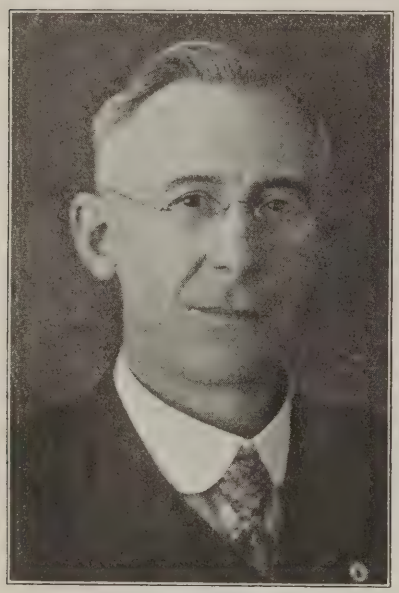
GELATINE

Dairy Refrigeration

The Condenser.

By F. B. FULMER

AS THE compressed gas leaves the compressor on its way to the condenser, it passes through the separator, which extracts the oil from the refrigerating media. The act of compression generates a high degree of heat, depending on several conditions, and this hot gas, in a dense form, enters the condenser to have the heat of compression removed and the media changed to its original liquid form, when it is in a condition to repeat the refrigerating cycle.



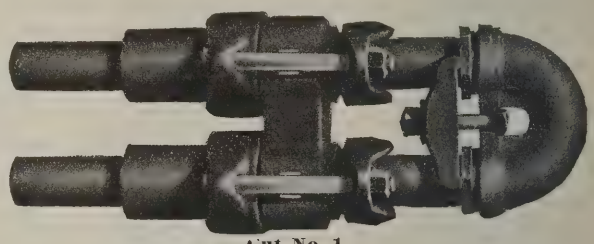
F. B. FULMER.

The condenser may be one of two types, the submerged or the non-submerged. These are divided into several classes, such as the atmospheric, shell, tubular and the double pipe. The latter form of condenser is in extensive use and is the one that will be considered at this time.

As a general rule in any plant the machinery that is not in motion during the period of operation, does not receive the attention that the moving units do. While the condenser is an immovable part of the equipment, refrigerating engineers have long recognized the vital part that it plays in the economical operation of the plant.

The ammonia condenser is an apparatus designed for the exchange of heat and should be as simple and compact as possible. The double pipe condenser has proved to be very efficient, as it embodies the "counter flow" principle; the hot gas entering at the top and flows downward, while the cold water enters at the bottom and flows upward. This brings the hot gas in contact with the warmest water, which absorbs the first shock of heat, and as the ammonia is leaving the condenser it comes in contact with the coldest water, which cools the liquid to the lowest possible temperature.

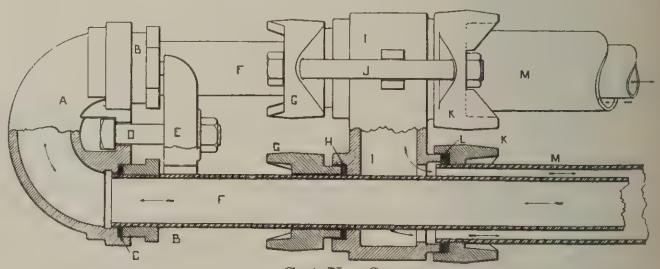
The double pipe condenser is usually constructed with an inch and a quarter pipe inside a two-inch pipe, the water circulating in the smaller pipe, while the ammonia gas is discharged into the annular space between the two pipes. The condensers are usually about ten pipes high, though this is a matter of detail for each installation, and the arrangement at the ends is shown by reference to cut No. 1.



Cut No. 1.

The double pipe condenser has long been recognized as an efficient one, and its success was for a considerable period attributed to the counter flow principle embodied, but now the opinion prevails that the rapid movement of the water inside the inner pipe is instrumental in a quick transfer of heat, which materially aids in the efficiency obtained.

It would appear that any condenser used should be easy of access for cleaning and offer the minimum of resistance to the flow of water through the pipes. The following illustration shows in detail the construction of the return bends for both the ammonia and the water:



Cut No. 2.

Descriptive part number:
A—Water return bend
B—Gland for water return bend
C—Gasket for water return bend
D—Bolt
E—Clamp
F—Condensing water pipe
G—Slip flange
H—Gasket for ammonia return bend
I—Ammonia return bend
J—Bolt
K—Screw flange
L—Gasket
M—Ammonia pipe

As most water used for condensing purposes contains some impurities that will form a coating on the inside of the water pipes, the condenser should be located so that the water return bends can be removed and a wire tube scraper used in cleaning the deposit from the inside. In cases where the deposit is apt to be of a loose and muddy nature, there should be a by-pass connection made from the water supply pipe, so that the flow of water can be reversed occasionally, which action will tend to keep the water tubes cleaner. When a double

A Magic Transformation

A better description in so few words is hardly possible for our process of

Retinning Ice Cream and Milk Cans

But differing from magic, the results of the sanitary triple coating process are lasting. : : : :

Send us a sample can for retinning and let us show you what we can do and how profitably for you.

SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.



Milk cans and covers always on hand for immediate shipment.

Our Syracuse retail store. Anything in stock from a fever thermometer to a pasteurizer.

Part of our large supply of milk bottles and cork insulation.

Gowing-Dietrich

Equipment and Supplies

CARRYING an enormous stock of supplies always on hand at Syracuse is expensive for us—but often means dollars for you; for it enables us to make prompt, same-day shipments of goods out of Syracuse stock, just when you need them.

For years we have been selling high grade dairy, ice cream, and creamery supplies and equipment of every description. Consequently G-D goods are backed by the character and experience of an old, established house. We guarantee our supplies absolutely.

It is well worth your while to deal with such a concern—better let us serve you.

GOWING-DIETRICH CO., INC.
SYRACUSE, N.Y., U. S.A.

216 E. GENESEE STREET
BUFFALO, N. Y.

47 W. 34th STREET
NEW YORK CITY

The HOUSE *with the* GOODS *and the* SERVICE

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS — READ THEM.

pipe condenser is located, sufficient space should be provided, preferably at the opposite end from which the water enters, that a handle to the cleaning device, long enough to reach the whole length of the water tube, can conveniently be used.

From a practical operating standpoint the lowest possible condenser pressure produces the minimum of expense for power to operate the ammonia compressor. With a given set of operating conditions, the condenser pressure is governed by the temperature and volume of water used and the influence of foreign gases. The amount of effective work that can be accomplished when using different temperatures of water is illustrated by the following table, the amount of water used is assumed to be 60 gallons per minute with a condensing pressure of 165 pounds:

Water temperature	Refrigerated effect in tons
55	47.7
60	42.1
65	36.1
70	29.9
75	23.4
80	16.1

The amount of water required will depend largely on the average temperature, and while it is not practical to lay down a hard and fast rule, it can be stated that good practice allows an increase of about 10 degrees in the discharge water above the admission temperature. This may require anywhere from one to four gallons per minute per ton of refrigeration.

The foreign gases are of two classes; those which are heavier than the ammonia gas and those which are lighter. Air is heavier than the ammonia gas and causes considerable operating difficulty if present in any amount. It carries a certain amount of moisture with it and as it is non-condensible under ordinary refrigeration pressures, it causes considerable increase in the condensing pressure and dilutes the ammonia gas, which reduces the efficiency.

The gases lighter than the ammonia are usually caused by the breaking down of the ammonia used by its contact with impurities, and by the volatilization of the oil used for lubrication.

SALT
for Ice Cream Packers and Ice Plants
We can supply salt for every purpose. Stocks in Southern Posts. Our prices are attractive. When in the market write us. We are now making contracts for delivery during 1925.
TAYLOR BROS. & CO., Inc.
Salt Merchants
NORFOLK, VA. WILMINGTON, N. C.

BETTER UNDERSTANDING IS ICE CREAM INDUSTRY'S NEED.

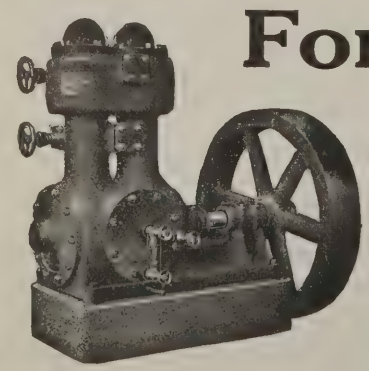
Has it ever occurred to you that business is the greatest thing in the world today? That business is the oldest trade? King Soloman was the greatest business man of his time. He built a magnificent temple and took seven and a half years to complete it. That was nearly 3,000 years ago and our engineers marvel at its size and beauty of architecture.

I believe that my business is my opportunity to serve my fellowmen, and in that service I will put the best that is in my nature and brains and character to produce. What we need today is a better understanding between competitors, an understanding that will bear confidence and bring about co-operation. What we need is less suspicion, more honesty, and less hypocrisy, and this understanding can be brought about if we are ready and willing to develop friendship, if we will but meet our competitors half way.

Many the price-cutting war has been avoided, many the business saved from bankruptcy, many the sleepless night buried into one of sweet repose simply because competitors became better acquainted and were willing to discuss their differences and settle their disputes without resort to bitter words and unscrupulous underhand methods.—From Southern convention address by Ben C. Brown.

I think a man who agrees with his fellow man on a certain thing and he violates his word without giving notice, I think he is a dishonest merchant. I do not care who he is. A man who violates his word, when he does it once, he should be through.—From California-Pacific joint convention address by Carl Plaut.

If you want to buy or sell anything, or want help, or desire a situation use The Ice Cream Review Want Ad Department. A sure result getter. Only 2c per word.

For Lasting Satisfaction

York
Refrigerating Equipment
One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.
Let us show you just why York Equipment lasts longer.
WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, *Wisconsin Manager*
1016 Majestic Bldg. Milwaukee, Wisconsin



You'll find pure cork—*nothing else*—in every Jamison Door

I WANT everybody to take a real good look at this picture because it shows you a part of our doors that you have to take for granted—the insulation. It's there, but you don't see it—except when you step inside our plant like you're doing now.

Here the camera catches us in the act of assembling a Jamison Sharp FREEZER Door. Look closely and you'll note that one layer of cork is placed vertically and the other horizontally. The corkboard is laid up in hot asphalt or is encased in waterproofed insulating paper, as the purchaser specifies.

Our own specifications for Standard COOLER Doors call for granulated cork hammered in and encased in waterproofed insulating paper; but corkboard can be substituted if desired. Or even with the Sharp Freezer Doors, other insulating materials than cork can be used if the purchaser has a preference.

The point is that whatever the material, we know how to install it — **right** — so that it won't shake loose or settle and so that it will give best results for the thickness used. Our job is to build doors that last — **and outlast.** The kind of doors you'd expect from best grade materials, strong, heavy, specially designed hardware, and good, conscientious, sober workmen (like the ones in the picture).

Incidentally, there's something else in this particular picture worth observing. Note the 2" x 4" running diagonally through the door. That's a brace which adds several years to the life of every door we make. It absolutely prevents sagging. It's the cause of less door trouble in more than 15,000 plants, big and little, both here and abroad.

J. P. Jamison Jr.

President

Jamison Doors

JAMISON COLD STORAGE DOOR COMPANY

HAGERSTOWN, MARYLAND, U. S. A.

How Dealers' Prejudice Against Sherbet Can Be Overcome

Why Sherbet Without Combined Solids Breaks Down More Quickly Than Ice Cream

By E. E. LOVE

THROUGHOUT the life of the sherbet industry, from 15 to 25 per cent more sugar has been used in manufacturing any given amount of sherbet mix than in the same amount of ice cream mix, partly to balance the acids found in the fruit used in the flavoring, and partly with the idea of adding solids and body to the mass. Both of these points were well taken, but during all this period of time, manufacturers, dealers, and the consuming public have found that sherbet kept very poorly, i. e., breaks down or settles from the top of the container, the color, flavor and sweetness disappearing and leaving a snowy, unpalatable, unsalable mass, which extends from two to four inches into the sherbet from the top. At the bottom will be found two to three inches of very heavy syrup, highly flavored and colored, which is likewise unsalable. (For this reason, the dealer does not like to handle sherbet, but if this trouble can be eliminated, and it can be, the dealer will be delighted to use more sherbet.)

The reason the above conditions have existed, and still exist to a considerable degree, is as follows: It is a well known fact that sugar syrup is hard to freeze and still harder to keep frozen and the higher the percentage of sugar in the syrup, the harder the freezing process becomes, though sherbet is only 2½ degrees to 3 degrees F. colder, when frozen, than ice cream. Many thousand B. T. U. of latent heat must be removed from your sherbet mix to gain this two or three degrees of sensible lower temperature.

Possibly, the greatest mistake in the sherbet end of the ice cream industry was made a number of years ago, when the ice cream manufacturers began to prove by science and figures the why's and wherefore's of the business. They devoted nearly their whole attention to ice cream instead of giving some consideration to sherbet, taking for granted that the large amount of solids added to the mix in the form of sugar would or should take care of the texture and holding qualities. Sugar is good, but standing alone, could not accomplish the desired end. In other words, a boy was sent to the mill.

Now, the facts are that originally sugar was added to the ice cream mix solely to sweeten. In recent years, it has been found that sugar added largely to the solid content improves the texture and body. Therefore, the chief function of sugar has been to sweeten, though I grant it does more than sweeten. Now we know that sugar and gelatine do not contain the right kind of solids to make the products viscos enough to hold the incorporated air under changing temperatures, for any considerable length of time. We should put in milk solids, both S. N. F. and B. F. Right here, one of the big mistakes has been made. Some have added S. N. F. and some B. F. but very few have added both, and rarely ever the right amount or the right proportions of S. N. F. and B. F., nor was it properly prepared. Now, if the right kind of solids are added to sherbet, at the right time, they combine with the sugar and gelatine solids, producing a product of fine texture which will stand up equal to fruit ice cream.

The solids found in condensed milk are S. N. F., therefore, not complete. Those found in sweetened unskimmed condensed milk are S. N. F., sugar solids, and B. F., but are not in the right proportion and if added to the sherbet mix like the former case, cannot give a high degree of satisfaction. The use of either one will improve a sherbet over the old skimmed milk base product, but to get real satisfactory results, the proportions of milk solids both B. F. and S. N. F. must be controlled and the whole mass must be thoroughly emulsified by recent homogenization. If not, the S. N. F. come into contact with the acid in the sherbet and instantly form hard coarse particles, and though the sherbet may be improved in taste, the texture and standing up qualities are not obtained.

NOW, it so happens that in every plant where the whole vanilla mix is homogenized, you have right at hand the very product best adapted for use in your sherbet mix. On the average, vanilla mix contains approximately 10 per cent B. F., 11 per cent to 13 per cent S. N. F. and 15 per cent sugar and ½ per cent gelatine. Here you have the right solids properly com-

STOLLWERCK

MANUFACTURERS OF

Gold Brand Chocolate-Coatings, Liquors AND Cocoa Powders

SAMPLES AND QUOTATIONS UPON REQUEST

THE STOLLWERCK CHOCOLATE CO.
FACTORY: STAMFORD, CONN.
NEW YORK CHICAGO LOS ANGELES

Waste Motion Costs Money!

Use this quick and easy way to move and store cans!

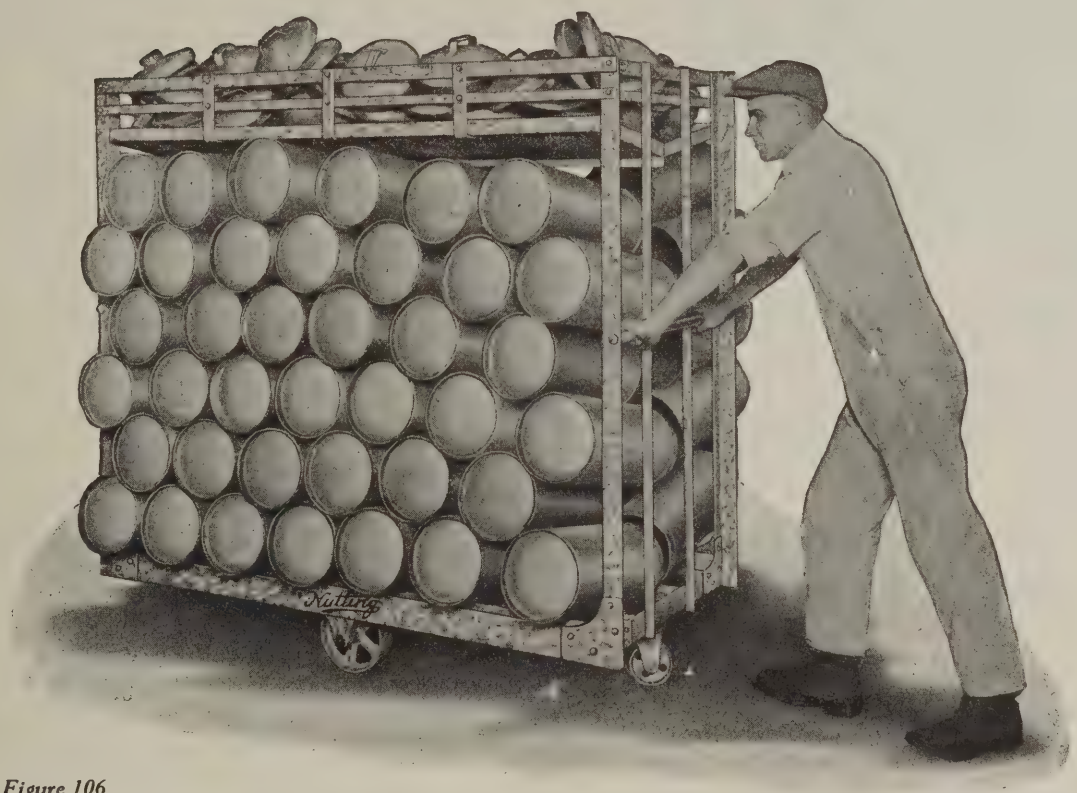


Figure 106

Handling, piling, storing and moving your empty ice cream cans will be reduced to a simple, speedy system when you use the

Nutting Ice Cream Can Truck

This truck provides a quick, easy way to store cans and covers compactly and move them rapidly. Dirty cans all piled to slant upward and keep contents from spilling. When washed they are piled the opposite way to drain quickly. Hardwood bottom strips prevent denting cans. The mesh top and rail form a big basket to hold covers.

The strongest can truck made. Angle steel construction, well braced and heavily galvanized throughout. Flat face wheels that save floors and roll easier. Ball bearing swivel casters. Capacity 108 2-gal.; 96 3-gal.; or 78 5-gal. cans, including covers.

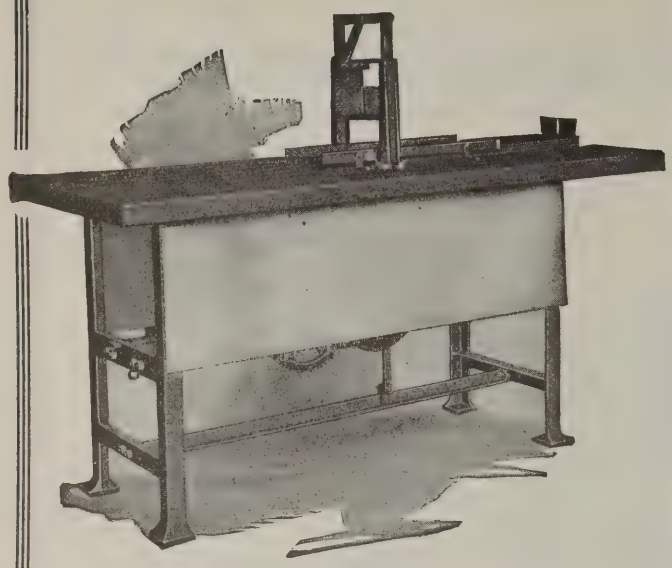
Thousands in use prove that the "Nutting" gives you the most efficient, economical way to handle your empties.

Price, 30″ size with Rail **$52.00.** F. O. B. Faribault or Chicago.

Write for Bulletin C-6 or ask your jobber.

Nutting Truck Co., 1216 Division St., Faribault, Minn.

Floor Truck Specialists Since 1891



Motor Driven—Works Automatically

THE NEW ERA
Ice Cream Brick Cutter

Is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart, besides cutting quarts and pints.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine so same will space with unfailing accuracy.

This machine is simple in operation, speedy, accurate, and very durable. It is easy to keep clean and takes up very little space.

The NEW ERA has revolutionized the Brick Ice Cream Industry.

Write for our leaflet showing the operation and construction of the NEW ERA.

Our representatives are the leading Ice Cream Supply Houses:

John W. Ladd Co	Detroit, Mich. Columbus, O. Cleveland, O. Cincinnati, O.
Cherry-Bassett Co.	Philadelphia, Pa. Baltimore, Md. Pittsburgh, Pa. New York City Syracuse, N. Y.
J. G. Cherry Co	Cedar Rapids, Ia. St. Paul, Minn.
Wright-Ziegler Co.	Boston, Mass.
A. H. Barber-Goodhue Co.	Chicago, Ill. St. Paul, Minn.

The New Era Company
146 Merritt St. Oshkosh, Wis.

bined and recently homogenized, which insures a proper emulsion, all ready to add to your sherbet. You will note by the formula that we now have in our sherbet mix, a definite amount of sugar, gelatine, S. N. F. and B. F. solids and a small amount of fruit and acid solids. These solids are all needed, each solid performing its own function and secondly, they act collectively to make a finished sherbet that is very near perfect. A mix that if cold packed or properly treated fresh fruit is used to flavor, will give you a product with fine body and texture that will stand up in the container or brick, or even in individual molds as well as strawberry cream, also a mix figuring your total volume that will give you 100 per cent overrun. Always where it is possible use cold packed or fresh fruit for flavoring.

SHERBET FORMULA.

Material	Lbs.	% B.F.	% S.N.F.	% T.S.	Lbs. B.F.	Lbs. S.N.F.	Lbs. T.S.	Cost
15 lbs. sugar	15.000	0	0	90	0	0	13.500	1.50
7 oz. gelatine	.437	0	0	86	0	0	.376	.26
3¾ gal. water	31.250	0	0	0	0	0	0.000	.00
7 oz. acid	.437	0	0	44	0	0	.190	.131
½ gal. fresh fruit or cold pack fruit	5.250	0	0	sugar 90 fruit 3	0	0	2.940 .069	.85
1 gal. mix	9.17	10	13	14	.917	1.192	1.283	1.00
Color to suit								
Total	61.544				.917	1.192	18.358	3.74

Total weight	61.544	12 gal. finished product	846% overrun
Total wgt. of S.	20.467	Cost per gallon	31c
% sugar solids	287%	12½ gal. finished product	923% overrun
S. N. F. sclids	0193%	Cost per gallon	30c
B. F. solids	0148%	13 gal. finished product	100% overrun
Total	332%	Cost per gallon	28c

Sugar figured at ten cents per pound, gelatine at 60 cents per pound and acid at 60 cents per pound. Of course, with present prices the final cost per gallon of finished product would be considerable less than the above figures.

Put the 7 ounces of gelatine into two gallons of the water, heat to 180 degrees. Don't boil but be sure gelatine is all in solution.

Put the 15 pounds sugar in the remaining water, stir well and add the hot gelatine solution, stirring all the time. Pour into freezer, start the machine, add the acid, your ½ gallon of fruit, turn on brine, then add your vanilla. Mix, and color to suit. Freeze stiff with zero brine, then shut off the brine and let swell to the desired per cent.

WHAT DOES THE CONSUMER WANT?

What does the consumer want and expect in ice cream? If we had the answer to that question, operating of business in the ice cream industry would be more nearly a primrose path of perpetual delight. One prominent ice cream manufacturer, F. J. Bridges of the Hydrox Company of Chicago, believes that the public wants ice cream of good body and texture, not too heavy and certainly not grainy, "of good flavor, and in a condition that brings out all of its deliciousness."

Mr. Bridges expressed this thought in an address before the Illinois convention last year on the subject of "Bulk Ice Cream versus Packaged."

Declaring that the ice cream manufacturers' first motive is to try to sell as much ice cream as is possible, "with a reasonable profit," Mr. Bridges insisted that the effort should be to give the public what the public wants, and not what "we as manufacturers think that they ought to have for one reason or another."

Anyone who studies the advertisements in this paper does not have to be told that it is a profitable habit. He collects the profits daily.

Hudson's



Always in the Lead

For thirty-seven years **Hudson's Ice Cream Flavor No. 52 Special** has been a favorite—and it has never failed to win in the race for public approval and preference.

HUDSON'S Ice Cream Flavor No. 52 Special, and **HUDSON'S Ice Cream Flavor No. 52 Concentrated** are made for a specific, specialized purpose. The smooth, clear body, the teasingly delightful flavor, the strength and the 100% solubility make them dependable, economical and sales-building flavors to buy.

By laboratory test they go farther—and by the palate test they **"please all."**

Let us ship you a sample gallon of Hudson's Ice Cream Flavor No. 52 Concentrated, or a sample keg of Hudson's Ice Cream Flavor No. 52 Special — express or freight prepaid to your city. You may return same to us at our expense if not entirely satisfactory.

The Hudson Manufacturing Company

GABE S. WEGENER,
President & General Manager

INCORPORATED

ESTABLISHED 1888

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

After History of a Century Ice Cream Still Called a Confection

Educational Work Stressing Products Food Value Has Only Recently Approached Stage of Effectiveness, Though Future Headway in this Direction Promises to be Rapid

ALTHOUGH more than a century has passed since the development of ice cream, the public all this time has regarded ice cream as purely a confection, although not so much now as formerly, it was pointed out in an address before the recent New York state convention by C. H. Kimberly, Dairy Products Laboratories, Philadelphia. He deplored the fact that all advertising and trade development have until recently been put up on the one quality of high fat content.

It is for this reason, according to the speaker, that the public has come to believe that the only criterion by which ice cream is to be judged is its butterfat content. This error has been disproved by indisputable evidence that a low fat ice cream with proper composition of raw materials, carefully selected, and with fine flavors, is "surely equal in palatability and far superior in food value," to quote from Mr. Kimberly.

A large number of dietitians and food experts with whom Mr. Kimberly conferred as late as last summer, almost without exception were decidedly in favor of a low fat ice cream, this for the reason that fat is more difficult to digest than the other heat producing foods, "contains four times as many calories than carbohydrates, and hence, is not as desirable as more digestible products."

DEPENDABLE
USED EQUIPMENT

A few special items now in stock. Attractive prices and prompt shipments.

1—40-qt. Emery Thompson brine freezer, motor driven.
2—40-qt. Emery Thompson brine freezers, belt driven.
2—40-qt. Cherry brine freezers, motor driven.
3—40-qt. Ft. Atkinson brine freezers, motor driven.
2—300-gal. per hour viscolizers.
300 and 400-gal. Cherry Model No. 1 ice cream batch mixers.
2—300-gal. Cherry coil pasteurizers, steel bodies.
1—Ft. Atkinson ice cream can washer and sterilizer.
2—De Laval Alpha Acme cream separators.
1—No. 12 De Laval cream separator.
1—900-lb. tubular milk cooler.
2—Champion No. 11-H hopper type ice crushers.
3½ ft. and 5 ft. copper vacuum pans.
1 in., 2 in., and 4 in. centrifugal brine pumps.
Refrigerating plants, 2 tons to 100 tons capacity.
Double pipe and shell and tube brine coolers.
40,000 lineal ft. of 2 in. hardening room piping.

Send us your inquiries

ROBERT P. KEHOE
7 East 42nd Street New York, N. Y.
Telephones: Vanderbilt 9594-9595

THIS speech is of particular interest in view of the fact that the ice cream industry is doing more today to convey the idea of health food in connection with its product than ever has been done in the past.

The efforts of the national association toward establishing not only a uniform butterfat standard but to establish one that will not be so high as to reduce the food quality, are leading in that direction. The national advertising campaign likewise is moving toward that purpose.

With regard to the slogan, the speaker said:

"We may, therefore, back up our slogan and go before the public with our advertising with a confidence born of knowledge that our product is right. The consumer once educated to the facts, will desire and be able to consume and enjoy larger amounts of ice cream, and hence by honestly serving the public, the manufacturer will profitably serve himself."

THE position of flavors used in ice cream with regard to food value is cleared up with the statement that the flavors may or may not have definite direct food value, "but if tasty and wholesome, will in all cases indirectly act as a food because of the increased palatability and hence digestion." He continued:

"The relative food merit of the milk products used in ice cream need not be discussed, except to impress upon you that whatever is used must be pure and wholesome, produced under clean and sanitary conditions, of fine quality and flavor, and come to the ice cream manufacturing stage in as natural or normal a condition and as fresh as possible. High grade ice cream cannot be made from old raw materials or any that are not most carefully selected. Investigation of the source with complete technical control throughout, will produce a fine quality food product, the commercial popularity of which will pay all effort and expense incurred. Too little attention has been given to these factors heretofore, but as our development goes on, more will be required, and moreover, this will be found necessary and above all advantageous.

"Numerous instances prove the value of ice cream as a food. Most authorities on nutrition endorse it, and no less an authority than Dr. Luther P. Howell of Columbus, O., says that in homogenized ice cream we have a safe substitute for the butterfat of mothers' milk, and that it has proven a safety first food for infant feeding. It is true, a special ice cream is utilized and it is administered in a warm instead of a frozen condition, but all the same its value is demonstrated.

"In the Cumberland, Md., schools, Dr. H. W. Weiss recently carried on an experiment with twenty-five boys and twenty-one girls, ranging in age from six to eight years, with each child eating one-fifth of a quart of ice cream daily, during nine weeks. The average normal increase in weight per child at these ages and time, is three-fourths pound, but the results here, when the test was completed, were twice the normal weights increase in all cases but one. Every normal child craves ice cream, and this craving should be humored within proper limits, for it is clearly the outward indication of an

Save $.10 to $.25 per Can Every Day on Hauling Expense ≈ Use the Glass Lined Truck Tank

$.25 Per CAN ON 100 CANS SHIPPED DAILY = $7500.00 ANNUALLY

Don't be satisfied to carry on your business in the same old way! True, you can buy milk cans year after year, have them repaired, and get along. Many milk men still operate that way, but not the progressive companies. They have already adopted or are seriously considering for adoption, the bulk method.

$10,000 Saved in One Year

Let's look at it another way:—Here is the Hanford Produce Company at Sioux City, Iowa, who used to pay $42.00 a day to ship 120 cans of milk by train from Merrill and LeMars, Iowa, to Sioux City. Then they bought a truck tank, and at the present time the actual expense of operation, hauling the same amount of milk, is only $7.00. This makes a saving of $35.00 daily on 120 cans or more than $10,000 a year. That money would pay twice for the initial expense of the complete unit—truck and tank! If greater distances are involved and more milk is handled the savings are still greater. Some dairies have saved as much as $65,000 the first year through eliminated can-handling, washing, etc.

Free Survey

Let us make a survey of your requirements and show you in dollars and cents what this method can do for you. No obligation of course. Mail the coupon below.

3 out of more than 200 satisfied users express themselves

"We have installed two of your tanks for use at two of our stations and find them quite satisfactory. By using these we are able to save the use and washing of 200 10-gallon cans. Furthermore, the milk is received in a much better condition with a lower percentage of waste incidental to the handling of milk in cans."

Co-Operative Dairy Association, Kansas City, Mo.

"We have observed many favorable instances in which we have gained customers due to the use of the Glass Lined Truck Tank. It appeals to them as being a great step towards Sanitation, eliminating the unsightly dented milk can which in a good many cases are practically impossible to clean. We certainly are well satisfied with the Glass Lined Truck Tank transportation and hope that we shall soon be in a position to transport all our milk requirements in that way."

Bartholomay Company, Inc., Rochester, N.Y.

"Formerly, we drew this milk in 40 quart cans, with three trucks, making two trips with 3½ ton truck, two with 2½ ton, and one trip with 1 ton truck, requiring 250 cans to haul the milk. With this equipment it eliminates the washing of the cans, eliminates spillage of the milk, which we estimate would amount to about $5.00 per day, also two drivers and two helpers, one man doing the entire work with our present equipment."

F. X. Baumert & Company, Inc., Antwerp, N.Y.

OTHER EQUIPMENT

- Glass Lined Pasteurizer
- Glass Lined Storage Tanks
- Glass Lined Vacuum and Aerating Machines
- Glass Lined Receiving Tanks
- Glass Lined Weigh Tanks
- Glass Lined Vacuumizing Tanks (for "Thermokept" Process)
- Glass Lined Ice Cream Hoppers
- Glass Lined Jacketed Forewarmers
- Glass Lined Tank Cars
- Glass Lined Gelatine Cookers
- Glass Lined Buttermelters
- Glass Lined Balance Tanks
- Glass Lined Drop Tanks



Five Pfaudler Glass Lined Truck Tanks lined up outside the Borden Factory at Belmont, N. Y. This plant receives whole milk from feeder stations in the truck tanks. Powdered milk is manufactured here.

MAIL THE COUPON

The Pfaudler Co.
217 Cutler Bldg., Rochester, N. Y.

Gentlemen:—Send me data on your truck tanks. I am interested in your free survey. No obligation, of course. Interested in other equipment as follows:

---- ....
(state nature of equipment)

Name ....

Street .... City ....

M.D.-5-25

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."

Derycote
PAINT YOUR PERSONALITY ON YOUR PACKAGES

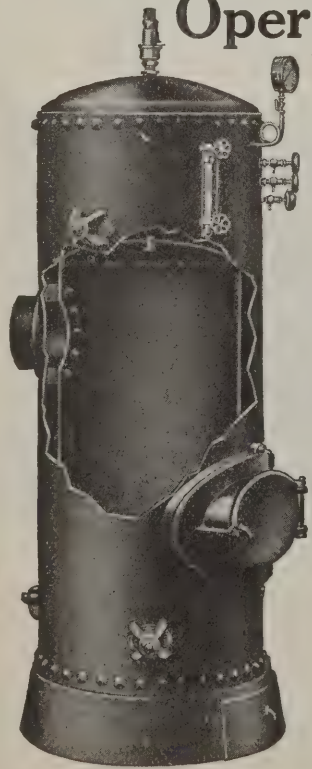
has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.

THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. Cleveland, O., U. S. A.

For Economical Plant Operation



Patent Applied For

Gem Flueless Boilers

In sizes from 1½ to 30 H.P. are real economizers of fuel, time, investment and up-keep appropriations.

Write for full details of construction, operation and cost of installation.

The Gem City Boiler Co.

Dayton Est. 1895 **Ohio**

actual physical demand and children will thrive on a daily portion of ice cream.

"We may, therefore, conclude that ice cream is a food and a most valuable one, but as has been said, much depends on the individual product, as to whether it is the best possible ice cream food. Its composition is all important. Since milk is our standard food, we should have our ice cream as near it in nutritive ratio, digestibility, etc., as possible. A few approximate figures will explain what I mean. Thus, a 3.6 per cent milk is composed of about 87.5 per cent water, 12.5 per cent solids, of which 3.6 per cent is fat, 3.3 per cent protein (casein, albumin, etc.), 4.8 per cent milk sugar, 0.8 per cent minerals and the nutritive ratio is correct at 1 part of muscle builders to 3.7 parts of heat and energy producers. A 20 per cent cream has a ratio of 1-16, because the fat is 20 per cent and milk solids not fat only 7.6 per cent. This is not a suitable food as such.

"A high fat ice cream with total solids of over 36 per cent with fat 14.5 per cent, milk solids not fat 7.50 per cent, cane sugar 14 per cent, has a ratio of about 1-17 still farther away from standard, due to the increase in heat producers by the 14 per cent of sugar.

"A low fat ice cream, 35 per cent total solids, 9 per cent fat, 14 per cent sugar, 12 per cent milk solids not fat, has a ratio of about 1 to 6. This is coming closer to what we want, but to get the correct balance we still must lower the fat with the same solids, or increase the solids with the same fat.

"In my opinion, we should do both, lower the fat percentage and increase the (Milk Solids Not Fat) M. S. N. F. A formula somewhat like this allows chance for variations to meet conditions, and while obtaining a proper ratio will still meet manufacturing and trade demands. Fat 8-10 per cent, milk solids not fat 11-14 per cent, cane sugar or equivalent 13-15 per cent, gelatine 0.5 per cent."

WITH regard to objections that may be raised that sandiness will occur if the milk solids not fat are under 10.5 per cent, which seems to be generally accepted, the speaker assured his hearers that sandiness need not occur with very much higher milk solids not fat, declaring that actual tests made in different ice cream plants in the last two years have "amply demonstrated this truth." Care must be used in the selection of raw material, also in storage of ice cream.

Where the consumer really does demand a rich fat ice cream, Mr. Kimberly believes this can be readily overcome to the benefit of both manufacturer and consumer.



NATIONAL ADVERTISING.

The subject of national advertising of ice cream is one that has been discussed in all meetings of this kind, more or less, in recent years. I recall the meeting of our association at Spokane two years ago and after a rather thorough examination of the subject there the National Association of Ice Cream Manufacturers was petitioned to take up seriously the subject of nation-wide advertising of ice cream. We are not conceited enough to think that we were instrumental in activities in that regard, but it was a like thought that was going on all over the industry in the United States, and the national association has now evolved, and is getting under way, a comprehensive plan that has been worked out as the result of a great deal of study on the part of the national association's national advertising committee.—From remarks before California-Pacific joint convention by W. V. S. Robbs.

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.

H. A. JOHNSON CO.
221 State St., Boston, Mass.

C. E. RIDDLE
Emerson Tower, Baltimore, Md.

FRANK Z. WOODS, Mgr.
Chicago Branch, 180 N. Market St., Chicago, Ill.

J. W. ALLEN & CO.
116 No. Peoria St., Chicago, Ill.

MEYER-BLANKE COMPANY
214 Washington St., St. Louis, Mo.

O'BRIEN & BUSHNELL, Mgrs.,
St. Paul Branch—304 Pioneer Bldg., St. Paul, Minn.

LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.

THE JELL-WELL DESSERT CO.
949 E. Second St., Los Angeles, Cal.

W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

That Priceless Asset— *Reputation*

DELFT GELATINE has won an enviable reputation among quality consumers—Buyers who appreciate the value of a gelatine that for two decades has never failed to pass the rigid inspection of U. S. Food Control Officials, and always analyzes better than the U. S. Food Laws require. Free from metallic impurities and all harmful and liquefying bacteria. **No other gelatine equals this long record of consistent excellence.**

The confidence of your trade depends upon the quality of your product.

Therefore—Protect your product with DELFT—the gelatine that is always pure, uniform and rightly priced.

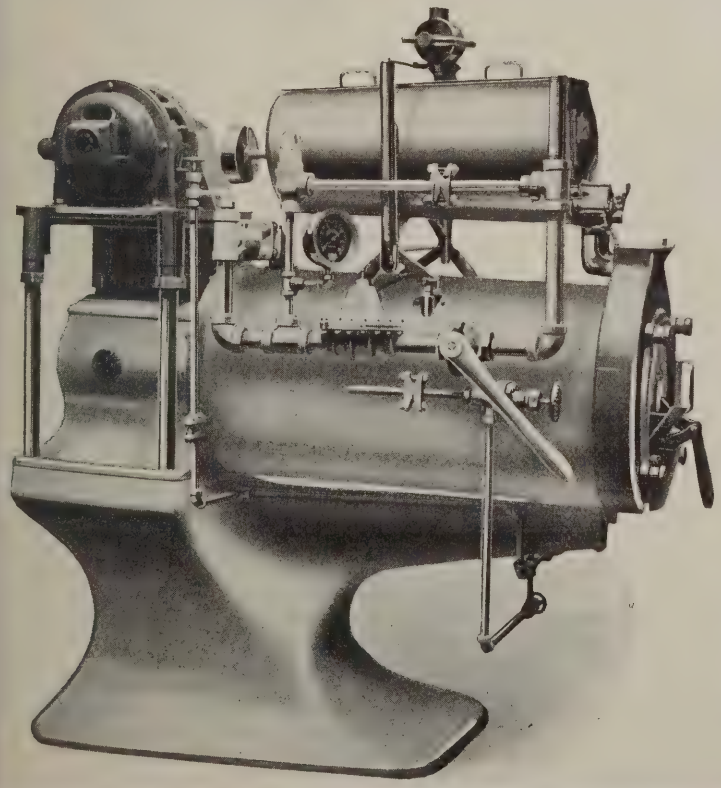
Send for samples—Comparison will bring us your orders.

Ask any Food Control Official about DELFT.

THE ASSOCIATION OF ICE CREAM JOBBERS MEMBER

Harold A. Sinclair

U. S. HEAVY DUTY—ICE CREAM FREEZERS DIRECT EXPANSION



Absolute Pressure Control

One of the many exclusive features in the U. S. AUTOMATIC PRESSURE REGULATOR; simple and positive in its action, and maintaining absolutely at all times a uniform pressure in the freezer cylinder. Extremely simple, and can be set by the operator at any temperature desired.

May we prove this to you?

CATALOGUE AND TECHNICAL INFORMATION ON REQUEST

DISTRIBUTORS EVERYWHERE

U. S. FREEZER & MACHINE CORPORATION

General Offices: 241-243 W. Broadway, New York City
Factory: North 11th St. & Driggs Ave., Brooklyn, N.Y.

Neutralization and Homogenization as Related to Viscosity and Overrun

Results of Experimental Work by a Leading Western Expert

RESULTS of an interesting investigation were outlined by H. A. Bendixen, associate professor of dairy manufacture, University of Idaho, in an address delivered before the Western Canada Dairy Convention at Vancouver, B. C., in February. By neutralization in this connection the professor meant the reduction of acidity in the mix. He pointed out that in the ice cream industry, as we all know, neutralization is entirely out of place, it has happened that creameries selling sweet cream to ice cream factories have neutralized cream which was slightly sour and sold it as sweet. He said "fraudelant practices" of this kind if detected should be dealt with severely.

He continued:

"Last year we did a little work along that line at our station. We studied especially the effect of neutralization on the overrun that may be obtained. In our experiments which were conducted mostly by Mr. Kieth, a post graduate student in our department, we used both milk of lime and normal sodium hydroxide as neutralizing agents. These neutralizers were used to neutralize sour mix, and also to neutralize sour cream, sour condensed skim milk or both before adding to the rest of the mix. Acidity and viscosity tests were also made in order to find some correlation between acidity, viscosity of mix, and overrun."

Results of the experimental work were summarized in the following table:

Kind of Mix	No. of Batches	Ave. per cent Overrun	Ave. per cent Loss in Overrun as Compared with Normal Sweet Mixtures	Ave. per cent Acidity	Ave. Viscosity Value
Normal sweet mixes...	9	89.95	0	.217	275
Untreated high acid mixes	7	85.29	5.18	.371	394
NaOH used as a neutralizer in mix or mix ingredients	8	81.99	8.85	.179	419
Lime used as neutralizer in mix or in mix ingredients	12	74.75	16.90	.169	490
Neutralized condensed skim milk added to mix before pasteurizing	4	86.13	4.24	.136	552
Both neutralized cream and neutralized condensed skim milk added to milk before pasteurizing	4	79.98	11.08	(2-.140) (2-.180) .166	(2-153) (2-490) 321
Complete pasteurized mix (naturally soured) neutralized 1 hour before freezing	6	74.12	17.60	.223	439
Neutralized cream added to mix before pasteurizing	6	72.92	18.93	.156	514

These experiments, Professor Bendixen explained, although not conclusive, seem to "point out first of all that with an increase in acidity from an average of .217 to .371 per cent the overrun suffered on the average to the extent of 5.18 per cent and the viscosity increased from 275 to 394." He saw no regular close relationship existing between acidity and overrun, although the general trend is "toward a reduction in overrun with an increase in naturally developed acidity." However, there is no relation whatsoever between viscosity of mix and overrun and between viscosity and acidity in untreated mixes, he declared.

These facts he brought out in the following tabulation of all 16 of these mixes in the order of their overrun and viscosity:

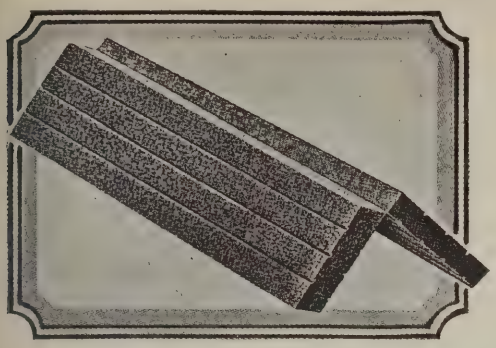
Unneutralized Mixes.

% Overrun	% Acid	Viscosity
78.21	.320	378
82.71	.355	366
84.75	.375	532
85.30	(High) .545	323
85.87	(Low) .21 (x)	152
86.02	.225	453
87.34	.225	432
87.54	.340	243
88.21	.235	129
88.63	.320	292
89.87	.343	(High) 621
90.06	.205	199
91.14	.225	(Low) 111
92.88	.205	148
93.36	.210	402
94.36	.210 (x)	446
89.87 (x)	.345	621
84.75	.375	532
86.02	.225 (x)	453
94.36	.210	446
87.34	225	432
93.36	.210	402
78.21	.320	378
82.71	.355	366
85.30	.545	323
88.63	.320	292
87.54	.340	243
90.06	.205	199
85.87	.210	152
92.88	.205	148
88.21	.235	129
91.14 (x)	.225 (x)	111

"From a further examination of the summary table," the professor reminded the delegates, "it may be seen that sodium hydroxide when used for neutralizing a sour mix or sour mix ingredients in eight batches reduced the overrun on an average of 8.85 per cent while lime water used in the same way in twelve batches reduced the overrun 16.9 per cent. Sodium hydroxide seems to be preferable, therefore, to calcium hydroxide as a neutralizer in the ice cream mix."

He went on:

"It is possible that the free acid contained in the mix is more destructive to the overrun than the acid combined with the casein and since, according to Professor Hunziker, sodium neutralizer attacks the free acid before attacking the combined acid it may be preferable for that reason. The neutralizer, however, has some other effect upon the mix besides just reducing its acidity because a neutralized mix with a certain acidity always gives a lower overrun than an unneutralized mix of the same acidity. There may be a slight saponifying action of the alkali on the fat globules during pasteurization. This might explain the increase in viscosity. However, there are no scientific data on this point. Again in the batches where either lime or sodium hydroxide was used as a neutralizer there was no apparent relationship whatsoever between acidity, viscosity, and overrun as may



No "Green Centers" possible. Slowly and carefully baked in double width molds, Split and finished full standard 12"x36". Center of every sheet visible.

The sixth of a series: read it and watch for the next!

No "Miles per Hour" With NOVOID!

Among the things that affect the quality of corkboard adversely is "speed-up" methods applied to the baking of the raw compressed cork in the molds. High speed of travel, to get "production," requires a high temperature oven which tends to bake the surface too quickly and not fry out the natural cork resin sufficiently to everlastingly bind the entire mass into a **good, strong sheet of insulation.**

In a word, high quality corkboard should be baked by a **slow and careful** process, such as can best be carried out in the world's greatest cork producing and manufacturing district abroad, where both oven fuel and labor are relatively a small item of cost.

Novoid Corkboard, made in conformity with this slow-and-careful principle—one of six basic principles followed by Manufacturas de Corcho, S. A., at their modern plants in Spain, home of cork—is justly entitled to be known as a **uniform high quality insulation.** Manufactured 25"x37", split and finished full standard 12"x36"—no odd widths or lengths—in 1", 1½", 2", 3" and 4" thicknesses. **No other corkboard is made in this way.**

Uniformly and thoroughly baked, processed to eliminate all voids between particles, every sheet crated, no hard-back, no green-centers—**Novoid Corkboard** is worthy of the universal acceptance it has gained.

TRADE MARK MANUFACTURAS DE CORCHO S.A.

Palamos
Palafrugell
SPAIN

CORK IMPORT CORPORATION

Junius H. Stone, General Sales Manager

345-349 West 40th St. NEW YORK CITY

BOSTON NEW YORK BUFFALO PHILADELPHIA ATLANTA ST. LOUIS CHICAGO

Distributors in principal cities and localities of the U. S. Jobbers everywhere

"If it's Cork Insulation, it should be Novoid!"

Corkboard and Cork Covering; also Stonewall Finish and Enamel

Novoid Corkboard Insulation

The Choice of Careful Buyers

JENSEN

The Mark of Merit



Ice Cream Manufacturers

You Can Have Perfect Control of Your Mix With the Jensen Revolving Vertical Coil Batch Mixer

UNIFORM FLAVOR is obtained only when the mix contains smallest amount of air during pasteurization, homogenizing and aging.

AIR which causes **FOAM** produces **oxidized, metallic** or bitter flavor.

REVOLVING VERTICAL COIL BATCH MIXER furnishes the ice cream manufacturer a process by which he is able to overcome these most objectionable evils.

REVOLVING VERTICAL COIL EXPELS AIR AND GASES.

BLADES—located at extreme bottom of coil furnish maximum agitating and mixing at bottom of vat where sugar and heavy materials tend to settle.

POSITIVE FORCED CIRCULATION of heating medium assures the greatest efficiency in heating and eliminates any possibility of burning the mix and producing a cooked flavor.

STUFFING BOXES ARE ENTIRELY ELIMINATED, therefore no grease or other contaminating verdigris can seep into the mix during pasteurizing and aging periods.

SQUARE CONSTRUCTION requires one half usual floor space.

OPERATING POWER reduced one-half.

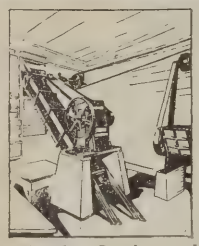
Jensen Creamery Machinery Company

Builders of "Equipment of Practical Efficiency"

BLOOMFIELD, N. J. **OAKLAND, CALIF.**

G-W Ice and Salt Elevators





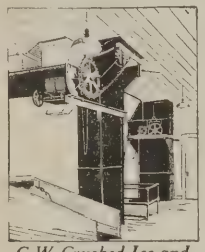
G-W Ice Crusher and Crushed Ice Conveyor

For greater handling economy

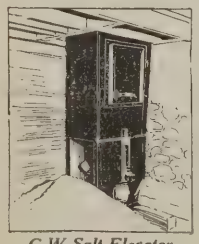
Sturdy—durable—simple to operate—equipment included in the comprehensive G-W Line can be adapted to the needs of your plant for providing greater economy in the handling of ice, salt and sugar.

If you contemplate the installation of this class of equipment, get in touch with G-W Engineers—they can offer helpful, money-saving advice.

It costs nothing to learn how you can capitalize G-W Economies in your own plant. Just 'phone, write, or wire the nearest office below.



G-W Crushed Ice and Salt Elevators



G-W Salt Elevator

G-W PRODUCTS

Crushed Ice Elevators, Sugar and Salt Elevators, Ice Breakers, Ice Carts, Ice Cans, Ice Tools, Can Tongs, Ice Handling Machinery of all types, Coal Handling Machinery, etc.

Main Office: 5 HILL ST., HUDSON, N.Y.
New York: 50 Church St.
Chicago: 565 W. Washington St.
Boston: 222 State St.
Pittsburgh: Peoples Bank Bldg.
Plants: Hudson, N.Y. and Oakmont, Pa.



G-W Ice Cans and Tools

G-W Rivetless Seam Ice Cans have welded seams that eliminate the deterioration common to those with riveted seams. G-W Ice Tools are made in a large variety of types and sizes to meet every requirement. Illustrated and described in Catalog No. 90—sent on request.



Gifford-Wood Co. BUILT STRONGER LAST LONGER
ICE HANDLING MACHINERY AND TOOLS
2373-R

be seen from the tabulation of the batches in which a neutralizer was used as follows:

Lime Used.

% Overrun	% Acid	Viscosity
65.62	.150	678
67.59	.145	451
67.81	.160	774 (High)
67.97	.145	496
68.00	.110	544
69.73	.245	313 (Low)
72.31	.170	542
78.93	.140	603
79.43	.180	368
84.61	.375 (High)	368
85.64	.115	163
89.35	.095 (Low)	581
67.81	.160	774
65.62 (Low)	.150	678
78.93	.140	603
89.35 (High)	.095	561
68.00	.110	544
72.31	.170	542
67.97	.145	496
67.59	.145	451
79.43	.180	368
84.61	.375 (High)	368
69.73	.245	313
85.64	.115 (Low)	163

NaOH Used.

% Overrun	% Acid	Viscosity
89.91	.120	492
86.75	.165 (x)	132 (Low)
86.34	.190	534 (High)
83.26	.160	583
82.91	.215	237
81.41	.190	439
75.24	.215	307
70.10	.175 (x)	629
70.10	.175	629
83.26	.160 (x)	583
86.34 (x)	.190	534
89.91	.120	492
81.41	.190	439
75.24	.215	307
82.91	.215	237
86.73 (x)	.165 (x)	132

Neutralizing the whole mix just before freezing always increased viscosity, he found, the same amount of neutralizer being used each time. "Nevertheless," he said, "the acidity was not always reduced an equal amount. This probably needs to be re-checked. However, the greater the acid reduction the greater was the increase in viscosity, although the per cent overrun showed no relationship to the viscosity or acid reduction as seen from the following tabulation of complete mixes neutralized just before freezing:

Limewater Used.

No. of c.c. Neutralizer Used	Per cent Acidity Before Neutralization	Per cent Acidity After Neutralization	Per cent Acidity Reduction	Viscosity	Per cent Overrun
93	.410	.150	.260	678	65.62 (x)
93	.355	.180	.175	368	79.43
93	.545	.375	.170	338	84.61
93	.360	.245	.115	313	69.73 (x)
		NaOH Used.			
500	.410	.170	.240	629	70.10
500	.360	.215	.145	307	75.24

Finally, in comparing the different types of neutralization, they noted that neutralization of the condensed skim milk affected the overrun the least, giving a loss of 4.24 per cent on the average; next was the neutralization of both condensed skim milk and cream with a reduction in overrun of 11.08 per cent. Neutralizing the complete mix reduced the overrun 17.6 per cent while the neutralization of the cream was the most harmful to the overrun, showing a reduction of 18.93 in the overrun ob-

(Continued on page 111)



6 in 1924 and 1 in 1925.

Lasting Satisfaction!

BAIRD REFRIGERATOR BODIES

3° below zero
Lightest weight
Thorough water-proofing
Perfect insulation
No brine drip
Ease of operation
Sturdiness
Welded seams
Good workmanship
Long service
Moderate price

ORDERS, repeated year after year, are incontrovertible proof that Baird Refrigerator Bodies give complete and lasting satisfaction. For example:—

National Ice Cream Co., San Francisco, Calif., bought 3 in 1923, 7 in Jan. 1925 and 2 in Apr. 1925.

W. E. Hoffman Co., Tyrone, Pa., bought 6 in 1923 and 5 in 1925.

International Ice Cream Co., Schenectady, N.Y., bought 4 in 1923, 3 in 1924 and 2 in 1925.

Hershey Creamery Co., Harrisburg, Pa., bought 6 in 1923, 1 in 1924 and 4 in 1925.

H. P. Hood & Sons, Boston, Mass., bought 4 in 1923, 1 in 1924, and 12 in 1925.

Mr. E. L. Garber of Lancaster, Pa., after observing three Baird Refrigerator Bodies used by associated companies in 1924, bought 12 more in 1925.

Shipment in 3 days. *We can ship a Baird Refrigerator Body to you in the lead within from three to five days after receipt of your order, depending on the size.*

WILLIAM F. BAIRD COMPANY

1118 LITTLE BUILDING **BOSTON, MASS.**

"A Drink on A Stick"

(FROZEN LOLLY-POP)

Popsicle

Reg. U. S. Pat. Off.

"A Drink on A Stick"

PATENTED AUGUST 19, 1924

You can equip your plant using our manufacturing units in conjunction with your present brine system at a very small cost.

Large Batch Every Few Minutes — Thousands Every Hour

WE SUPPLY STICKS, WRAPPERS AND SYRUP

ATTENTION

Ice Cream Manufacturers

We are allotting exclusive territory.
Write or Wire Immediately.

THE POPSICLE CORPORATION of U. S.
Popsicle Bldg. 465-469 Washington St.
NEW YORK CITY

THE POPSICLE CORPORATION OF OHIO
St. Louis Office.....506 Olive Street
Chicago Office.....222 No. State Street
Indianapolis Office.....808 Roosevelt Building
Cincinnati Office.....Dixie Terminal Building
Jacksonville, Fla.....127 Laura Street

NEW JERSEY POPSICLE CORPORATION
Main Office,.....7 Saybrook Place, Newark, N. J.

CONNECTICUT POPSICLE COMPANY
New York City.....465 Washington Street

PENNSYLVANIA POPSICLE CORPORATION
Philadelphia Office.....923 Bankers' Trust Bldg., Philadelphia, Pa.

LONG ISLAND POPSICLE CORPORATION
New York City.....465-469 Washington Street

BRONX POPSICLE CORPORATION
New York City.....465-469 Washington Street

MANHATTAN POPSICLE CORPORATION
New York City.....465-469 Washington Street

Performance of six on trial brings order for 200

In answer to a query from a Newark ice cream manufacturer, the Kirk-Maher Company, of Malone, N.Y., writes: "Hope to eventually do away with cabinets we were formerly using."

"Last summer," writes G. H. Frechette, secretary-treasurer of the Kirk-Maher Company, in answer to a query from the Puritan Ice Cream Company, of Newark, N. J., "we bought six A-B Ice Cream Cabinets and had them sent to our various plants. They have proven entirely satisfactory with one icing in 48 hours.

"As a result, we have placed an order for approximately 200 of the various sizes, and hope to eventually do away with the cabinets we were formerly using.

"We highly recommend A-B Ice Cream Cabinets to those desiring a money-saving proposition."

Like Kirk-Maher, ice cream manufacturers all over America are finding A-B Ice Cream Cabinets save more ice, more salt and more money than any pack cabinet they can buy. And no wonder!



Surrounding the ice and salt chamber of the A-B Ice Cream Cabinet is an unusually effective insulating material which keeps cold air inside the cabinet and warm air out. Even the lid is fully insulated, and fits tight.

Cream compartments are square and perfectly dry. All sizes of bulk ice cream can be inserted with greatest ease—square pockets permit all package cream to be carried in compact facility.

Our new booklet, just off the press, explains why the A-B Ice Cream Cabinet will cut your ice and salt bills to the lowest possible level. Sent free. Write for it.

Anheuser-Busch, St. Louis

Also Manufacturers of ABC Refrigerator Truck Bodies and Wagons

A-B Ice Cream Cabinets

Paul W. and Guy F. Minnick
Eastern Sales Representatives 280 Madison Ave., New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Bldg., Los Angeles, Cal. 617 Pioneer Bldg., Seattle, Wash.
458 Natoma Street, San Francisco, Cal. 216 U. S. Nat'l Bank Bldg., Portland, Ore.

THE MOST PROMINENT IN THE COUNTRY

KIST Flavored

EVERY NOTABLE SUCCESS IN THIS COUNTRY

Here Are Just a Few of the Larger Manufacturers Who Are Putting Out the Kist Flavored Frozen Sucker

Rieck-McJunkin Dairy Company, Pittsburgh, Pennsylvania with their plants throughout Pennsylvania including—Butler, Charleroi, McKeesport, New Castle, Oil City. The Hoffman plants at Altoona, Barnesboro, Philipsburg and Tyrone.

Telling-Belle Vernon Company, Tabor Ice Cream Company, Peerless Ice Cream Company, Baker-Evans Ice Cream Company, Cleveland Ice Cream Company of Cleveland, Ohio.

Hydrox Corporation, Chicago, Illinois.

Imperial Ice Cream Company of Parkerburg, West Virginia and their various plants.

Castle's Ice Cream Company, Newark, N. J.

Carry Ice Cream Company, Washington, D. C.

French Bros. Bauer Co., Cincinnati, Ohio.

Horn Ice Cream Company, Baltimore, Md. also Norfolk and Richmond, Virginia.

H. L. Neuman, York, Pa., together with the York Ice Cream Company.

Williams Ice Cream Company, Scranton, Pa.

Kennedy Dairy Company, American Ice Cream Company and Mansfield-Caughey Company. These are the big three in Madison, Wis.

Gate City Ice Cream and Dairy Company, Atlanta, Georgia.

National Ice Cream Company, San Francisco, California.

Benham Ice Cream Company, Fresno, California.

Gloria Ice Cream Company, Inc., Stockton, California.

Carpenter Ice Cream Company, St. Louis, Mo.

Peerless Ice Cream Company, Kansas City, Mo.

Houston Ice Cream Co., of Houston, Texas.

Peoples Ice & Ice Cream Co., Springfield, Mo.

M. B. Ise Kream Company, Waco and Dallas, Texas.

New Orleans Ice Cream Company, New Orleans, La.

Terry Dairy Company, Little Rock, Ark.

Ft. Smith Ice Cream Company, Ft. Smith, Ark.

Space precludes listing of scores of others.

A New Source of Added Revenue for the Ice Cream Manufacturer

The most prominent Ice Cream Manufacturers in the ccuntry have decided for the Kist Flavored Frozen Sucker. The exceptional interest displayed by the manufacturers and their eagerness to get started on this profit-making proposition, have justified our efforts in offering Kist Flavored Frozen Suckers to the industry.

We have made the Frozen Sucker a National Item.

Manufacturers who have gone into this proposition are reaping exceptional profits every day and the best part of all, they are making this extra profit without tying up any of their Freezer Equipment.

The Frozen Suckers are easily and quickly frozen in inexpensive mold units. Each mold consists of 72 tubes, allowing the production of six dozen suckers in one simple operation. Freezing is done in simply constructed brine tanks or in the regular hardening room.

The Frozen Sucker is purely and simply a flavored ice, five and one-half inches long by one inch in diameter. It is easily and cheaply manufactured.

The cost of making Frozen Suckers, including all materials, supplies and wrappers is less than 7 cents per dozen. The selling price to the dealer is 40 cents per dozen. The retail price is 5 cents each. Truly an exceptional profit, you will admit.

With practically no initial investment you can add this new source of income to your 1925 business.

ICE CREAM MANUFACTURERS ARE PUTTING OUT

Frozen Suckers

TO DATE, HAS BEEN MADE WITH KIST FLAVORS

Frozen Sucker Equipment

We have gone into the Frozen Sucker proposition, thoroughly and coordinated all the details, enabling the Ice Cream Manufacturer to start production quickly and with practically no initial expense.

After careful investigation we have made arrangements with the Valentine Machinery and Supply Company of Chicago to supply our customers with their Frozen Sucker mold units at $29.50 each, F. O. B. Chicago. They are sold to responsible Ice Cream Manufacturers in regular open acount, terms 2% cash, ten days, net 30 days. In addition to the mold unit, it is necessary to have a Valentine Spill-drain costing $8.50. However, only one Spill-drain is needed for the average size plant and only two or three for the larger plants, using 50 or more molds.

We have found the Valentine method to be by far the most satisfactory and sanitary way of making Frozen Suckers.

We have secured a source of supply for the necessary vegetable parchment wrappers and supplies at exceedingly low prices for our customers' benefit.

How You Can Secure the Exclusive Rights to Manufacture Kist Flavored Frozen Suckers

To help the manufacturer put the Frozen Sucker proposition over quickly and effectively in his town we have prepared a forceful advertising campaign, consisting of a series of five exceptional newspaper advertisements and a series of powerful colored dealer window posterettes, all featuring the manufacturer's name prominently.

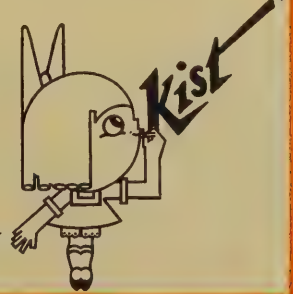
All the advertising material and other aids are only a part of our large and comprehensive advertising and merchandising service, which we furnish **FREE** to one Ice Cream Manufacturer in a town under a Friendly Agreement plan by which he enjoys the exclusive rights on "Kist" Flavors and "Kist" Flavored Frozen Suckers.

Just as "Kist" Flavors have been the outstanding flavors used in week-end bricks and bulk ice cream, ices, sherbets, ice cream cups and other specialties, so they have become the only accepted flavors for making Frozen Suckers.

Clip the coupon and mail it today for complete information about "Kist" Flavors, "Kist" Flavored Frozen Suckers and how they help you increase your profits.

GET STARTED NOW

MAIL THE COUPON



COUPON

Citrus Products Co.,
Ice Cream Division,
54 East Kinzie St., Chicago, Ill.

Send us complete information about "Kist" Flavors and "Kist" Flavored Frozen Suckers.

Name .....

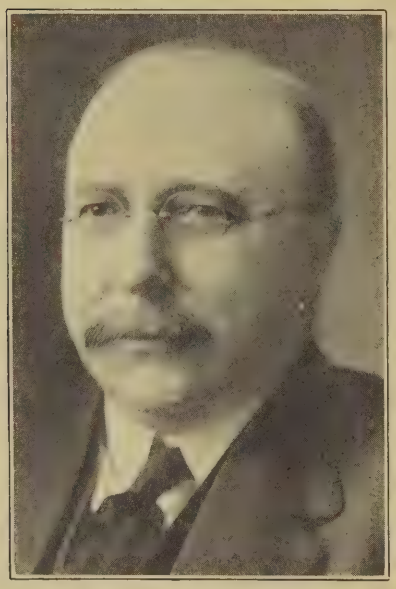
Address .....

City ..... State .....

Ice Cream and the Dairy Council

National Advertising Balances Itself After a Time, According to M. D. Munn, President of the National Dairy Council

HARDLY had the proposed national advertising ice cream campaign been outlined at the national convention last year when suggestions were made by different ice cream manufacturers that this campaign could be made much more effective if conducted in a manner similar to the methods followed by the National Dairy Council. Since that time many manufacturers have expressed themselves as favoring having this campaign placed largely in the hands of the dairy council. These thoughts have been expressed in view of the extremely good work the dairy council has done toward boosting the consumption of other dairy products.



M. D. MUNN.

It is for this reason that members of the industry will be much interested in some of the views of M. D. Munn, president of the the National Dairy Council, upon the matter of boosting ice cream consumption. Before the national convention was held, Mr. Munn expressed some interesting ideas on ice cream advertising at the annual convention of the Illinois Association of Ice Cream Manufacturers. The remarks he made at that convention are more interesting now than they were at that time, though Mr. Munn by no means attempted to outline at the Illinois convention any definite program for advertising ice cream, merely confining his remarks to the value of co-operative advertising. However, he did—

"...Wish that this industry could wake up to the opportunity that lies ahead of it in building this building. How can this be done?"

He then told of the council's activity toward getting more milk consumed not only as milk, but also in connection with other products.

With regards to the question of how this can be done with ice cream, he said:

"We have our demonstrators, we have our lecturers, nutritional lecturers we call them, we have our play-workers; but all the time and whatever they do, they are talking about the food value of dairy products but primarily milk.

"You can't give a cooking demonstration with ice cream, but do you realize what you can do? Supposing you had a lecturer that was meeting with mothers' clubs, with community organizations (and there are millions of women in those organizations who are seeking knowledge as to how they can have something attractive and not expensive for a little party, a little gathering, a family reunion) and those people know but little about ice cream excepting perhaps one or two varieties, they don't know how they can get ice cream in different forms or how they can have it put up so as to make it something attractive and new. They don't know anything about baked Alaska any more than I did.

"How easy it would be for this lecturer—and we appeared last year before 960,000 mothers in giving these demonstration talks by the nutritional lecturers alone—to get some idea of the opportunities for reaching these women! What can this lecturer do?

"She could take one of these groups of women and explain to them what it means to use ice cream in a home. Explain to them how, by buying a quart or two quarts of ice cream, they are buying more concentrated food in the form of vitamines, energy, mineral matter and protein than they could get in any other way. And tell them what it means to give their children a dish of that ice cream, let alone what it means to the satisfaction and pleasure of the people who might happen to drop in, to get some of that ice cream. And to tell them how to fix up their meal so that ice cream fits in. Do you think that would do any good?"

SINCE this is a partial outline of the procedure the council has followed in building up the consumption of milk, it is interesting to give thought to what the same method would do toward boosting ice cream consumption. But to go farther into the practice of the dairy council, quoting Mr. Munn at the Illinois convention—

"We take funds and divide them into proper relationship so far as budget is concerned. I'd use a certain portion of them in national advertising for psychological reasons, good supporting advertising, but I'd use the majority of it in this actual demonstration work, supported by the literature, pictures and material that is necessary to scatter this knowledge.

"We don't get this increased consumption of milk and

(Continued on page 129)

73 to 75% Calcium Chloride Free from Magnesium

A Help Not a Hindrance !

Send for Carbondale Bulletins.

The high efficiency of Carbondale 3 C Calcium Chloride is a help to your refrigeration equipment in producing maximum refrigeration.

Why put on the brakes with a low quality? —Paying the difference in power bills still doesn't give more refrigeration.

Carbondale Calcium Co. Carbondale, Pa.

3 TRADE MARK

Ask for Bulletins No. 5 A and 36

New York Chicago Pittsburgh

New Orleans Philadelphia Baltimore



Another Prominent Cabinet Manufacturer Standardizes on

Smith & Mann One-piece Valves

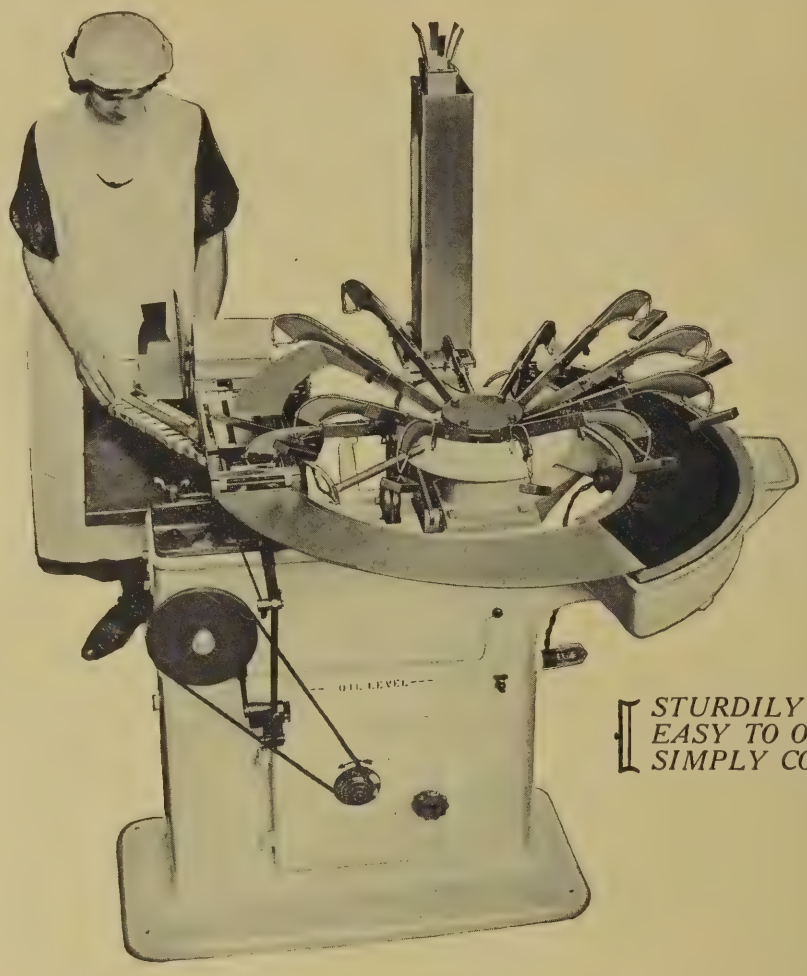
ALWAYS STATE THICKNESS OF CABINET WALL WHEN ORDERING.

Merit alone is the basis of their selection.

A sample lot and our quantity prices will prove to you the wisdom of standardizing on *Smith & Mann Valves* for *your* Cabinets.

SMITH & MANN COMPANY
914 West York Street PHILADELPHIA, PA.

Every operation automatic. Pies untouched by hand.



STURDILY BUILT
EASY TO OPERATE
SIMPLY CONSTRUCTED

This Machine Will Increase Your Eskimo Pie Profits!

There's real money in Eskimo Pies if you produce uniform Pies in volume at minimum cost. The Anderson Machine does just this: Automatically cuts, dips and wraps uniform Pies at an average rate of 80 dozen an hour.

Equip your Eskimo Pie Department with Anderson Machines. Two years' use has proved their value.

Write us for prices and full information.

Buy or Lease

the Anderson Machine under one of our easy payment plans. The saving in the cost of making Pies will in a few months pay for it.

Eskimo Pie Corporation

LOUISVILLE, KY., U. S. A. Exclusive Distributors

NEUTRALIZATION AND HOMOGENIZATION AS RELATED TO VISCOSITY AND OVERRUN.

(Continued from page 102)

tained. The alkali, therefore, proved most harmful in the material which was highest in fat. Whether this fact is significant needs further investigation, he believed. In no instance, however, could a relationship be found between acidity, viscosity, and overrun, and

It appears then that acidity itself and viscosity itself has no direct influence on the overrun. High acidities, above .3 per cent, or conditions accompanying them, usually result in reduced overrun, but the reduction is generally less than if neutralization is resorted to. Neutralizing the cream or the whole mix is more destructive to the overrun than neutralizing condensed skim milk used in the mix although the same amount of neutralizer was used in each case.

"In other experiments in commercial plants such as the Crane Ice Cream Company at Philadelphia and Russ Brothers of Harrisburg, as well as at several experiment stations, the relationship of acidity and viscosity to overrun have been studied. But there seems to be much disagreement in the results. Of course, pasteurizing a high acid mix, containing above .3 per cent acid, is likely to cook onto the coils in pasteurizing.

"High acidity in the mix also detracts somewhat from the smoothness of the ice cream and neutralizing may improve the texture slightly."

He took up homogenization:

"Of course, homogenization is the process in which we break up the fat globules of the mix and cause a more thorough emulsion of all the ingredients of the mix by forcing it, by means of a heavy pump, through very small openings controlled by finely adjustable valves. The value of homogenization has been recognized so generally that no factory of any considerable size can afford to do without it at the present time."

He summed up the main advantages of homogenization as follows:

1. It produces a very smooth, velvety body in the ice cream because of the complete emulsion of all ingredients.

(a) A coarse body is prevented because the water globules are finely divided and emulsed with the remaining ingredients so that if ice crystals form at all they are so small as not to be detected in the mouth.

(b) A buttery body is avoided because the fat globules are so small and so well emulsed that they cannot be gathered into butter granules in the freezer.

2. No butterfat is lost by separating and churning out.

3. The ice cream is uniform in fat content in all packages and within one package.

4. Less time is required for aging.

5. A larger overrun may safely be incorporated into a homogenized mix without danger of shrinkage because the air cells are smaller and small air cells are more stable than the larger air cells found in unhomogenized ice cream. However, the purpose of the homogenizer is not to raise the overrun, but to improve the quality of the ice cream.

6. Homogenized ice cream seems to improve the flavor of the ice cream although this impression is probably obtained because of the touch of smoothness on the palate.

7. Homogenized ice cream is more digestible because of the smaller fat globules.

8. Homogenization gives the manufacturer a choice of dairy products that he may use in order to obtain the best flavor and body in his ice cream and the greatest economy of production.

"QUALITY, of course," he added, "should be the deciding factor in selecting the ingredients to be used in the mix although some ingredients have the advantage of being less bulky and of keeping better than others. Then, also, there may be a considerable difference in the cost per pound of solids in different dairy products. For instance, thin cream contains a higher per cent of solids not fat than thick cream and since the ice cream maker values the solids not fat as well as the fat although he pays for the fat only, there may be quite a difference in economy between using thin cream, thick cream, or sweet butter."

(Continued on next page)

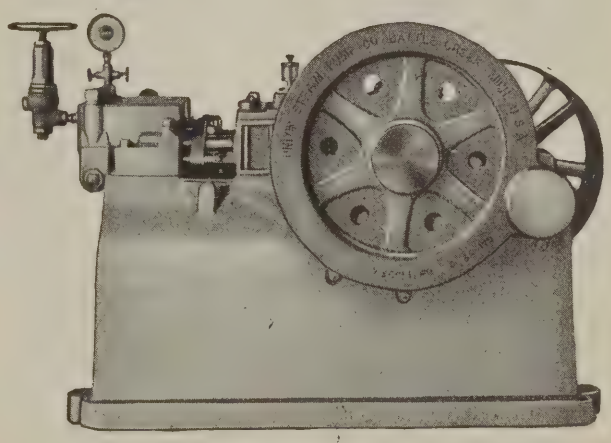


BETTER ICE CREAM



By running the Batch through the

Viscolizer



The No. 800 Belt Drive—Made in Motor and Belt Drives in Six Sizes with capacities from 50 to 800 gallons per hour

This machine gives a —

RICHER, BETTER FLAVOR
BETTER QUALITY
BETTER TEXTURE
BETTER APPEARANCE

in your Ice Cream for

LESS MONEY

SEND FOR BULLETIN No. 53

NATIONAL DISTRIBUTORS

JOHN W. LADD CO.

Detroit Columbus Cleveland Cincinnati

CHERRY-BASSETT CO.

Philadelphia Baltimore Pittsburgh Syracuse New York City



Returning to consideration of viscosity and overrun as affected by homogenization—

"In experiments conducted at Storrs, Conn., there seemed to be a direct relationship between acidity, viscosity, and homogenization pressure. They found that an increase in either acidity or homogenizing pressure was always accompanied by increased viscosity. What they considered the correct viscosity was obtained—

With 4,000 pounds pressure on a .16 per cent acidity mix
With 3,500 pounds pressure on a .2 per cent acidity mix
With 3,000 pounds pressure on a .24 per cent acidity mix
With 2,500 pounds pressure on a .28 per cent acidity mix
With 1,900 pounds pressure on a .32 per cent acidity mix.

"It would be interesting to know how the overrun was affected by the variation in viscosity, acidity, and pressure. The lowest acidities, together with correspondingly higher homogenizing pressures are commonly recommended for best results.

The old theory that viscosity increases overrun, therefore, does no longer seem to hold water, he concluded, adding that there seem to be different types of viscosity.

ICE CREAM IS A RICH RELATIVE OF NATURE'S MOST COMPLETE FOOD.

(Continued from page 12)

We can only speak as a layman, but we know three people who are fond of drinking a cool glass of pure whole milk to one who has any appetite for cream. You have a sense of health and benefit out of a glass of milk.

There should be some way for the candid ice cream man to capitalize upon the ever-increasing fondness of the public for milk. (See page 12, March, 1925, issue of The Ice Cream Review.)

ONE of the most effective means of propaganda which the Metropolitan uses to convince its policyholders of the importance of milk in the diet is a thirty-two page pamphlet called "All About Milk" written especially for the purpose by Dr. Milton J. Rosenau, professor of preventive medicine and hygiene at Harvard Medical School, formerly director of the Hygienic Laboratory of the U. S. Public Health Service and probably the country's foremost authority on milk. In this book he says regarding milk—which would apply just as well to ice cream:

"Milk is the best food we have. Save on other things if you must, but not on milk. You cannot afford to do without it—growing children especially need plenty. Buy at least a pint of milk a day for each person in the household. No other food can take its place. Use it all; do not waste a drop.

"Milk looks like a simple fluid but really it is very complex. A glass of milk contains a mixture of all the important things that make up a mixed diet. One can get the same nourishment from milk as from a meal made up of meat and eggs, sugar and cereals, oils and fats with salt and water.

"Milk is a good fuel because it contains fat and sugar. But food is more than fuel—it repairs waste, helps growth, builds flesh and bone. Milk does all this. Milk is rich in vitamines, which are the 'life' of the diet. Vitamines promote growth and favor utilization of food. It is not possible to live without vitamines though full quantities of food are eaten. Vitamines are not stored in the body and it is therefore necessary for us to eat food containing some of them most every day.

"Milk contains a great deal of lime. Children need lime and plenty of it, especially for their growing bones and teeth.

"Milk also contains plenty of phosphates in the form of phosphate of lime. In order to utilize this salt especially for growing bones it is important to have a certain amount of sunlight otherwise the child is likely to develop rickets. Common-sense long ago showed the value of sunlight and fresh air. Science has now proved their vital importance, especially for growing children."

"TRUE,—

Wisdom is in knowing what is best to know and Doing what is best to do."

THOMAS W. DUNN CO.

546 Greenwich Street

New York, N. Y.

Do you know that Thomas W. Dunn Co. were the first to introduce ICE CREAM GELATINE to the ice cream manufacturer and have been selling the finest product ever since?

THEREFORE,—do what is best to do and display true wisdom by using—

Dunn's Gelatine



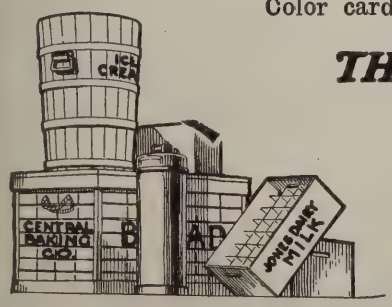
A MILL WHITE THAT STAYS WHITE

MADE IN GLOSS—EGG-SHELL AND FLAT

MORDALITE will bring light, health, and Cleanliness into your plant and salesroom at a surprisingly low cost.

MORDALITE Enamel is easy to apply and will stand frequent scrubbing without danger of discoloring, peeling or cracking.

MORDALITE is made in White and eight attractive shades. Color card and prices gladly sent on request.



THE GARLAND COMPANY

Cleveland Ohio U.S.A.

Makers of

PAINTS—VARNISHES—ENAMELS

ENAMELAD

THE EVER READY ENAMEL

for Tubs-Cans-Cases

Please send color-charts and samples to:

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Mapleine

Costs Less in the End

Mapleine should appeal just as strongly to manufacturers who buy on price as those who buy on quality.

The only true way to figure the cost of a flavor is its **cost per gallon of finished ice cream,** and here Mapleine wins. It has such great strength that 2 ounces are all that is required to flavor and color 10 gallons of finished ice cream. The cost is only **1½c a gallon**—a figure that is hard to beat.

Mapleine reduces flavor costs to the minimum, and at the same time develops a quality of flavor that is not surpassed. Mapleine Ice Cream "tastes like more." Each year brings increased demand for it. Manufacturers who began buying Mapleine in quart bottles a few seasons ago now need many kegs a season to satisfy their requirements. Mapleine stands in the front row of leading flavors, along with chocolate and strawberry.

Mapleine a Proven Flavor

There is no experimenting. You take no chances. Mapleine has made good as an ice cream flavoring and you can depend upon it for flavor that sells the goods.

Convince yourself. Order of your jobber but accept no substitute. Mapleine is always identified by the Crescent Trade Mark. Look for it.

Crescent Manufacturing Co.
1054 Railroad Ave., So.
SEATTLE, WASH.

800 No. Clark St., CHICAGO
105 Hudson St., NEW YORK CITY
303 Buckeye Bldg., CLEVELAND, OHIO
517 Collins Ave., PITTSBURGH, PA.



MAPLEINE

APPRAISAL—ITS RELATION TO COSTS AND INSURANCE.

(Continued from page 84)

are not as complete or accurate, nor in any way dependable as is a standardized appraisal. Of course the architect-contractor can set a valuation and it may be accepted on the basis of his personal high standing in the community, but that does not necessarily make the figures correct.

"The fact of the matter is that the training and experience of the average architect or contractor is entirely the reverse of appraisal. You might as well say that you can skate backwards because you can skate frontwards. No, it must be learned. Both architects and contractors are occupied with the putting up of buildings, whereas appraisers are solely concerned with the materials and workmanshop in buildings already up under certain regularity of description.

"Undoubtedly the factory management understands the operation of a machine, or the entire plant, better than anyone else, but, when it comes to descriptions and values, the owner is usually untrained as to standardized method. Compared with appraisal almost any owner's inventory is more or less crude and unsatisfactory."

APPRAISAL work is naturally very confidential. It would be "easier to get the bank to tell you your competitor's balance or your auditor to disclose business secrets than to secure any information from an appraisal company concerning any plant except your own."

The speaker added:

"One of the great differences between an owner's inventory and an appraisal may be designated as 'classification,' which deserves some explanation. The equipment man does not go from a machine to a bench, then to the light that hangs over it. He takes each item under its proper heading. Thus, by going over and over each building it is especially certain that everything is properly classified, and included.

"Some factory owners having appraisal are of the mistaken opinion that they should keep from the appraisers every scrap of information and make them do the work entirely alone. It should be stated that it does not interfere with the disinterestedness of the work for the management frankly to be of whatever assistance possible on the job and not make it any more difficult for the men than is absolutely necessary.

"In a factory of any size the manager's time and attention is, or should be, more necessary to other matters, such as purchasing, production and sales, rather than in the details of a plant inventory. It is a fact that the same work done by the owners, if their time is figured on the basis of their income, would cost as much on the average as the price paid to an appraisal company. To say, therefore, that an inventory doesn't cost anything because done in overtime, is dodging the issue."

⚜

ICE CREAM FOR BREAKFAST IS REALITY—IN ENGLAND.

(Continued from page 26)

Are we not following along in the same beaten path and allowing our potential ice cream customers to go ahead and eat pretty much the same food they and their fathers and their fathers' fathers have been eating for these many years. True, we have induced many to eat ice cream for dessert at lunch and dinner. But what about breakfast?

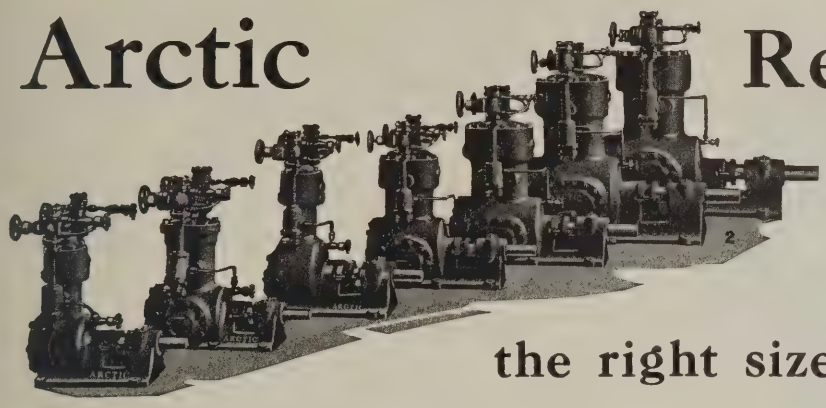
Somebody smiles and says, "It just isn't done, that's all—can't be done."

The only thing unexplained now is, how long will it be before somebody comes along and puts over another one of those things that "can't be done"—how long? For it will be, you know.

⚜

Don't let that used machinery of yours stand in your way. Turn it into cash by advertising it for sale in the "Review" Want Department.

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention. *Better*

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio

MILK CONDENSING *and* MILK DRYING (*Spray Process*) MACHINERY

A SIZE TO FILL YOUR REQUIREMENTS

C. E. ROGERS 8731 WITT STREET DETROIT, MICHIGAN



There's No Argument About It

Practical use has proved that DREW'S Egg Yolk makes better ice cream and increases demand. Your gallonage will prove it—Your profits convince you of its continued use.

Let the good judgment of the largest ice cream manufacturers guide you. Write for particulars today.

Certified Egg Yolk sold in original Cases

JAMES F. DREW & CO.

320 Broadway New York City

SILVER ANNIVERSARY SLOGAN ADOPTED.

(Continued from page 18)

ing become an expression of the ice cream industry. It is in a sense the measure of our progress as a group. Publicly, the ice cream industry will be judged by the size, quality and accomplishments of its convention and show. Every manufacturer or supplyman who participated will be a factor in raising the industry in the public estimation and helping to make the industry greater. What a convention and show it would be if all the people interested in the ice cream industry got together in Detroit and what a force they would be if they all could be made to see the magnitude of the ice cream industry and its future possibilities and if they could only fully grasp that they are engaged in the manufacture and distribution of the most delicious and most highly health giving of all human foods.

"Until the people in the industry fully grasp this thought and give it united expression the rest of the world will never know. There is an appeal in 'Let's meet in Detroit in October.' Let's go prepared to give of our experience and knowledge for the benefit of the industry and take away with us renewed faith in the ice cream business and a desire and determination to establish new records in quality and in quantity production and sales."

This is probably the first time on record that the national association has issued a convention bulletin so far in advance of the convention. There are many other signs indicating that the association is making the most earnest preparations for a gigantic convention that will be fitting observance of its 25 years of useful service in the upbuilding of the ice cream industry.

* * *

DETROIT OFFICIALS ISSUE EARLY NOTES OF WELCOME.

The governor of Michigan and the mayor of Detroit have taken occasion to assure the ice cream industry of a royal welcome at the national exposition-convention to be held in Detroit next October.

Governor Alex J. Groesbeck has written to The Association of Ice Cream Supplymen, from his executive offices at Lansing, under a dating late in March:

"Gentlmen:

"I have been advised that The Association of Ice Cream Supply Men has selected the city of Detroit as its 1925 exposition center, and as governor of the state of Michigan, I wish to extend my good wishes to this association which means much in the life of American industry.

"The great industry covered by your association, through the National Association of Ice Cream Manufacturers and other bodies and through the individual interest in ice cream manufacturers throughout the continent will bring, I understand, several thousand visitors to Detroit, the metropolis of our great state of Michigan.

"Much may be obtained through the mutual exchange of ideas through the association's exposition which I am informed is among the leaders of the nation for its particular type.

"It is my sincere wish that the coming visit to Detroit will be pleasant and profitable, and that your efforts will be successful to the highest degree, and that you will return to us at an early date."

Several days earlier, immediately upon the conclusion of arrangements to hold the third national exposition in Detroit, the city's mayor, John W. Smith, communicated with the association as follows:

"With much satisfaction and pleasure I learn of the coming of The Association of Ice Cream Supply Men to Detroit next October, and I wish to extend my congratulations to your honorable body in choosing this city as its national exposition center.

"It is my belief that the members of your association will find a genuine spirit of friendliness awaiting them, and when each departs for his own city, he will feel that he is leaving his second home.

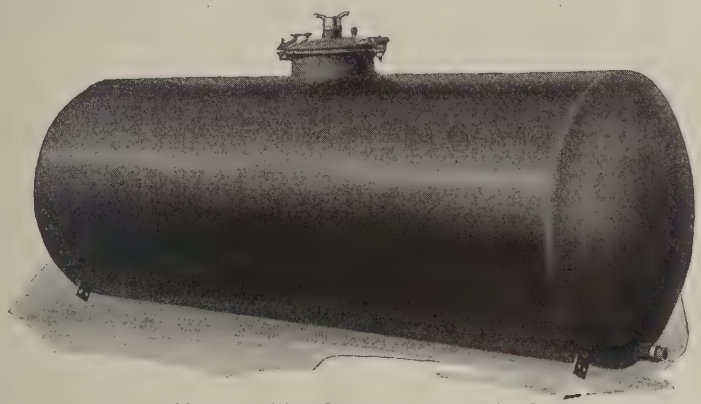
"Detroit is in reality a huge exposition of industrial activity and it will be of considerable interest and importance to our leaders to witness the exposition of The Association of Ice Cream Supply Men which I have been informed is third or fourth in size in the United States among expositions of a specific industrial character.

"Ice cream is distinctly an American creation and during its course of development has become one of the many in-

GLASCOTE

GLASCOTE Truck or Trailer Tanks have the approval of many of the largest and most experienced authorities on hauling milk.

The design of these tanks lowers the center of gravity, also decreases the weight; this is most essential for milk transportation.



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Our Insulated Tanks are covered with 2″ of cork board, and a light gauge steel covering welded at the joints.

FOR PARTICULARS WRITE

THE GLASCOTE CO.

EUCLID, OHIO

-:- HIGH GRADE -:- ICE CREAM FRUITS

Crown Fruit & Extract Company, Inc.

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From A to Z in the Ice Cream Industry

The Book of Ice Cream
By W. W. Fisk

PRICE
$3.50
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For a good, comprehensive knowledge of the ice cream business and the making of ice cream you cannot secure a better source of information or one more reasonable.

Every phase of the ice cream business is discussed in this book.

THE EDITION IS NEW—REVISED AND ENLARGED WITH MANY NEW FEATURES.

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Specify

ELPAM

(IMITATION MAPLE FLAVOR)

1 oz. flavors 9 to 10 Gallons Cream (5 gal. Mix.)

Manufactured by

G. W. Wardrop Company, Inc.
Specialists in Fine Flavors
450 Broadway
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G. W. Wardrop Co. Inc., 450 Broadway, Boston 27, Mass. Send Sample of ELPAM for trial purposes.
Name .....
Address .....
Cut off this tab and mail.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

stitutions of our domestic life. As a food it has been found highly nutritious.

"It is with pleasure that I await the coming of The Association of Ice Cream Supply Men to our city, and it will be gratifying to me, as mayor of Detroit, cordially to welcome your members.

"Permit me to extend my sincere wishes for the success of your undertaking."

Further details of Detroit exposition facilities have been made known by the association. Nearly 100,000 square feet of ground floor area, under one roof, has been leased to accommodate the machinery, supply, equipment and special services displays.

The exposition committee, composed of K. W. Schantz, chairman, L. B. Esmond, Albert McDougal, Thomas J. Stewart and Robert Everett, has virtually completed steps preliminary to leasing the display area to members. Several features, conservative but novel in detail, this committee reports, will distinguish the third national exposition from the two earlier national shows.

⚜

ICE CREAM SHOULD HAVE BEAUTIFUL ENVIRONMENT.

The tendency to have ice cream served from butcher shops, meat markets, and other such places should be curbed, it was brought out in a speech before the California-Pacific joint convention by Carl Plaut. The industry cannot continue to make progress unless we keep this condition from materializing, declared Mr. Plaut, and he continued:

"I think ice cream is a food that represents everything lovely and nice, a food that everyone should surround with the thought that it is beautiful—it is sweet and lovely—but when you see it in a butcher shop, and when you see it scattered with vegetables and soft drinks, it loses that charm, in my opinion, and yet we insist on giving a cabinet and signs and all that sort of thing. The company which I represent had in years past a lot of gallonage which after very carefully figuring we found a great deal of it to be absolutely unprofitable. We found that one customer used 148 pounds of ice per gallon, and I figured out, although I am in the ice business, that that is in the end unprofitable on a gallonage of all the way from 10 to 20 gallons a month. We discontinued service to these people as nicely as we could. We told them that the sale of so little ice cream was not profitable to them, and if they desired to continue to sell ice cream it would be necessary for us to put on an icing charge. We put on an icing charge, which we still maintain. We put on the icing scale that our friend Weatherley put on in Portland. It works fine in some instances and in others we found it still unprofitable and had to discontinue service entirely. I might say, however, that all of this trade which we discontinued was absorbed by our competitors. We discontinue service and the next day they get somebody else to serve them, and I maintain this, that no customer that is not satisfactory or profitable to our company can be satisfactory and profitable to the other company, because we would not intentionally discontinue service to any man unless we could make some money out of him and so that he could sell our goods profitably."

⚜

Don't be without a position, when at a small cost you can locate one through the Want Department in "The Ice Cream Review."

Miller Miller

THE
H·H·MILLER INDUSTRIES CO.
CANTON, OHIO.

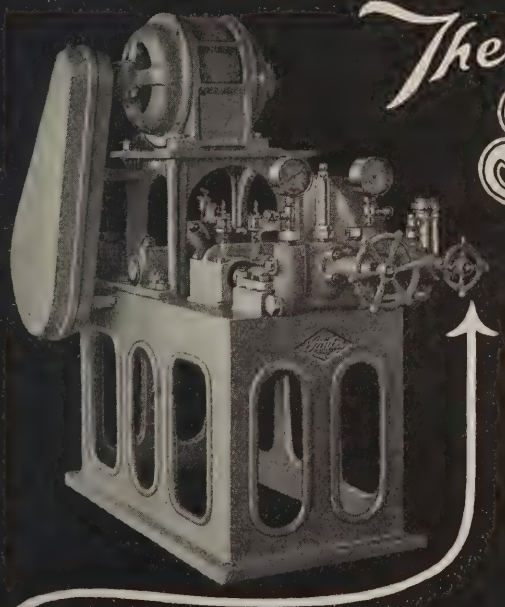
MANUFACTURERS OF.....

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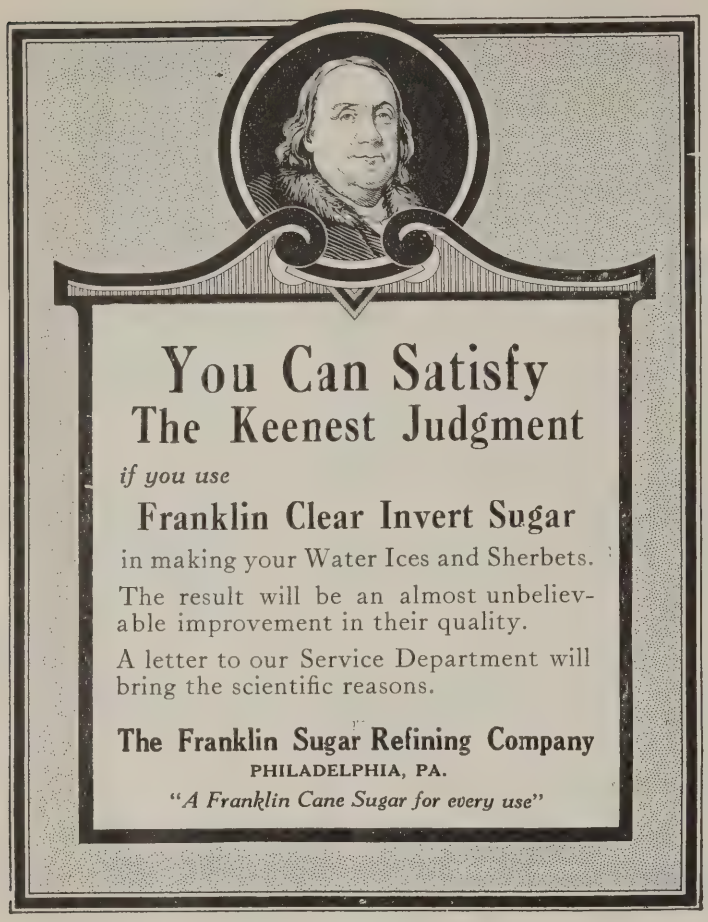
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"STANDARD OF THE WORLD"

Guaranteed 100% more efficient than any other HOMOGENIZER

The 2-Stage Valve
Send for Descriptive Literature telling why it produces
BETTER ICE CREAM

"Only Gaulin can build a Gaulin"

MANTON-GAULIN MFG. CO., BOSTON, MASS.





EXPERTS DIFFER ON MATTER OF COLOR.

(Continued from page 32)

There is little likelihood of a color standard being established, according to a prominent ice cream supplyman. He points out that in some localities "the trade has been educated to prefer a pure white vanilla, while in others the color of the product has a very definite place in creating a demand."

A leading Middle Western ice cream authority believes in the natural color that is imparted by the use of milk and cream, and thinks this should be taken as a standard, for—

"This would be a very light color, which would be suggestive of the milk and cream from which it is made. During the winter months, if no color is added, the ice cream will be extremely light and the trade might demand a small amount of color, but the amount should be very small, as white ice cream would surely meet with better satisfaction on the average market than one which was too highly colored. I feel that the closer we can hold to the natural colors in case of vanilla ice cream, the better it will be for the industry."

Many manufacturers in the country are not helping sales any by having color in their product, it is pointed out by a leading instructor in New England, who added:

"There seems to be no standard at all and many shades and degrees of orange and yellow colors are found. Many of these are not in any way typical of normal cream color. Some of this promiscuous high coloring has come about, I believe, through the sale of so-called French ice cream, much of which is no more or less than the ordinary plain ice cream with extra added color. Then small dealers try to imitate this in their regular make.

"Personally, I believe that the most desirable color for plain vanilla ice cream is that obtained by the use of sufficient cream produced on grass to give the ice cream a fat content of 12-14 per cent. Ice cream made from the same kind of cream but containing only 8-10 per cent fat would perhaps be a little too low in color. Such a standard of color could be easily maintained throughout the year by the addition of the necessary amount of artificial coloring. In our laboratories here we use cheese color for this purpose and feel that it gives a more desirable and more natural color than anything else we have used. We find that 6-10 c.c.'s of cheese color are usually required per 100 pounds of mix in the winter time to give the desired shade or color.

"In scoring ice cream a perfect score should be given to the natural cream color. Deduction should be made for either higher or lower shades of color."

AN ICE cream manufacturer in a Southwestern state, who has personally supervised the scoring of about 500 lots of ice cream during the past five or six years, "and has noted considerable variation in the color of vanilla ice cream," believes that this color should approach a natural color which is obtained during the spring of the year, when cows have considerable green forage. This man says he always scored off perfectly white ice cream and especially, "if the color was gray or of a greenish tinge, which was found very freqently."

The matter of coloring depends altogether on what the trade wants, we are told by a prominent dairy educator in an Eastern university, who adds:

"The association of a rich creamy flavor of vanilla ice cream with the color of rich fresh cream made from milk produced from cows in pasture is probably responsible for many manufacturers adding enough color to their vanilla ice cream to produce this particular shade of color. It is generally conceded that the cream must have an appetizing appearance and a color which should be characteristic of the ingredients which are supposed to be present in the ideal ice cream.

"The ice cream manufacturer must please his trade. The judge is supposed to reflect the demand of the trade. The cheese judge who persists in selecting highly colored cheddar cheese for the Boston market will not find a ready market for the product when it gets to Boston. That trade demands a different color in its cheese. At present the demand of the ice cream trade has not settled on a single color in all sections of the country. The judge, therefore, can

BUSINESS IS BUSINESS

The desire of all business today is for more business. And more business can best be realized by using those methods and those supplies which produce quality products.

But the production of a quality product requires skill — a skillful workman assisted by skillful supplies. And the test of such skill is the service each renders.

Wyandotte
Sanitary
Cleaner and Cleanser

is nothing more to you than a mere name until it has performed some real service for you, or for some one whose decision you value.

In the absence of either of these tests you ask what knowledge do the makers of this product possess that leads them to believe they can render me a skilled service.

Indian in Circle



In Every Package

Inquiry shows the originator and maker of Wyandotte Sanitary Cleaner and Cleanser to also be the originator and maker of other successful cleaners. In fact, Wyandotte is the family name of a group of special cleaners Nationally known, some even of International reputation with records possible, only to products which show unusual ability or skill in doing the work for which they are recommended.

If Wyandotte Cleaner and Cleanser is not performing a profitable service for you who is the greater loser, you or we?

Why not ask your Supply Man to ship you Wyandotte Cleaner and Cleanser?

The J. B. Ford Company *Sole Manufacturers* Wyandotte, Michigan

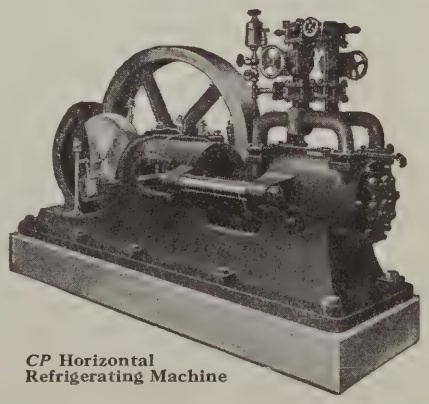
NO DOUBT ABOUT IT

The Dairy Product Plant equipped with *CP* Refrigeration has the advantage.

Temperature, the most important factor in making first quality product, can be controlled. You, who are still using ice, just consider how much easier your work would be, how much more certain and uniform your product if you could obtain low temperature at will.

If you have not investigated we suggest you do it now. Talk to the *CP* Salesman or write the address below for Refrigeration Catalog.

We build both Horizontal and Vertical Types. Capacities range from ¼ ton upward. There are over 5000 in use. We can serve you well.



CP Horizontal Refrigerating Machine

THE CREAMERY PACKAGE MFG. COMPANY

61-67 W. Kinzie Street Chicago, Ill.

SALES BRANCHES: COAST TO COAST

STOUT

Schroeder—Perfection Cabinets

—have proven their merit thru years of satisfactory service. Have you ordered your 1925 supply?



★★★

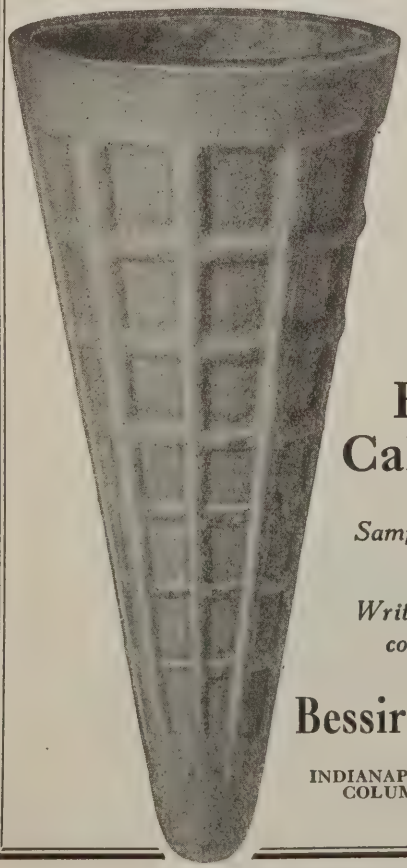
"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. MILWAUKEE, WIS.

ICE CREAM CONES



As a jobber you know that first orders are seldom profitable.

You must have repeat orders. Repeat orders are assured when you handle

BESCO Cake Cones

Samples and Prices on request.

Write us today about a contract for 1925.

Bessire & Company

Incorporated

INDIANAPOLIS LOUISVILLE
COLUMBUS MEMPHIS
ATLANTA

only comment perhaps for educational purposes only on the amount and shade of the color and cut the score only when the stretch of the imagination refuses to include canary yellow or strawberry red as characteristic of a well made vanilla ice cream.

"When the manufacture of ice cream becomes a more standardized process, and the trade has been educated to demand a more uniform color in ice cream then the color of ice cream will have ceased to be the problem which it is at present to the manufacturer and the judge of the product."

THE color of ice cream has its importance "in suggesting to the prospective consumer a desirable product," according to a leading dairy educator in a Middle Western university, who has had considerable experience in manufacturing ice cream for commercial purposes. In making ice cream, he points out, he always tried "to give the trade an ice cream with a delicate cream color obtained by the use of a standard ice cream or cheese color," but he does not recommend the addition of any coloring matter to ice cream "to the extent of making it appear too artificial." He would prefer to have ice cream with a Guernsey cream color in preference to a Jersey cream color, "as the Guernsey cream appears nearer to that of a delicate cream color." It has been his observation that the demand for a very light, medium light or a medium heavy color ice cream varies in each locality. He believes it is important for the plant manager to learn the demands of his trade and color his ice cream accordingly.

This matter has not been given sufficient thought during the past years to warrant a definite color standard at present, though the time will never come when ice cream will be all uniformly colored or a universial attempt made to obtain a definite color, it is declared by a well known ice cream authority in New York. It is his thought that—

"Pure white and real cream yellow with all gradations between, should be considered proper colored ice cream. White slightly tinted with yellow is the normal natural color of vanilla ice cream. The artificial yellow color should never be added in such quantity that the ice cream has a higher color than cream. Various objectionable tints of color often appear in ice cream. Gray and brown shades are not uncommon and are objectionable. The use of dark syrup during the war gave an objectionable gray, and certain condensed milks give a brown that is also undesirable. In scoring ice cream, it is my opinion that in justice to the manufacturer all ice cream that is not too highly colored or off-color should be scored perfect.

"The ice cream manufacturer must make the ice cream he can sell best whether it be white or colored. Some consumers prefer white ice cream; some state laws prohibit the use of any color so that the ice cream ingredients, especially condensed milk must be watched to get them as white as possible, or objectionable brownish tints will appear in the ice cream. In other localities white ice cream could not be sold. The manufacturer must cater to his own trade."



NEW COMPANY TO MAKE ICE CREAM.

Walter W. Grewe, formerly secretary of the Farmers' Dairy Co., Evansville, Ind., has resigned his position with the company and has organized the Walter W. Grewe Co. Fancy ices, ice cream and sherbets will be manufactured by the new company.

Mr. Grewe advises that he contemplates entering the butter and milk business later on. The company's plant, 25 by 60 feet, of brick construction, is equipped with modern machinery and was put into operation during the middle of April.



Don't be without a position, when at a small cost you can locate one through the Want Department in "The Ice Cream Review."

A NEW VANILLA

High-Lasting, Smooth Flavor *at* Low Cost

(*Corrizo Special Ice Cream Flavor*)

Why continue paying high prices for Pure Vanilla and enriching the Bean Grower.

Try a sample and be convinced.

MEMBER

CORRIZO EXTRACT COMPANY 211-215 West 20th Street NEW YORK CITY

JOHN H. MULHOLLAND CO.

1033 CHESTNUT STREET
PHILADELPHIA, PA.



ICE CREAM PLATES
Glassine Lined and Printed
Plain, Square and Round

ICE CREAM SPOONS
Bentwood and Flatwood

SIGNS
Sidewalk Signs, Ready for Service.

All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.

Electric Window Displays, for Standard Car Cards.

SINGLE SERVICE CAN and TUB
Soldered Tin Can Paraffined Fibre Tub.

MECHANICAL REFRIGERATION AS APPLIED TO SODA FOUNTAINS.

(Continued from page 10)

GRANTING that the practical, efficient mechanical fountains have arrived and that retailers are willing to put up their own money to buy them, why should the ice cream manufacturer be eager to invest large sums of his own money in cabinets? You are interested in seeing the salt and ice method of keeping ice cream discarded as soon as possible. So are we. But Rome was not built in a day and no matter how liberal you may be in the loaning or giving of cabinets, you cannot revolutionize an industry over night.

Is it not more important that the change in equipment, when it does take place, be a permanent rather than a temporary or makeshift one?

Is it not to the interest of every one concerned to have the retailer install such equipment as will be able to handle his business—enable him to give the kind of service that will build up his and your business?

Is it not better to let him put his own money in equipment rather than for you to carry the load?

If the only motive you have in pushing the mechanical cabinet is to get away from the unnecessary servicing expenses, should you not co-operate with us in our efforts to sell the dealer mechanical soda fountains, instead of discouraging the dealer who is favorably inclined toward a fountain?

I DO not believe that the majority of progressive ice cream manufacturers approve of cabinets being used to get business away from competitors, yet they are being used for this purpose in several localities. To a man up a tree this looks like business suicide. As one man expressed it, it is the same as giving a nigger a bottle of gin and a razor.

As I said before, I do not believe the majority of you men—no, not even a small minority—are in favor of cut-throat competition, and this being the case, is it not possible for us to work in close harmony instead of at cross purposes?

We come to you with a fair, square proposition. We are bending every effort to sell mechanical fountains, the installation of which will benefit you. We have nothing to sell you, we ask for none of your money, but we are asking for your co-operation and support.

It has been stated that there is a saving of from ten to fifteen cents a gallon in servicing mechanical fountains or cabinets. The offering of a rebate and your recommendation that fountains be bought will encourage their purchase. It is easy to convince a retailer that he can pay for a mechanical fountain out of the savings in the elimination of shrinkage and the lower price he can get on his ice cream.

When ice cream manufacturers refuse to give a lower price to users of mechanical fountains they are standing in their own light and postponing the day when salt and ice service can be discontinued. They are fighting against the inevitable, as without doubt the efficient fountain is the equipment all progressive retailers will ultimately have.

Bear in mind that our policy has been and will continue to be that of permitting each manufacturer to name his own figure without attempting to force his hand by suggesting to the retailer what would be a fair rebate. Our salesmen have positive instructions to let the matter of rebate be the subject of negotiations between the manufacturer whose ice cream he is using and the retailer. What we are proposing is that each of you decide on as liberal an allowance as you can afford, and encourage the reatiler to spend his money for a mechanically refrigerated soda fountain.

With a large capacity fountain such as are now available the average retailer has ample room for all the ice cream he needs for dispensing purposes. If, in addition to this fountain, you should install a cabinet in the back room or basement or possibly in the back bar, you could give the reserve stock that would enable you to cut your stops to once or twice a week except in the very busiest places. When you do this you have really accomplished something and those who want to use the cabinets to tie up accounts could still have the opportunity.

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES

Are Standard

Guaranteed to Comply with all National and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED

THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

1200 Tower Bldg.,
6 North Michigan Ave.,
CHICAGO, Ill.

MEAT AND ICE CREAM MIX IN $50,000 RELIGIOUS SUIT.

Because the Castles Ice Cream Company of Irvington, N. J., delivered ice cream instead of plain ices for the wedding of Morris and Jenny Heyman, 82 Schuyler Ave., Newark, N. J., the company has been sued for $50,000 in Essex county court.

Heyman, a clothing merchant, charged that the company's mistake resulted in a serious violation of Jewish orthodoxy, which prohibits eating meat and milk or cream at the same time.

The wedding guests, after realizing the breach of the old religious tenet, were so offended that they left the celebration, Heyman charges, adding that his reputation has been damaged and that as a result his business has been impaired.

Miller Refrigerator Bodies

"We SELL you one—you BUY more"



The New Single Compartment Body for Iceless Routes

Made in Two Sizes:

1 Ton carrying 200 Gallons
2 Ton carrying 400 Gallons

Write for Descriptive Circular and Prices

THE JOSEPH MILLER COMPANY 507-9-11 Ninth Ave. South MINNEAPOLIS, MINN.

Manufacturers of Refrigerator Bodies and Ice Cream Storage Cabinets — Using Miller Patented Tanks for Refrigerating.

CERELOSE

CERELOSE is a pure white refined corn sugar which has been found to be of advantage to ice cream manufacturers for use in conjunction with cane sugar in the proportion of 25 to 50% Cerelose instead of 100% cane sugar, for the following reasons:

1.—Cerelose emphasizes the richness of the butter fat with the result that Cerelose develops the natural flavor of ice cream.

2.—Cerelose produces a smoother cream.

3.—Cerelose is the new solid builder for ice cream because it improves the body and texture. It will not crystallize nor form sandy cream.

4.—Ice cream made with Cerelose is more digestible than when made entirely with cane sugar because Cerelose is a dextrose sugar being directly assimilated by the blood, therefore, more ice cream may be consumed, particularly by infants and invalids.

5.—Cerelose is approximately 25% cheaper in price than cane sugar.

Cerelose should be used in the same manner as cane sugar, the amount depending upon the type of cream desired. 25 to 50% is recommended.

CORN PRODUCTS REFINING COMPANY
17 Battery Place New York City

CORN PRODUCTS REFINING CO.
17 Battery Place
New York City

WE accept your offer to send us FREE ten pounds of Cerelose to try out in our plant. This puts us under no obligation to your Company.

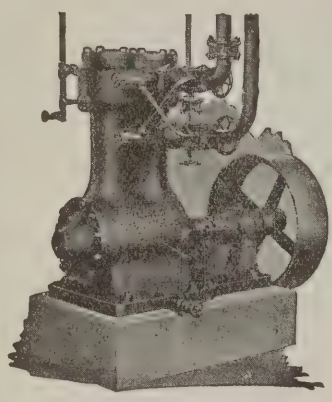
Yours truly,

Name .....

Address .....

Vilter

Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us Submit quotations on your requirements —no obligations to you.

The
Vilter Manufacturing Company
ESTABLISHED 1867
830 Clinton Street Milwaukee, Wis.

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezers to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening rooms.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

Style	Diameter	Capacity	Freezer Opening	F.O.B. Price
A	28½ in.	6 cans	30 in.	$50.00
B	23 in.	4 cans	24 in.	45.00
C	34 in.	8 cans	36 in.	62.50
D	40 in.	10 cans	42 in.	75.00

Two or three can containers, placed so that two or three freezers can discharge at one time, can be mounted on one truck, increasing capacity, making less trips to the hardening room necessary. Prices for these special trucks made on application, specifications required.

One regular size truck will be shipped, acceptance on approval.

UTILITY MFG. CO. FARIBAULT, MINNESOTA

A. H. Barber-Goodhue Co., Chicago, Ill., St. Paul, Minn.
Howe Scale Co., St. Louis, Missouri
Wright-Ziegler Co., Boston, Mass.

CLEANLINESS IS NEXT TO GODLINESS — AN TO INCREASED CONSUMPTION.

(Continued from page 28)

pends on the use of a suitable cleanser, so, too, does th success of washing painted surfaces depend on the ma terial used. Certain modern cleaners will thoroughl clean painted surfaces of all dirt and stain, and resto them to their original brightness and luster witho marring, dulling, or scratching. Such results are onl possible when the cleaning element is free and eas rinsing, and where its abrasive is so constructed that will not mar or scratch, but will break down und pressure.

It is possible to increase your business by trying eac of the many new stunts that are weekly referred to th ice cream industry. But it is less effort and far mo profitable to adhere to tested and tried methods—pu ting out a quality product at a reasonable price and o that is guaranteed thorough sanitary protection by th use of reliable cleaning materials.

WHY SO MANY DELIVERY ACCIDENTS?

(Continued from page 34)

quite high, until men were schooled, weeded out a replaced with careful men. An official of the compa remarked: "We now have good bumpers on our buss front and rear, and good drivers, but in spite of th and stop lights on the rear, we are still getting rear e collisions which cannot be helped, but over the pa year accidents in which our drivers have been at fa have been reduced to a very low figure. This has be due to picking the right men, and training them prop ly. We hire no men under 25 years of age, and pref them at 30 to 35 years, married and settled."

CAROLINA ASSOCIATION INCORPORATED.

The North Carolina Ice Cream Manufacturers' As ciation has received its certificate of incorporation. S retary A. E. Dixon has announced the objects of the corporation, which follow:

The objects for which this corporation are formed as follows:

(a) To promote and safe-guard the common intere of its members.

(b) To establish, foster and maintain friendly relati among those engaged in the manufacture of ice cream in state of North Carolina.

(c) To take united action upon all matters affect the welfare of the trade at large.

And in order to properly prosecute the objects and p poses above set forth, the corporation shall have full pow to purchase, lease and otherwise acquire, hold, mortga convey and otherwise dispose of all kinds of property, b real and personal, both in this state and in all other stat territories and dependencies of the United States, and g erally to perform all acts which may be deemed necessa for the proper and successful prosecution of the objects a purposes for which this corporation is created.

ICE CREAM PRODUCTION WAS 152,277,000 GA LONS IN FIRST 9 MONTHS OF '24.

The amount of ice cream produced in the first months of 1924 was 152,277,000 gallons instead of 14 277,000 gallons, as stated through an error in the Ap issue of The Ice Cream Review. The production figu for the first 9 months of 1923 were correct as given that article—156,305,000 gallons.

Complete figures on the production of ice cream the United States for the twelve months of 1924 states will not be available until June.



Honeymoon Ice Cream

our Special today

THE new Honeymoon window strip pictured above, will soon be teasing the eyes and appetites of people in 42 states where Honeymoon Ice cream is now being made.

If you do not know about "Honeymoon Special," here is the story in a nut-shell. It is a fruit blend made exclusively by The Cleveland Fruit Juice Company. Two quarts are sufficient for a 5-gallon mix. No color is needed.

Honeymoon Ice Cream outsells other Specials because it has all three points that make a winning cream.

—a color that coaxes a trial. Pink with bright fruit pieces flashing throughout.

—a flavor that teases the taste. One of those rare blends that appeal to all classes of trade.

—a catchy name.

Let us send you quotations on Honeymoon Special. We'll also tell you about the success of other ice cream manufacturers in your own state with this great Special.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN • MEMBER

The Cleveland Fruit Juice Company
Cleveland, Ohio

Manufacturers also of Nesselrode Pudding, Orange-Pineapple, Fruit Salad, Grape-Pineapple, Black Walnut, Butterscotch, Double-Strength Chocolate, Maple and many other flavors.

Mail Coupon to THE CLEVELAND FRUIT JUICE CO., Cleveland, Ohio

Ship one dozen No. 10 cans (assorted two cans each) of Honeymoon Special, Nesselrode Pudding, Orange-Pineapple, Fruit Salad, Grape-Pineapple and Double-Strength Chocolate. Total cost $23.06.

Company _____

City _____ State _____



Honeymoon Ice Cream

Everybody's Sweetheart

People love it for its taste. You and your dealers will love it because it sells two gallons of cream where one was sold before.

See other side

The Cleveland Fruit Juice Company
Cleveland, Ohio

ICE CREAM AND THE DAIRY COUNCIL.

(Continued from page 108)

of butter by just talking alone. We scattered 6,400,000 pieces of material last year that told about these things. That is what you will have to do with ice cream."

Mr. Munn expressed himself as having little patience with those ads "that try to picture ice cream as just an attractive delicacy, or as being a confection without reference to food value." He stressed the importance of balance in ice cream advertising, saying:

"Now you may ask me, why should Chicago contribute a fund to nationally advertise ice cream as a food and help New York to sell more ice cream on that basis? No, unless New York comes along with its proportionate share of that expense. I'd say not. But you can't see that when you advertise ice cream in New York, which advertisement reaches Chicago, or you advertise ice cream in Chicago at the same time, which advertising reaches New York, that you are balancing up all the while.

"This advertising nationally is a curious thing; it balances itself after a time, because increased consumption (brought about by educational means in one place when the same kind of work is going on in another place) brings about equal results all the while, providing you have those essential thing present that are necessary—your quality."

"Build Your Industry on a Solid Rock."

You are not in business for your health, you're in business because you want to succeed and want to make money. That's a justifiable part of it. But, men, you are engaged in a business that has something in it beyond dollars. Just get these facts in your mind—that your industry means something to child life in this country, that your industry means something to national health in this country. Build your foundation solid as a rock, on which you can meet anybody at any time and then go out and cultivate a habit of eating this product not only because you want to sell it to the people but because it's better for everybody if they will eat more of it, and realize that while you're doing that, while you're serving your own business, you're serving humanity and remember the better you serve your own business, the better you serve humanity—From Illinois convention address by M. D. Munn.

Clopton Tells School Kiddies About Ice Cream

A news exchange informs The Ice Cream Review that J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers, was one of the speakers at a high school ceremony at Albany, Ala., recently. Mr. Clopton's address was part of an educational program that is being put on by the Kiwanis Club of Albany-Decatur, Ala. Since making that speech Mr. Clopton has had classes in physics and chemistry to visit his plant, the Decatur Creamery and Ice Cream Co. of Decatur, Ala., which is one of the best equipped dairy plants in the South. The school children had explained to them each part of the plant's operation, and the function of each piece of machinery.

Mr. Clopton, in addition to performing valuable work for the ice cream industry in the South as secretary of the Southern Association of Ice Cream Manufacturers, takes a leading part in civic activities in his city, having served as president of his local chamber of commerce, president of the Kiwanis Club, and as a leader in various other civic movements.



YORK TRUCK

Ice Cream Can and Cover

Large Capacity—Easy Rolling
Durable—Built for Long Life

A REASONABLY priced, heavy, durable, strong, well built truck of large capacity, yet easy to handle. A truck that will stand up under hard usage and actually help reduce can handling costs.

Designed and built by engineers who are thoroughly experienced in the manufacture of trucks for the dairy industry.

Every detail of construction is carried through "to a point of perfection," both as to material and workmanship.

A better, more durable and efficient truck for the ice cream manufacturer.

CAPACITY
106—2 gal. cans; 96—3 gal. cans; 78—5 gal. cans.

Send for YORK Can Truck Bulletin giving all the details.

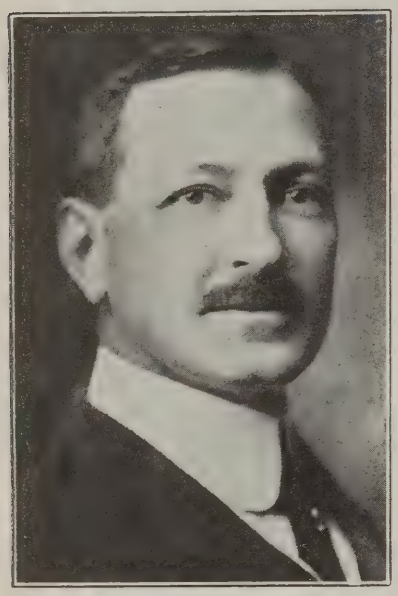
YORK MILK MACHINERY CO.
YORK *Engineers and Manufacturers* **PENNA.**

Crates—Milk Bottle Washers and Sterilizers — Crate Transfer Trucks—Milk Pumps—Ice Cream Can Trucks

Direct Method of Cost Accounting Approved For The Ice Cream Industry

Uniform System of Accounting and Cost Finding Will Correlate With That of Milk Dealers' Association

STEPS have been taken for the adoption of the direct method of cost accounting in the ice cream industry. This developed at a meeting of 47 members of the advisory committee of the cost accounting committee of the National Association of Ice Cream Manufacturers, following a four-day discussion in Chicago, it has been announced by Fred Rasmussen, executive secretary of the National Association of Ice Cream Manufacturers, Harrisburg, Pa.



S. T. NIVLING.

The advisory committee represented accountants and administration officials of ice cream companies from all parts of the country, there being representatives from as far south as Shreveport, La., as far west as Portland, Ore., and as far northeast as Burlington, Vt., in addition to representatives from St. Paul, Dallas and other distant cities.

The action of the committee means that a uniform and complete system of cost accounting and cost findings will be put in operation in the ice cream industry, after certain other steps are carried out.

The ice cream manufacturers' system will correlate with that recently adopted by the International Association of Milk Dealers, thus working toward standardization of the dairy industry. This is absolutely imperative in view of the fact that many ice cream manufacturers also handle market milk and make butter.

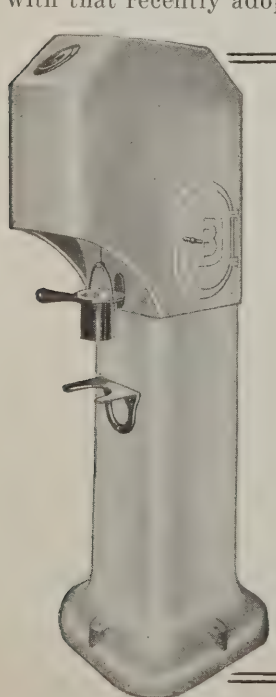
THE plan of co-operation between the ice cream manufacturers' association and the milk dealers' organization was approved at the annual convention at New Orleans, when recommended by S. T. Nivling, chairman of the cost accounting committee, and T. J. Bolitho, director of the cost accounting work of the milk dealers' association. After the convention, Mr. Bolitho made a survey of the representative ice cream plants in different parts of the country, collecting data from which he prepared preliminary drafts for the basis of discussion at the meeting of the advisory committee.

Mr. Bolitho is given much credit for the work which made it possible for the advisory committee to arrive at the unanimous conclusion of recommending the direct system of cost finding for the ice cream industry, according to Mr. Rasmussen, who in commenting upon this step, said:

"Only those present who participated in the discussion at these meetings can fully appreciate the importance of this conference. It means that the ice cream industry eventually will have a uniform and complete system of cost accounting and cost findings. Uniform terms will be adopted and the accounts of different companies can be compared on a similar basis; but what is more important, the system will be built so that it will give operating cost by departments and unit cost of the different products which will enable owners and managers to eliminate waste if it exists and reduce manufacturing and distributing costs to a minimum.

"Another very important feature in deciding upon the direct method of cost finding is that it makes possible the preparation of a uniform cost accounting system for the ice cream industry which will correlate with the uniform system of accounting adopted by the International Association of Milk Dealers and which is now in use in the fresh milk industry."

(Continued on page 132)



Sommers Ice Cream Over-run Tester

Simple in Construction—Quick Acting and Accurate

SMOOTH, SIMPLE CUP IS USED.

No loose weights or adjustment on Cup necessary.

Adjustments for variation in specific gravity of the mix are easily made on the Tester itself.

The Cup hanger is easily accessible.

The reading is always made at one place, right under your eye as you stand in front of the Tester and tilt your head slightly forward.

Write for Descriptive Literature and Price

MANUFACTURED BY

Damrow Brothers Company, Fond du Lac, Wis.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

When It Comes to Vanilla Nothing Takes the Place of Experience—

and we have thirty-five years of it!

For that many years we've been making all kinds of Vanillas, Blends, Compounds and Synthetics. The knowledge we have gained by experience is offered to all manufacturers.

Those who consult with us often find that we make suggestions that save money, time and aggravation. Why not add our long experience to that of your own? Will you take advantage of this opportunity?



STAR EXTRACT WORKS
INCORPORATED

"Your Protection—35 Years in the Extract Business"

8 WEST BROADWAY
NEW YORK

SCOTCH BOB

makes everybody happy!

The Ice Cream Manufacturer

because it enables him to make fast-selling, delicious Butter Scotch Ice Cream.

The Ice Cream Dealer

because it creates sales that keep the old cash register ringing.

Mr. and Mrs. Public and Family

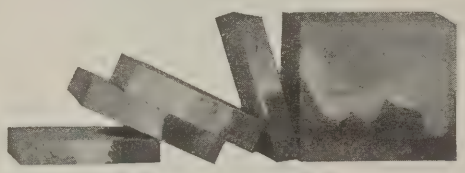
because Butter Scotch Ice Cream is different and a welcome change from the monotony of the standard flavors.

The trial kegs of SCOTCH BOB are waiting for those who haven't yet made sample batches of Butter Scotch Ice Cream with it. The keg costs $10, but only if you like it. Costs you nothing if you don't.

KAY-WHITE PRODUCTS INC.
Eight West Broadway. New York City.

P.S.—Our attractively colored Scotch-plaid strips dress up Dealers' Windows.

~ IMITATION ~
ICE-CREAM
Most Inexpensive and Effective
Window and Counter Display
Increases Ice Cream Sales Wherever Shown



BRICKS CONES SLICES SUNDAES

Inserts for Cartons—Banana Splits—Cantaloupe or Pie A La Mode—Ice Cream Sodas in Glasses

Lifelike and Lasting

DO NOT CONFUSE THIS PATENTED PROCESS WITH WAX IMITATIONS

REPRODUCTIONS COMPANY
514 West 46th Street NEW YORK CITY



LAST CALL

The big rush will soon be on.

HAVE YOU ENOUGH
covers for the bigger shipping business this season should bring?

CLIFTON TUB COVERS
ARE RIGHT

Prompt delivery at attractive prices.

Wire for samples and prices.

CLIFTON MFG. CO.
WACO, TEXAS

FOLLOWING the conference of the advisory committee in Chicago, four subsidiary working committees were appointed by the advisory committee, these committees being designated as: the standard, the classification, the engineering, and the manual committees.

Mr. Rasmussen explained the function of these committees as being "to prepare certain parts of the system of accounting, later to be reviewed and approved by the advisory committee." In fact, according to Mr. Rasmussen, what is taking place is—

"* * * leading accountants now in the industry are building the cost accounting system. This assures that when completed it will be simple, practical and applicable to the industry. In the working out of a uniform system of accounting, it is easy to understand that the system for the plant making 100,000 gallons annually must be simpler than the system for the plant making 5,000,000 gallons annually. This fact was kept clearly in mind by the conference and manuals will be prepared which will be applicable to the smaller as well as the larger manufacturers.

"It was a conference long to be remembered by those present because of the interest and earnestness of the participants, the freedom of discussion and the friendly spirit of give and take which existed. Everyone seemed to realize it was a big job, that no one knew it all, but that it was up to each man to give freely of his experience and knowledge and to keep an open mind."

This action places the ice cream industry in the ranks of the progressive industries of the day, as the failure to keep up with costs has meant a good deal of leakage in ice cream profits in the last several years.

⚜

FAITH AND GOOD WORKS.

The American habit of coining slogans might be very commendable, but it is the opinion of Richard F. Grant, president of the Chamber of Commerce of the United States, that slogans without good deeds to back them up are nothing more than pretty pearls of wisdom.

"I am very much interested," he said at a recent convention, "in the keynote, 'better selling,' but any keynote or any slogan that you may adopt remains a slogan or a keynote unless you do something about it. We have a great habit in this country of passing resolutions and having slogans and deciding that some new pearl of wisdom has descended upon us and that everything will be all right. Better selling—you might just as well say behave yourself, and then go away and forget about it, unless you do something about it.

"Better selling, as I conceive it, does not mean selling more, not trying to crowd a market beyond the ability of a market to absorb, not indulging in unfair practices in competition with those who are in business with you, but does comprehend a realization of responsibility which a man in business owes to his fellowman and his community."

These extracts are not reproduced to operate against the purpose of the National Association of Ice Cream Manufacturers recently adopted slogan, but to emphasize the importance of clean, ethical selling tactics in this industry. In making his statement Mr. Grant is saying nothing but what is expressed in different words in our national association's code of ethics.

⚜

ICE CREAM FOR THE IRISH.

Ice cream in Ireland is in prospect, according to the Ice Cream & Soda Fountain Journal, a supplement to the Confectioners' Union, London. A recent issue of that publication gives information that the Bri Chulaan Urban Council has accepted offers for the right to sell ice cream on the esplanade at Bray.

Save!

40% to 50% on Ice and Salt

48 hours

one icing



WHEN ice cream manufacturers write and tell us exactly what Dry-Zero Cabinets will *actually* do on their stops, then we know the *true value* of our product. Then we can, without an iota of doubt, say that the Dry-Zero Cabinet

will save 40% to 50% on ice and salt,

will keep ice cream hard and without shrinkage for 48 hours on one icing, and

will pay for themselves in only one season's use.

Write TODAY for complete information and prices about the *original* dry pack cabinet.

DRY-ZERO CABINETS

DRY-ZERO INSULATION COMPANY
50 EAST 42nd STREET, NEW YORK

HERCULES CORP., Sole Manufacturer
EVANSVILLE, INDIANA



For The Summer Trade

Out in the open—at parks, picnics, pavilions,

The Jennings Cup

with its tasty sundae is a big seller at a dime.

The Jennings cup is a highly sanitary package, neat and attractive in appearance and easy to fill.

MADE IN 10c SIZES ONLY.
SHIPPED NESTED.

You will find interest in some samples and prices.

The Jennings Sanitary Milk Bottle Co.
5110 Detroit Ave. CLEVELAND, OHIO

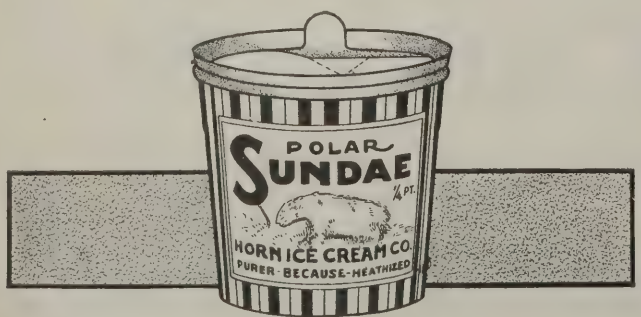
The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

PERFECT PACKAGE
TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



THAT DRUGGIST AND HIS "SPECIALS."

Birmingham, Ala., April 15, 1925.

Editor The Ice Cream Review:

Ever since I read the editorial in the April issue of The Ice Cream Review, I have had the "feeling," that something ought to be said about that druggist and his "specials." Thought perhaps it would evaporate—have tried to avoid seeing the editorial, but had The Ice Cream Review placed so I could see it. No, it can't be did. It's in my system so I'll have to let it out. That editorial is a "knockout." Of course, all editorials in The Olsen Publishing Company's publications are not only interesting and entertaining, but are instructive and constructive. If these editorials keep on keeping on being so good, I have a "feeling," that brother "E. K." will go preaching. That editorial, though no name mentioned, is worth $5,000 because folks will be watching the editor—find out where his "special D. S." is and that "fellow" will get a hunch—and will specialize in ice cream and do good for his town's people.

But while I am at it, let me point out that the drug store is **not** the place to handle nor sell dairy products. When "H. P." comes back from Denmark, he'll tell us about the selling of butter by the yard and eggs by the pound, the only right, honest way to sell eggs, and that when over there, in beautiful little Denmark, if he would go into a drug store (Apothek) and ask for a glass of buttermilk, an ice cream cone, a sandwich (without butter), nothing but the holes left of Swiss cheese and dried up slice of meat the thickness of paper, (as in big, rich America), or ask for a cigar (of course, he doesn't smoke), or looking for a pocket knife or doll, or hundreds of other junk articles sold in drug stores in these great United States, they would look at him, think he had just come out of an asylum or a fit subject to go in one. They sell nothing but drugs and the best of them.

A short time ago the writer went into a "big" drug store and asked for a vanilla ice cream. A young jelly-bean, with a cigarette in his mouth, stuck his hand into a can and I noticed he dropped some ashes in the cream. I said, "Excuse me, I have changed my mind," and walked out without cream. Will never buy there again.

A long time ago in the Butter, Cheese & Egg Journal, there was something said about sandwiches with butter. When "H. P." comes back he'll be elected to congress and will have a law enacted, a good one, that every sandwich offered for sale in the United States must have good butter on it. In Denmark, when asking for a sandwich, one starts with butter, spread with "lay on." Take the butter and lay it on, smoked herring, smoked eel, Swiss cheese, Danish cream chese, pork or ham, etc., used as filling in the sandwich, weighing more than the bread, makes a delicious sandwich. When traveling by air is better established, we'll take a run over and get some real sandwiches over there.

Sometime ago we read about a new slogan for ice cream. This will have to be done over again. There must be something else than "serve it." Like the dairymen have long since learned, there is more to it than to make butter. The bible says: "Sow sparingly, you reap sparingly, sow abundantly, you reap, etc." Dairying and ice cream products must be advertised. Look at soft drinks—often stale colored water—soft but expensive. "Let's advertise!"

Yours truly,
J. P. HOLM.

⚜

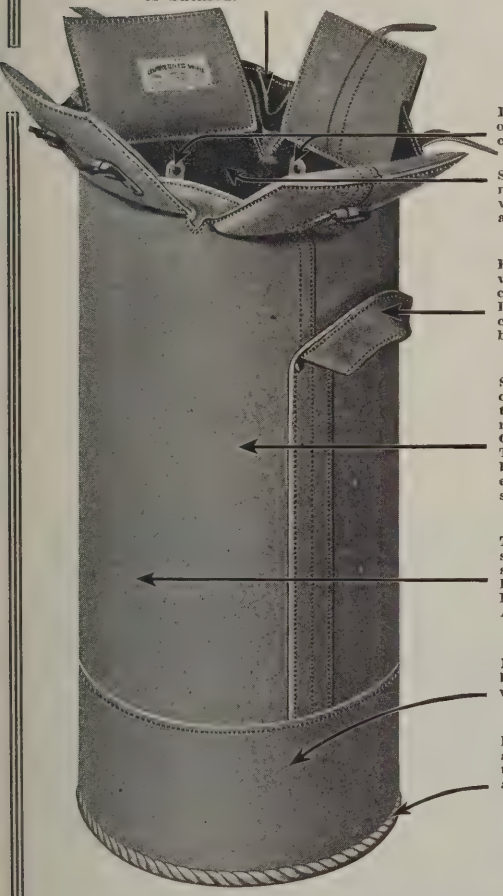
Gelatine was first used in the manufacture of ice cream more than forty years ago.



1 Truck does the work of 4 Man does the work of 3

CAN-PRO CO. CANVAS SHIPPING BAG

Note the webs in the four corners. Adds strength and completely encloses top when it is buckled.



Leather washers hold outside leather and cap firmly.

Strictly waterproof inner lining. Can be washed out with hose and brush.

Handle is heavy canvas, riveted and sewed continuously DOWN LENGTH OF BAG, clinching inside double bottom.

Smooth surface makes cleaning and painting the bag easy. There is no QUILTING ON THE CAN-PRO-CO BAG — THUS NO connections between inner and outer canvas, affecting insulation.

The even semi-rigid surface takes paint and stencil readily, MAKING A FINE APPEARING SHIPPING PACKAGE.

Double heavy canvas bottom. Makes the bag wear longer.

Heavy rope. Proof against wear on bottom. Flexible and durable.

"Patent Applied For"

The CAN-PRO CO. BAG—packed with a 5 gallon can weighs approximately 30 pounds. Size closed, diameter 12½ inches — height 26 inches.

Compare this with the heavy iced packers you are now using. With the Can-Pro Co. Bag you load 4 times as much, with no more gross weight. One man handles packers with ease. Freight rates are cut. Wear and tear on equipment reduced. Time saved.

Used wherever ice cream is shipped.
Get your orders in early and save.

20 quart shipper, each $6.50
$5.85 in 100 lots.
12 quart shipper, each 6.00
$5.40 in 100 lots.

No Ice
No Salt
No Packing

TEAR OUT THIS COUPON AND MAIL

FREE TRIAL OFFER

CANVAS PRODUCTS CORP.,
FOND DU LAC, WISC.

Send us for free examination the following trial of your NEW CAN-PRO CO ICELESS SHIPPING BAGS.

It is understood if we like them we will keep them, remitting at invoice price, $6.50 each. If not, we will return them, after giving them a thorough trial with no obligation incurred.

Send.....**for 20 qt. Cans** (How Many) — We use **Tall Can** ☐ **Short Can** ☐ Check which

NOTE—We will send on trial one to twelve. If your delivery business is more than average you need more than one to adequately try these out, and sufficiently satisfy yourself as to its merits.

Name .....

Address .....

City ..... State .....

CANVAS PRODUCTS CORPORATION
CAN-PRO-CO

19-21-23 E. McWILLIAM ST. FOND DU LAC, WIS.

Model Plant for Telling-Belle Vernon Co.

IN THE city of Dayton, on one of the busy downtown streets, there is rapidly nearing completion an ice cream plant that in many original ways will attract much attention.

This plant is being constructed by The Telling-Belle Vernon Co., under the supervision of the Dayton manager, C. F. Robinson, who is seeing to it that "nothing will be lacking to make this plant a model in a scientific age."

All power will go into the building electrically. Refrigeration and steam for heat and cleaning are produced in other buildings and brought into the plant from the outside.



As will be seen by the accompanying illustrations, the new Telling-Belle Vernon plant, located between St. Clair and Kenton Streets in Dayton, will be both ornate and practical. It will be two stories high with a handsome frontage of brick and stone. Capacity has already been arranged for the daily production of at least 12,000 gallons. Mixing vats and equipment will be on the second floor. Freezers, package machines, brick cutting apparatus, are arranged on the first floor.

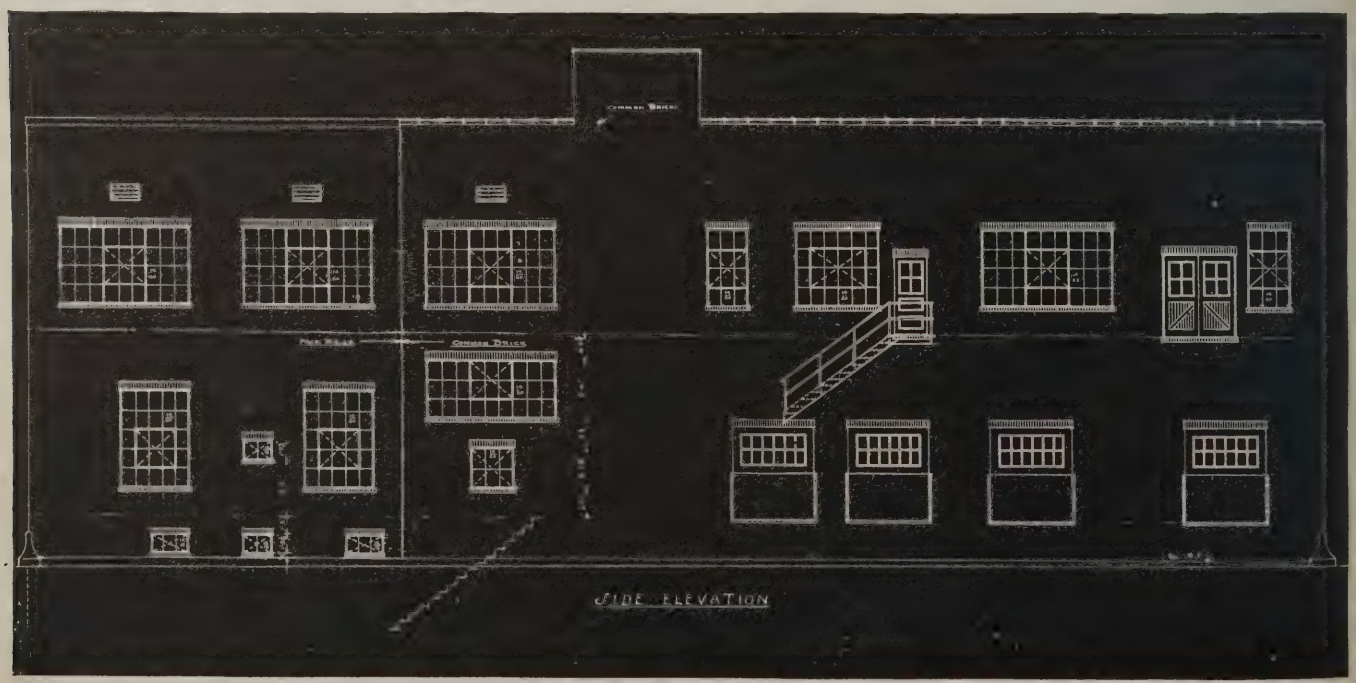
The company expects to be completely installed into the new building and have the large quantity of new ice cream machinery it has purchased in actual operation by the first of May.

"Manufacturers who are familiar with the scope of the Telling-Belle Vernon Co. and with the success of their various enterprises, according to officials of that concern "will appreciate the amount of time and investigation given to the project before the erection of this plant and without any doubt other plants of the same type will follow in the various cities in which this company is represented."

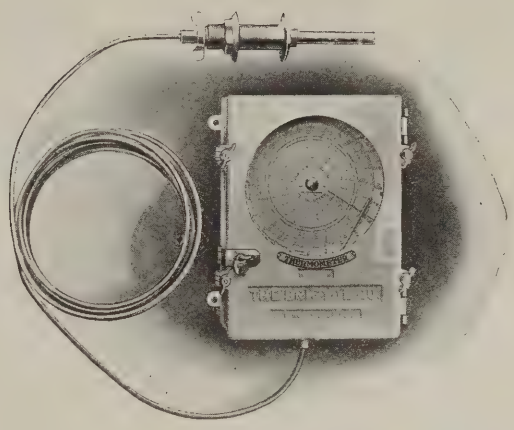
ICE CREAM AND MARS.

And it should not be forgotten that ice cream has an almost universal appeal. It is sold to the rich, the poor, the sick and the strong. It graces the finest homes and the poorest tables. It is the working man's treat to his girl just as it is the refreshment of the upper class. It is the most aristocratic food on the market and yet it is the cheapest. It feeds princes, prize fighters and paupers. It is served in Florida, Texas, Maine, Missouri and even at Hollywood's quiet evening parties. It knows no limitations of age, sex or purse. It is worthy of the highest type of advertising, and frequently has the worst. It has more news stories to be told that are worth telling and worth hearing than any other product on the market.

It pays to advertise a product that is worth advertising. Wonderful is advertising and great its power. It can help even stars, planets, moons, nebulae and the milky way itself to attract attention. Sixteen hundred million people on this earth haven't paid any attention to the planet Mars for years. Yet, only a few weeks ago, several hundred million were looking around the sky for that planet simply because it had beeen advertised in the papers.—From California-Pacific address by A. A. Comey.







Stop Your Guesswork!

When something has gone wrong with the mix—inquiry among the help only brings out a lot of guess work on what or where the trouble may be.

If the cause is due to temperature variation—

BRISTOL
RECORDING INSTRUMENTS

along the line of mix will have charted the fault.

Bristol instruments not only help locate sources of trouble due to temperature variations, but tell exactly WHAT that variation was and WHEN it occurred. No human individual can do that. You need Bristol Recording Thermometers along your line of mix for checking at critical points.

BRISTOL'S

The most extensive line of recording instruments in the world, including—Pressure, Liquid Level, Temperature, Electricity, Motion, Speed, Humidity, etc. Ask for our catalogs.

Let us tell you how you can use "Bristols" to greatest advantage.

The Bristol Company *Waterbury, Connecticut*

FOR 36 YEARS — Ask Any Technical Engineer — MAKERS OF

BRISTOL'S RECORDING INSTRUMENTS

The Ice and Salt Cabinet Still Has a Place Under The Sun

Dual Service is in Prospect for Many Years, as the "Little Fellow" Cannot Be Ignored

*By J. V. JAMISON, JR.**

FEW products have been launched into the established channels of an industry and secured almost universal acceptance in so short a time as the iceless ice cream cabinet. And yet, strangely enough, its advantages are too highly advantageous, and therefore, so radically different from the existing tools designed to serve the same purpose, that it has brought with it an entirely new set of problems, the answers to which few if any can confidently ascertain.

Consequently a discussion having to do with the future of the ice-and-salt cabinet is not altogether simple for the reason that no one seems sure as yet just what will be the ultimate place and importance of the iceless cabinet.

The ideal way to replace ice and salt cabinets with the new iceless containers would, of course, be a complete and decisive change. Doubtless if every manufacturer who reads this publication could wake up some morning to find all of his routes mechanically refrigerated he would quite willingly accept the suggestion that the millennium has come.

But unfortunately, big and lasting changes are usually less sudden and far more painful. And even those who are most impatient to put an end to the inconveniences so long associated with ice and salt are inclined to admit the folly of attempting to jump out of a situation which should rather be out-grown.

MY PERSONAL feeling, based largely upon conversations with a great many manufacturers, is that the problem can only be solved by years, probably many of them, because it goes so much deeper than the mere decision to buy certain equipment of a new and improved type. Like most distinct improvements, a distinct amount of cash is involved—and that as usual lets out the little fellow. So it is really the little fellow who presents the big problem.

Let him out—and the chances are the loss of volume will be felt. Count him in and you face the necessity of operating a system of dual service. Give him an iceless cabinet whether he justifies it or not and your bookkeeper may have opportunity to exhibit his talent in the use of red ink.

The puzzle is certainly not an easy one, particularly when aggravated by such considerations as heavy investment, depreciation, service charges, losses on old equipment, and proper distribution of earnings, if any, on the new. I have not the answer, but I believe along with the majority of others with whom I have conversed, that it lies, for the present at least, and probably for many years to come, in dual service. Few manufacturers are in position to depend entirely on the big fellow for volume.

While some are of the opinion that the iceless cabinet will automatically provide its own solution either by increasing the little fellow's business to a point where he is no longer "little" or by attracting to the bigger dealer the business which now makes the little fellow such a big worry, it is more generally believed that the little fellow, like the iceless cabinet, is here to stay.

And with him, must stay the ice and salt cabinet. The little man can't buy his own iceless cabinet—and the manufacturer can't buy it for him—not profitably. So the inevitable seems to be the operation of both types of cabinets. To retain the patronage of the large dealer,

* President, Jamison Cold Storage Door Co., Hagerstown, Maryland.

CALCIUM CHLORIDE
Granulated and Solid
Drums or Bags

Ice Cream Makers Supplies

RED TOP ENAMELS
Tub Enamel
Ice Cream White Enamel
Concrete Floor Enamel
Heat-Resisting Enamel
Truck Enamel
Red Lead and Oils

RED TOP PRODUCTS
45% INDUSTRIAL ALKALI
(*Cleaner and Cleanser*)
Sanitary Wiping Rags
Scrub Brushes --- Brooms
Dynamo and Auto Oils and Greases

TOPP OIL & SUPPLY CO.
Milwaukee

It Lasts Longer

You will color more Ice Cream with a gallon of Candee Special Strength Color. The color will be good and will not change.

In order to prove these facts, we have a specially interesting and worth-while proposition in our GET ACQUAINTED Offer. Write on your letterhead for information. Ask for Free Sample.

THE CANDEE CO.
129 Michigan Street Milwaukee, Wis.

We have ready for Prompt Shipment

STICKS

for

FROZEN SUCKERS

FLAT and ROUND

Manufactured from Sweet Birch and Sugar Maple.
Orders shipped day received — this we Guarantee.

SAMPLES SUBMITTED ON REQUEST.
Yours for Quality and Service.

HARDWOOD PRODUCTS CO.

MAYVILLE, MICHIGAN

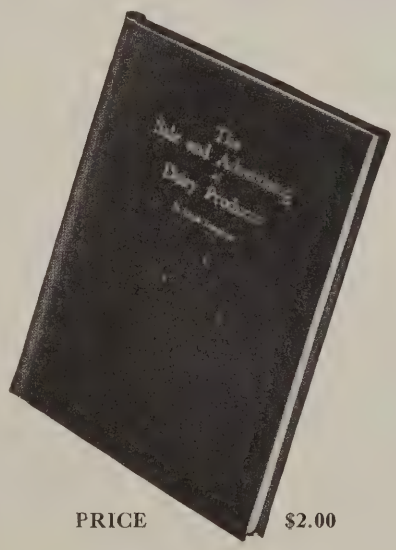
Eastern Factory: GUILFORD, MAINE

Increase Your Business in 1925

By Judicious Advertising

Resolve now to go after business aggressively during 1925. You can use the magical power of advertising to build your business just as successfully as Wrigley of chewing gum fame, Gillette of the safety razor or Ingersoll of the dollar watch. Let the public know early and often that you can serve them well and that you want their business and your reward is certain.

Send today for a copy of "The Sale and Advertising of Dairy Products." It will tell you how to plan an advertising campaign that is within your means and it will show you how to conduct it every step of the way.



PRICE $2.00

This book contains hundreds of sales creating ideas that are carefully explained—any of which are worth several times the cost of the book. In addition it has scores of charts and illustrations which explain the subject matter with crystal clearness.

"The Sale and Advertising of Dairy Products" consists of over 100 pages, is abundantly illustrated with reproductions of actual ads and is well bound in blue cloth, lettered in gold.

It contains chapters on Milk, Ice Cream, Butter, Cheese and Dairy Farm advertising. It has become by far the best seller among dairy books. Send for your copy today.

THE OLSEN PUBLISHING CO.

Fifth & Cherry Sts., Milwaukee, Wis.

How's Your Refrigeration ?

Is your equipment sufficient to handle this season's load?

Are you getting full efficiency?

Sterling Refrigerating Equipment

satisfies the needs of hundreds of ice cream manufacturers everywhere. Its high efficiency saves them money. Its troubleless operation—worry.

Get the details why in the Sterling Bulletins. Write

The United Iron Works, Inc.

Branches in all Principal Cities

Kansas City, Mo.

You certainly cannot afford to buy Gelatine without knowing

"Ax"

ESSEX GELATINE COMPANY

MANUFACTURERS

40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 175 South Street
CHICAGO 94 Board of Trade
ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue
ATLANTA 169 Haynes Ave.
SAN FRANCISCO Second and Brannan Sts.
LOS ANGELES 731 Terminal St.
PORTLAND, ORE. 403 Hoyt Street

THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

iceless cabinets are bound to be almost a necessity, though a very desirable one. To nourish the little dealer and derive the volume which in the aggregate he provides, ice and salt cabinets have as yet no suitable substitute.

CONSEQUENTLY, there still seems to be a place in the sun for the ice-and-salt cabinet manufacturer, and while he may find the demand leaning heavily toward his smaller sizes, and his total volume somewhat under par, that doesn't mean that the local sheriff will find occasion to order a new supply of placards.

Indeed, I might go so far as to predict that the present upheaval will not be without its beneficial effects on the ice-and-salt cabinet business itself. The advent of iceless refrigeration has brought the cabinet question and particularly the question of the costs involved in the operation of the old ice and salt cabinets very much to the foreground. Undoubtedly the resulting investigation will disclose to many manufacturers, as no amount of sales effort and advertising could, that ice and salt cabinet manufacturers have not been idle all these years and that present day ice-and-salt cabinets are far superior, both in construction and in operation, to those which were on the market even as recently as a year or two ago.

After all the consensus of opinion seems to be that the ice cream manufacturers, as well as their dealers, must keep on making a little money now and then. That being the case, the ice-and-salt-cabinet man whose product contributes to the basic idea of paying dividends will still get a hearing with many, and probably the vast majority of operators.



HANDLING CONVENTIONS.

Handling a convention of a trade, profession or other type of organization is given the aspect of a science in a pamphlet on the subject prepared by John N. Van der Vries and issued by the Chamber of Commerce of the United States.

To the lay mind conventions might appear to be agglomerations of delegates wearing badges of many hues, but to the manager, who is rapidly developing into a professional expert, like the efficiency engineer and the publicity adviser, they are a serious business. Mr. Van der Vries under 13 headings lists 161 items which must be taken into account in preparing for, holding and summing up the results of conventions. He points out the particular wheels in the involved mechanism upon which a successful convention depends. His outline, "The Handling of Conventions," may be obtained from the Organization Service Bureau of the National Chamber at Washington.

In the ice cream industry we have some splendidly aggressive and studious association secretaries. If the industry as a whole could appreciate the great amount of work our secretaries must handle, we would be more grateful for the services of our secretaries, more responsive to their requests for co-operation, and more mindful of the sacrifices they make to serve our common industry.



We want to remind you that if you do not find advertised in this issue what you are seeking, it will cost you only 2c a word to let the world know through "The Ice Cream Review" what you want. Get busy before the other fellow gets ahead of you.

OUR MAIL BAG

Montgomery, Ala., April 8, 1925

Editor The Ice Cream Review:

Just a few lines of praise for that nice double page you have devoted to the "ladies" in the April issue. I always look forward to receiving The Ice Cream Review each month, and imagine my pleasant surprise to find myself right there "amongst 'em" with a clever little notice. You must know how much we ladies enjoy that pretty flattery and you can make us feel like we are really essential to the ice cream business.

I think we are going to have a splendid ice cream season down in "Alabamy." The season is much earlier than last year and our March business shows quite an increase over last.

With a happy wish for all my ice cream friends and the ever popular Ice Cream Review, I am,

Sincerely yours,
MARY KATE CARR,
Carr's Creamery.



"WHEN YOUR SHIP COMES IN."

General conditions and public sentiment indicate that 1925 will be the most prosperous year we have ever known. It will be a year of financial stability, in which the capitalist and layman will work hand in hand, and will benefit mutually. But remember, bigger returns will go only to those who have given in return an increased measure of service. If you can convince yourself that your opportunity lies right in your present position, and if you determine to make the **most** of that opportunity, **you'll** be a happy man when YOUR ship comes in laden with plenty.

NORBERT J. RODER,
Belle Isle Creamery Co.,
Detroit.



"EXCELLENT ICE CREAM NEWS."

Tucumcari, N. M., April 7, 1925.

The Ice Cream Review,
Milwaukee, Wis.

Gentlemen:—Enclosed find our check for two dollars, the same to pay our subscription for another year for your valued publication. Thanking you very much for the most excellent ice cream news that comes out once a month.

Very sincerely,
BERRY BROTHERS.
C. A. Berry.



BIG MERGER PLANNED IN ILLINOIS.

It was recently announced by Henry G. Hawkinson and Sons, owners of the College City Ice Cream Co., Galesburg, Ill., that plans were under way for the merger of two big ice cream and dairy products plants at Beardstown and Jacksonville with the Galesburg company. If present plans materialize, the company will deal in dairy products on a large scale and will manufacture ice cream on a wholesale basis.

It is reported that the purpose of the merger is to make the industry stronger in line with the tendency which is prevailing throughout the country with regard to the manufacture of dairy products.

The Scrupulous New Englander Recognizes Sanitation

Sanitation must be apparent to be real and impressive. Talking about it doesn't do the trick. But, in the

ALLEN
ONE-PIECE SANITARY
CAN LINER

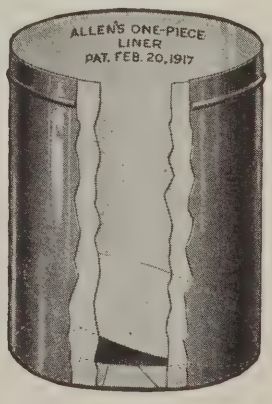
the scrupulous New Englander recognizes the outward visible manifestation of an effort to provide real sanitation.

Allen Can Liners are an advantage to you as well as protection to the consumer.

ARE YOU USING THEM?

Send for Some Samples and Prices.

Your Jobber can supply you.



The Allen Candy Co.
PONTIAC, ILLINOIS

STOP!

READ THIS ADVERTISEMENT
We Can Save You Money

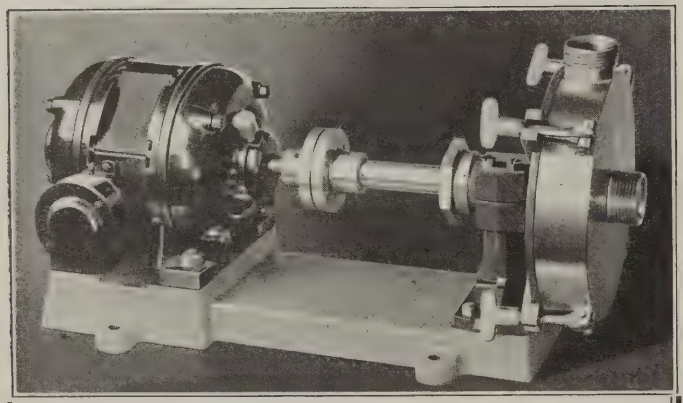
We manufacture Uniforms, triple stitched, full size, substantially made.

High Count White Drill
White Back Blue Denim
8 oz. White Duck
Hickory Stripe
Heavy Khaki
Mode Duck

Overalls, Jackets, Cover-Alls, Pants, Coats, Caps.

Write us for prices and samples.

FULTON MANUFACTURING CO.
19 Park Place **New York City**



No Churning
No Foam
No Injury to Cream Line

Specialty Brass Centrifugal Pump

- Entirely different in construction.
- Perfectly balanced.
- All pump parts machined and tinned.
- Easy to clean and highly sanitary.

Write for price—or ask your jobber

SPECIALTY BRASS CO.
MANUFACTURERS
Kenosha, Wis. Albion, N. Y.

DOES QUALITY ALONE SELL ICE CREAM?

The United States as a whole consumed 78 dishes per capita in 1923, where cities like Chicago, Detroit, Cleveland, Baltimore, Washington and Philadelphia, show a per capita consumption for 1923 from 90 to 176 dishes consumed per person.

Exception would be taken that these cities make the best ice cream in the country. It is reasonable to suppose that manufacturers at other points produce a product of equally high quality. Therefore, we face the fact that it cannot be quality alone which influences the consumption of ice cream. Is it not more reasonable to suppose that the people in cities where this high per capita consumption prevails are more ice cream conscious than are the people of other points where the per capita consumption is low? And is it not more reasonable, therefore, to assume that national advertising and intensive selling will assist in bringing about an increase in the per capita consumption of ice cream at such points and at the same time deepen the consciousness of consumers in those cities where the per capita consumption is high? —From Illinions convention remarks by Will A. Schwindeler.

CHOCOLATE-COATED ICE CREAM CAUSES ECUADOR'S ECONOMIC RECOVERY.

The popularity of the chocolate covered ice cream confection is having much to do with the economic recovery of the country of Ecuador, in South America, according to foreign trade council reports. Almost over night chocolate produced in Ecuador was placed at a new premium by the widespread habit in this country of eating ice cream prepared in chocolate jackets. Bringing about increased demand for Ecuador's staple agricultural product, cocoa, from which the highest grade butter chocolate comes, this country has been lifted completely out of financial depression, according to trade reports.

This boom at the same time has worked to the advantage of the United States, according to government commerce officials, who pointed out that this is sought to bring back to Uncle Sam in Ecuador a customer that drifted away from us five years ago. The money that Ecuador has made from its chocolate is being spent freely in this country, and through round-a-bout channels much of it no doubt will return to the ice cream manufacturer.

The Congo is Ecuador's principal competitor in the production of cocoa, but the African product is called milder. Ecuador's advantage in this market developed with the end of the world war, when the transportation from the Congo was blockaded.

ICE CREAM MEN ENTERTAIN KIWANIANS.

East Manchester, N. H.—Members of the Kiwanis Club were entertained recently at the ice cream factory of C F. Fearon. After luncheon, the guests were afforded the opportunity to inspect the plant and a guide gave details regarding the manufacture of ice cream in a modern plant.

Later on the Kiwanians adjourned to a nearby theater, where a moving picture on the manufacture of ice cream was shown. Prof. W. P. B. Lockwood, secretary of the New England Association of Ice Cream Manufacturers, addressed the gathering.

PROMINENT ICE CREAM MANUFACTURER'S SON IS FOOTBALL STAR.

Benjamin C. Brown, head of the New Orleans Ice Cream Co., past president of the Southern Association of Ice Cream Manufacturers, prominent in national association activities, and one of the leading ice cream manufacturers of the South, is not the only member of the Brown family that has distinguished himself. Herewith is shown the likeness of "Brother" Brown, son of Benjamin C. Brown.



"BROTHER" BROWN

"Brother" Brown is one of the first sons of an ice cream family to distinguish himself in football. He was one of the star halfbacks last year on the Tulane University eleven. Tulane, located at New Orleans, away down in the extreme end of the country, has been counted out of football scrambles for a number of years, but last year, due to 'Brother" Brown's excellent work, Tulane stepped to the fore of Southern elevens by winning over Vanderbilt University, Vanderbilt being the team that later on journeyed up to Minnesota and defeated the strong University of Minnesota team.

"Brother" Brown was selected by the Southern sport writers for the all-Southern football team. He played four years with the Tulane eleven and last year was elected captain of the team. His engagement was announced in a recent issue of a New Orleans newspaper, and after he settles down to married life, he will join his father and brother in conducting the affairs of the New Orleans Ice Cream Co.

CO-OPERATIVE ADVERTISING AND ICE CREAM.

Co-operative advertising is rapidly becoming general. Out in Chicago during the first week in March, the florists, laundrymen and glove manufacturers discussed general advertising campaigns. They are all doing it. Maybe the confectionery trade will begin to think about it after the ice cream men have made inroads into our business. In an all-important matter of this kind the first in the field will have a decided advantage over the other.—International Confectioner.

GIRL NAMES ICE CREAM BRAND.

An award of $50 was won by Katherine M. Krebs for the name she suggested for the special brand of ice cream to be manufactured by the Purity Ice Cream Co. of Tulsa, Okla. The product will be distributed under the trade name of "Purbest."

A total of 6,158 names were suggested during the week the contest lasted.



You'll make better ice cream if you get "The Ice Cream Review."

Wall Super Service Steel Cylinders

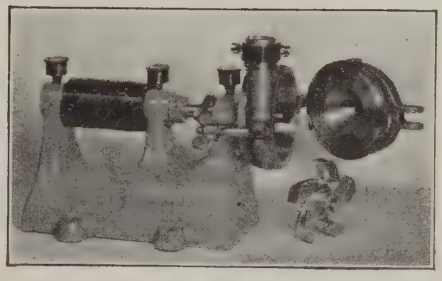


Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

P. WALL MFG. SUPPLY COMPANY
3058 - 3098 Preble Ave., N. S.
PITTSBURGH, PA.

SINCE 1864



The Simplest Thing in Milk Pumps

Has but one moving part

Not a tool is needed. Pump head is built like a breach block on a cannon. One wing nut locks it. A single tinned bronze impeller revolving on monel metal shaft lifts the milk. Light running. Easily cleaned.

W-Z Super-Sanitary Milk Pump

GET FULL DETAILS IN OUR ILLUSTRATED CIRCULAR.

WRIGHT-ZIEGLER CO.
BOSTON, MASS.

The Success of your Ice Cream Depends Much on the Way in Which it is Served

PEERLESS CAKE CONES



Their crispness and sweetness brings out the finer points of quality in your ice cream.

We Sell to Jobbers Only

Turnbull Cone & Machine Co.
Chattanooga, Tenn.

Samples and Prices on Request

Wrapped in Heavy Paraffin Paper



FRANK STUART WEDS.

Announcement has been made of the marriage of Frank B. Stuart of Knoxville, prominent Southern ice cream manufacturer, to Mrs. Louise S. Finger, the marriage being solemnized Tuesday, March 10, at Knoxville.



F. B. STUART

Mr. Stuart is widely known in the Southern ice cream industry. He is a prominent figure in the South's convention activities each year, and just a few weeks prior to his marriage, he was elected vice-president of the ice cream division of the newly formed Tennessee Dairy Products Association. Mr. Stuart is with the Sani-Seal Company at Knoxville.

WHEN DID CONES START?

Whatever the date of the first continental wafers and cornets, the cone was not known in America until the St. Louis Exhibition, which preceded the Chicago show, in the 'nineties. The legend is that a young chap was selling ice cream to the visitors next to the stand where his sister was baking thin batter-cakes, and noticed many twisting these batters round the portions of ice cream and eating both together. The idea caught on, the batters were made in the shape of a cone, and that started the sale which has now reached four billion per annum in the states and, roughly, 10,000,000 in Britain last summer.—The Ice Cream and Soda Fountain Journal, London.

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



Vacuum Pan.

We can furnish these small size equipments in vaccuum pan size ranging from 8″ diameter to 36″ diameter, with suitable fore-warmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Write for Prices

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U.S.A.



What better setting could one want to show off the attractiveness of a well-kept truck?

At last! Trouble-proof ice cream service



Nizer Cabinet with Monel Metal top and covers in store of Frank B. Calkins, Detroit, Mich. Manufactured by THE NIZER CORPORATION OF DETROIT

The Industry's most progressive development— Automatic Ice Cream Cabinet with Monel Metal Top

THE SALT-AND-ICE METHOD of keeping ice cream had to go. It was unsanitary and wasteful. But it required four years of intensive study and experiment to perfect an iceless cabinet that would take the place of ice and salt, and do it economically.

In the study of the problem, Nizer engineers found it necessary to discard many mechanical and construction features which until then had been generally used. They strove for simplicity, reliability and efficiency. These features you will find incorporated in the NIZER Iceless Ice Cream Cabinet.

The top and covers of all NIZER cabinets are Monel Metal. They will always look new and attractive because Monel Metal:

is so easy to clean
—will not rust or corrode
—has the strength of steel
—withstands hard service.

The Nizer Corporation's adoption of Monel Metal for cabinet top and covers is further proof that it is the ideal metal for soda fountain equipment. Let us tell you more about Monel Metal and its application to your problem.

SEND FOR "LIST B" OF MONEL METAL & NICKEL LITERATURE

THE INTERNATIONAL NICKEL COMPANY
67 WALL STREET NEW YORK CITY

INCo Monel metal

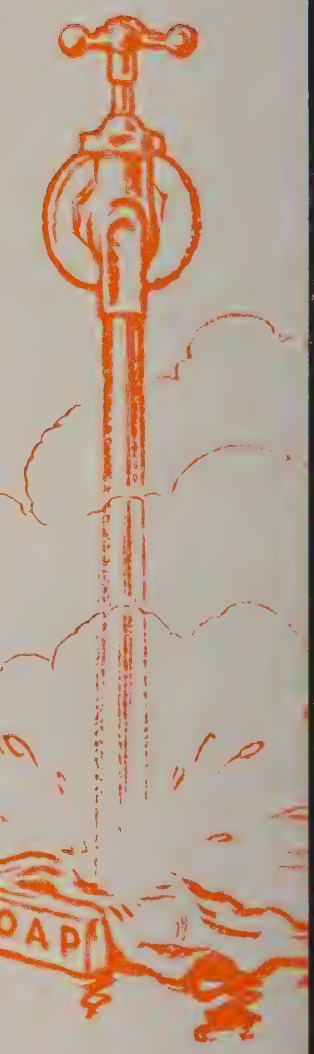
A little soap *and* water

THAT'S ALL! Just a little soap and water to keep Monel Metal spotlessly clean.

Have you ever noticed how noticeably Monel Metal improves a kitchen's appearance? Even when exposed to spattering grease and dimming smoke, it retains a bright, attractive finish through years of service.

Because Monel Metal equipped kitchens are so easily kept clean with little cost and effort, Monel Metal is now accepted as standard for food service equipment.

Are you overlooking places where Monel Metal might be used to advantage? Why not discuss present and future equipment plans with a manufacturer of Monel Metal equipment or your supply man. Find out for yourself how easily a kitchen can be improved with Monel Metal.



Monel Metal is the ideal metal for food service equipment

1. Monel Metal will not contaminate food.
2. Monel Metal with its steel-like strength withstands indefinitely the shuffling grind of heavy dish traffic. Monel Metal endures abuse as well as use. Years of "rough-and-tumble" service leave Monel Metal surfaces still bright and unscarred.
3. Monel Metal retains its silvery surface. Under any ordinary condition of kitchen service it will not lose its natural silver color.
4. Monel Metal will not rust or corrode.
5. Monel Metal is economical. Over a period of years, the savings in cleaning, labor, and the need for fewer replacements make the purchase of Monel Metal equipment a genuine economy.
6. Monel Metal is suitable for many forms of restaurant equipment. Leading manufacturers have standardized on Monel Metal.

SEND FOR "LIST B" OF AVAILABLE LITERATURE

MONEL METAL TRADE MARK

Monel Metal is a technically controlled Nickel-Copper alloy of high nickel content. It is mined, smelted, refined, rolled and marketed solely by the International Nickel Company. The name "Monel Metal" is a registered trade-mark.

NICKEL TRADE MARK

THE INTERNATIONAL NICKEL COMPANY, 67 WALL STREET, NEW YORK CITY.

Window Strips *for* NATIONAL CONE WEEK *FREE* !

Vacone

REG. U. S. PAT. OFFICE

Be a Booster

May 10th to 16th *is* National Ice Cream Cone Week

Send for a FREE supply of our Window Strips and tell the World about it.

Cone Co. of America

6001 So. Western Avenue CHICAGO, ILL.
3rd & Van Alst Ave., LONG ISLAND CITY, N. Y.



Gives a Creamy Tint to Ice Cream and Cones

Hansen's June Cream Color imparts a most natural pale June Cream or a rich egg shade to ice cream, ice cream cones and other bakery goods, depending upon the quantity used.

It is fine for giving a creamy tint to cultured milk. It blends perfectly for all these purposes.

Hansen's June Cream Color is strictly vegetable—it contains no aniline dyes—it's simply made from the pollen of the seed of the annatto tree.

Not only this, but

June Cream

Reg. U. S. Pat. Off.

Ice Cream Color

gives you *the most coloring power per dollar invested.*

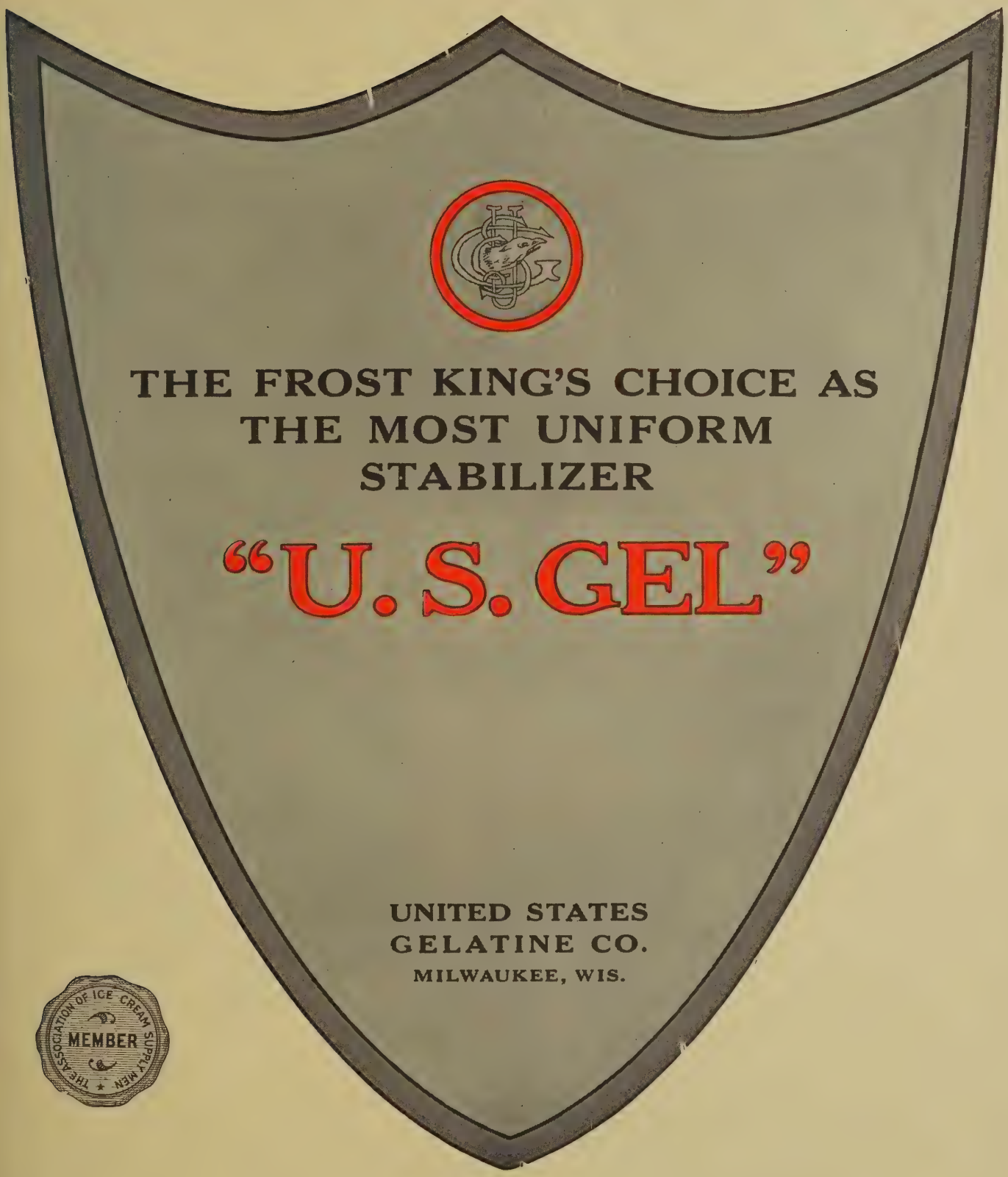
If you have not used it, order a trial gallon from your supply house and you will never use any other.

CHR. HANSEN'S LABORATORY, Inc.
Little Falls, N. Y.

Western Branch:
Milwaukee, Wis.

Canadian Factory:
Toronto, Canada.

Have you tried Hansen's Ice Cream Rennet? It is a pure rennet enzyme in handy liquid form, which gives a richer taste and greater smoothness to your ice cream. Free booklet "Some Ice Cream Problems Solved" by W. W. Fisk. Write for it *now.*



THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER

"U. S. GEL"

UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.



Don't Make An ICE MAN Of Your DRIVER!

Delivering more ice than ice cream to your dealers is poor business, especially when the cause is with the cabinet and not the dealer's inability to sell more ice cream.

Brooks Drypak Cabinets

CONSERVE ICE

The Brooks Drypak is entirely new and different in construction. The ice, salt or brine never touches the ice cream can. This preserves your cans, keeps the dealers' floors and cabinets free from drip stains and eliminates complaints of salt in your cream. Cans cannot float or whirl in the Brooks Drypak.

The Drypak construction drains the brine free from the ice—keeps a uniform temperature top and bottom and permits a free circulation of cold air around all parts of the can.

Smith & Mann One-piece valves eliminate leaks around the drains. The outside construction is one-inch, number one Gulf Cypress. The vertical construction prevents warping and splitting so prevalent in glued up panels.

The Brooks Drypak is a 48 hour cabinet. Puts suburban stops on a profitable basis and cuts delivery costs 50%.



Get the full details of Drypak construction and how you can make a first hand inspection.—Write

BROOKS CABINET CO., Inc.

1030 West 27th Street - - - NORFOLK, VA.

DISTRIBUTORS

New England—H. A. Johnson Co., Boston, Mass.
Eastern—James M. Decker Co., Baltimore, Md.
Southern—Miller-Lenfestey Supply Co., Tampa, Jacksonville, Miami, Fla.
Southeastern—Charles Dennery, Inc., New Orleans, La., Dallas, Texas

FROM PACKING TUBS TO 48-HOUR CABINETS.

By J. N. Taylor.

All of the older ice cream men remember when it was customary to dispense ice cream direct from the packing tubs. Then, somebody thought of building a box and packing sawdust around the tubs to make the ice cream last longer. This improvement suggested a more efficient insulating material and granulated cork came into use for this purpose. Then you had the original tub cabinet that has been the old standby of ice cream manufacturers for many years.

It has only been the in last three years that the efficiency of the tub cabinet has been increased by using corkboard, sealed with asphaltum, and backed by insulating felt, in addition to the usual granulated cork used to fill in the insulating space around the tubs. This style of cabinet has the advantage of separate compartments that may be used independently for one or more cans of cream to meet the varying conditions due to seasonal changes in the volume of sales throughout the year, and is for that reason largely used in smaller communities.

The development of the metal-lined cabinet has taken place very rapidly in recent years and the ice cream manufacturer is now able to supply his customers with cabinets that will keep cream in perfect condition for serving when iced every other day. Exhaustive tests have proven that this new cabinet will keep cream for 48 hours and in exceptional cases longer, depending on weather conditions and the location of the cabinet.

The 48-hour cabinet offers the ice cream manufacturer an opportunity to serve a larger number of stops with the same equipment and labor by every other day icing service, and they will enable him to save from 33⅓ to 50 per cent of his delivery costs when he has equipped all of his stops with the new cabinets.

This improvement in ice-and-salt refrigeration at the point of of distribution means more to the ice cream manufacturer than is apparent at first glance. They not only mean that he can materially reduce his icing and delivery costs but also that it will not be necessary for him to invest huge sums in mechanically refrigerated cabinets, which in many cases would mean that he would be compelled to borrow additional working capital and shoulder the burden of heavy interest and depreciation that naturally follows an investment in complicated mechanical devices.

It is further to the interest of every ice cream manufacturer to use the best ice and salt cabinets and avoid the waste resultant from poor cabinets, and on the other hand, the danger of tying up his working capital in mechanically refrigerated cabinets.

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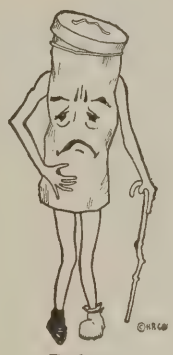
ICE CREAM LEAFLETS.

The New England Association of Ice Cream Manufacturers is furnishing copies of an interesting leaflet entitled, "Ice Cream—The Health Food," in which are given some interesting facts about ice cream. These leaflets have been distributed among members of the New England association, and Secretary W. P. B. Lockwood announces that copies will be furnished to ice cream manufacturers in other parts of the country at "a very slight additional charge over cost." The first "run" of these leafllets in New England was about 100,000 copies, according to Secretary Lockwood.

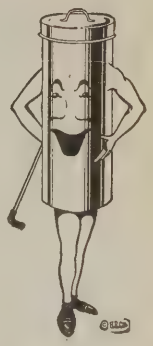
⚜

You can't afford to miss a single copy of The Ice Cream Review. Did you send in your renewal?

HOPWOOD
RETINNING CO., INC.



High Quality And Quick Service At The Right Price

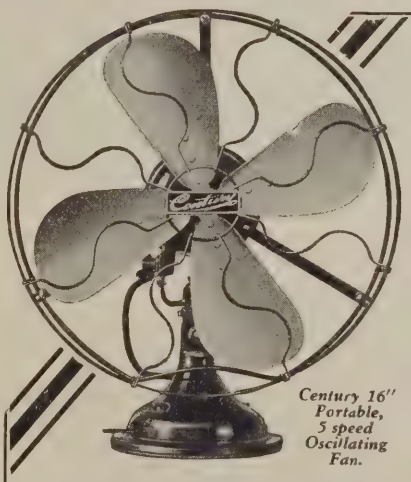


Before After

Ship Your Cans To Us For Retinning

Main Office
56 Commercial Street
Brooklyn N. Y.

Factories
52 to 64 Commercial Street
15 to 64 Clay Street



Century 16" Portable, 5 speed Oscillating Fan.

For Greatest Air Movement

Every ice cream parlor patron, to be comfortable, must actually feel the movement of the air. To assure such a comfortable condition, this Century 16-inch Portable, 5-speed Oscillating Fan is designed to include a unique and exclusive Century feature:—when it is tilted downward, as generally used on a side wall installation, it will blow on all of the guests seated within its entire sweep of oscillation. It always blows air to the same level or height to which it is tilted, from one end of its swing to the other—instead of blowing only on some of the guests and over the heads of others.

Combined with this is an ability to move a large volume of air, making this fan particularly useful in ice cream parlors.

Century Fans are built for either alternating or direct current service in these types:—9 in., 12 in. Portable, 3-speed Oscillating—16 in. Portable, 5-speed Oscillating—9 in. and 12 in. Portable, Single Speed—58 in., 3-speed Ceiling Fans and 16 in., 3-speed Ventilating Fans.

Send for complete folders and sales data on all types.

CENTURY ELECTRIC CO., 1827 Pine St., St. Louis, Mo.
Twenty-nine Stock Points in the United States and More Than Fifty Outside Thereof.

Portable Century FANS Ceiling

MIDDLE WEST — EASTERN SEABOARD

News and Notes *from the* Four Corners *of* FREEZERLAND

By Our Special Correspondents and Contributors

PACIFIC WEST — CENTRAL SOUTH

EAST.

$30,000,000 Ice Cream Merger Reported for New York State.

New York City.—Steps toward a $30,000,000 merger of ice cream plants in New York State were reported by the Journal of Commerce on April 11, as follows:

A merger of ice cream companies in New York State, representing total assets of around $30,000,000, is under consideration. It would be the largest ice cream company ever organized. Seven up-state companies have the merger under discussion and an effort is being made to interest a large New York City organization. The latter is said to be the Horton Ice Cream Company. One man who is in close touch with the ice cream business here says the Horton concern approves the merger while another man who apparently speaks with equal authority, gives testimony to the contrary.

The principal figure in the proposed merger is said to be Vernon Hovey, who has extensive interests in the ice cream business. The companies which are most prominently mentioned in this connection are: The Albany Ice Cream Company, The International Ice Cream Company of Schenectady, The Syracuse Ice Cream Company, the Rochester Ice Cream Company, Wheat's and Hoffler's Ice Cream Companies of Buffalo and The Tonawanda Ice Cream Company.

A tentative plan of capitalization was drafted on March 27 at a meeting of representatives of the companies interested in the merger. Bankers in Wall Street were requested to take the matter under consideration and give their advice as to the feasibility of the proposed merger, and as to an interchange of stock and a possible public offering of stock.

It was stated today that the bankers might not be able to make their report before another week or two. The accounts of the interested companies are being examined by auditors representing the bankers, as well as the different concerns. A report will be made on assets, actual earning power of the individual concerns, opportunities for expansion and advantages which would result from the proposed merger.

By means of the merger it is stated, a concerted advertising and sales campaign could be carried on, production costs could be reduced and the price of the product could be lowered.

The plan is to have a holding company which would coordinate the operations of the different concerns in the merger and direct the operating units.

It is stated that assets of from $15,000,000 to $20,000,000 are represented in the companies which already have given their approval to the plan for the merger.

* * *

Ice Cream Measures Standardized in Jersey.

Trenton, N. J.—Announcement has been made by the New Jersey State Department of Weights and Measures that regulations have been adopted to put an end to the practice of using odd-size containers for the sale of ice cream and similar commodities generally sold by liquid measure. J. Harry Foley of the department announces that although regulations became effective April 15, jobbers will be given a reasonable opportunity to dispose of the odd sizes of containers now on hand.

It is reported that the purpose of the new regulations is to insure the sale of ice cream and similar products on the gallon basis. The standard sizes below a gallon will be two and a half quarts, two quarts, one and a half quarts, one quart, one pint, one-half pint and a gill. The regulations demand that each container have the capacity conspicuously stamped or printed thereon.

* * *

Big Ice Cream Mergers in East.

New York City, N. Y.—Some of the largest ice cream and dairy plants of the East have been absorbed by recent mergers. The Colonial Ice Cream Co., which recently was absorbed by the United States Dairy Products Corp., Philadelphia, is but one of several other plants thus far taken over by that corporation, including the Burdan Bros. Ice Cream Co. of Pottstown, Pa.; Sanitary Milk Co., Gloucester, N. J., and others. This corporation now serves a score of cities from its centrally located plants, including Harrisburg, Reading, Lebanon, Pottstown, Allentown, Lancaster and Wilmington.

A few weeks ago it was announced that the corporation's holdings now put its sales at the rate of $10,000,000 a year. This involves 36,500,000 quarts of milk a year and annual sales of ice cream in excess of 15,000,000 quarts.

Another large corporation, the National Dairy Products Corp., is rapidly extending its properties, now having big plants in New York, Perth Amboy and Chicago. Through the Hydrox Co., a subsidiary, it recently secured control of factories in Waukegan, Aurora and Hammond. These places are near the city of Chicago.

* * *

Penn State Seniors Visit Dairy Plants.

State College, Pa.—Eleven seniors in dairy husbandry at the Pennsylvania State College made an annual inspection trip to milk and ice cream plants of Harrisburg and Philadelphia, April 6 to 9. The group was in charge of Prof. W. H. Martin, head of dairy manufacturing work at the college.

On April 6 they visited Russ Brothers' ice cream plant, the Hershey ice cream plant, and the Pennsylvania Milk Products Company plant in Harrisburg, and then went on to Philadelphia.

April 7, 8 and 9 were spent in the Quaker City. The party there visited the milk and ice cream plants of the Supplee-Wills-Jones Milk Company, the Philadelphia Dairy Council, the market milk plant of the Scott-Powell Dairies, the market milk and ice cream plants of the Breyer Company, the Colonial Ice Cream Company, two milk and ice cream plants of the Abbot Company, and the butter market.

* * *

Injunctions Sought by Paper Container Manufacturer.

Brooklyn, N. Y.—Hearing has been held in the suit by the manufacturers of Lily drinking cups against the Tulip Container Corp. in the United States District Court for the Eastern District of New York. The Lily company alleges in its complaint that it has made and sold billions of drinking cups of the familiar Lily design, for which it holds a patent, and that the Tulip cup is so nearly identical in appearance with the Lily cup as to infringe the patented Lily cup. This is denied by the Tulip corporation.

The suit also alleged infringement of other patent rights, and charges that the name "Tulip" is a mere variation and an infringement of the registered trade mark on the Lily cup.

Both companies manufacture in Bush Terminal, Brooklyn.

Suit was also filed by the Dixie Drinking Cup Co. of New York against the Tulip company, under the patent of L. W. Luellen, who claims to be the originator of the present-day paper drinking cup. This patent is asserted to be the pioneer patent for the commercial one-piece paper drinking cups.

Both plaintiffs ask for injunctions and damages.

* * *

Business Anniversary Observed.

Philadelphia, Pa.—The week of April 6 marked the sixth anniversary of the entrance of Abbott's Alderney Dairies in the ice cream business in Philadelphia, Camden, Atlantic City and Bridgeton. The occasion was observed by the company with a celebration at its large Philadelphia plant. Ice cream dealers from Philadelphia, Camden, and various other cities for miles around Philadelphia attended the celebration. They inspected the making of Abbott's ice cream and the plant.

Since its modest start six years ago, the Abbott's ice cream business has grown till today it ranks as one of the leading ice cream manufacturing concerns of the industry.

* * *

Imperial Co. Treats Newsies.

Parkersburg, W. Va.—The Imperial Ice Cream Co. was host to local newsboys when they were treated to their fill of the company's product. The company had extended an invitation to every newsie in the city and it is reported that

LUICK BUYS TWO-STAGE GAULINS!



The above is a picture of recent installation of two 800 gallon, 2-Stage Valve, Gaulin Homogenizers, in the well known, up-to-date plant of the Luick Ice Cream Company of Milwaukee, Wisconsin. These two machines represent an investment of over TEN THOUSAND DOLLARS.

Following are some of the reasons why this investment was justified:

The Gaulin 2-Stage Valve is guaranteed to produce better ice cream than any similar device known.

The Gaulin 2-Stage Valve is guaranteed to increase homogenizing efficiency over 100%.

The Gaulin 2-Stage Valve is the only mechanical device by which viscosity or body of the mix, may be controlled by the operator.

The Gaulin 2-Stage Valve is the original and only genuine up-to-date homogenizer on the market; these are strong statements backed by strong companies. We stand ready to prove them at any time. Write us for new catalogue on our line of Gaulin Homogenizers and Blenders.

MANNING EQUIPMENT

Registered Trademark.

Branch
128 Chapel St.
New Haven, Conn.

MANNING MANUFACTURING CO.

MAIN OFFICE AND FACTORY
RUTLAND, VERMONT

Branch
Detroit, Mich.

not one failed to respond. According to reports, 275 were present, and it is needless to say that it was a jolly crowd of youngsters that filed in, each being served with a large ice cream sandwich. The sandwich table was in charge of E. S. Ruble. The sandwich was followed by dishes of vanilla and chocolate ice cream, each boy or girl being given as much as he or she could eat—and some of them ate plenty, according to officials.

The big free-for-all ice cream feed was pronounced by the newsies as about the most joyful occasion in modern Parkersburg newspaperdom. The affair lasted about an hour during which time about 25 gallons of ice cream and several hundred sandwiches were consumed.

The affair was in charge of C. B. Hyatt, manager; C. F. Jackson, foreman of the packing department; E. S. Ruble, R. V. Chilvers, M. Elliott, and H. A. Spencer. J. H. Freese, representative of the J. B. Ford Co., also co-operated in making the event a real success.

* * *

Co-operate with Food Officials.

Jersey City, N. J.—Secretary Siemsen of the Hudson County Ice Cream and Confectionery Manufacturers' Association, has pledged the support of that body to city health authorities in a campaign to keep all food stocks in that community free of contagious disease. Going before the health officials recently, Mr. Siemsen stated that at a recent meeting of the association, which numbers 250 members, this matter was taken up and unanimously approved. He stated that the ice cream manufacturers have agreed not to employ any man or woman who is not in possession of a food handler's card. This card can be secured only after an examination.

* * *

Druggists Form Ice Cream Co.

Washington, D. C.—An exchange to manufacture ice cream for 50 Washington druggists has been organized in the Capital City under the style of the "Washington Druggists' Co-operative Group." This group will sell ice cream exclusively to members of the Washington Wholesale Drug Exchange.

This body has offered a prize of $250 for a name to describe the ice cream it produces. It will produce a product containing 18 per cent butterfat, according to announcement.

* * *

SOUTH.

Union Colors for Union Ice Cream.

Nashville, Tenn.—The Nashville public will grow familiar with the Union colors of red, white and blue in another connection besides that of the flag of the Union. For the colors of red, white and blue will be used in various ways by the Union Ice Cream Co. of this city.

The "Union colors" are to be used extensively, not only in display material of all kinds, but on all packages of cream sent out from this company. All of the dealers in Union ice cream will be supplied with these red, white and blue packages, both in pint pails and in the quart tubes with which most people are already familiar. The trademark of the company generally appears in white on a blue ground, with a red background. The packages are so bright and festive looking that they suggest an attractive gift, and will be very welcome to their recipients when used in this way during the warm months just ahead.

In addition to the packages, the Union colors will be carried out by the Union company on its cone boxes and on its sidewalk signs, and in every possible way. The whole idea is to make the public think of Union ice cream when they see the vivid splashes of red, white and blue denoting the Union colors. Both packages and sidewalk signs will be ready within the next few weeks.

* * *

Ben Brown Gets Set for Active Season.

New Orleans, La.—The New Orleans Ice Cream Co., at 1322 Baronne St., this city, while not a pioneer in the industry, is one of the outstanding establishments, locally, engaged in that line of business. Its activities date back about a couple of decades ago — in 1905, to be exact — when first founded by its present executive head, Benjamin C. Brown. The product of the New Orleans Ice Cream Co. has made great strides in popular favor since its foundation, the plant now covering a frontage of 164 feet of ground on one side and about 200 feet on the other, with 64 feet on the north side reserved for future expansion.

In anticipation of a big summer business, the company is engaged in installing a new refrigerating machine of fifty tons capacity, directly connected to a synchronous motor, together with other needed equipment for the manufacture of the frozen sucker. This is to be a brand new product of the plant to be featured this summer.

The company proposes making special window displays in the very near future and to this end is now giving active consideration to this method of drawing attention of the consumer and distributors to the excellence of the New Orleans Ice Cream Co.'s products.

Two sons of Mr. Brown assist him in the management of the plant. One of these, known among his college friends and intimates as "Buster" Brown—the younger of the two—won distinction as all-Southern "half-back" and captain of the Tulane University's football team last year, while the other, B. C. Brown, Jr., is manager of the plant.

COLD PROCESS STRAWBERRIES

For shipment when packed

1925 Crop

Guaranteed to satisfy by the Pioneer Packers of this commodity.

WRITE FOR PARTICULARS

Baltimore Canning Co.

BALTIMORE, MD.

FACTORY 117-121 W. Cross Street

FACTORY Foot of William St. Dock

OFFICE 110-112 E. York Street

"PARFAIT-LENE"

V & IV

Improver — Ripener for BETTER ICE CREAM

Used by the largest manufacturers

In 100 lb. containers only

TRADE MARK REGISTERED

CHITTENDEN, TURNER & CO. Inc., Long Wharf, Boston, Mass.

Coons Fined for Big Ice Cream Steal.

Atlanta, Ga.—Thirteen negroes have been fined in connection with the $39,000 ice cream swindle perpetrated on Jessup & Antrim Ice Cream Company over a period of many months. James Redd, negro, who was indicted in connection with the alleged theft of 45,863 gallons of ice cream, was convicted in the test case, and fined $100.

Immediately following conviction of Redd, twelve other negroes pleaded guilty on similar charges. Will Gamble, Louis Black, Bill Lowe, Bob Welch, Leroy Bailey and Tom Richardson were fined $100 each, and Lucien Fallen, Henry Owens, Stovall Johnson, Fred Battle, George Stanley and Robert Jackson $50 each.

James A. Hill, former manager of the ice cream department, and Fred Moore, a negro, also under indictment, will be tried later. All men are former employees of the company.

* * *

Charles F. Hoppe Dies.

Louisville, Ky.—Following an illness of pneumonia, Charles Ferdinand Hoppe, 63 years of age, one of the founders and treasurer and general manager of the Frozn-Pure Ice Cream Co., Louisville, died at his home, 1124 South First street, Louisville, March 30, after but three days' sickness. He had been in poor health for five years.



CHARLES FERDINAND HOPPE

He was born Nov. 2, 1862, in Richmond, Va., and was a member of the prominent Boedeker family of that city. He attended the University of Virginia and later moved to Owensboro, Ky., where he married Miss Carrie C. Wilhoyte, who died seven years ago. He remained in Owensboro eighteen years, and was manager of the Owensboro Gas Company there for a number of years.

Mr. Hoppe moved to Louisville eighteen years ago and had been in the ice cream business here ever since. He was a member of the State Dairymen's and Ice Cream Manufacturers' Association of Kentucky, and also the Southern Association of Ice Cream Manufacturers. Seven years ago he assisted in organizing the Frozn-Pure company and has been an official of the organization since that time. He was a member of the Broadway Methodist Episcopal Church.

Mr. Hoppe is survived by three sons, Carl and Rutherford Hoppe of Louisville, and Wilhoyte Hoppe of Wheeling, W. Va.; three daughters, Mrs. F. S. Redfield and Miss Maude Hoppe of Louisville, and Mrs. G. N. Parrish of Owensboro, and five grandchildren.

* * *

King Ice Cream Co. at Mobile Made Separate Corporation.

Mobile, Ala.—Announcement has been made that the King Ice Cream Co., Inc., formerly operated in connection with the King Ice Cream and Creamery Co., West Point, Miss., has been made a separate business corporation. This was effective April 1. The announcement was made in a circular letter issued by V. L. King, president and general manager of the King Ice Cream and Creamery Co., West Point, Miss.

The officers of the local company are Wm. Hardie, president, secretary and manager; V. L. King, vice-president and treasurer, and G. C. Rigsby, plant superintendent.

Mr. Hardie formerly was manager of the Jefferson Dairy Co. of Birmingham. He has had wide experience in dairy products and is active in the state association work.

* * *

Expansion for Mississippi Manufacturer.

West Point, Miss.—Extensive improvements to a thoroughly efficient plant are being made by the King Ice Cream and Creamery Co. The company recently began installation of a sixteen-ton additional refrigeration system and a large storage room to give more carrying capacity for its largely



Get More Business with SANISCOS

In another month all the Nation's amusement parks will be in full swing. The thirsty crowds will gather and the man who gives speedy service at an ice cream counter will get the most dimes for each day he is on the job.

SANISCOS are the quickest means of satisfactorily serving ice cream yet devised for public places. They make a tasty sandwich, easy to eat, practical to serve and with unfaltering precision.

The Sanisco Machine also preserves the quality of the ice cream and keeps it sanitary.

We recommend "UNEEDA BAKERS" Ideal Wafers. National Biscuit Branches thruout the U. S. can supply Ideal Wafers for Sanisco Machines at $1.70 per container of 725 wafers, or you can order direct from us.

Let us send you some figures on how quickly Saniscos return their investment.

Special discounts to ice cream manufacturers.

The Sanisco Company

1019 3rd Street Milwaukee, Wis.

THOSE
NOW USING
THESE UNITS



Order a trial case of the required sized units

If satisfactory results are not obtained, return unused units for full credit within 30 days

KNOW
THAT
COMFORT'S
NEW PROCESS

BETTER MIX UNITS

—INCREASE the VISCOSITY
—ENRICH the FLAVOR
—INSURE SMOOTH ICE CREAM
IN TEN MINUTES!!
Used just before Pasteurization

FULL Improving and Ripening is COMPLETED during Pasteurization.
NO further ACTION of the BETTER MIX can take place.
NO HOLDING—therefore—NO increase in LACTIC ACID development.
HOWEVER—This mix may be SHIPPED or STORED under the usual conditions if so desired.
NO FIGURING—NO WEIGHING
Units for 100—150—300 and 500 Gallons of mix—60 to the case.

—TRY THEM—PROVE IT—

ASCHENBACH & MILLER, Inc.
400 North Third St. PHILADELPHIA, PA.

increased manufacture of ice cream, butter, condensed milk and prepared ice cream mix.

This company does a large shipping business in whole milk and sweet cream.

V. L. King, president and manager, established this business in the spring of 1915. Since the advent of his company dairying has been considerably built up in this community. There formerly was not enough milk and cream produced in this territory to make the small amount of ice cream consumed there at that time. The sales now are in excess of a half a million dollars annually.

* * *

Fuerst & Kraemer, manufacturers and retail confectioners of New Orleans, have gone into the manufacture of ice cream for public sale and distribution, and for the purpose have constructed a modern and up-to-date ice cream plant at Canal and North Claiborne Sts., adjoining their other plants.

During the twenty-five years of its existence, the firm has manufactured ice cream exclusively for its own chain of retail confectionery stores, extending from one end to the other of the Orleans parish lines, which includes the entire city of New Orleans, but the new venture is intended to reach the public generally by supplying the demand for the best ice cream that can be made. The new plant will cost approximately $50,000, and will have a daily capacity of about 1,000 gallons of ice cream.

The plant is equipped with the most modern of ice cream machinery, every precaution having been taken to assure safety and excellence of the product.

* * *

Much Ice Cream Eaten in South Texas.

Houston, Tex.—The operation of the Houston Ice Cream Co. indicates that South Texas is a section of ice cream eaters. This company has an annual output of more than 400,000 gallons of ice cream, using 15,000 gallons of milk and cream every day.

The Houston company was the first wholesale ice cream concern to establish in this city. It was established by J. M. Jones and at present J. J. Sullivan is president and manager. W. J. Ijams is vice-president, and C. H. Rousse is secretary.

* * *

Window Display Contest to be Staged by Nashville Manufacturer.

Nashville, Tenn.—Announcement has been made by the Union Ice Cream Co., Nashville, Tenn., that a window display contest will be held this season. It is reported that the Union company furnishes its product to 90 per cent of the druggists of Nashville, all of whom are eligible as contestants. Prizes ranging from $5 to $100 will be awarded by the company to those dealers making the most attractive Union ice cream displays in their windows during the months to come. According to reports, the proprietor or head fountain man of nearly every drug store in Nashville has signified his intention of entering the contest.



W. E. DRAKE.

The Union Ice Cream Co. furnishes the display material, but the arrangement is left to the individuality and taste of the competing druggists. Attractive and handsome lithographing material will be furnished to the contestants, who are privileged to call at the company's plant and make their choice from a large selection of advertising matter available.

W. E. Drake, general manager of the company, is one of the South's leading ice cream men, being prominent in Southern and national convention activities.

Laura Norvell Elliott, advertising manager of the Union

Ice Cream Co., claims that "the only persons in Nashville who will not know the deliciousness of Union cream this summer will be those who are deaf, blind and devoid of any sense of taste."

* * *

MIDDLE WEST.

Kansas City, Mo.—By establishing a group insurance program at its plant, the Franklin Ice Cream Co. has provided protection for 160 employees, who are covered for a total of approximately $330,000. Underwritten by the Metropolitan Life Insurance Co., the insurance features of the plan are supplemented by service advantages, such as a free visiting nurse service and a department for the distribution of booklets on health subjects and sanitation.

The plan is co-operative, as the employees and employer jointly pay the premiums.

Assistance in case of total and permanent disability is provided by a clause in the master policy, which covers exactly such a condition. This guarantees full payment of the insurance to any employee who becomes totally and permanently disabled before the age of 60. The payment will be made in equal monthly installments for a stipulated period and during the time of disability no premium payments will be required from the disabled employee.

Coverage for individuals is $1,500 for rank and file employees and $3,000 for members of the supervisory and clerical staffs.

* * *

Cox is Ohio District Chairman.

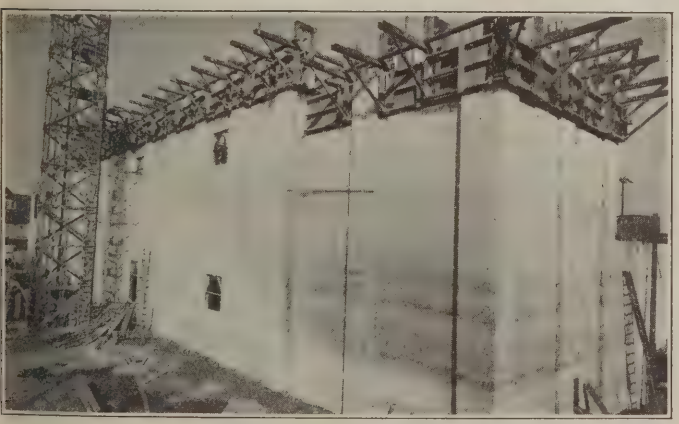
Columbus, O.—W. E. Cox of Portsmouth has been chosen chairman of District No. 6 of the Ohio Association of Ice Cream Manufacturers. He succeeds J. J. Smith of Athens, who resigned. For vice-president of the district, A. A. Brust of Chillicothe has been named. Included in this district are the counties of Athens, Ross, Scioto, Fairfield, Meigs, Pike, Pickaway, Gallia, Lawrence, Perry, Hocking, Victor and Jackson.

* * *

WEST.

Globe Co. Erects $250,000 Annex.

Los Angeles, Cal.—A short time ago announcement was made by A. A. Comey, vice-president and general manager of the Globe Ice Cream Co., that the Globe Ice Cream Co. was erecting another $250,000 addition to its already monumental

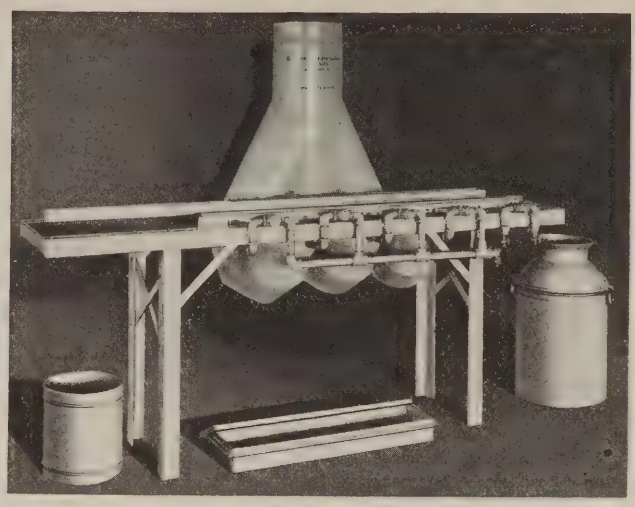


Showing completion of two stories of 6-story annex building by Globe Ice Cream Co., Los Angeles, Cal. It will be ten stories high.

plant which now occupies over one-third of a city block.

All buildings of the Globe Ice Cream Co. are built of re-inforced concrete and steel, being Class A-1 construction. The new form of construction as originated by the Globe Ice Cream Co., and which is still being used, was invented by Will E. Keller of Los Angeles. This new form of construction is known as the "Keller slip-form concrete construction system." The moment the foundation is laid and the walls are started, a complete set of slip-forms are built and placed in position, thoroughly braced with eye bolts.

On top of the slip-forms a platform is erected for the purpose of pouring concrete, and controlling the slip-forms are screw jacks. As fast as the concrete is poured into the slip-forms the workmen then operate the screw jacks, which



Rinses—Sterilizes —Dries

ICE CREAM CANS
MILK CANS—MOLDS

The Economy Sterilizer injects live steam into every corner of the can—effectively controls bacteria—and draws off the steam so that the condensation is not perceptible in the room. This elimination of condensation in the room protects the equipment, preserves the building and makes the atmosphere more comfortable to work in.

The Economy Sterilizer and Drier

After steaming, The Economy Sterilizer DRIES the can, leaving no medium in which bacteria can develop. The Economy Sterilizer is but 6' long, handles all kinds of cans and is very reasonable in price.

"The Economy machine for rinsing, sterilizing and drying which we purchased is giving entire satisfaction. It is easily operated, does its work well and meets all requirements for which it is designed. We made no mistake in our decision." Yours truly,
Glen & Mohawk Milk Assn., Inc.

THE LOW PRICE COMMANDS INVESTIGATION.

THE

Economy Products Co.

Auburn, N. Y.

UCOPCO WHEEL TRADE MARK DRIED GELATINE

BEST BY TEST

Purity · Uniformity · Quality

Ucopco Gelatine

United Chemical & Organic Products Co.
4200 South Marshfield Avenue
Chicago, Ill.

NEW YORK
607 West 34th Street

BOSTON
39 Commercial Wharf

NEW ORLEANS
P. O. Box 1576

SAN FRANCISCO
311 California Street

You Get The Benefit!

From our own immense forests thru our acres of modern machinery

Richmond White Cedar Tubs

come to you.

The economies accruing from this direct handling are passed on to you thru better quality and more attractive prices.

Convince yourself by writing



Richmond Cedar Works
Richmond, Virginia

Largest manufacturers of ice cream packing tubs in THE WORLD

immediately start to raise the forms, leaving the concrete in perfect shape, the walls being very exact and true. When the building is completed it forms one solid piece of concrete from top to bottom. This concrete, when it is poured, contains one inch round steel lacing bars to secure and tie together the walls as they rise. This class of concrete construction has revolutionized concrete building.

* * *

Short Course Students Organized.

Davis, Calif.—The California Dairy Industries' Association is composed of short course students for the past several years, having been organized under the direction of the University of Caliornia. C. A. Phillips is secretary-treasurer. He is located at Davis, and endeavors to keep the short course people in touch with the university and with each other by getting out monthly letters to the members.

* * *

Notes From Far and Near

Blytheville, Ark.—The Blytheville Ice Cream Co. has increased its capital from $12,000 to $30,000 so that the business may expand. The firm name will be changed to the Barnes Ice Cream Co., which new company has purchased the Caruthersville ice cream factory. Modern machinery will be added by Mr. Barnes to meet present demand for the company's product.

Fayetteville, Ark.—Joe Wood of Fort Smith has secured a permit for the erection of an ice cream plant at Spring and Block Sts.

Searcy, Ark.—The Grisham Ice Cream Co. has installed two coil pasteurizers with a capacity of 400 gallons each. A hardening room has been added with a capacity of 1,000 gallons.

Ontario, Calif.—The Ontario Upland Dairy Co. plans to establish a creamery and ice cream factory in the building at 110 North Euclid Ave., according to Ira B. Benson, head of the firm. A re-enforced concrete and brick addition will be built at the rear of the present building at a cost of $4,000, which will double the capacity of the ice cream factory.

Petaluma, Cal.—W. A. Helton is now sole owner of the ice cream factory at 8th and F. Sts., having purchased the interest of his partner, Seth Jones. Mr. Helton announced that improvements will be made to the plant.

Jacksonville, Fla.—Phillips Ice Cream Co. has been incorporated with Phillip B. Vaisilion and George H. Caramoment. The firm is capitalized at $75,000.

Chicago, Ill.—The National Dairy Products Corp. has acquired the business of the Chapelle-Thompson Ice Cream Co,. which company operates four plants and did a business of approximately 1,500,000 gallons of ice cream in 1924. The National Dairy Products Corp. recently absorbed the Hydrox Corp. of Chicago.

Cedar Falls, Ia.—The J. & H. Dairy Co. will begin operations soon, specializing in the manufacture of ice cream. The company was organized by George Jensen and W. A. Harvey.

Clay Center, Kans.—The Concordia Creamery and Ice Cream Co. of Concordia, Kans., will establish an ice cream factory at Clay Center. Paul Edquist is an officer of the company.

Portland, Me.—The Coon Ice Cream Co., Inc., operating plants in New England and northern New York points, is completing an ice cream manufacturing plant at Portland. Ward White, formerly manager at Biddeford, will be in charge of the Portland plant.

Faribault, Minn.—H. E. Voegel, Voegel Creamery, estmates that 600 gallons of Voegel's ice cream is eaten each day by the people in the Faribault territory. This represents the amount of ice cream turned out daily during the summer months.

Shakopee, Minn.—Articles of incorporation were filed by W. E. Redman, F. L. Koelzer, and K. Koelzer, for the organization of the Redman Ice Cream Co. The company is capitalized at $50,000 and will manufacture ice cream and butter and will pasteurize milk.

Kennett, Mo.—Operations were recently begun by the Kennett Ice Cream Co. In addition to manufacturing ice cream, the company handles all kinds of milk products.

St. Louis, Mo.—The Standard Ice Cream Co., 1301 Ohio St., was incorporated with a capital of $30,000. Incorporators are Peter Marchiony, John Marchiony and Edward Bueche.

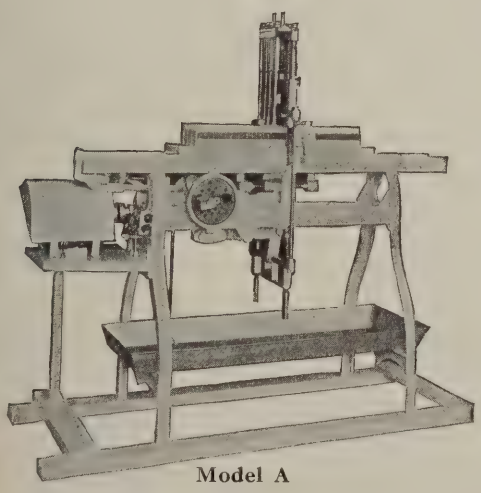
OUR EXPERIENCE IN GELATINE HAS
BEEN ACCUMULATIVE
SINCE 1868

WHY NOT SEND FOR SAMPLES

MILLIGAN & HIGGINS GELATINE CO.
222-224 FRONT ST. NEW YORK, N. Y.

QUALITY SERVICE ECONOMY

The Universal Ice Cream Cutting Machines



Model A

No one can cut
accurately by hand.

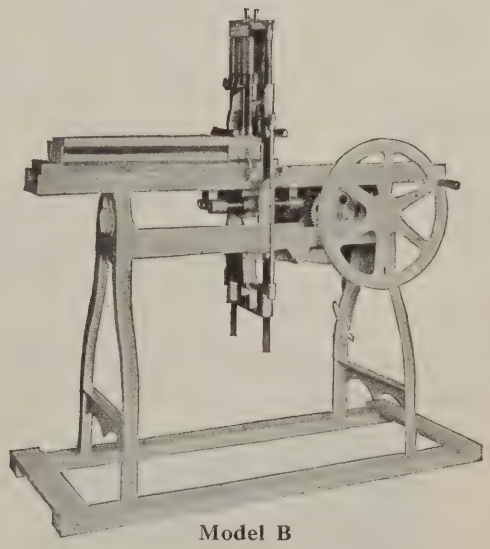
You can save the
price of the

Universal

in cutting time
alone.

NO WASTE
NO LOSS

Speed,
Accuracy,
Variety



Model B

Our terms are a 10-day trial. Write now, don't wait.

THE KAY MACHINERY COMPANY, Elyria, Ohio

Sales Office: 946 Hanna Bldg., Cleveland, Ohio.

Hornell, N. Y.—The newly organized Hornell Ice Cream Co. will take over the business of the bankrupt Purity Ice Cream Co. The men interested are Everett Copeland, Benj. C. DeWitt, James T. Foody, and others.

Palmer, N. Y.—The Bridgeman Co. has been incorporated to deal in ice cream, milk products, etc. The company is capitalized at $100,000.

Fargo, N. D.—Work has been begun on the new Advance Ice Cream Co. plant here. George Christian is president of the organization.

Childress, Okla.—John R. Gates, formerly of Durham, Okla., will establish an ice cream and butter manufacturing plant here. The chamber of commerce is co-operating with Mr. Gates. Mr. Gates reports that the latest and most modern equipment will be purchased.

Dayton, O.—The Gem City Ice Cream Co. will enlarge its plant on West Third St., according to George D. Antrim and Lewis E. Ellis, owners.

Jackson, O.—Abraham Isaac has purchased property on Main and Railroad Sts., and will construct a modern ice cream factory on the site.

Frederick, Okla.—The new Cochran ice cream plant being erected here is nearing completion rapidly.

Everett, Pa.—J. H. Laher has completed an up-to-date ice cream plant here. An ice house, with a capacity of 275 tons, was also erected.

Hanover, Pa.—The Folmer Ice Cream Co. recently made improvements in its plant, which included the installation of a York refrigerating system.

Pittsburgh, Pa.—The officers of the Rieck-McJunkin Dairy Co., one of the East's largest ice cream manufacturing institutions, were elected at the annual stockholders' meeting of the company, and are as follows: E. E. Rieck, president; E. M. Bailey, vice-president; James G. Lewis, secretary and treasurer, and C. S. Nettrour, Q. C. Daniels, W. J. Burnap, C. J. Dauphinot, J. M. Hoyt, T. H. McInerney, L. G. Runk, G. E. Miller, H. R. Burnham and C. E. Rieck, directors.

Punxsutawney, Pa.—The Mahoning Ice Cream Co. conducted a contest to secure a suitable brand name for its product. "Mahoning Maid" was submitted by Catherine O'Connor and was the name adopted.

York, Pa.—Clarence E. Jacobs, who began the manufacture of ice cream in a small way last year, is now erecting a new modern factory building on East High St. New equipment and machinery will be installed.

Huron, S. D.—Additions being made to the Gagnon Ice Cream Co. will greatly increase the plant's capacity, and, according to Mr. Gagnon, considerable new machinery will be installed.



$75 IN CASH PRIZES FOR BEST IDEAS ON MERCHANDISING ICE CREAM.

(Continued from page 8)

writing. Just sit down and dictate your letter just as though you were talking to a group of good friends between convention sessions—which is just what you are doing, as it is six months off before another convention.

Let us hear from you right away. The contest closes June 15, but the earlier we get your contribution, the more time there will be for the judges to give the contribution a careful reading—and their vote for first place.

We shall publish the photo of the winner of the first prize, his article, a personal sketch of his business career, and also announce the other winners, in the August issue of The Ice Cream Review. We also shall publish the photos of the other four prize-winners, their articles and the articles of other contestants in subsequent issues.

Let us hear from you.

BULLETIN OF EVENTS.

National Dairy Exposition—Indiana State Fair Grounds, Indianapolis, Ind., October 12 to 18, 1925. Secretary, W. E. Skinner, 910 South Michigan Ave., Chicago.

National Association of Ice Cream Manufacturers—Twenty-fifth annual convention to be held at Detroit, Mich., the week of October 19, 1925. Convention headquarters, Hotel Statler. Secretary, Fred Rasmussen, Telegraph Bldg., Harrisburg, Pa.

Pacific Slope Dairy Show—Oakland, Calif., November 14-21. Manager, Frank T. Murphy, 216 Pine St., San Francisco.

Texas Ice Cream Manufacturers' Association—Annual convention, Houston, November 18, 19 and 20. Secretary, A. J. White, care Mistletoe Creameries, San Antonio.

Southern Association of Ice Cream Manufacturers—Annual convention at Lexington, Ky., December 1, 2, 3 and 4, 1925. Convention headquarters, Phoenix Hotel. Secretary, J. W. Clopton, Decatur, Ala.

Pacific Ice Cream Manufacturers' Association—Second joint convention with the California and Southwestern States Ice Cream Manufacturers' Association, Portland, Ore., January 12, 13, 14 and 15, 1926. Secretary, Bert H. Walker, Royal Ice Cream Co., Tacoma, Wash.

California and Southwestern States Ice Cream Manufacturers' Association—Annual convention to be held jointly with the Pacific Ice Cream Manufacturers' convention at Portland, Ore., January 12, 13, 14 and 15, 1926. Secretary, Jay H. Kugler, 57 Post St., San Francisco, Cal.

Ohio Association of Ice Cream Manufacturers—Annual convention, during last week in January, 1926, at Columbus. Convention headquarters not yet named. Secretary, W. A. Wentworth, 509 Outlook Bldg., Columbus.

A Big Bargain
In Glass Lined TANKS

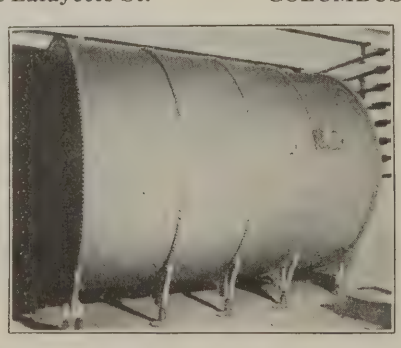
7-tanks
10,000 Gals.
$600.00 each
F. O. B. Columbus

Made of ½" steel, 4 sections. Welded seams. A-1 condition. Glass enamel lining guaranteed not to break in shipping. Will bear inspection as new tanks. Size 12 by 16 ft.

13-tanks.
6,000 Gals.
$250.00 each.
F. O. B. Columbus

Same quality. 3 rings. Adjustable supports. Lining in perfect condition. Outside slightly corroded. Will sell on certified inspection. Suitable for milk, cream, water, gasoline or oil. Size 9x11 ft.

Heider Industrial Chemical Co.
116 East Lafayette St. COLUMBUS, OHIO



HARDWOOD SUCKER STICKS
for
ICE CREAM POPS

WRITE FOR SAMPLES

Manufactured by
New England Wood Products Company
c/o ICE CREAM REVIEW
R-298

FOR SALE!

5 Used Cherry 80 qt. Freezers

MOTOR DRIVE

THESE machines have been used less than one year. Will be equipped with any phase motor. Thomas Batch measures or regular batch cans will be furnished at the option of the purchaser.

We also have several forty-quart machines of different makes which have been completely rebuilt. Prices very reasonable for quick sale.

UNIVERSAL SHOPS

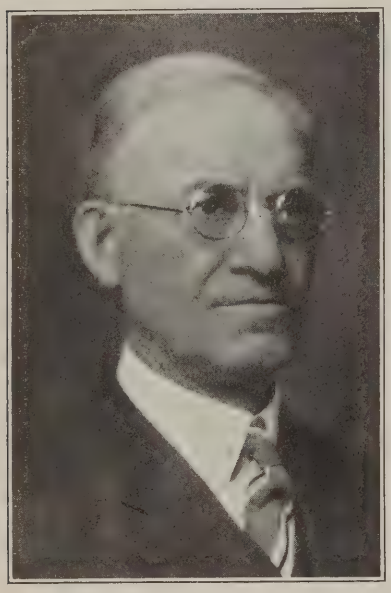
BINGHAMTON, N. Y.

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

EVOLUTION OF THE CABINET INDUSTRY.

The "Tray-Pack" ice cream cabinet has been introduced to give the industry "a cabinet that would be sanitary and would be iced in the street at the truck instead of in the store," it is explained by Philip Fritz, president of the Grand Rapids Cabinet Co., Grand Rapids, Mich. The company also is manufacturing a cabinet called "Dry Tank," which is proving to be "very efficient," Mr. Fritz says. He adds that these cabinets are being built so "they will not deteriorate in efficiency from age and use."



PHILIP FRITZ.

Mr. Fritz, who began in the cabinet manufacturing business 27 years ago, says he has procured figures from concerns who have more than 100 mechanically refrigerated cabinets in use, and does not see "how the majority of ice cream manufacturers have been "forced or scared" into buying refrigerated cabinets, declaring that his firm was "forced" to build mechanical cabinets.

Regarding the evolution of the cabinet business Mr. Fritz, in a statement to The Ice Cream Review, said:

"The first ten years in the ice cream cabinet business I built nearly everything under the sun in the shape of an ice cream cabinet, as at that time, like now, the ice cream manufacturers hardly knew what they wanted and everybody had an idea of their own. We made cabinets to order, according to specifications, some of them being good and some bad. Some of the types of cabinets on the market today I built some 20 years ago, but in those days they cost too much money and the manufacturer did not want to pay the price. Furthermore, the majority did not believe in the dry pack system. They even complained of having cylinders around the tank, stating the brine should come up to the ice cream can to keep the cream in proper condition. This question had finally leveled itself out and everything was running smoothly when the iceless cabinet made its appearance and upset the whole country, and it is still far from being ironed out."

FOR THE BENEFIT OF THE INDUSTRY.

This department is for the benefit of our readers. Its purpose is to furnish news and helpful information about products used in the manufacture and distribution of ice cream.

We are pleased to receive news concerning activities among firms manufacturing and distributing ice cream supplies, machinery and equipment, so long as the matter is news and not "puffs." We like to keep up with the issuing of new catalogs, bulletins, pamphlets, etc., and are glad to make note of them. We like to receive information about changes in organizations, appointments of new salesmen, changes in territory of salesmen, promotion of salesmen and officials, removal of offices, erection of new plants, introduction of new lines of supplies, new types of machinery, etc.

We must decline to take part in controversies.

We must decline to express any opinion on the merits or functions of any product described in this department, as our position permits us to state only what the manufacturers or distributors of the product claim.

NATIONAL ICE CREAM CONE WEEK WINDOW-STRIPS FURNISHED FREE BY HAVACONE.

The Cone Company of America, Long Island City, N. Y., and Chicago, Ill., manufacturers of the Havacone, advise that it will supply the ice cream trade free of charge with National Cone Week window strips. A supply of these may be had by writing the Cone Company of America, 6001 S. Western Avenue, Chicago, or the Long Island City office.

* * *

GALLAGHER AGAIN HEADS CHOCOLATE MANUFACTURERS.

The annual meeting of the Association of Cocoa and Chocolate Manufacturers of the United States was held on Wednesday, March 25, at the Hotel Pennsylvania, New York City. In the absence of the president, Mr. Gallagher, the vice-president, Mr. Murrie, presided.

Aside from the usual routine report of officers, there was a lengthy discussion regarding the efforts of the traffic committee during the past year to secure lower rating on cocoa beans and chocolate products. It was pointed out that the existing freight ratings were established many years ago when the value was higher and the volume vastly smaller, and that today cocoa beans and cocoa and chocolate products are paying much higher rates than justified by the present value and volume, especially in comparison with other commodities of like nature for classification purposes. The efforts to secure just rates from the railroads will be continued. Following is a list of officers:

President, H. C. Gallagher, Walter Baker & Co., Ltd., Dorchester, Mass.; vice-president, Wm. F. R. Murrie, Hershey Chocolate Co., Hershey, Pa.; treasurer, Wm. H. Watt, Hooton Cocoa Co., Newark, N. J.; secretary, Wm. K. Wallbridge, Peter Cailler Kohler Swiss Chocolates Co., Inc., New York.

The following were named members of the executive committee:

H. C. Gallagher, Walter Baker & Co., Ltd., Dorchester, Mass.; Wm. F. R. Murrie, Hershey Chocolate Co., Hershey, Pa.; B. K. Wilbur, H. O. Wilbur & Sons, Philadelphia, Pa.; S P. Goble, Rockwood & Co., Brooklyn, N. Y.; Louis Runkel, Runkel Bros., Inc., New York, N. Y.; Wm. K. Wallbridge, Peter Cailler Kohler Swiss Chocolates Co., New York, N. Y., and J. A. Boyle, Stollwerck Chocolate Co., Stamford, Conn.

* * *

ICE CREAM FOR THE GERMANS.

The ice cream industry seems to be becoming established in Germany. The firm of W. Zinnert A. G. Holzmarkstr 2, Potsdam, Germany, has ordered flavoring extracts from a well known American ice cream supply house. This order was placed by Wilhelm F. Petrelli, buyer for the German ice cream factory, and was handled through Miss Sally H. Mahoney, Hudson Mfg. Co., Chicago.

The Hudson Mfg. Co. has handled considerable export business within the last few weeks, it is reported by members of the organization. This company reports having shipped vanilla to Sydney, Australia; Hongkong, China, and Havana, Cuba.

* * *

PURITY PAPER VESSELS CO. ACQUIRES NEW HOME.

A group of two and three-story manufacturing buildings has been acquired by the Purity Paper Vessels Company of Baltimore, Md., for its new factory, according to announcement. The plant spreads out for nine hundred feet along the banks of Jones' Falls at the base of the sloping hills of Druid Hill Park. It is situated along the northern central division of the Pennsylvania Railroad in what is known as the Woodberry section of Baltimore. Entrance to the plant is obtained over a private road connecting Falls Road with Union Avenue. Approximately five acres of ground surround the plant.

Minor alterations in the plant are already taking place

and by the first of May, officials announced in April, installation of the machines for making Purity paper cans and Pavesco paper bottles will begin.

Increasing demand for these its products compelled the company to seek new and larger quarters, officials explain, as the old plant acquired in 1917 was no longer large enough to house the company's machinery. By the installation of additional equipment, the Purity Paper Vessels Company will be operating without any cessation of production and in its new plant will be in a position better to supply the demand for its products, the company's announcement says.

* * *

FROZEN SUCKERS INTRODUCED IN THE NORTH.

Frozen suckers, which are said to have won widespread popularity in the South, are being introduced in the North by Fred K. Higbie, head of the Fred H. Higbie Supply Co., and the Higbie Salt Co., 360 N. Michigan St., Chicago. Mr. Higbie is taking care of the trade in frozen suckers at all points north of St. Louis, and reports that this product promises to be at least as popular in the North as in the South, particularly since per capita consumption is so much higher in Northern states.

H. A. Benners, head of Southern Selling Service, 702 United Fruit Building, New Orleans, is national agent for Radford's frozen sucker units, made by E. H. Radford Sheet Metal Works, Los Angeles.

The frozen sucker is made at a cost of 8 cents to 10 cents a dozen, retailing for a nickel, and it is further claimed that in the South this product has proved to have been valuable in combating competition from soft drinks.

* * *

New Corporate Name Announced.

It has been announced that the G. R. Ryan Mfg. Co., Inc., has changed its name to Vanilla Laboratories, Inc. Officials of the company advise there will be no change in the personnel and policy of the company.

The officials are Charles R. Phillips, president; F. J. Minges, first vice-president; J. G. Brown, second vice-president, and L. W. Chapin, secretary and treasurer. The business is established at Rochester, N. Y.

* * *

Increased Capitalization.

Anheuser-Busch, Inc., formed 50 years ago by two St. Louis families, with a capitalization of $240,000, will be re-incorporated for $18,000,000 June 9 when the original Missouri charter expires. Augustus Busch, president, states the increase would bring the capitalization to a parity with the actual worth of the properties.

Trade Literature

CREASEY CATALOG.

In the new 1925 catalog of the Creasey ice breaker line, which has just come in, a complete series of motor-driven ice breakers for capacities ranging from one ton an hour up to 50 tons an hour are shown. The motor is mounted directly on the ice-breaker frame, resulting in a neat, compact unit, which can be located wherever most convenient for handling ice cakes, broken ice and without regard to the location of shafting or belting. Low speed motors are used and power is transmitted by means of a roller chain and sprocket in the smallest machines; belt and idler in the intermediate sizes; and silent chain belt in the largest sizes. In all cases the belt, according to the catalog, chain and pulleys or sprockets are completely enclosed, so that they are protected from contact with the moving parts. The driving motor, although mounted out in the open so that it will not run hot, is adequately guarded against water or flying pieces of ice by a heavy baffle plate. Various other improvements, such as socket-held steel picks, split babbitted bearings, heavily ribbed, movable front plates, interchangeable combs for regulating the size of the broken ice, etc., are retained. Everyone having anything to do with the freezing, packing and shipping of ice cream, fish, game and other perishable food products will find this publication of interest, officials of the Cochrane Corp. believe. A number of drawings have been introduced, showing convenient portable rigs and layouts of elevators and other means of handling ice.

* * *

CORK BOOKLET.

The Armstrong Cork & Insulation Co., Pittsburgh, Pa., has issued a new publication entitled, "Nonpareil Cork Covering," copy of which has been received in the editorial offices of The Ice Cream Review. The booklet deals with cork covering for brine, ammonia, carbon dioxide, ice water and other cold lines, tanks, coolers, etc. There are 48 pages, and the publication is interestingly illustrated. Among the subjects discussed are: "Why Cold Lines Need Insulation," "Hot and Cold Line Insulation Compared," "Essential Qualities," "Insulation of Fittings," "Sundries Used in Applying," "Coolers, Tanks, etc.," and other subjects.

In the appendix are given "Heat Loss Tables," and an explanation of how to use the tables, "Tests of Nonpareil Cork Covering," "Calculation of Test Results," and miscellaneous tables.

* * *

SIDEWALK ADVERTISING.

The efficiency of sidewalk signs is emphasized in a booklet issued by the Standard Pressed Steel Co., Jenkintown, Penn., who manufacture "Hallowell Steel Signs." According to claims put forward for their product "Sidewalk advertising is the most powerful of dealer helps. The sign sits out in front of the store where it is visible for some distance to people approaching from both ways. Passersby can't help but see it, for their eyes are watching the sidewalk for obstructions. Your dealers and distributors naturally appreciate your co-operation when it takes the form of sidewalk signs. They realize the power of sidewalk advertising more than any one else."

* * *

ANOTHER "KIST" BULLETIN.

Volume 2, No. 5, of the Business Builder, published by the Citrus Products Company, Chicago, has reached our desk. This issue is largely devoted to emphasizing the "frozen sucker" and ice cream manufacturers are advised that now is the time to push this profit making delicacy. At an average cost of 7 cents a dozen for which the dealer pays 40 cents and gets 60 cents there is a nice profit for both manufacturer and dealer. It is a product which can be put out without disturbing the regular run of business inasmuch as ice cream freezers are not necessary. The company also emphasizes the advertising service with which they back up the efforts of their customers to promote sales, not only of this delicacy but all other products in which "Kist" items enter. Eric Scudder, president, is an enthusiastic exponent of intensive advertising in developing sales in the ice cream business.

* * *

SECRETARY MAUGHAN UNDERGOES OPERATION.

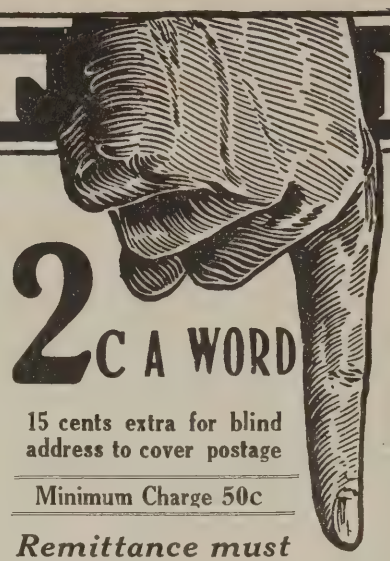
M. O. Maughan, secretary of the National Dairy Council, underwent a serious operation in a Chicago hospital on April 15. Pneumonia set in following the operation and for several days his recovery was in doubt. However, latest reports are to the effect that he is recovering nicely, and this will be pleasing news to his many friends in the industry.

OHIO EATS 15 PER CENT MORE ICE CREAM.

Ohioans ate 15 per cent more ice cream during January and February, 1925, than they did during the corresponding period last year, it was recently announced by the Ohio Association of Ice Cream Manufacturers. The increase is attributed to the warm weather and to generally better business conditions. Consumption of ice cream in Ohio during the year 1923 totalled 11,900,000 gallons, it was announced.

Send your personals and news items to "The Review" and see how well they look in print.

WANT DEPARTMENT



15 cents extra for blind address to cover postage

Minimum Charge 50c

Remittance must accompany order

IT PAYS TO ADVERTISE

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

We reserve the right to refuse to accept advertisements which we believe are detrimental to the ice cream industry.

HELP WANTED

AGENTS WANTED—One for each state in the Union to sell greatest 5c ice cream confection ever produced. Only responsible men interested in making big money and willing to work for it need apply. For further particulars write Sandy Ann Company, 559 Westport Ave., Kansas City, Mo. 5-25

SALESMEN—Big demand for our small soda fountain. Very profitable side line. Lowest price, finest complete fountain made. Good commission. Address Mr. B. Charles, 637 No. Michigan, Chicago. 5-25

WANTED—An ice cream maker, and man to work in dairy. Address Forburger Dairy, Niles, Mich. 5-25

WANTED — Manager for branch ice cream factory. Must understand mixing and freezing, together with management of help. State experience and salary expected in first letter. Reference required. Address The Hutchinson Co., Cedar Rapids, Ia. 5-25

HELP WANTED!

We have been requested by Fred Rasmussen, secretary of the National Association of Ice Cream Manufacturers, to furnish his office with back numbers of The Ice Cream Review for the past four or five years. We are unable to comply with the secretary's request but we thought perhaps some of the readers of The Ice Cream Review would be willing to part with their old copies. Following is a list of the copies needed:

1920—January, February, March, April, June August.
1921—January, February, October.
1922—January, April, May.
1923—February, July, August, October, December.
1924—January, February, March, October.

If you should have any of these copies to spare, kindly forward them to The Olsen Publishing Company, 501 Cherry St., Milwaukee, Wis. 6-25

POSITION WANTED

POSITION WANTED — As production manager. Capable of handling any size plant. Formerly with one of the largest in Philadelphia. Address: R-256, The Ice Cream Review. 5-25

NOTICE — Young buttermaker desires position in ice cream plant to learn ice cream manufacture. Wages according to ability. State particulars and length of time of employment. Address Carl E. Johnson, Frost, Minn., care F. B. Satre. 5-25

POSITION WANTED — Young man, 23, wants permanent position in ice cream plant. Can operate freezers, standardize mix, operate Mojonnier tester. Cornell dairy course. Experienced, steady and reliable. References. Address: R-294, The Ice Cream Review. 5-25

POSITION WANTED—As manager or superintendent of ice cream plant. Understand all up-to-date methods of manufacturing and also the field end of the business. Have a dairy school diploma, 16 years experience and have had wonderful success in handling men. Am married, sober and reliable. Prefer the West. Can furnish references. At present am employed, but can move on 30 days' notice. Address: R-82, The Ice Cream Review. 5-25

POSITION WANTED — As salesman. Thoroughly familiar with the ice cream industry, having represented one of the leading concerns selling to the ice cream trade for a half dozen years. Would prefer Middle Western and Southwestern territory. If you can use a real honest, hard worker in your business let us get together. Address: R-277, The Ice Cream Review. 5-25

POSITION WANTED—As plant manager or superintendent in ice cream factory by man who is familiar with the ice cream game from A to Z and who can take care of management of help. Have operated several ice cream plants successfully. My position as salesman has brought me in touch with thousands of ice cream factories. If you wish to cash in on my experience and can use my services, address me. Address R-276, The Ice Cream Review. 5-25

FOR SALE BARGAINS

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 5-25tf

FOR SALE — Refrigeration Machine — Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 5-25tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago. 5-25tf

FOR SALE — One Type "B" Sealright packaging machine. Price is right. Address J. G. Trumbull Co., Orleans, Vermont. 5-25tf

The Sale and Advertising of Dairy Products

The only book of its kind for dairy products manufacturers. Order a copy today and learn of a hundred ways to increase the sale of your products and make more money out of your business.

Sent postpaid anywhere on receipt of $2.00

The Olsen Publishing Company,
5th & Cherry Sts., Milwaukee, Wis.

FOR SALE—Five used Cherry 80-qt. freezers. Motor drive. These machines have been used less than one year. Will be equipped with any phase motor. Thomas batch measures or regular batch cans will be furnished at the option of the purchaser. We also have several 40-qt. machines of different makes which have been completely rebuilt. Prices very reasonable for quick sale. Address Universal Shops, Binghampton, N. Y.

FOR SALE—5,000 pounds 100 per cent pure milk or butter fat equal to finest creamery butter for use in ice cream manufacture, packed in 50 pound tins. Apply R-64, The Ice Cream Review. 5-25tf

FOR SALE—600 packing cans from 1 to 5-gal. size; 250 packing tubs 3, 5 and 10-gal. size; 2 vertical Progress ice cream freezers. These are all in good condition, ready to be used, price reasonable. Whiting Milk Companies, 9 Howard St., Worcester, Mass. 5-25tf

FOR SALE—One 6-ton vertical enclosed double cylinder Baker compressor, direct connected to a vertical steam engine on the same base with high sides and brine tank, brine cooler, ice cream making equipment, in first-class condition. Will sell this plant to responsible party under lease with monthly payments. W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 5-25

FOR SALE—Several hundred 20-quart Eastern style packing tubs. Also, one New Era brick cutting machine. Address Sharpless-Hendler Ice Cream Company, Wilmington, Del. 5-25

FOR SALE—A No. 1 De Laval emulsor and No. 8 Chilly King cooler. Cheap for cash. Columbus Ice Cream Co., Columbus, Nebr. 6-25

FOR SALE — Owing to installation of iceless cabinets we have 300 Nelson cabinets in fairly good condition to dispose of. Singles, doubles, triples, single brick, triple combination (brick center). All 20 quart size. Will sell at a bargain. Write us for prices. Address Arctic Dairy Products Co., 415 West 16th St., Kansas City, Mo. 6-25

FOR SALE—One De Laval centrifugal emulsor No. 2, capacity 25 gal. per hour, for $50.00. One steam jacket kettle $40.00. One Rogers Junior ice cream brick maker $200.00. All good as new, and shipped on approval to anyone furnishing good references. Address Brown County Creamery, Hiawatha, Kan. 5-25

FOR SALE—New and second hand ice cream freezers, homogenizers, glass lined tanks, coil vats, etc., at low prices. Address H. G. Davis, Lakeside and Stanley Sts., North Chicago, Ill., Telephone Waukegan 3151. 6-25

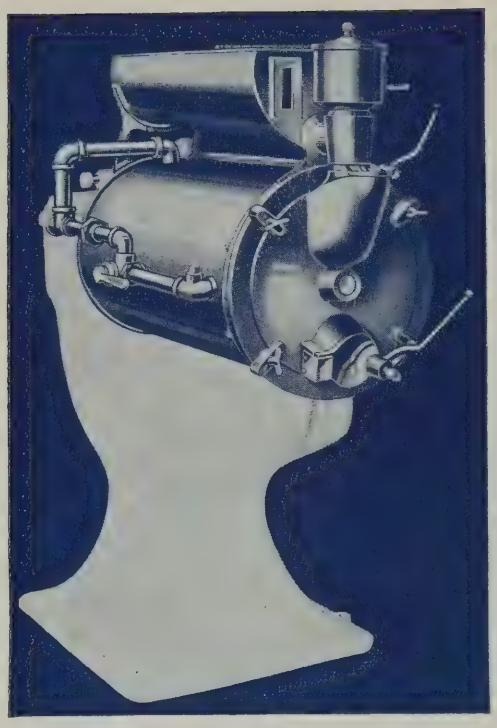
FOR SALE—A 900-lb. Simplex cooler, slightly used, two sections, 24 1-in. tubes, 3 ft. wide, $60.00, guaranteed. Address Asselin Creamery Co., Norway, Mich. 5-25

The ICE CREAM REVIEW



June 1925

THE CHERRY 40 QT. FREEZER



The World's Finest Low Priced Freezer

Here at last is a Cherry Brine Freezer for any size plant at a popular price. It is patterned exactly after the larger Cherry units and has practically all of those many exclusive features which always make Cherry Freezers so desirable.

This new model makes it possible to now freeze ice cream without investing too much money.

Experienced ice cream manufacturers and mechanical engineers who have viewed this unit call it "The World's Finest Low Priced Freezer". You, too, will be astounded at the great value incorporated in this freezer.

Ask for Bulletin No. 2060—it tells the story of the "World's Finest Low Priced Freezer".

J. G. CHERRY COMPANY

[illegible] Iowa. Peoria Ill.

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"Twenty-five years ago there was no ice cream *industry*. There was no *ice cream* supply industry. A single quarter of a century, a mere twenty-five years, sees both established, both among the major, if not the very largest, industrial units in the country. Each created the combined industry—that of manufacture and supply—the Quarter Centennial Celebration of which marks 1925. . . . In Convention, in Exposition, they celebrate it in Detroit in October."

Twenty-fifth Annual Convention

NATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS

Third National Exposition

THE ASSOCIATION OF ICE CREAM SUPPLY MEN

DETROIT

Week of OCTOBER 19th, 1925

The Seal



THE ASSOCIATION OF ICE CREAM SUPPLY MEN

1328 Broadway New York City



of Safety

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS — READ THEM.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

H. P. OLSEN, President and Manager E. K. SLATER, Secretary and Editor

Also Publishers of

"THE MILK DEALER" and "BUTTER, CHEESE & EGG JOURNAL"

CRADDOCK GOINS, Associate Editor

FIFTH AND CHERRY STS. MILWAUKEE, WISCONSIN

We will not accept responsibility for the views or opinions expressed by contributors nor for news sent us for publication, nor for statements made by advertisers in their advertisements.

Entered as second-class matter September 25th, 1917, at the Post Office at Milwaukee, Wis., under the act of March 3rd, 1879

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Canadian and Foreign Subscriptions . . . . $3.50 per annum in advance

OFFICIAL ORGAN
Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Illinois Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Mississippi Magnolias
Minnesota Gophers
Arkansas Travelers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

JUNE 1925

CHANGING conditions give rise to new words, and the term "red" as a political designation is well known to all. The man who sees "red" in contemplating the functions of government may be sincere, but often he is playing to the galleries. He hopes to profit by appealing to the discontented.

Business circles are not free of "reds." There are always those who strive to upset the existing order of things. Some of them think they are progressive. They forget that true progress is usually accomplished by evolution, not revolution.

The ice cream industry is not free of "red" influence, but it is very much submerged. Appeals for support of destructive propaganda do not attract much attention. Condemning everybody else in the same line of effort, and assuming a "holier than thou" attitude doesn't appeal to hard headed business men.

WHEN a newspaper editor starts out to fill up space by writing on some subject with which he is unfamiliar he usually makes a sorry mess of it. Here is a clipping from the Brodhead (Wis.) Independent:

Certainly in Need of Improvement.

There is something the matter with much of the commercial ice cream. The manufacturers of most ice cream are not anxious that knowledge of the content of ice cream be made public. It is known however that very little fresh milk or cream enters into the product, but that evaporated milk forms the bulk of the milk content. It is charged that gelatine is also used, and a move is being made to pass a law in this state limiting the amount of such product in the manufacture of ice cream. The bill limits to one-half of one per cent as the legal amount of gelatine that can be used. Brick ice cream, many assert, contains a much larger amount of gelatine. Why not give the people of the state the same protection in ice cream that is demanded of foods and drugs? Every container of ice cream should bear a label or printed formula stating just what is used in its manufacture.

While this display of ignorance is amusing to men who know trade practices in the ice cream industry, it has a serious side as well. Most of the readers of that careless editor's paper don't know that he doesn't know what he is writing about. They assume that he does know.

"It is charged that gelatine is also used." How scandalous!

"A move is being made to pass a law in this state limiting the amount of such product in the manufacture of ice cream." Someone should tell him that the law he craves has been on the statute books in Wisconsin for several years and has been strictly enforced.

"Why not give the people of the state the same protection, etc." Yea, why not? No state in the Union has more stringent food laws, and in no state in the Union are they more rigidly enforced. Yet this self-appointed guardian of the health of the people of the leading dairy state in the Union raises his voice in protest against one of the state's dairy products. Yes, why not? Why not declare an open season on country editors who don't take the trouble to look up a little information before tackling such a subject as the manufacture of commercial ice cream?

Instead of shooting such specimens, however, it will probably be more constructive to remove the cause. In his ignorance of the manufacture of commercial ice cream that country editor unwittingly points out the need for an educational campaign that shall tell the people about the pure food qualities of ice cream. He seems to think that manufacturers should be compelled to label each package of ice cream so that the consumer might know exactly what ingredients enter into its manufacture. He would compel manufacturers to advertise the goodness of ice cream. If that were practical no ice cream manufacturer would object to such a law. On the other hand he could well afford to help pay for the enforcement of such a law.

There are many consumers of ice cream who are just as uninformed regarding ice cream as this country editor. They think that ice cream manufacturers are holding back something because they don't tell how they make ice cream. They don't realize that a manufacturer may dislike to tell the world—including his competitors—

exactly how he makes his product and still be honest. They conclude that his silence is a confession of guilt.

We believe that the right sort of an advertising campaign, put on and supported by ice cream manufacturers the country over, can do much to eliminate the prejudice that many people hold against commercial ice cream. Instead of eating ice cream under protest, or with a feeling of distrust, these people should be educated to the fact that good commercial ice cream is a pure food product and that absolutely nothing of a questionable nature enters into its manufacture.

This country editor above quoted is a product of a policy which has too long guided the men in this industry. Our people have been too busy building fine plants and improving their product. Their advertising campaigns have had for their purpose the exploitation of a particular brand of ice cream, often at the expense of some other brand.

We have taken too much for granted. We have assumed that the consumer knows how pure and how good "commercial ice cream" really is. We have assumed that as he registered his approval of it by buying it in large quantities he was convinced of its purity and wholesomeness.

We believe it is one of the reasons why the manufacture and sale of ice cream is such a "seasonable" business. Too many consumers eat it during hot weather for the same reason that they drink a bottle of pop. They want to cool off and are willing to "take a chance" in order to do it.

Consumers must be "sold" on ice cream for different reasons than these before we will get the per capita consumption of ice cream in this country that is possible. In order to "sell" them on ice cream as they might be sold it will be necessary to forget brands and talk about ice cream. That is what can be done under a national advertising plan such as has been proposed.



SECRETARY RASMUSSEN has asked his members for certain information relative to canvas bags and the shipping of ice cream mix. A brief questionnaire has gone out to all members. The results of this questionnaire should be valuable and the more replies received the more valuable it will be. It should bring a 100 per cent response. If you are invited to discuss these important questions be sure your factory is represented in the final compilation.



PLANS are shaping up for the Detroit exposition. The demand for space exceeds that of any previous year, and, of course, that makes the "men behind" very happy. It means just this: Detroit will play host to the greatest gathering of ice cream manufacturers and their friends ever held in the world. Don't say "I hope to be there," just say, "I will be there," and then plan accordingly. All right, that's better; we will meet you there.

IN SPITE of the good work being done by our various associations of ice cream manufacturers, there is a great deal of constructive work that might be done that gets little or no attention. We are not blaming anybody, either. Our industry will have to grow more and get older before the men in it will adequately support the sort of program that the industry should adopt.

The National Association of Ice Cream Manufacturers, for instance, should have thousands of dollars to spend where hundreds are now available. Instead of depending on big hearted men to give of their time and ability in order to do the things that are being accomplished, the association should have a staff of trained, salaried men who would devote their entire efforts to trade association work. Then the program could be enlarged and some of these things that are left undone might be taken up.

Some people make the mistake of thinking that the chief purpose of a trade association is to hold conventions. We believe in the trade convention, but it should be used as a means of obtaining an object, not the object itself. It should be used as a sort of annual stockholders' meeting at which time full and complete reports of the year's activities should be made. It should be the time for men who have been given certain jobs to do to give an account of their stewardships. It should be used as a source of inspiration and good fellowship. That is plenty to expect of the annual convention.

Then in between conventions the heavy work should be done. Some of it is being done, more in fact than might reasonably be expected with the money available, but there is a lot remaining undone.

With the right sort of a program, and sufficient funds, the ice cream industry could be organized as successful individual business enterprises are organized. It would then be in shape to sell its goods.



STATISTICS compiled by the Pennsylvania Department of Internal Affairs indicate that in 1920 there were 223 ice cream factories in the state, employing 4,393 people. Four years later, in 1924, there were 255 factories, employing 6,887 people. Capital invested increased from $20,273,700 in 1920 to $33,661,038 in 1924; 26,338,100 gallons of ice cream were produced in 1920 and 32,378,002 gallons in 1924.

According to these figures the ice cream manufacturers of Pennsylvania produced 1.3 gallons of ice cream in 1920 for every dollar invested. In 1924 they produced .96 of a gallon for every dollar invested. That perhaps is a natural trend, but if it is not checked it will explain to the ice cream manufacturer of the not distant future why he can't do business on the same margin as the manufacturer who operated in 1920.

Fine, modern plants, expensively equipped, are a good investment for the men who own them, and for the industry, but the man who tries to do business in one

of them without considering the added investment is storing up trouble for himself.

The way to "offset" the added expense of doing business in these more expensive institutions is to do more business. According to the statistics above quoted the ice cream manufacturers of Pennsylvania have not increased the volume of business done in the same proportion that they have increased their investment. What is true in Pennsylvania is undoubtedly true in other states.

We see no element of danger in this general trend in the industry. This increased investment, tremendous though it may be, is good for the industry. What we need to do is, not to halt increased investment, but keep it up and then go out and sell more ice cream—not Jones' ice cream or Smith's ice cream, but just plain ice cream. That is exactly what the industry can do when properly organized and energized.

⚜

ONE of the most fertile fields for the propagation of knowledge concerning ice cream is the hotel field. There are too many inn keepers in this country who are foisting poor ice cream on the public. Ask these men why they make their own ice cream, instead of buying it, and they will tell you that they can make it better.

Some of them honestly think so. The great majority, if they were to frankly state their reasons, would confess that they do it to save money. They think they can make ice cream cheaper than they can buy it.

Some of them do. We know one who does. We tasted some of his ice cream the other day. He surely saves money by making his ice cream, but the next time we visit his city someone else will get our room rent and ice cream money.

Oh, ice cream, what crimes are committeed in thy name! What an awful concoction that was. It was not only low in fat content, but it was low in everything that goes to make good ice cream. It was coarse and sandy, and to make the disguise complete, it was made from sour milk. After that we hunted up a drug store and revelled in a dish of good ice cream made by a local ice cream manufacturer.

The proprietor of that hotel owns the leading hotel in a city of about 25,000 inhabitants. The food served his guests is good, all except his ice cream—and butter.

There should be some way of reaching this hotel man and the many others like him. The salesmanship of the local ice cream manufacturers has failed. They must have outside help. They are entitled to his business, and surely his guests are entitled to good ice cream.

Probably the way to reach such hotel men is through their trade associations. We understand that the hotel keepers of the country are well organized. Why can't our trade associations work with their associations and build up more business for everybody? Poor ice cream sold in hotels hurts the hotel business and the ice cream business. It's all due to ignorance, that's all, and the right sort of a campaign of education would go a long way toward setting matters right.

⚜

SELLING milk and selling ice cream are two entirely different propositions. The milk man gets repeat orders day after day and week after week without asking for them. The most of his orders are standing orders, while the only repeat orders that the ice cream manufacturer gets are the ones he goes out after. True, he has his regular "stops," but the amount of ice cream he leaves at a stop depends on repeat orders from a third party—the consumer. Selling that third party is the real sales problem for the ice cream manufacturer. It can never be solved by spending money and energy taking "stops" away from competitors.

Some of these days the men in this industry are going to take hold of this problem of selling ice cream and solve it. They are going to solve it by teaching the consumers of this country to eat more ice cream. They are going to quit spending so much money and effort in taking business away from each other. They are going to work together in a big effort to make more business for everybody.

⚜

THE "sucker" season is on in full blast in many communities. Not the kind that buys fake oil stocks and gold bricks, but the kind made up of flavorings, water and profits. Many ice cream manufacturers are finding this frozen dainty a welcome addition to their sales and the margin of profit helps them to forget last year with its cold weather and losses.

BULLETIN OF EVENTS.

National Dairy Exposition—Indiana State Fair Grounds, Indianapolis, Ind., October 12 to 18, 1925. Secretary, W. E. Skinner, 910 South Michigan Ave., Chicago.

National Association of Ice Cream Manufacturers—Twenty-fifth annual convention to be held at Detroit, Mich., the week of October 19, 1925. Convention headquarters, Hotel Statler. Secretary, Fred Rasmussen, Telegraph Bldg., Harrisburg, Pa.

Pacific Slope Dairy Show—Oakland, Calif., November 14-21. Manager, Frank T. Murphy, 216 Pine St., San Francisco.

Texas Ice Cream Manufacturers' Association—Annual convention, Houston, November 18, 19 and 20. Secretary, A. J. White, care Mistletoe Creameries, San Antonio.

Oklahoma Association of Ice Cream Manufacturers—Annual convention, November 23 and 24, 1925. Hotel headquarters will be announced later. Secretary, W. M. Hawk, Tulsa.

Southern Association of Ice Cream Manufacturers—Annual convention at Lexington, Ky., December 1, 2, 3 and 4, 1925. Convention headquarters, Phoenix Hotel. Secretary, J. W. Clopton, Decatur, Ala.

Kansas Association of Ice Cream Manufacturers—Annual convention, Kansas City, December 8, 9 and 10. Convention headquarters to be announced later. Secretary, B. T. Perkins, Pittsburg.

Pacific Ice Cream Manufacturers' Association—Second joint convention with the California and Southwestern States Ice Cream Manufacturers' Association, Portland, Ore., January 12, 13, 14 and 15, 1926. Secretary, Bert H. Walker, Royal Ice Cream Co., Tacoma, Wash.

California and Southwestern States Ice Cream Manufacturers' Association—Annual convention to be held jointly with the Pacific Ice Cream Manufacturers' convention at Portland, Ore., January 12, 13, 14 and 15, 1926. Secretary, Jay H. Kugler, 57 Post St., San Francisco, Cal.

Ohio Association of Ice Cream Manufacturers—Annual convention, during last week in January, 1926, at Columbus. Convention headquarters not yet named. Secretary, W. A. Wentworth, 509 Outlook Bldg., Columbus.

Need More Cans ?

Write or Wire Us

There is a stock of Electric Weld cans near you

Electric Weld

John Wood Mfg. Company

Conshohocken, Pa.

How to Train Salesmen to Prepare Ice Cream Window Displays

Some Important Hints From a Man Who is Doing Noteworthy Ice Cream Merchandising Work in the East

By KARL B. MORY*

IT HAS only been recently that ice cream manufacturers have realized the tremendous value of window displays to assist in merchandising their product. If this medium of advertising has been successful in increasing sales of other lines of merchandise, which can also be prominently displayed on dealers' shelves and counters, surely it must be of great importance in increasing the consumption of so intangible a product as ice cream.

Our industry must realize that it is manufacturing an intangible commodity insofar as the possibilities of actually displaying it are concerned. Candy, and virtually all other commodities competing for the nickels and dimes of the public, may be prominently and attractively displayed within easy reach of the customers' hands. But not so with ice cream. You and I have time and again watched the youngster gazing longingly into the candy case, trying to decide which of the brightly colored candies would get the nickel so tightly clutched in his little fist.



KARL. B. MORY.

And where was ice cream all this time? Buried—completely out of sight and, furthermore, out of mind of the young purchaser.

So the inevitable answer is, that due to the nature of the product, the only bid it may make for public favor is by means of very attractive reproductions or cut-outs as they are called.

These cut-outs arranged in attractive displays should act as the connecting link between all the other advertising and the actual point of sale. Or, in other words, should be the actual tie-up between your different mediums of advertising and the dealer's store.

Therefore, the utmost care must be exacted in the selection of this material, with the thought in mind that it must be so attractive that it will appeal to the eye, excite the appetite, which in turn should create the desire to buy.

Too often this department of the advertising budget receives little or no attention, resulting in slipshod, ineffective methods, and a tremendous loss of money to ice cream manufacturers every year. If there is any doubt as to the truth of this assertion, a trip to the stock room might prove a startling revelation. With the value of window displays recognized, and a careful selection made, the next step is to see that they are properly installed in the windows of the dealers. And herein lies the greatest difficulty with ice cream displays.



THE average salesman knows little or nothing about properly decorating windows, and though his material may be of the best, the results will be disappointing. Two avenues are open to the manufacturer to remedy this trouble. First, he may do the same as the large mercantile concerns—keep an expert window decorator and his corps of assistants on the pay roll at all times, which is very expensive and out of reach of the average manufacturer. Or, second, pay experts to come and instruct the salesmen in the proper method of installing attractive window trims.

The latter has been the policy adopted by this concern. At intervals we have these men come to our factory, talk to the salesmen, use our material to make up "dummy" windows, and give them general ideas on color schemes, arrangement and so forth. The salesmen then copy these windows and go out and install them very well, indeed.

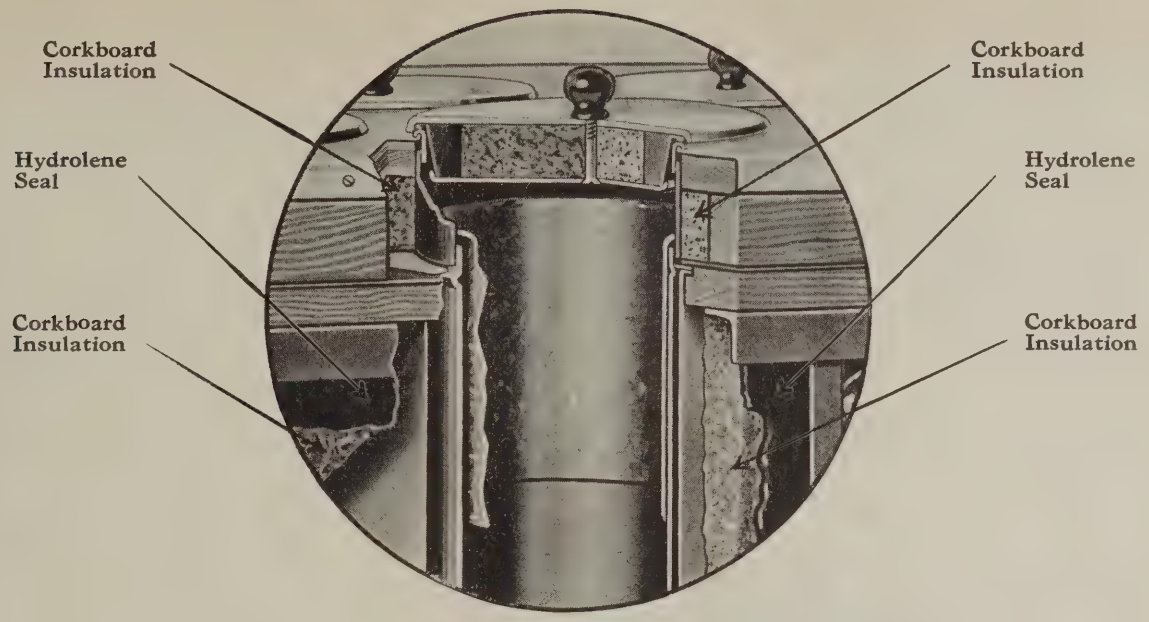
We are particularly indebted to the Dennison Manufacturing Co., who very kindly sent us a representative who explained the many attractive ways in which its crepe paper might be introduced into window displays. This company also maintains a studio at its factory in Framingham, Mass., to which any manufacturer may send samples of his advertising material, and which they in turn will make up into attractive window displays, photograph them and return the pictures.

PROCEEDING on a sound basis such as this, has done much to eliminate the reluctance of the large dealer in offering his windows for ice cream displays, and the dealer is not to be entirely blamed for his hesitancy in this matter. Because, with the ice cream industry spending in the neighborhood of twelve million dollars for advertising every year, some of the window displays which we see around the country are not anything of which one may be proud.

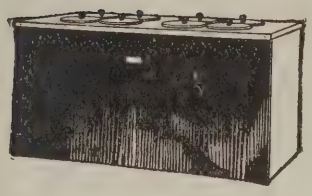
But under this new system the salesman approaches the dealer, shows him photographs of what

(Continued on page 16)

*Director of sales and advertising, Rochester Ice Cream Co., Rochester, N. Y. Submitted for The Ice Cream Review's exclusive use.



No Other Electric Cabinet Is Insulated Like Frigidaire



Frigidaire Cabinets are made in four and six-hole single row models, and in four, six and eight hole double row models. All double row models are 30 inches wide and 30 inches high to conform with standard fountain interiors.

NO OTHER cabinet incorporates *all* the good insulating features of the Frigidaire Electric Ice Cream Cabinet. In the making of Frigidaire Cabinets thick slabs of corkboard are placed in the steel framework and *permanently sealed* with hydrolene, an asphalt preparation. The corkboard varies from two to four inches in thickness, depending upon its location and the size of the cabinet.

Framework, tank and insulation become *one piece*. There are no air spaces to permit the formation of moisture and the consequent breaking down of the insulation.

This "corkboard and hydrolene" construction is the same as that used in the best hardening rooms. It assures *permanent* heat insulation, longer life for the whole cabinet, lower cost in the long run.

Better construction is just one reason why manufacturers and retailers everywhere are turning to the Frigidaire Cabinet. But there are other reasons, too. Frigidaire cabinets are quiet, efficient and dependable in operation—they are approved by the Underwriter Laboratories—they are equipped with either air-cooled or water-cooled compressors which make them adaptable to all service conditions—and they are backed by a nation-wide organization of over 3,500 trained sales and service representatives.

Write today for complete information about the Frigidaire Ice Cream Cabinet. Use the coupon below.

DELCO-LIGHT COMPANY
Subsidiary of General Motors Corporation
Dept. J-14 DAYTON, OHIO
Makers of Delco-Light Farm Electric Plants, Electric Pumps, Electric Washing Machines, and the World's Largest Manufacturers of Domestic Electric Refrigeration

Frigidaire
ELECTRIC ICE CREAM CABINETS

DELCO-LIGHT CO., Dept. J-14
Dayton, Ohio.

Please send complete information about Frigidaire Electric Ice Cream Cabinets.

*Name*_____

*Address*_____

*Town*_____ *State*_____

*(Mfg. or Dealer)*_____

Ice Cream Campaigns Link Up Dairy Cow

"Mookow" Sales Plan, Now Being Conducted by Manufacturers in Leading Cities, Establishes the Identity of The Dairy Cow with Ice Cream

THE dairy cow is coming into its own in the ice cream industry. Manufacturers in many parts of the country are showing unmistakable evidence of greater appreciation of dairy health as a foundation upon which ice cream, the rose of the dairy industry, should make out its case as a wholesome, nutritious, palatable food product.

The Ice Cream Review at different times has called attention to the importance of keeping this industry linked up with the dairy cow. An article pointing out how the ice cream industry can cash in on the popularity



Distribution of "Mookow" booklets at Scruggs Public School, St. Louis.

that has been won by the dairy cow appeared in the March issue of The Ice Cream Review.

Since that time a number of ice cream manufacturers have expressed great interest in campaigns to keep their product associated with the dairy cow. At this writing such campaigns either are under way, have just been carried out, or are being planned in a number of the largest cities in the country, including Chicago, Pittsburgh, St. Louis, New Orleans, and some of the smaller towns, such as Centralia, Ill.; Cairo, Ill.; Johnston City, Ill., and Flora, Ill.

Most of these manufacturers, with the exception of those in Chicago, are promoting a syndicate campaign, known as the "Mookow" sales plan, which seems to be winning much popularity.

The "Mookow" campaign concerns the distributing of syndicated literature in which "Mookow" prizes are offered to boys and girls who eat ice cream. The front cover of the booklet, which is printed on a wholesale basis by a large concern in St. Louis, shows the picture of a good-natured cow, and throughout the book are interesting and humorous illustrations connecting the cow with ice cream.

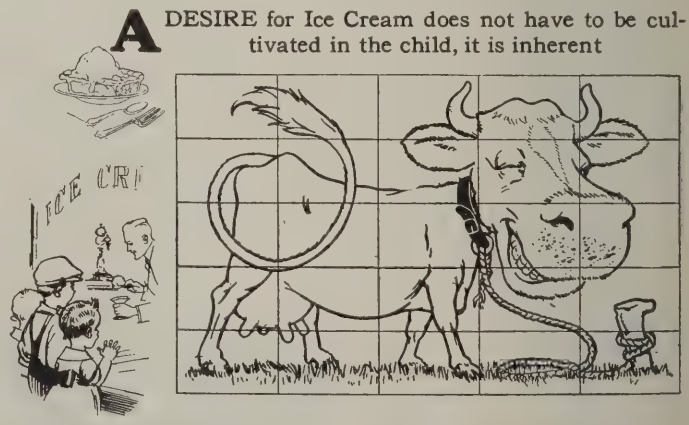
The Chicago manufacturers have linked up a campaign with the National Dairy Council, about which more will be related in a subsequent issue.

The purpose of the "Mookow" sales campaign is best explained by quoting from page ten of the syndicate booklet describing this movement:

"Somewhere in your neighborhood you will find a drug store, confectionery or soft drink parlor where the 'Mookow' sign is displayed in the window (a small picture of this sign is shown on opposite page). Wherever you see the 'Mookow' sign you can get the 'Mookow' sections with each five-cent purchase of ice cream. When you receive your first section, paste it in its proper place on the outline picture opposite the colored 'Mookow.' Continue to paste in all sections received until the picture is complete and is identical with the colored picture facing it. When the four cows are completed you may fill out the blank in the back of the book and send it in for a prize, or you may keep it until more books are completed and secure a much nicer prize. As there are four identical 'Mookows,' you will be able to use four duplicate sections in each book. If more duplicates are received, you may either start new books with them or trade with other boys and girls for the sections needed.

A REPORT from St. Louis stated that one week after the campaign had been opened by the Carpenter Ice Cream Co., children had so flocked around the retail ice cream parlor that consumption was doubled. The Anheuser-Busch Ice Cream & Beverage Co., directed by E. B. Geisel, inaugurated a campaign about the same time, and, after the first twenty-five thousand booklets had been distributed among school children and mothers, a second lot of 20,000 copies was prepared.

What is the purpose of the campaign? Ice cream manufacturers who have gone into it say the purpose is to reach a child with a language that will appeal to the child, and at the same time in a language that will convince the mother. The booklets are distributed in the homes, as well as to children on street corners, most of them ultimately reaching the homes anyhow.



Nature has endowed children with a taste for the only food containing every property essential to health and growth.

(A page from a "Mookow" booklet.)

The usual plan is to have distributors stand on the outside of school buildings and circulate the books among school children when they come out.

Through "Mookow" sales plan booklets, the manufacturers are enabled, we are told, to impress the fact that ice cream is a wholesome, nutritious, palatable product, because its principal ingredient is milk, because it is produced in sanitary manner. In other words, ice cream is good, to quote from the booklet of the "Mookow" sales plan, because —

(Continued on page 56)

PROOF!

ORGANIZED 1866 INCORPORATED 1869

YOUNG MEN'S CHRISTIAN ASSOCIATION
OF PITTSBURGH

Downtown Branch
Wood Street and Third Avenue
Court 5200

Business Department
Edward S. Jackson, Secretary
Branch Officers

February 23, 1925.

The Russ Manufacturing Co.,
Cleveland, Ohio

Dear Sirs:

We have been operating since September 15, 1924, one of your Walker-Nizer type soda fountains. The results obtained are satisfactory in every way.

I do not hesitate to recommend similar equipment at any time.

Sincerely yours,
Building Superintendent

RHS:DL

INDIANAPOLIS STORES

HOOK DRUG COMPANY
GENERAL OFFICES AND WHOLESALE DEPARTMENT
MARKET AND NOBLE STREETS
INDIANAPOLIS

BRANCHES

April 8, 1925

The Russ Manufacturing Co.
W. 58th & Walworth Ave.
Cleveland, Ohio

Gentlemen:

We wish to express our appreciation of the prompt and careful installation of the thirty-five-foot Russ "Bilt-Rite" fountain just made at our Meridian & Washington Store. Not only was the work well done but the installation is one of the most beautiful we have ever seen.

The first installation, the 20-foot job, was made the early part of March, 1924, and except for a few minor adjustments to regulate the temperature has given us no trouble whatever. We have been able to maintain a temperature that would keep soda and drinking water as cold as we desired and a zero temperature on ice cream, if we wish it.

There is a great economy in the dipping of the ice cream due to the fact that it is always hard - besides the many other advantages that the fountain offers.

Sincerely yours,
President

JAH/ts

WHATEVER a manufacturer may say for his product, or his competitors may say against it, counts for little in the final analysis. The important thing is what the buyer or user has to say, based on actual experience.

The Russ WALKER-NIZER PATENTS **Bilt-Rite** *Fountain*
3 temperatures without icing

has proved its true worth to many users throughout the country. It is saving them money, labor, time, bother, mess. It is increasing their business and profits by enabling them to serve perfectly conditioned ice cream, refreshingly cold fountain drinks and bottled goods, and stopping all shrinkage losses.

BILT-RITE Fountains MORE than earn their way. Catalog on request

THE RUSS MANUFACTURING CO.
5700 Walworth Ave., CLEVELAND, O.

PHONE LINCOLN 9147

BERT A. SMYSER
PHARMACIST
14TH STREET AND PENNSYLVANIA AVENUE, N. W.

WASHINGTON, D. C., Feb. 14th, 1925

The Russ Manufacturing Company,
5700 Walworth Avenue,
Cleveland, Ohio.

Gentlemen:

I am glad to answer your inquiry as to the service rendered by the new Walker Type mechanically refrigerated fountain which you installed for me.

At the outset let me say that the appearance of my store alone would justify the expenditure. The muss of ice and salt packing is gone and my store is always clean. The ice cream is in perfect condition day and night. The bottle goods are very cold and the labels are always on the bottles, as the bottle compartment is perfectly dry.

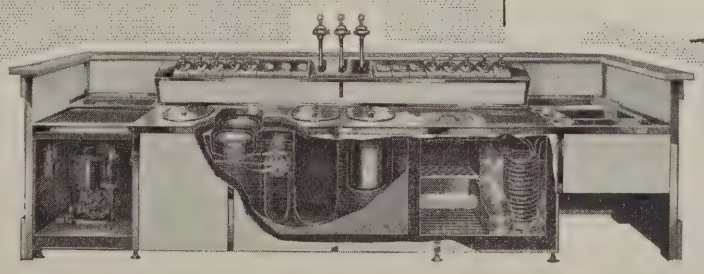
Now comes the important part; the soda and drinking water is colder than I have ever been able to draw from any other type of fountain and I have eliminated entirely the use of chipped ice in drinks. My customers comment daily of the coldness of the drinks and tell me that my sodas have improved greatly.

The ice cream manufacturer has made me a better price by ten cents per gallon on the ice cream and this, together with the saving in shrinkage and ice purchases will soon pay for the fountain.

It will be a pleasure to answer any inquiries from prospective purchasers and I will recommend that they purchase the Walker Type fountain which does the work one hundred percent.

With best wishes for your success, I am,

Respectfully yours,
Bert A Smyser



IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

State Secretaries May Be Organized at Detroit

Steps Expected to be Taken by National Officials at 1925 Convention, When Program May Be Shaped to Allow Secretaries to Talk Over Their Problems

AN IMPORTANT matter that is expected to develop at the 1925 convention of the National Association of Ice Cream Manufacturers at Detroit in October is the organizing of the state and regional secretaries of the ice cream industry. It is understood that consideration of this proposition has been taken up by officials of the National Association of Ice Cream Manufacturers, though an official announcement in this connection has not been made yet.

For some time there has been an obvious need for an association of this kind. It is not likely that this will be a strictly formal, ironclad organization, but rather a secretarial body that will function, say, once a year, at the national conventions, when the different secretaries can get together and talk over common problems. In this way the National Association of Ice Cream Manufacturers could be made the clearing house for all problems in connection with the industry, and in carrying out this plan, the association would make much closer relation between the national, state and regional associations.



BERT H. WALKER,
Secretary,
Pacific Association of Ice Cream Manufacturers.



JAMES W. NEUMAN,
Secretary,
Association of Ice Cream Manufacturers of Pennsylvania and New Jersey.



W. P. B. LOCKWOOD,
Secretary,
New England Association of Ice Cream Manufacturers.

It would be possible for the national convention to take some forenoon or afternoon for a meeting of all state secretaries and there would be a regular program of interest to the secretaries, this program based principally upon the idea of exchanging of information in regard to work done in different localities with a view of closer co-operation and mutual benefit.

IN THIS way different secretaries would be enabled to pass along to each other problems that they encountered and overcome, ideas that they had worked out for building up interest in their association, increasing membership, correcting trade abuses, etc., and—most important of all—ideas on how the state and regional associations can best work for the upbuilding of the national association.

Some of the leading secretaries of the industry would be quick to give their co-operation to this proposition, it seems assured.

Among the leading state secretaries are W. P. B. Lockwood, secretary of the New England Association of Ice Cream Manufacturers; J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers; Bert Walker, secretary of the Pacific Ice Cream Manufacturers' Association; Jay Kugler, secretary of the California and Southwestern States Ice Cream Manufacturers' Association; J. W. Neuman, secretary of the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey; W. A. Wentworth, secretary of the Ohio Association of Ice Cream Manufacturers; N. Loewenstein, secretary of the Illinois Association of Ice Cream Manufacturers; A. M. LeMessurier, secretary of the Association of Ice Cream Manufacturers of New York State; R. L. Hammond, general secretary of the Indiana Dairy Products Association; Carlton Ball, general secretary of the Dairy Products Association of Kentucky; A. J. White, secretary of the Texas Ice Cream Manufacturers' Association.

ALL of these gentlemen, no doubt, would be quick to give their assistance to this plan, and it is very likely that many other state and regional secretaries of the industry would quickly rally to the support of the idea. They have made no announcement in this connection, however.

Secretary Fred Rasmussen had no official announcement to make in this connection in May, but it is understood that the matter has been taken up by a number of

(Continued on page 133)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Get it now for 1926!

MOOKOW

SALES PLAN

The new sensational Selling Plan that Pays it's Own Way and Furnishes it's Own Advertising

EXCLUSIVE RIGHTS GIVEN TO ONE COMPANY IN EACH CITY



Here's what it does~

1st It appeals directly to those who are the largest consumers of ice cream—the children.

2nd It furnishes them a strong incentive to eat more ice cream. It appeals to the child whether he is rich or poor for in primary instincts all children are much alike.

3rd It insures the interest and co-operation of the parents. It insures the help of the mother in completing the series of pictures, and through the message conveyed to her, she is sold on ice cream as a necessary part of the child's diet.

4th It eliminates all waste of printed matter as it is a selling campaign going directly and exclusively to interested prospects.

5th It limits the benefits derived exclusively to the manufacturer who issues the books, his dealers, and their customers, and no part of the cost goes to help build up some other manufacturer's business.

6th It gives the manufacturer, practically without cost, the active help and co-operation of an army of children and their mothers—the greatest buying power in the world.

7th It affords a complete and perfect tie-up between manufacturer, dealer, and consumer, which is not possible with any form of *general* publicity known at this time.

FOR FURTHER PARTICULARS AND PRICES WRITE

CON. P. CURRAN PRINTING COMPANY - ST. LOUIS, MO.

"Largest Advertising Printers West of the Mississippi"

Educational Publicity and the Ice Cream Industry

How Long Will it Take to Double the Consumption of Ice Cream?

By FRED RASMUSSEN*

A PROMINENT ice cream manufacturer, G. W. Kenison of the Jersey Ice Cream Company, Lawrence, Mass., sometime ago was approached by a leading business man in his home city about as follows:

"As you know, we have a small boy. He is continually asking for money to buy ice cream and his mother is worried each time she gives him a nickel for fear that commercial ice cream is not a wholesome food for children, and I have promised her to find out just what ice cream is made of.



FRED RASMUSSEN

The writer, shortly after beginning work for the national association, accidentally met three newspaper men, one a representative of the Associated Press, the other two representatives of two of the largest newspapers in the state of Pennsylvania. In conversation two of the newspaper representatives expressed a dislike for commercial ice cream. When asked what was particularly wrong with it, the reply was "It has too much cornstarch and gelatine in it." They were very much surprised to learn that gelatine generally represented less than one-half of one per cent of the constituents of ice cream, that recent investigational work conducted at the Mellon Institute, Pittsburgh, had proven that a small quantity of gelatine in ice cream and milk increased its digestibility and that gelatine, upon advice of physicians, was added to the milk of infants when unable to digest the milk in original form; in fact, they were surprised to know that gelatine was a wholesome food product given freely to patients, especially in case of fevers. These newspaper men were quite surprised to know that corn starch, although sometimes used in home-made ice cream, was not a constituent of commercial ice cream and that practically every state in the Union had laws governing the ingredients of ice cream which, in nearly all cases, are limited to dairy products, fruits and flavoring substances and a maximum of one-half per cent of gelatine.

The above illustrations shows that a representative business man and his wife had no knowledge of ice cream as a food and that two of the newspaper men (the third did not express an opinion), considerably above the average, not only were ignorant of what ice cream contained but had a hostile attitude towards the product based upon conception. The ignorance and misconception, in both cases, resulted in a lack of confidence in ice cream. There are probably few ice cream manufacturers who have not been asked questions by their personal friends, indicating a lack of confidence in ice cream as a food.

BECAUSE ice cream is cool, refreshing and tastes good, we have been able to sell 270,000,000 gallons annually. Is it not a fair question then to ask: if we can sell 270 millions of gallons annually because of the physical qualities of ice cream, how much can we sell if we can establish in the minds of all the people universal confidence in commercial ice cream as a safe, healthful, hygienic food, essential to life and growth—the very best food that money can buy? The answer is: Public confidence in ice cream as a food, and a knowledge of its dietetic and health giving qualities, will double the consumption. To some, this may be nothing but a statement, yet we challenge anyone to produce any sound argument why it cannot be done.

The above statement is based upon the following facts:

1. Ice cream is milk in concentrated form, and the time is ripe for the ice cream industry to cash in on ten years of educational publicity and advertising of milk as the nation's health food.
2. There never was a time in the history of the country when people were as willing to listen to the story of food product in relation to public health, or when they were as interested in knowing about the constituents and the method of manufacture of foods as they are today.
3. There is no other product which, like ice cream, contains every desirable and essential quality as a food. It contains all elements of nutrition and can be eaten by itself by old and young, the convalescent and the sick. It has desirable physical characteristics, and it contains the necessary constituents for sustaining life and growth, including vitamins. In this connection, let us not forget that because ice cream is palatable and delicious, it is a great deal easier to convince the public that it is a health food and increase its consumption. In other words, "It is not hard to take."
4. Because of the many physical, hygienic and health-giving qualities of ice cream, there is probably no other products which offer so many avenues for advertising and publicity as ice cream does, and in which so many agencies can be enlisted to promote its consumption.

If you will agree that the four statements given above contain all necessary potential factors for doubling the consumption of ice cream, the question is—How can it be done and how long will it take?

THE writer, at different times, has asked ice cream manufacturers about the amount of money spent in local advertising. The amount varied from 3 to 7 cents per gallon, but let us be conservative and allow 2 cents per gallon of ice cream for local advertising. Based upon an advertising expenditure of two cents per gallon, this industry during the last six years has spent approximately 30 millions of dollars or over five millions of dollars annually, in fact, probably a great deal more. Yet, during this period according to government statistics, there has been no perceptible increase in consumption

(Continued on page 62)

* Executive secretary of the National Association of Ice Cream Manufacturers.



No Ice
No Salt
No Packing

The CAN-PRO-CO Shipping Bag when packed with cream, weighs approximately 45 pounds

Saving in express and handling charges is over 50%.

Cleaner — Quicker and Better Service can be made with these bags.

Only tested proven materials are used in the make up of Can-Pro-Co shippers.

FEATURES

Double Waterproof Canvas and Rope Bottom.

Waterproof Inner Lining. Can be washed out with hose and brush.

The webs in between the flaps strengthen the corners and completely close the bag when it is buckled.

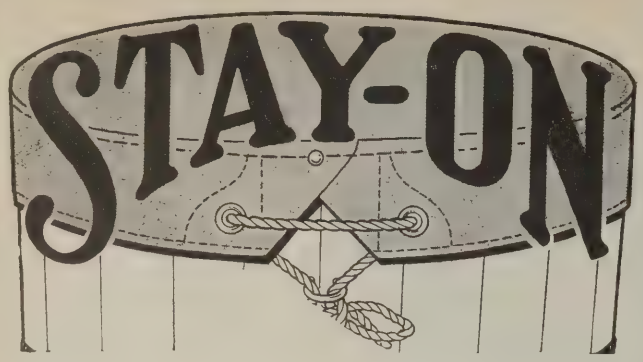
20 Qt. size, ea. $6.50
100 lots, $5.85

12 Qt. size, ea. $6.00
100 lots, $5.40

ORDER NOW!
before the big final rush.

CANVAS PRODUCTS CORPORATION
CAN-PRO-CO

19-21-23 E. McWILLIAM ST. FOND DU LAC, WIS.



TUB COVERS

STAY-ONS
Never Shrink

Scientifically treated by our own process, waterproofed and shrunk before they are cut, they have always represented the greatest value in Tub Covers.

CAN-PRO-CO

Large Stock Ready for Prompt Delivery.

CANVAS PRODUCTS CORPORATION
CAN-PRO-CO

19-21-23 E. McWilliam St., Fond du Lac, Wis.

HOW TO TRAIN SALESMEN TO PREPARE ICE CREAM WINDOW DISPLAYS.

(Continued from page 8)

the finished window will look like, tells him that if the dealer will have the window washed and empty that he will call and put in a trim, causing no disturbance or confusion in the store, and not only that, but he will return in a week or ten days, take out the trim and leave everything as he found it. The latter being also a mercenary reason, because it makes possible the use of the same material again and again.



One of the windows prepared by trained ice cream salesmen for the Rochester Ice Cream Co.

We also adopt the policy of getting our first run of displays in the large down-town stores. The other dealers see them and we immediately have offers of windows throughout the city. In fact, many more than we can possibly take care of. So, we pick the better stores first and the others await their turn.

This in a general way covers our operations along this line. Tests have been made in the stores while the displays were in, and without exception the results have been more than gratifying.

One question frequently asked by the manufacturer is, "Where will I get an expert to instruct my men?" And the answer is, "The display man of your leading department sore will more than fill the bill."

⚜

OUTPUT GROWS IN PACIFIC NORTHWEST.

Different sections of the territory show an increased output for the first half of 1925 over the first six months of 1924 in the Pacific Northwest region, according to a bulletin issued in May by E. A. Burt, president of the Pacific Ice Cream Manufacturers' Association, through Bert H. Walker, secretary-treasurer of that association.

"With good weather conditions, the total for the year should be quite satisfactory to the ice cream manfacturers," it is stated in this report.

The Pacific association embraces the upper half of the Pacific Coast, and the Rocky Mountain section.

⚜

WASHINGTON PLANT CHANGES HANDS.

Ernest Okeson and G. E. Hilen, proprietors of the Honeydew Ice Cream Co., South Tacoma, Wash., purchased the Perfection Ice Cream Co., with plant located at 5626-28 South Union Ave., South Tacoma. Mr. Okeson claims "the need for expansion to care for the company's growing business" is responsible for the purchase. Messrs. Okeson and Hilen began operations less than two years ago, and have enjoyed a steady increase in business.

What Ice Cream Men Think of DIXIES

"The Dixies are surely going fast here. We are working day and night on them. Now for heaven's sake do not slip up on any of our orders and please wire acknowledgments for each of our wire orders, stating when shipment will be made."

Velvet Ice Cream Co.,
El Paso, Texas, April 6, 1925.

"It is the most popular ice cream specialty ever created."

H. P. Hood & Sons,
Boston, Mass.

(From their newspaper advertisement April 15, 1925.)

"You may be interested to know of our experience with 5c Dixies--We are pleased to state that results have been most satisfactory. Your unremitting system of co-operation is much appreciated."

Tech Food Products Co.,
Pittsburgh, Pa.

"You will undoubtedly be interested to know that our Dixie sales are holding up quite well."
March 16, 1925.

"We are working day and night trying to keep up with our Dixie orders and brick orders."
April 22, 1925.

Jersey Ice Cream Co.
Lawrence, Mass.

5¢ DIXIES are Primarily Winter Sales Boosters

This fact has been proven beyond reasonable doubt by the many manufacturers who are now completing a profitable winter season.

Most of them let up during the hot busy summer months and start up again September first.

Some of them have considered dixies so successful that they will continue thru the summer months for the purpose of strengthening certain weak spots in their distribution.

If you are interested in this Summer business we believe we can show you how to do it without affecting your delivery problem in handling normal bulk sales.



DIXIE
CONTAINER DEPT.
INDIVIDUAL DRINKING CUP COMPANY, EASTON, PA.
Incorporated
Original Makers of the Paper Cup

WILL YOU
—*make this test?*



A great deal might be said about the value of Junket Ice Cream Rennet. But the most convincing argument is your own experience. *Test it yourself!* Make up a run of ice cream with

Junket
REG U.S. PAT. OFF.
Ice Cream Rennet
TRADE MARK

Note the uniformity of overrun from each freezer. Taste it. Note the richness of flavor. Feel its smoothness on your tongue. Then figure the cost per 100 lbs. of mix!

If you want directions for using Junket Ice Cream Rennet, write us. Or ask for W. W. Fisk's booklet, "Some Ice Cream Problems Solved".

Get a trial gallon from your supply house and make that test.

CHR. HANSEN'S LABORATORY, Inc.
Little Falls, N. Y.

Western Branch:
Milwaukee, Wis.

Canadian Branch:
Toronto, Canada.

The most coloring power per dollar invested—from Hansen's June Cream Color. Strictly vegetable.

Tuning In on a Tub

Why throw your old ice cream tubs on the discard? A tub that is leaking or has missing hoops can be re-conditioned and will give many months more of service.

The Gilmour Hoop Machine is in use by many leading manufacturers and is giving their tubs a new lease on life. It's a simple machine any boy can operate, and will last almost a lifetime. Keep your old tubs in good condition with a Gilmour. Buy fewer new tubs, and save money. The Gilmour will do it. Sent for 30 days free trial, upon request.



Gilmour Hoop Machine Company
Owensboro, Ky.
Third St. Masonic Bldg., Ground Floor

THE SPIRIT OF OUR INDUSTRY.

By W. W. Campbell.*

The foundation of any business is confidence which springs from integrity, fair dealing, efficient service and mutual benefit.

The love for the industry, the close co-operation, the exchange of ideas have formed habits of right thinking and right acting, which in the last analysis are economically sound habits.

The progress our industry has made in the last few years, the high standard on which the business has been conducted is reflected in the growth and development of the enlightened civilization which to a large extent we have contributed toward producing. These standards are not experiments, they are not new, but they will serve a useful purpose to interpret and to reduce to a code or digest the habits and rules and standards which already exist in the minds of those engaged in the ice cream industry and to construct therefrom a business conduct, in a practical, ethical business platform.



W. W. CAMPBELL.

The principles of resolution passed at a recent meeting of the Chamber of Commerce of the United States, I think, is very applicable to our industry:

"The function of business is to provide for the material needs of mankind, and to increase the wealth of the world and the value and happiness of life. In order to perform its function it must offer a sufficient opportunity for gain to compensate individuals who assume its risks, but the motives which lead individuals to engage in business are not to be confused with the function of business itself. When business enterprise is successfully carried on with constant and efficient endeavor to reduce the cost of production, to improve the quality of its products, and to give fair treatment to customers, capital, management and labor, it renders public service of the highest value."

These expressions of principles and fundamental truths will furnish a practical guide for the conduct of our industry, and for each individual.

The constructive work as outlined at the New Orleans convention which is now being worked out by the committees with the co-operation of the manufacturers throughout the United States, such as national advertising, the advent of the refrigerated cabinet, a national standard and a uniform cost accounting system, these things show progress and the great possibilities of our industry.

A good standard product, good salesmanship, good advertising and good merchandising policies which fundamentals are so vividly expressed in the atmosphere of the manufacturers of this state, they reflect the true **Spirit of our Industry!**

*Vice-president National Association of Ice Cream Manufacturers. This is from an address before the 1925 Mississippi Convention.

VANILLAS

PURE BEAN EXTRACTS

COMPOUND VANILLAS

All grades for all purposes

WARNER-JENKINSON CO. RED TRADE MARK SEAL ST. LOUIS

Certified Food Colors

LIQUID, POWDER, PASTE
in all required shades

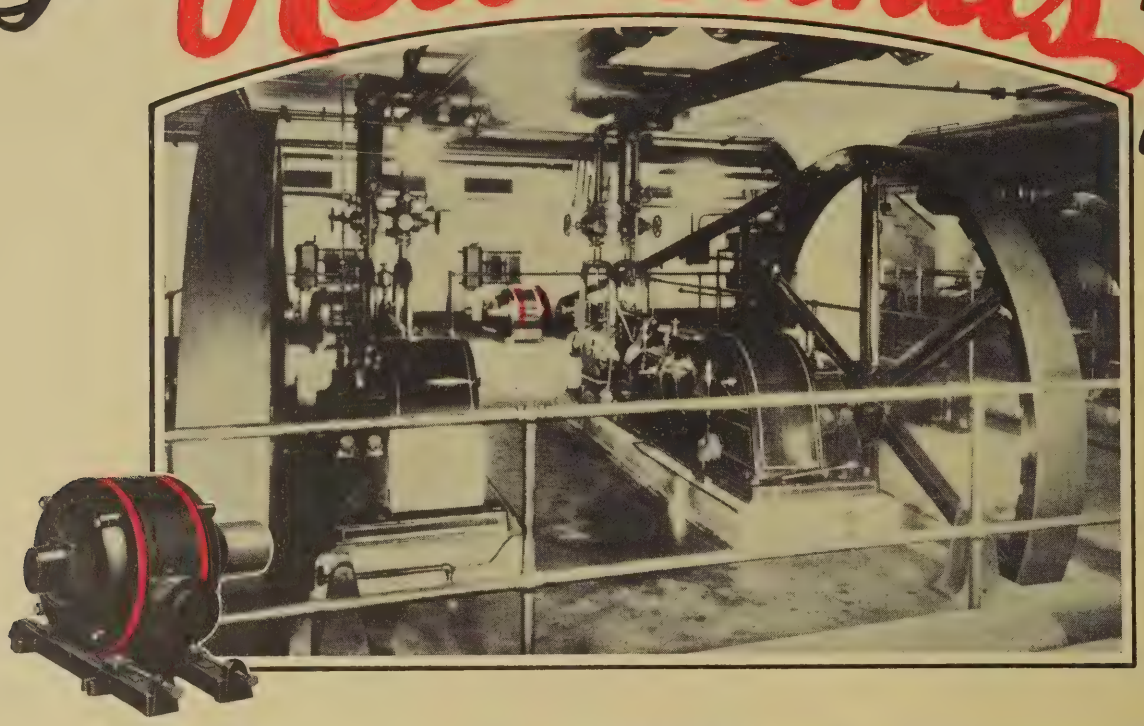
[*Save money on this item*]

MARSHMALLOW TOPPING

WARNER-JENKINSON CO.

SAINT LOUIS

Give Red Bands your hard jobs



Adverse Conditions Caused Other Motors To Fail— But Not Red Bands

"We tried nearly every make of motor on the market, but not until we had tried the Howell Red Band Motors were we satisfied that this particular motor was the one that could stand up under the most adverse conditions encountered in the operation of a milk plant" says Harold I. Nordby, President of the Franklin Co-operative Creamery Association, Minneapolis, Minn.

"We have found that these Red Band Motors would readily carry an overload and have also found them very satisfactory under very moist conditions which is frequently the case in a milk plant.

"When we built our second plant at 2108 Washington Avenue North, we practically standardized on Howell Red Band Motors, having at the present approximately 300 horsepower of this type of motor installed. We have never regretted our decision, and are very glad indeed to highly recommend this type of motors for use under similar conditions to ours."

Howell Red Band Motors are made in all types and sizes from ½ H. P. to 100 H. P. Sales and Service blankets the nation. Catalog on request.

Howell Electric Motors Company
Howell, Michigan (57)

Howell RED BAND ELECTRIC Motors

Make Good On The Hard Jobs

At the

SERVICE

of the

Ice Cream Trade



The New Home of Bowey Brand Products
—*the Sun-lit Factory*

This Modern Factory and the entire Horine & Bowey organization are devoted to the production of quality merchandise and efficiently serving the trade.

This is the season when *Service* is vital. Those whom we now serve know how promptly we fill their orders day in and day out. To others we suggest a test of this service. It will probably lead to a very advantageous business relationship.

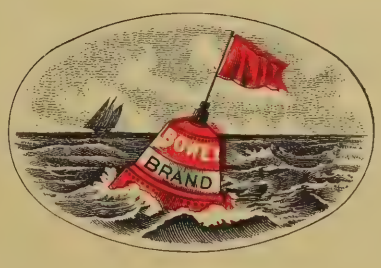
BOWEY BRAND

Fruits, Flavors and Colors

Include a complete line of staple and fancy bulk fruit combinations, Compound Caramel, Special Ice Cream Maple, Orange and Lemon Creme and other trade building special Flavors, Van Cou Concentrate, Sang-a-lee and "401" Vanilla Extract, True Fruit Aromas, Pure Food Colors, Cocoas, Etc.

Ask about Bowey's Ice Cream Chocolate—
IT'S A WINNER!

Write for your 1925 Ice Cream Price List



MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St. CHICAGO, ILL.

Established 1895

Safety—

Atlantic Super-Clarified Gelatine is a safe product for you to buy—safe for you to use. Broad experience in making gelatines—tremendous buying power to produce economies—a modern factory, equipped with the very latest machinery which cut costs materially—and the absolute integrity of the company behind it make Atlantic Super-Clarified Gelatine a product of uniform high quality—of unparalleled clarity and viscosity—a product safe and profitable for you to offer your buying public.

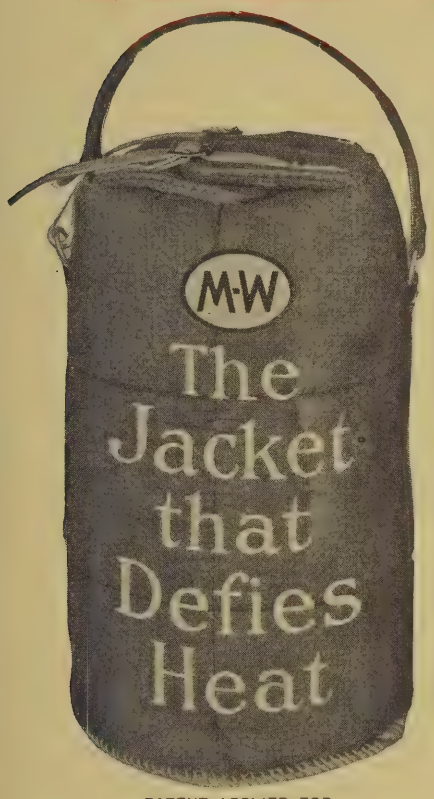
ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 92, No. 1 Hudson Street
Seattle: 710 Arctic Building



ATLANTIC *super-clarified* GELATINE

"Your Icing Troubles Are Over!"



says the "M-W" ICELESS JACKET to the ice cream shipper. "I've come to stay. I am the Foe of Expense --- the Friend of Profit. I bring a Happy Change from old-time messy, costly methods to clean, economical shipping. A miracle you will be thankful for."

PATENT APPLIED FOR

Brown Duck

Two Quart Size	$2.50
Four Quart Size	3.15
Eight Quart Size	4.50
Twelve Quart Size	4.70
Twenty Quart Size	5.75

Cream Color --- Waterproof

Two Quart Size	$2.65
Four Quart Size	3.30
Eight Quart Size	4.70
Twelve Quart Size	4.95
Twenty Quart Size	6.00

When ordering, specify style and capacity of your cans, and give exact dimensions.

"M-W" ICELESS DELIVERY JACKETS

keep your cream firm to destination without ice, salt, packing, excess weight, or over-loaded trucks --- SAVES HALF THE COST OF DELIVERY.

Now's the Time!

AND THE COUPON CONNECTS YOU WITH BIG SAVINGS AND MORE PROFIT --- USE IT NOW!

Just use a Pencil if pen and ink are not handy.

MONTGOMERY - WASHBURN COMPANY
SAUGERTIES, N. Y.

Send me ..... "M-W" ICELESS JACKETS ..... *quart size*

to make a test. Measurements of cans are ..... *high* ..... *diameter.*

If not satisfied, I can return and get credit for them.

NAME .....

STREET ..... CITY .....

We also manufacture Jackets for Square Cans. Prices and Samples submitted upon request.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

Here's Your Solution

to the cabinet question

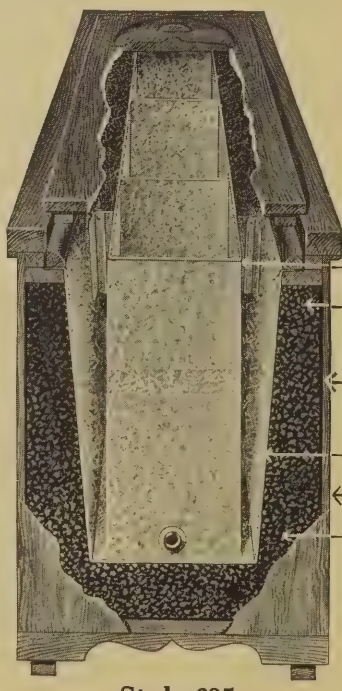
Nelson Duplex Zero

The last word in cabinet construction for Salt and Ice. Insulated with time proven insulator Sheet Cork—will not Settle or Change in texture—everlasting.

A Cabinet that is absolutely sanitary, has a water-tight container.

Will accommodate brick or bulk ice cream.

Compartments absolutely dry.



Style 635

"Confessed the best when put to test"

Write for prices—today!

C. NELSON MFG. CO.

2306 Division Street St. Louis, U. S. A.

WISCONSIN CHILDREN GAIN ON ICE CREAM.

Facts showing how ice cream can build up the weight of youngsters of school age were revealed in an interesting test conducted recently by the Carter Ice Cream Co., Richland Center, Wis., with the aid of the teachers and pupils of one of the public schools of that city.

The tests began with the weighing of all the children of the school, and then again at the end of a period of eight weeks. Then began the serving of ice cream, one-tenth of a quart to each individual. One serving of ice cream was given to about 75 pupils in the forenoon and the fifteen who were under normal weight, an additional serving was given in the afternoon.

Complete records were impossible because of sickness and absencies. Records were obtained from 65 of those who received the one serving and from 14 who received the two servings.

When weighed at the end of eight weeks period, some of the children showed gains in weight. The 14 pupils who received two servings a day—that is, per school day—made an average gain of 1.3 pounds each during the eight weeks.

There was an average gain of 1.0 pound for the 65 pupils receiving one serving a day, and for the balance of the school that received no ice cream, approximately 75 pupils, showed an average gain of .7 pound during the same period.

It was shown in the test that pupils receiving one serving of ice cream a day made an average of .3 pound, or nearly one-half more than the pupils not receiving ice cream. Those receiving two servings a day made an average gain of .6 pound each, or nearly double the gain over those not receiving any ice cream at all.



KANSANS TO MEET IN DECEMBER.

The 1925 convention of the Kansas Association of Ice Cream Manufacturers will be held at Kansas City December 8, 9 and 10, according to announcement by B. T. Perkins, secretary of the association. This was decided upon by the executive committee recently, but the matter of convention headquarters was deferred till a later date. Kansas City was selected for the 1925 convention last year at the convention at Topeka. J. F. Crum, Junction City, is president of the association, C. A. Radley, Windfield, is vice-president and is chairman of the executive committee. The personnel of the executive committee follows:

One year: J. H. Bennett, Ottawa; J. R. Fenner, St. Joseph, Mo.; F. H. Meyer, Kansas City. Two years: L. R. Manley, Topeka; R. E. Ambrose, Norton; W. H. Chappell, Manhattan. Three years: W. H. Hammond, Great Bend; P. F. Edquist, Concordia; P. H. Chism, Wichita.



OKLAHOMA CONVENTION SET FOR NOVEMBER 23 AND 24.

The Oklahoma Association of Ice Cream Manufacturers will hold its 1925 convention on November 23 and 24, it was recently announced by Secretary W. M. Hawk. The convention will come just three days after the close of the Texas convention at Houston.

The Southern convention will open just a week later at Lexington. C. A. Burns of Ponca City is vice-president.



You'll make better ice cream if you subscribe for "The Ice Cream Review." It is a standard authority.

RICUT

The **orange** flavored pulp absolutely uniform—no seeds, etc. Makes the finest Ice Cream, Sherbet and Ices.

Something new and better than ever before—improve your product. Send for sample. Packed 100 lb. kegs and bbls., also in gallon bottles.

ICOLETTE

The ideal flavor and color combined. Made in all flavors including orange, use 5 oz. to 5 gal. mix.

Full information and formula on request.

Packed in gallon bottles.

Manufactured by

The W. K. Jahn Co.

561 E. Illinois Street

CHICAGO

Importers and Manufacturers of

GELATINES—EGG YOLK—EXTRACTS

Ice Cream Week Set for Wisconsin



GEO. D. MANSFIELD,
Chairman, Ice Cream Division,
Wisconsin Dairy Club.

Badger Manufacturers Will Co-operate to Feature Ice Cream During Dairy Week, Which Will be Staged by The Wisconsin Dairy Club During the First Week in August



TOM CAMPION,
Secretary,
Wisconsin Dairy Club.

ICE cream will be staged on a state-wide scale in Wisconsin in August. The movement has been launched by the Wisconsin Dairy Club to feature ice cream among other dairy products in emphasizing the importance of Wisconsin's dairy industry and dairy production. Wisconsin ice cream will be exploited among consumers throughout the state, and there will be many visitors to hear the story of Wisconsin dairying.

The first week of August has been set for dairy week. Every branch of the industry will be represented in the festivities to be held over the state.

week literature will go into the homes of consumers, with the brick featured.

Plans for dairy week have been shaping up for several months. The movement was proposed in the Wisconsin Dairy Club by Mrs. C. E. Hatch, chairman of the consumers' division.

The club was formed a year ago to make ready for the National Dairy Exposition held in Milwaukee last fall. It represents every branch of the industry. Meetings are held on the second Thursday of every month. An intensive membership campaign will be launched as

ICE CREAM WEEK OBSERVED IN INDIANA.

Ice cream manufacturers of Indiana were just putting the finishing touches to a state-wide ice cream week as this issue of The Ice Cream Review was going to press. All leading ice cream manufacturers of the state joined hands to help the Indiana Manufacturers of Dairy Products in an intensive drive to focus the minds of the public on ice cream. The campaign will be held the week of May 23.

Sixty manufacturers used uniform advertising material, including posters, window strips and ice cream booklets, as also news items and mats that were used in newspaper advertising. This material was furnished by the association at cost.

Retailers' stores throughout the state carried appropriate banners, strips and window displays during ice cream week. Ice cream manufacturers exploited the occasion with decorated trucks, streamers proclaiming the fact that it was ice cream week all over the state.

A particular feature of the occasion was an essay contest conducted by the association in which prizes were offered for the best essay on "Why I Should Eat Ice Cream Every Day." In all the association distributed 175,000 pieces of advertising material.

George C. Mansfield, head of the Mansfield Ice Cream Co., Milwaukee, is chairman of the ice cream division of the Wisconsin Dairy Club and is in charge of the ice cream manufacturers' end of the matter. He has called upon manufacturers throughout the state to join hands and help feature ice cream during dairy week. They will have their chance at an important meeeting of the Wisconsin Dairy Club at the Republican House, Milwaukee, at noon on June 11, when officials of different organizations of dairy manufacturers will meet to give their support.

A SPECIAL "dairy week ice cream brick" will be made by Milwaukee manufacturers, and manufacturers out in the state are expected to follow suit. Dairy

one of the initial steps toward dairy week. This campaign will be to strengthen the club so dairy week will be observed in every city and hamlet in the state. A goal of 1,000 members has been set. The membership fee is one dollar a year.

Wisconsin hotels and restaurants will be asked to prepare special dairy week menus for the occasion, featuring milk, cheese, butter, ice cream, etc.

GROCERS will be asked to have special dairy week window displays, and the ice cream manufacturers will co-operate getting dealers to have special ice cream displays during the week, featuring the dairy week brick.

(Continued on page 64)

3 reasons WHY
you should use Skimilflakes for your ice cream—

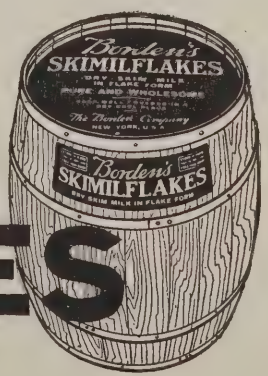
1—It's better
2—It's cheaper
3—It's easier

SKIMILFLAKES, the new dry milk in flake form, makes better ice cream than any other milk—fluid or dry. It is a perfect body-builder—gives you a rich product that stays absolutely smooth and creamy when bricked and frozen hard. Never becomes grainy or sandy when cut. Skimilflakes is always perfectly uniform—very essential in making good ice cream.

SKIMILFLAKES prevents waste and delay. Immediately and entirely soluble in cold water. This means *it does not clog the homogenizer with lumps.* The machine can be operated continuously. Once in solution it will not separate or precipitate. Can be prepared at your convenience and used when you're ready. Always available for extra batches.

SKIMILFLAKES reduces manufacturing costs to the lowest possible figure. It eliminates all waste—cuts freight charges—saves time.

If you're not already using Skimilflakes for your ice cream, send at once for free folder of formulas and information. Samples and prices also free on request. Write us. The Borden Company, 770 Borden Building, 350 Madison Avenue, New York, N. Y.



Borden's
SKIMILFLAKES

Southern Manufacturers Will See Famous Kentucky Horses

By CARLTON BALL, General Secretary, Dairy Products Association of Kentucky

"Where The Ponies Run"



A Lexington Race Track Scene That Will Interest Delegates to The Southern Convention In December

IN REPLY to the many inquiries as to the reasons for the late date approved for the 1925 convention of the Southern Association of Ice Cream Manufacturers at Lexington on December 1-4, we may state that the National Association of Ice Cream Manufacturers and the National Dairy Exposition were among the contributing causes. Of more consequential concern was the fall racing meets of the Kentucky Jockey Club and the Kentucky Trotting Horse Breeders' Association, which had to precede because of their many years seniority and because of their popularity and the inborn, familiar life routine of horse racing in Lexington.

The year 1787 witnessed one of the principal streets of early Lexington being used for a straight away race course. Stimulated indulgence in this street racing necessitated the laying out of the course of the Kentucky Jockey Club, the oldest and most historical racing grounds in America today.

The property of the Kentucky Trotting Horse Breeders' Association is the scene of the trots which have been for many years the outstanding social event of the season. In addition to these commercial tracks, there are many private tracks of considerable significance, well-known as the training places of renowned purse winners.

Analysis of the soil and water now substantiate a fact long established by practical experience, that the Blue Grass region encompassing Lexington is one of the few locations in the United States where horse flesh will not deteriorate in physical qualities under natural feeding and grazing conditions.

These fundamental advantages will enable visitors to the Southern convention to view the superior representatives of thoroughbred runners, standard-bred trotters, as well as champion three and five-gait saddle horses and what is still more rare, prize-winning plantation riding horses.

Mark the date for the Southern convention on your calendar—December 1 to 4.

PECANS

Fresh bright PIECES or HALVES

Packed in barrels weighing about 175 pounds net, also 5 - 10 pound cartons to case.
Immediate or deferred shipment.

WIRE OR WRITE FOR OUR PRICES BEFORE YOU BUY. SAMPLES ON REQUEST.

HOFMANN BROS. COMPANY - - ST. LOUIS, MO.

QUALITY SHELLERS *QUANTITY*

Successors to TOWER NUT PRODUCTS CO.

Ice Cream Cabinet and Shipping Tub





HOUSTON COOPERAGE & TUB CO.

The above show the style of ice cream cabinet and shipping tubs of the patented double bottom type.

The cabinet is made of two tubs with cork insulation and by actual test will keep cream frozen hard forty-eight hours with one icing. The patented double bottom shipping tub as shown has proven very satisfactory to ice cream dealers. The bottoms in these tubs are guaranteed for a period of three years, not one having ever been returned with bottom knocked out.

Write for prices.

HOUSTON COOPERAGE & TUB CO.
J. NOODLEMAN, President
HOUSTON, TEXAS

Ice Cream

Facts and figures on advertising and sales problems in the ice cream industry



Advertising

Conducted for readers of The Ice Cream Review
by MILES D. ALLEN

The Question Mark in Ice Cream Advertising

WHAT is the maximum burden that ice cream advertising can carry? How long is advertising profitable? Should it pay for itself? Can ice cream be over advertised? These and many other questions confront every ice cream manufacturer, and because some still look upon advertising as a sort of necessary evil, they do not, or will not, take the time to sit down and figure out what advertising is all about.

There are several basic things that must be decided before any sort of advertising campaign can be intelligently undertaken. The first and most important question to answer is, do you really and truly believe in the power of advertising or do you look upon it superficially and without thought as to what constitutes good and bad advertising and its proper application to your business? Do you still believe that advertising may possibly help your salesmen if Lady Luck is with you or that it is a constructive building force which will tear down resistance and build up good will and prestige for your concern?

A man's business is but a lengthened shadow of himself, and he takes out of it in pleasure and financial remuneration in exactly the same ratio to the amount of energy and enthusiasm he puts into it. If he is of the old school, or is short-sighted and narrow-minded, the shadow he casts will never shade a great amount of business. To the manufacturer who is but luke-warm toward advertising this article will not appeal, for it is given over to advertising subjects which will only interest those who believe in it as a real constructive building force.

ICE cream advertising is unlike almost any other kind of endeavor. It has no successful counterpart from which successful examples may be drawn for comparison. It is a field all its own and should be handled as such.

In ice cream advertising you cannot advertise a **specific retail outlet.** Your distribution falls among a few hundred or a few thousand dealers, widely separated, and each unmindful of the other. Whereas, the department store, clothing store, gift shop, furniture store, etc., has but one or possibly two outlets, the ice cream advertiser usually has that many hundred retail outlets. Therefore his advertising problem is not one of drawing crowds to a particular location, but rather one of going into the highways and by-ways and telling everyone that his ice cream has certain fundamental superiorities which recommend it to every user. A retail store can advertise a certain article and trace directly whether the advertising pulled results. It is preposterous for an ice cream advertiser to undertake to carry out such tactics.

You must be content to maintain an aggregate volume throughout your territory. But, you ask, what is the best way to advertise to get volume? My answer to this question is, do three things in all your advertising:

1. "Sell" the dealer.
2. Sell quality and service.
3. Always mention flavor combinations.

You can talk superfluities about your ice cream till the cows come home, but if you keep hammering home these three points you will get the most satisfactory volume. In your advertising play up the point that your dealers are proud to sell your ice cream because, after a thorough investigation, they are willing to stake their reputation and the reputation of their store on the quality of your ice cream.

The more intimately you tie up with your dealer, the more he will sell your ice cream. This fact merely carries out the law of reciprocity. And if you continually play up flavor combinations you tend to get the public away from the idea of just buying ice cream, but rather buying such and such a flavor combination, your brand, even though they do have to go a few steps farther to get it.

If price appeal could be played up in ice cream advertising what an easy time we would have. Our copy

(Continued on page 68)

A New Department

A new department has been added to The Ice Cream Review which should prove of real benefit and value to the many ice cream manufacturers throughout the United States who are readers of The Ice Cream Review.

Mr. Allen, who has been prominent in the ranks of ice cream advertisers for several years, will conduct a regular questions and answers department in The Ice Cream Review, starting with the next issue.

No matter what your advertising or sales problem may be, just mail in your questions to The Ice Cream Review and Mr. Allen will answer them for you.

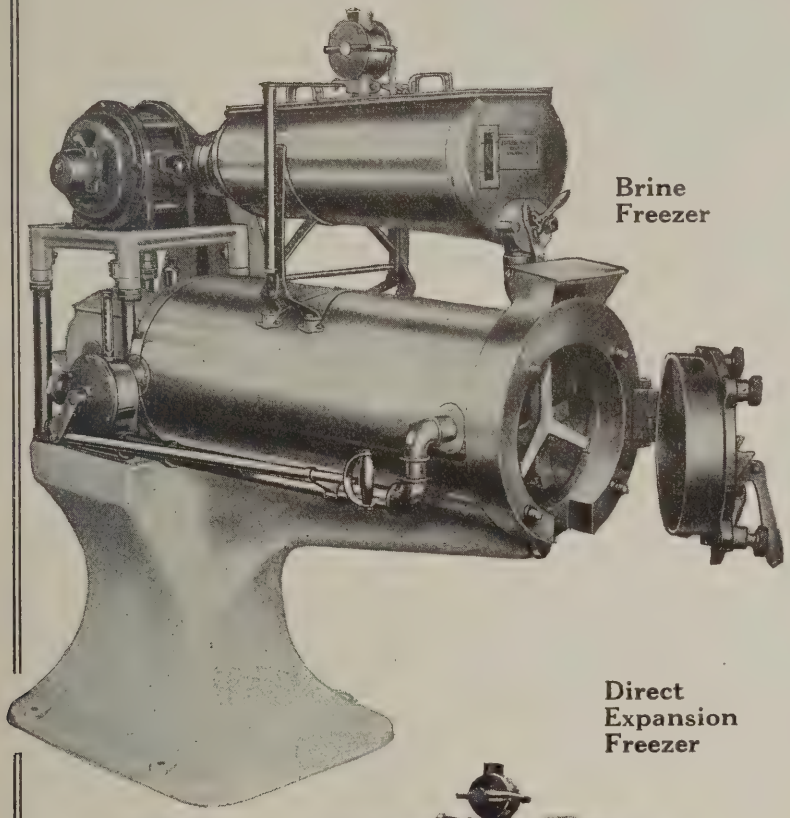
He is keenly alive to the latest developments in the ice cream industry—call upon him for constructive ideas along the lines of advertising and sales promotion.

Our biggest problem is increasing the sales outlet for ice cream. This department is created in line with our policy to serve this industry in every way possible. Make the most of this department; bring Mr. Allen your advertising and merchandising problems.

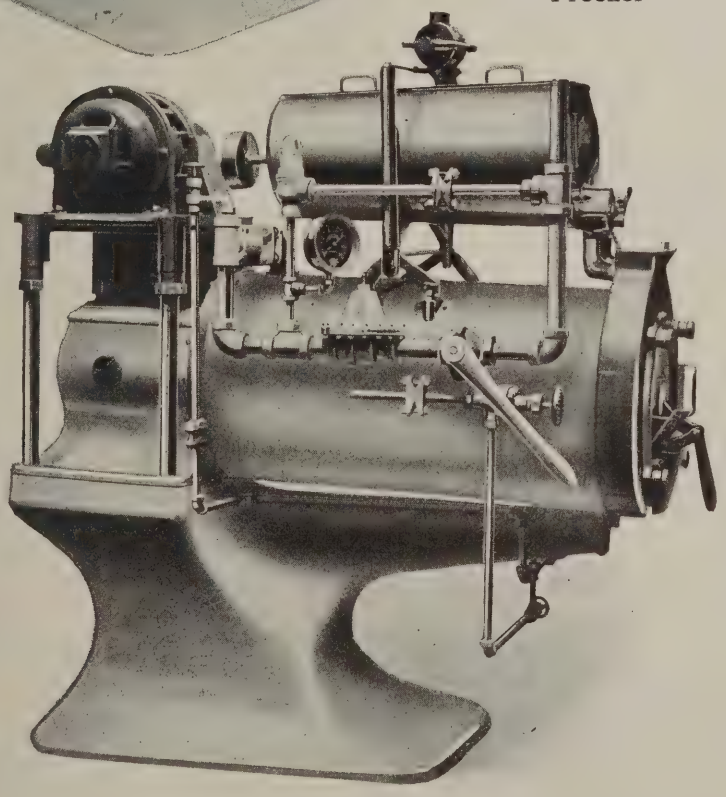
U. S. HEAVY DUTY ICE CREAM FREEZERS

BRINE — DIRECT EXPANSION

Universally Appreciated---because of the following exclusive features:



Brine Freezer



Direct Expansion Freezer

POWER SAVING:—Effected through the exclusive use of the famous Hyatt Roller Bearings in the U. S. Heavy Duty Freezers.

SMALL UPKEEP:—Effected through the use of finest materials obtainable.

REDUCES LABOR COST:—Effected through the exclusive use of the U. S. Automatic Batch Weigher.

MODERN CONSTRUCTION:—Effected through the exclusive use of the Patented Whipping Device, which is another exclusive U. S. feature.

VERTICAL DISCHARGE:—Another exclusive U. S. feature.

SANITARY:—No soldered or braised joints on the inside; all Nickel Silver. No brass coming in contact with the cream in any shape, manner or form.

LEAK-PROOF BRINE CYLINDER:—The brine coils are very ample and have nothing to obstruct the free flow of the brine.

PRESSURE CONTROL:—Effected through the use of the exclusive U. S. Pressure Regulator.

OVERRUN CONTROL:—Exclusive U. S. feature.

SAVES REFRIGERATION:—Effective through the exclusive use of U. S. features.

SPEED OF OPERATION:—The U. S. Heavy Duty Direct Expansion Ammonia Freezer can be started up the same instant that the compressors are started.

ADAPTABILITY:—There is no special equipment necessary in the installation of U. S. Heavy Duty Direct Expansion Ammonia Freezers.

Distributors Everywhere

U. S. FREEZER & MACHINE CORPORATION

General Offices: **241-243 W. Broadway** *Factory:* **North 11th St. and Driggs Ave.**

BROOKLYN, N. Y.

Regarding Shrinkage When Ice Cream Is Dipped in Quart Containers

Report of Committee at the 1924 Annual Convention of the New England Association of Ice Cream Manufacturers, at Hartford, Connecticut

By R. C. FISHER and H. F. JUDKINS*

YOUR committee in making this report wishes to acknowledge and express an appreciation of the fact that its work was made possible, largely through the courtesy and co-operation of our president, who placed at the committee's disposal not only the firm's equipment and supplies, but liberally gave of his own time and counsel in studying this problem.

Shrinkage an Important Problem.

Everyone who has ever dipped or scooped bulk ice cream has come to realize that there is a certain unavoidable shrinkage. This shrinkage is caused by pressing out part of the air cells at the time of dipping the ice cream from the can to the quart or pint container.

However, the amount of shrinkage may vary from ½ gallon to 1½ gallons per 5 gallons of ice cream. To illustrate: Assume two dealers both buy 5 gallons of ice cream. The one may dip 4½ gallons, while the other may dip only 3½ gallons from the 5 gallons of ice cream. At 60 cents per quart this means a difference in returns of $2.40 for every 5 gallons of ice cream handled. What causes this difference in shrinkage? How may shrinkage be kept at a minimum? These are the questions which are of importance to the industry and which your committee has been attempting to solve.

Experimental Work.

To compare and study the influence of overrun and temperature on shrinkage, an experimental mix was prepared containing:

Butterfat	10.0%
Serum Solids	11.0%
Sugar	15.0%
Gelatine	.5%

The above mix we believe to be a representative commercial mix. As previously mentioned, this experimental mix was prepared, pasteurized at 145 degrees F. for 30 minutes, homogenized at 2,500 pounds pressure and subsequently frozen in a commercial ice cream plant so as to have results comparable to actual conditions in the industry.

After proper ageing the mix was frozen into four batches of ice cream containing, respectively, 80, 90, 100 and 110 per cent overrun in the freezer, as determined with an overrun tester.

Four three-gallon cans of ice cream were filled from each batch, thus giving four cans of 80 per cent, four cans of 90 per cent and four cans of 110 per cent overrun ice cream. One can each of the 80, 90, 100 and 110 per cent overrun ice cream was then taken to make four groups containing one can of 80 per cent, one can of 90 per cent, one can of 100 per cent and one can of 110 per cent. For the sake of clearness, and for future references, we will call these groups A, B, C and D, respectively. Group A was then stored at —2 degrees F., group B at +2 per cent F., group C at +4 degrees F. and group D at +12 degrees F.

All four groups were held at their respective temperatures for about 48 hours, so as to thoroughly temper the entire contents of each can at each respective temperature.

After weighing each can of ice cream to determine the actual per cent of overrun, the ice cream in each can was dipped into quart pails by four operators. Each quart of ice cream was weighed and the number of quarts dipped from each can recorded. Several quarts from each operator were examined to determine the nature of the package as to fullness, freeness of holes, etc.

RESULTS as to weight per quart of ice cream and number of quarts dipped from the ice cream containing the various percentages of overrun and at different temperatures is reported in tables 1 to 4. As previously mentioned, the actual per cent of ice cream in each can was determined. This was found to be quite different from the overrun as determined in the freezer with an overrun tester. Especially in the higher percentages of overrun there was a shrinkage of practically 10 per cent from the freezer to the can.

The actual overrun in the can is reported in tables 1 to 4, rather than the overrun in the freezer, while table 8 reports the overrun in the freezer and in the can, thus making possible a comparative study. A study of tables 1 to 4, inclusive, seems to indicate:

1. That while quart packages dipped by the same, or by different operators, from the same can may vary as much as 6 to 8 ounces, in the majority of instances, the variation is about 2 to 3 ounces.

2. That when an average of ten quart packages or more per operator is taken, the average weight per quart, when dipped by different operators, checks within one ounce.

3. That the average net weight per quart of dipped ice cream, containing between 80 and 90 per cent overrun and of medium firmness, weighs about 23 or 24 ounces.

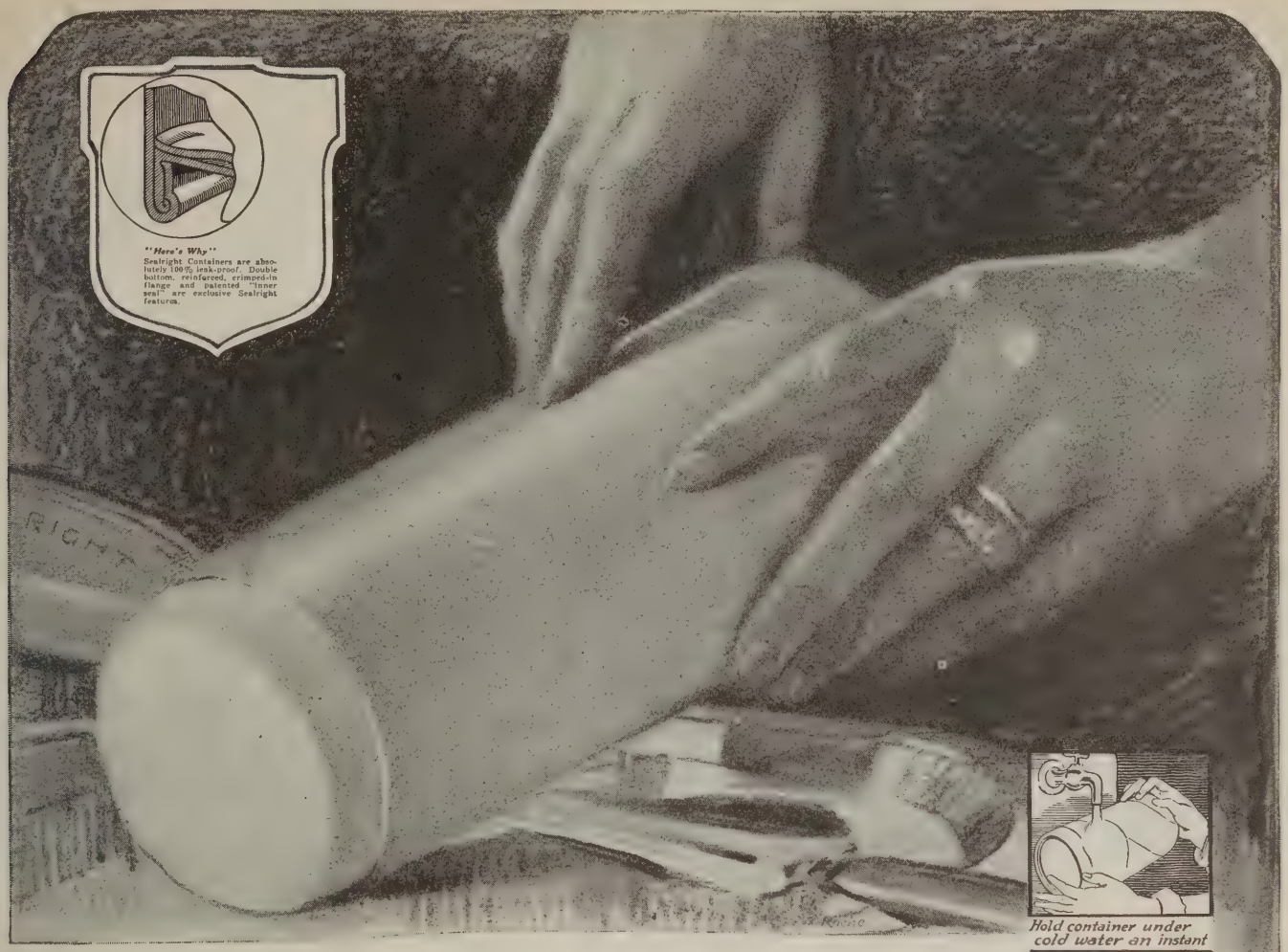
4. That, as the per cent of overrun increases, the percentage of shrinkage also increases in almost direct proportion. An increase in overrun from 80 to 100 per cent lowered the number of quarts dipped from 3-gallon can from 10½ to 9 quarts, or 20 per cent higher overrun increased the shrinkage in overrun from 20 to 45 per cent.

5. That as the dipping temperature increases above +2 per cent F. there is a corresponding increase in shrinkage, as shown by the greater weight per quart package.

(Continued on page 80)

*In the dairy department, Massachusetts Agricultural College, Amherst, Mass.

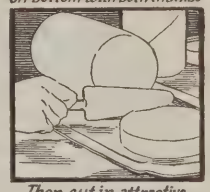
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.



Hold container under cold water an instant



Remove top and press evenly on bottom with both thumbs



Then cut in attractive round slices to suit

A New National Habit
The Better Way To Serve Ice Cream
They All Make Money

Read the full page Sealright advertisement in the Saturday Evening Post for June 13th and you'll see why Sealright Containers are making money for thousands of Ice Cream Manufacturers and their dealers.

Here's Just One Sample:

"We are pleased to state that Sealright Containers and Packing Trays have reduced our delivery costs to a minimum, as there is no going back after tubs and no loss from mistakes in address records. This Sealright Service is just what our trade wants." (Name furnished on request.)

Whether dealer or manufacturer, 100% Leak-Proof Sealright Containers will increase your profits. They are nationally advertised in the Saturday Evening Post, and ice cream eaters the country over prefer them. The illustrations at the right show how Sealrights are used and why there are no containers on the market like Sealrights. For full particulars and samples, send coupon today.

SEALRIGHT CO., Inc. DEPT. BB-6 FULTON, N. Y.

Also Makers of Sealright Pouring-Pull and Regular Flat Milk Bottle Caps

Sealright
Liquid-Tight
Paper Containers

SEALRIGHT CO., Inc.
Department BB-6, Fulton, N. Y.

Please send me Sealright Container samples and full information. I, too, want to increase my profits.

Name .....

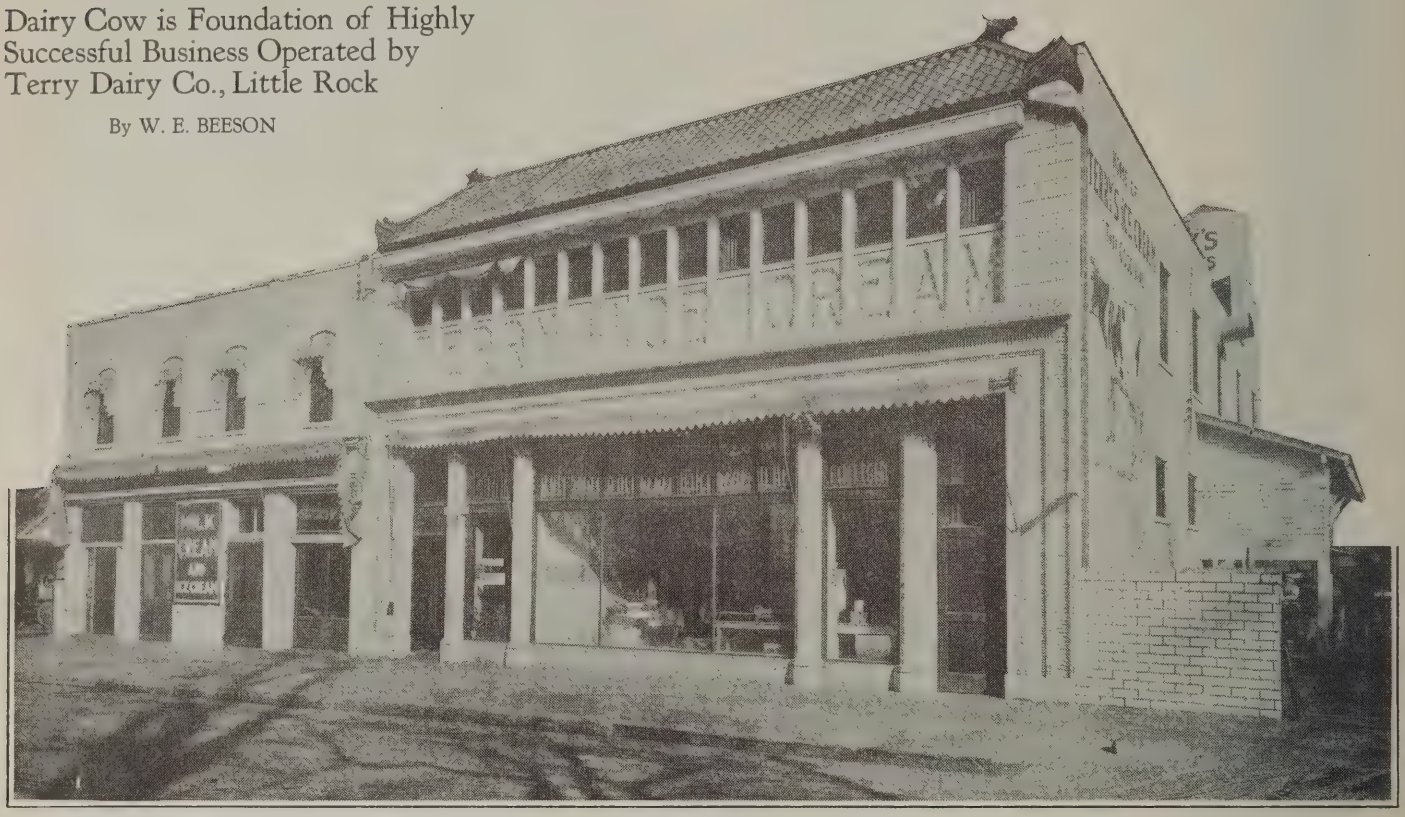
Address .....

City ..... State .....

Dairy Health—and Ice Cream

Dairy Cow is Foundation of Highly Successful Business Operated by Terry Dairy Co., Little Rock

By W. E. BEESON



Terry's Model Dairy Plant

Will Terry believes in the dairy industry. He believes dairy health is the foundation of our dairy manufacturing structure. He ties up the ice cream industry with dairy health. He is one of his section's most prominent dairy manufacturers. He operates one of the best equipped dairy plants for its size in the country — that of the Terry Dairy Co., Little Rock, Ark.



WILL TERRY.

Mr. Terry, who is an association leader, and is one of the dairy pioneers of the South, believes in the dairy development of the South. It was at a convention of the Southern Association of Ice Cream Manufacturers in Little Rock two years ago, that the question of dairy development in that part of the country was taken up. Leading ice cream manufacturers of that section took the stand that there was nothing the ice cream industry could do to aid the development of dairying. Called upon for a statement, Mr. Terry told how some years previously he had spent considerable money toward getting better dairy cows on the farms surrounding Little Rock, and added that every cent of that money had been paid back and that the dairy herds in his community had been so materially built up that he was quite pleased.

THE Terry Dairy Co. had its inception 20 years ago. The physical property of the infant industry consisted of one horse and one wagon. The executive department, the sales force, and the accounting department consisted of Will Terry.

From this inauspicious beginning there has grown a large, modern manufacturing and distributing business, the largest and most up-to-date enterprise of its kind in that section of the South, employing approximately 100 people, and doing an annual business of more than a million dollars.

Every modern appliance known to science for the sanitary and efficient handling of dairy products is in use at the Terry dairy plant.

A model dairy farm, modernly equipped and stocked with thoroughbred Holstein cattle, located on the 19th Street Pike, is a part of Terry Dairy Co. Milk receiving and pasteurizing stations at Hazen, Carlisle, Screeton, Conway, Mesa and Cabot receive the milk from hundreds of dairy herds, and from these stations the milk is transported to the central plant at Little Rock by a fleet of rapid auto trucks.

Twenty modern milk wagons leave the plant in the early hours of the morning, serving the people of Little Rock with pure, fresh pasteurized milk daily. A number of cream receiving stations, and more than 600 individual farmers daily ship cream to the Little Rock plant for buttermaking.

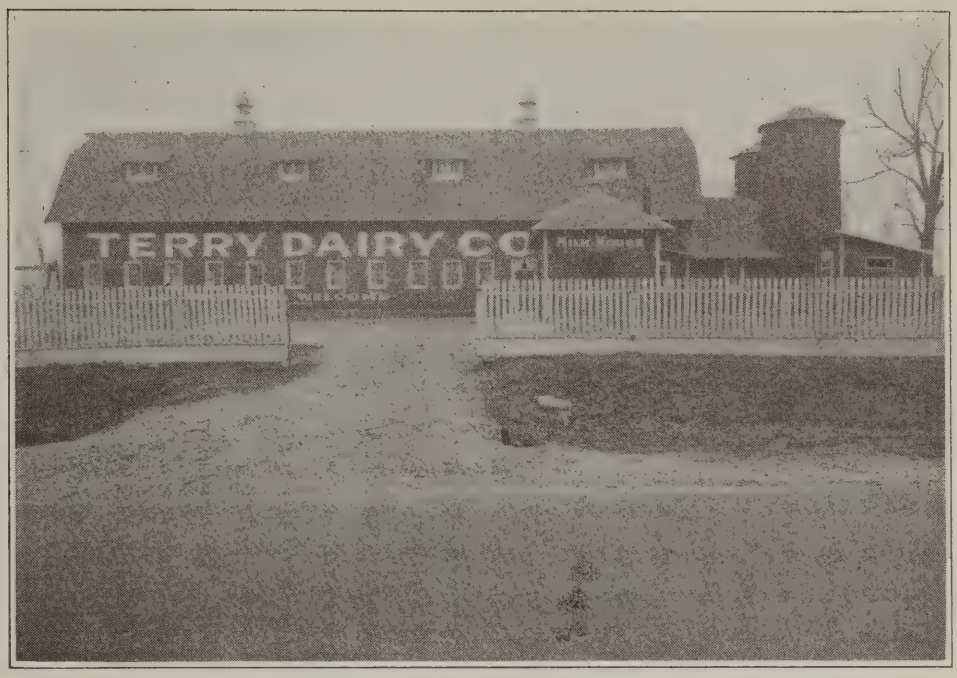
A fleet of modern ice cream route trucks take care of the demand for Terry's ice cream in the city, while the early morning trains carry shipments of Terry's ice cream to every part of the state.

(Continued on next page)

THE Terry Dairy Company was incorporated in 1912, with Will Terry, the founder of the business, as president, which position he still holds. The steady, healthy growth of the business has required an increase in capital several times to take care of the rapid expansion.

In 1918 the capital stock was increased to $100,000, additional new buildings were added, and, during the strenuous years of the World War and the two years following, the plant of the Terry Dairy Co. functioned perfectly, taking care of the unprecedented business in a capable and efficient manner.

Today the Terry Dairy Co. stands out as one of the important industries of the state, and is still growing. Two carloads of ice cream cabinets were installed by the Terry Dairy Co. last spring, time and labor saving machinery for the manufacture of brick ice cream has been installed, and the officers of the company confidently look forward to the best year in their history.



This is the Terry Model Dairy Barn, located at Terrytowne, out from Little Rock.

In 1923 the Terry Dairy Co. of El Dorado was organized and began operations in El Dorado, the metropolis of the Arkansas oil field. The El Dorado plant, like the one in Little Rock, is modern and up-to-date in every way, and has enjoyed a steady, healthy growth from the day it began business.

* * *

IN THE February issue of The Ice Cream Review there appeared a story in which were set forth some interesting plans by Mr. Terry in the use of iceless cabinets in a merchandising campaign. Mr. Terry bought a whole carload of iceless cabinets, and so tied up his dealers with these cabinets that it was made to their interest to make every effort to sell all the ice cream possible. For instance, the dealer that was not selling enough ice cream to justify the installation of a cabinet was told that if he increased his sales output he would be furnished with a cabinet.

The company at the same time put on an advertising campaign which tied up the dealers in a way that made it absolutely sure that a standard price would be charged the consumers for ice cream; that is, made it sure that the consumers would not have to pay **more** than a certain price, which was less than the price that dealers themselves would have charged ordinarily.

IN ADDITION to being one of the most progressive dairy manufacturers of his section, Mr. Terry also sets a good example for this industry by taking an active interest in civic affairs, being a prominent figure in activities in Little Rock centering around his chamber of commerce and different other civic organizations, including the Lion's Club, and others. It is easy to see how highly he is regarded by business leaders of his community when one "sits in" at a meeting of the Little Rock Lion's Club, or some other organization, and hears his name mentioned in virtually everything that arises.



This small section of the inside of Terry's Model Dairy Barn shows the careful attention paid to cleanliness.

In connection with the Southern convention at Little Rock in 1923 there are two things that linger in the minds of the delegates — Will Terry and Earl Hodges. Earl Hodges not only is one of the South's greatest orators, but has a reputation that spreads from ocean to ocean when it comes to putting "pep" into any kind of gathering, movement or enterprise. He believes in Will Terry and Little Rock.

The Terry Dairy Co. manufactures ice cream, Red Rose cream-

(Continued on page 40)

Lightening the Delivery Burden

How a San Francisco Manufacturer Cut Down the Length of Time Required to Serve Stops Through the Use of a Map of His Distribution Area

MORE attention is being given in this industry to what has come to be recognized as a big factor in the delivery system—the maintenance department. Speaking particularly in reference to the maintenance of the motor truck, F. L. Sargent in an address before the California and Pacific joint convention, pointed out many abuses that the motor truck often receives, including over-speeding, over-loading, lack of proper consideration in selecting a truck for particular service, etc.

For instance, quoting Mr. Sargent:

"If you are going to haul a one-ton load you naturally would buy a one-ton truck, but generally, people buy one-ton trucks and put three or four tons on them and run them several times faster than they should be run. When this is done, naturally, the trucks are going to depreciate very rapidly and are not going to be satisfactory, and unless you have a man on the job who understands the situation you are not going to know the reason why. A condition of that kind would naturally make it very hard for the maintenance department. In the maintenance department — and the purpose of a maintenance department is to keep the equipment rolling, or on the streeet, in the most economical manner and for the longest period of time possible.

"If the truck is regularly inspected, properly taken care of, it will run economically a great deal longer that the most of us can imagine. For instance, you can take a truck, a truck of most any kind, put it on the street, and ruin it inside of two years—maybe a shorter time than that. You can take the same truck, maintain it properly, that is to grease it regularly, and keep it as near as possible in the shape it was when you first bought it, and if you do this, the life of that truck will be anywhere from four to six years—that is, the gasoline truck—regardless of whether it is in the ice cream business, hauling flour, or whatever it might be doing."

The speaker then went on to show how in the ice cream business we have much trouble with bodies. Regarding refrigerated bodies and leaking on the chassis, he said:

"If we build these bodies properly, give them the right consideration, and figure just what we are going to do with them, and build them rugged, and light and accessible, with proper drains, we are going to eliminate about 90 per cent of the leaks on the chassis, and then we are going to cut our maintenance cost and lengthen the life of our equipment, and furthermore, it is going to be safer on the street because an ice cream truck being driven with a leaky body rusts up the brakes and brake rods and the pins and sometime or another when the driver wants to stop he is not going to be able to do it, which was the case the other day in San Francisco where I saw an ice cream truck go into a Knight car and the reason he went into it was that his brakes did not work and the reason his brakes did not work was because he had brine on them, which made all of the parts, you might say, slippery. I find this comparatively easy to overcome, this leaky condition of the body, by building them so we can get at them in case they do leak and repair them quickly and economically.

"In the maintenance shop of a motor truck department it is very important that we have the proper maintenance men who have been well trained, know how a motor truck is built and assembled in the first place, so when they are called upon to take it down and rebuild it they are able to do it and know when it is in proper shape to turn loose or to put back to work. Now, it is also necessary to have your shop properly equipped with special tools and things of that kind that enable these men that you have to do the right kind of work."

SARGENT went on to tell how the National Ice Cream Co., the year before, operated about 900,000 truck miles, during which time the company did not have more than 10 or 12 street failures. This keeping down of street failures was due to the vigilance of the repair men in the repair department, he declared, adding:

"The delivery cost can be cut probably in several ways. We take our route trucks, for instance, they are properly routed, and naturally we are going to cut down the length of time it will take to serve a certain number of customers. The way I went about this was to get a map of the area affected. We placed upon this map colored tacks showing the exact location of every customer—different routes had different colored tacks. After we had the map filled out we could see just exactly where our trucks went, how they cris-crossed one another, ran around, ran uphill where they could have gone around and come back; we then changed the routing, and within a short length of time we changed it again, and in one case we were able to take off a truck."

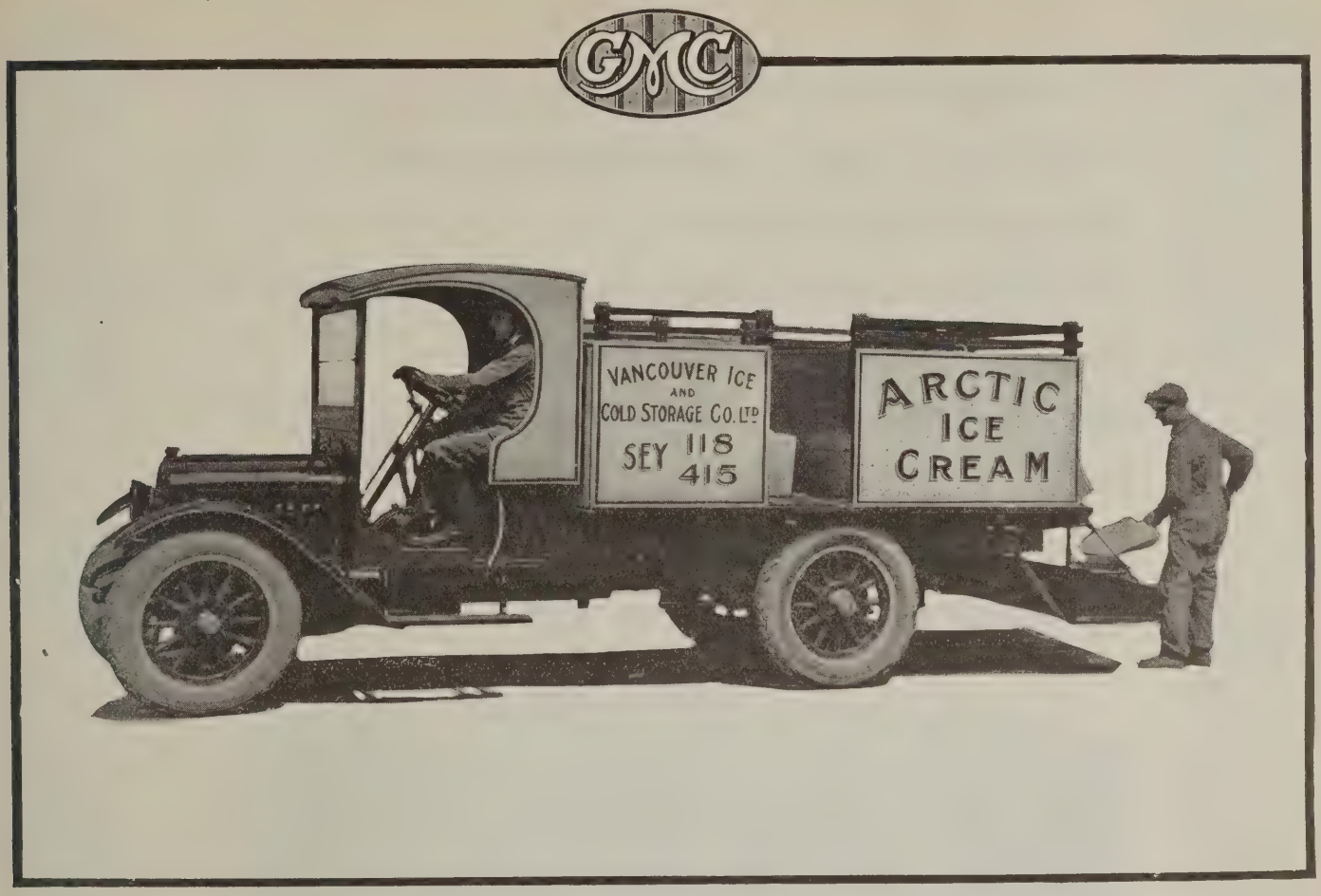
There is another place where delivery costs can be cut, and that is—

"The dispatching of the special delivery truck. The special delivery usually runs very high. In special delivery the city is zoned, and the shipping clerk, when he receives the orders, marks the tag that goes to the man who packs the goods with the numbers on them representing the zones and the man who packs the cream will file it in some files that he keeps. When the truck comes in it will back up to the platform and while the man is checking in to the cashier the truck can be loaded, and when he comes out he is ready to go. That is not always the way it is done—there are many different ways—but I find by actual practice that you can speed up delivery that way and cut down on the number of trucks that you might need to deliver a large amount of orders."

(Continued on page 46)



A peep into the garage of the National Ice Cream Co., San Francisco, showing how batteries are recharged over night.



In the Inventory

GMC Delivery Trucks are a protected investment. Protected by their own excellence, their high value at normal cost, and by the responsibility of their builder.

GMC's are rugged—they resist wear. Overstrength materials and parts have been developed by GMC engineers and in General Motors great research laboratories.

GMC shares in the purchasing power of General Motors. That means superior materials at the same cost as materials of ordinary quality purchased in smaller quantities.

And GMC's are backed by a permanent manufacturer, a division of General Motors, a bulwark against the rapid loss of resale value that comes to trucks when their manufacturer quits.

In the inventory of your assets, or out on the job, GMC Trucks make a better showing. Ask for a new booklet on motor truck transportation and care.

General Motors Trucks

CLIP AND MAIL

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC, MICHIGAN

General Motors Truck Co.,
Department 33
Pontiac, Mich.
Send me the GMC booklet.

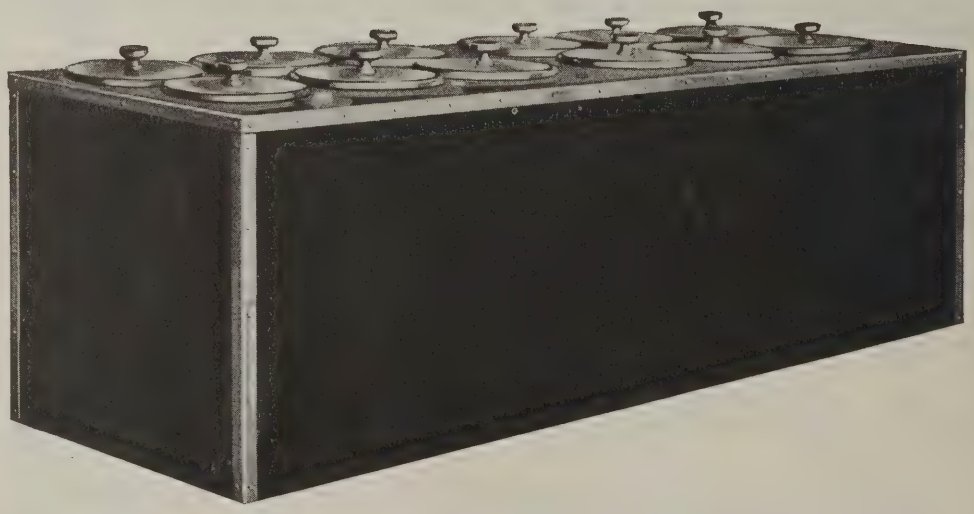
Name_____

Business_____

Address_____



The remarkably great refrigerating capacity of the Nizer Compressor [either water-cooled or air-cooled style] is ample assurance that the ice cream in even our 60-gallon iceless cabinets will be kept always in perfect condition. Specify Nizer and be safe this summer.



Nizer 12-hole Iceless Cabinet—with a separately installed Compressor operated by a one-quarter H. P. Motor, the largest motor that can be used on most lighting circuits.

NIZER

Reg. U. S. Patent Office

Automatic Electric Ice Cream Cabinets

Made in 4, 6, 8, 10 and 12-hole sizes—water or air-cooled—single or double-row—self-contained or remote.

Nizer Corp.: Detroit, New York, Atlanta, Chicago, St. Louis, San Francisco
A. P. McLendon, Waco, Texas. Linde Canadian Refrigeration Co., Montreal

Copyright, 1925, Nizer Corporation

You can depend upon
at least 10 years of use
from a Nizer Iceless Ice Cream Cabinet
—because: the compressor runs at
only half the usual compressor speed;
and its large capacity practically cuts
the operating time per day in half;
the lubrication is positive and
automatic, not manual;
the cans rest on a reinforced floor
not on part of the "brine" tank;
the cabinet top is durable Monel metal
not the customary "German Silver";
the "brine" tank uses a
non-corrosive, stable, safe
mixture of alcohol and water [as in motor
car radiators] not a salt solution;
in brief, a Nizer is built for permanency
—to protect your investment
and our reputation.

NIZER

Reg. U. S. Patent Office

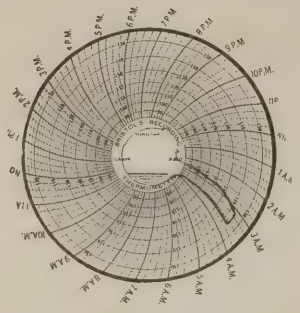
Automatic Electric Ice Cream Cabinets

Made in 4, 6, 8, 10 and 12-hole sizes—water or air-cooled—single or double row—self-contained or remote.

Nizer Corp.: Detroit, New York, Atlanta, Chicago, St. Louis, San Francisco
A. P. McLendon, Waco, Texas. Linde Canadian Refrigeration Co., Montreal

Copyright, 1925, Nizer Corporation

Try this Simple Experiment



"Ask a man what time it was just after he looked at his watch and tucked it back into his vest pocket."

Ninety-nine out of a hundred can't tell you what the "correct" time was. Their eyes just "approximated" the time. The proof lies in the fact that the 99 will look again to give you a correct answer.

With the human mind naturally working thus, how do you know whether the readings of your thermometers were "correct" and regulations made accordingly or just "approximately."

BRISTOL
Recording Thermometers

leave nothing to doubt. Their indelible record of correct temperatures is a positive check on the failings of the human individual. Use them liberally at critical temperature points for protection.

BRISTOL'S

The most extensive line of recording instruments in the world, including—Pressure, Liquid Level, Temperature, Electricity, Motion, Speed, Humidity, etc. Ask for our catalogs.

The Bristol Company Waterbury, Connecticut

FOR 36 YEARS Ask Any Technical Engineer MAKERS OF

BRISTOL'S RECORDING INSTRUMENTS

DAIRY HEALTH—AND ICE CREAM.

(Continued from page 35)

ery butter, Bulgarian buttermilk, Eskimo pies, and other dairy products. The company has cream stations at six different points in the state.

Officers of the company are: Will Terry, president; A. Terry, vice-president; S. S. Summerfield, secretary-treasurer, and G. W. Kumpe, treasurer.

TWENTY PER CENT OF NEW ENGLAND'S ICE CREAM MADE IN JULY.

Twenty per cent of the ice cream manufactured in New England is made in the month of July, if figures worked out by Prof. Lockwood, from an average of twelve manufacturers, handling a total of 3,000,000 gallons of ice cream in that section, are accurate. Prof. Lockwood's figures show August to be the second highest month for New England ice cream manufacturers, 17 per cent of the ice cream being made in that month, with June coming third, with 15 per cent, May fourth, with 10 per cent, while September falls in fifth place, with 9 per cent. December, January and February are the months of low production, each of these months showing the production of 3 per cent, with March a little better, with production of 4 per cent, the same as November. Five per cent of the ice cream is made in October and 7 per cent in April.

ICE CREAM FELLOWSHIP ESTABLISHED IN CALIFORNIA.

Announcement has been made that research work will begin at the University of California at Davis, in connection with the fellowship in the dairy division of the university voted at the annual convention of the California and Southwestern States Ice Cream Manufacturers' Association. Jay H. Kugler, secretary of the association, states that after numerous conferences between officials of the dairy division of the University Farm and officers of the association, a check for $500 was forwarded to the dean of the college of agriculture.

Prof. Roadhouse at the university plans to have this research work started this summer, it is announced. Through this fellowship, the university will probe the problems of ice cream manufacturers.

PLANT REMODELED.

The Paris Ice Cream Co., Paris, Tex., has remodeled its plant and machinery of the latest design has been installed. In keeping with the company's stringent sanitary policy, the new plant has been finished in white on the inside as well as the outside, and the factory has the name of "The All-White Plant."

The three units, pasteurizer, viscolizer and double packer, are enclosed by a screened partition to eliminate flies and dust. No one is allowed to enter this section except the men in actual supervision of the work.

B. B. Harlan is manager of the plant.

ICE CREAM SLOGAN OFFERED.

Miss Vera R. Wolff, 541 W. 150th St., New York City, announces that she wishes to dispose of what she considers to be a good slogan for an ice cream concern, and any manufacturer interested may communicate with her.

WEST CARROLLTON
GENUINE VEGETABLE PARCHMENT

For Wrapping



No other paper will give the Satisfaction and Protection that West Carrollton Parchment does—It is insoluble, Water and Dirt Proof, also prevents the suckers freezing together. This paper is Tasteless and Odorless.

Write for Samples and Prices both Plain and Printed

The West Carrollton Parchment Co.
WEST CARROLLTON, OHIO

Performance of six on trial brings order for 200

In answer to a query from a Newark ice cream manufacturer, the Kirk-Maher Company, of Malone, N.Y., writes: "Hope to eventually do away with cabinets we were formerly using."

"Last summer," writes G. H. Frechette, secretary-treasurer of the Kirk-Maher Company, in answer to a query from the Puritan Ice Cream Company, of Newark, N. J., "we bought six A-B Ice Cream Cabinets and had them sent to our various plants. They have proven entirely satisfactory with one icing in 48 hours.

"As a result, we have placed an order for approximately 200 of the various sizes, and hope to eventually do away with the cabinets we were formerly using.

"We highly recommend A-B Ice Cream Cabinets to those desiring a money-saving proposition."

Like Kirk-Maher, ice cream manufacturers all over America are finding A-B Ice Cream Cabinets save more ice, more salt and more money than any pack cabinet they can buy. And no wonder!



Surrounding the ice and salt chamber of the A-B Ice Cream Cabinet is an unusually effective insulating material which keeps cold air inside the cabinet and warm air out. Even the lid is fully insulated, and fits tight.

Cream compartments are square and perfectly dry. All sizes of bulk ice cream can be inserted with greatest ease—square pockets permit all package cream to be carried in compact facility.

Our new booklet, just off the press, explains why the A-B Ice Cream Cabinet will cut your ice and salt bills to the lowest possible level. Sent free. Write for it.

Anheuser-Busch, St. Louis

Also Manufacturers of ABC Refrigerator Truck Bodies and Wagons

A-B Ice Cream Cabinets

Paul W. and Guy F. Minnick
Eastern Sales Representatives 35 West 42nd Street, New York City

Canavan Motors Corporation
Western Sales Representatives
Westinghouse Bldg., Los Angeles, Cal. 617 Pioneer Bldg., Seattle, Wash.
458 Natoma Street, San Francisco, Cal. 216 U. S. Nat'l Bank Bldg., Portland, Ore.

The "C-GAL" [Pfaudler Glass Lined] Is the Greatest Equipment Value in the History of Dairying

THIS TANK CAN BE USED AS A PASTEURIZER, STARTER CAN, STORAGE TANK, ICE CREAM MIXER, AGING TANK, BUTTER-MILK TANK, ETC.

Bearing out our claim that the "C-GAL" is the greatest equipment value ever offered to the trade, note carefully the following specifications:

- Interior of tank lined with Standard Pfaudler Glass Enamel.
- Inner shell and jacket of tank made of $\frac{3}{16}$" steel.
- Insulated with 1" corkboard, which is covered with a 20 gauge copper-steel (Keystone Metal.)
- Furnished with semi-flush, side outlet, angle valve. This is a very sanitary construction and the plug can be removed for cleaning the valve.
- Fitted with special agitating nozzle for entrance of heating or cooling medium.
- Has special dished bottom to permit of side outlet.
- Has angle stem thermometer with regular diaphragm connection.
- Is equipped with Pfaudler Impeller Agitator and tight-and-loose, floating-type, pulley drive. This has a belt shifter which can be shifted to any angle for convenience. Standard diaphragm connection is used for entrance of agitator shaft.
- Has safety valve which is set for 3 pounds. Valve is fitted with a latch for opening jacket when draining brine or other jacket contents.
- 3" steam gauge, pressed steel enameled casing.
- Equipped with one-piece pressed copper cover.
- Has standard 1½" pipe legs, which are furnished with adjustable leg bases so as to take care of floor slope.

Price Only $325

F. O. B. Elyria, Ohio

NOTE: Motor bracket with gears and two-speed drive substituted for pulley drive, $60. additional (motor extra.) Recording Thermometer substituted for angle stem $70. additional.

Send for Further Details

------- MAIL THIS COUPON -------

Pfaudler

_____ 1925

217 Cutler Bldg.,
Rochester, N. Y.

Send us your circular describing the "C-GAL." No obligation, of course.

NAME_____

STREET_____

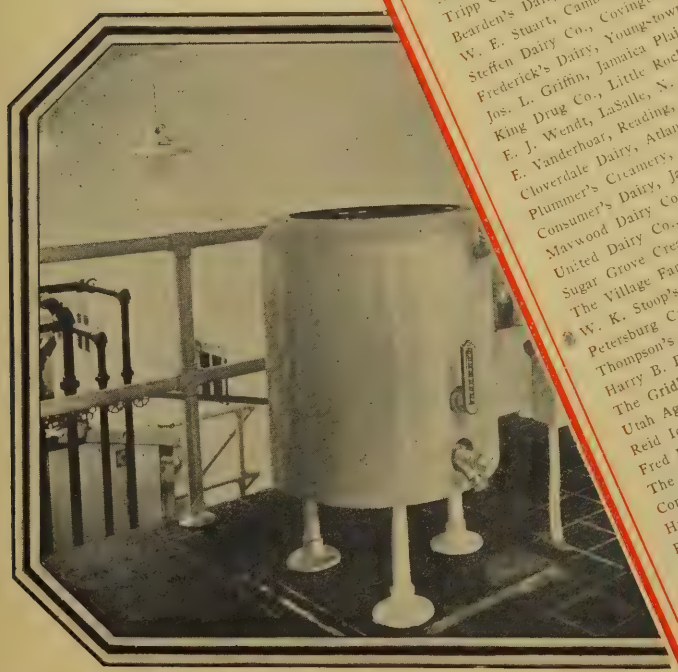
CITY_____

M. D. 6-25

Some of the more recent purchasers of "C-GALS" are as follows:

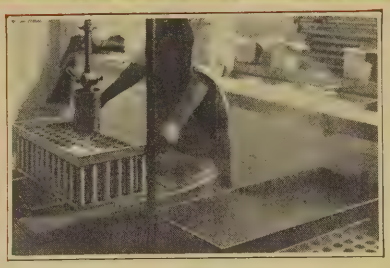
Dolfinger's Dairies, Philadelphia
Casey Dairy Co., St. Paul, Minn.
B. C. Dalton & Sons, Orlando, Fla.
Sunshine Creamery Co., Miami, Fla.
Z. R. Flaherty, Hellam, Pa.
Velvet Ice Cream Co., Tuscaloosa, Ala.
Spurling Dairy Co., Ft. Wayne, Ind.
Fisher Dairy Co., Wapakoneta, O.
Utility Ice Cream Corp., Portville, N. Y.
Kidd, Garrett Co., Auckland, N. Z.
Huntington Creamery Co., Huntington, W. Va.
Golden Rod Ice Cream Co., Chicago
Abbott's Alderney Dairy, Philadelphia
Albuquerque Dairy Ass'n, Albuquerque, N. M.
Pasteurizing Milk Co., Corsicana, Tex.
Felten Bros. Dairy Co., Winona, Minn.
Evansville Pure Milk Co., Evansville, Ind.
H. P. Hood & Sons, Derry, N. H.
Phoenix Cheese Co., Beaver Dam, Wis.
Watt's Blue Ribbon Dairy, Boulder, Colo.
Fred Harvey Hotel & Restaurant, Kansas City, Mo.
Victory Ice Cream Co., Aberdeen, Miss.
Florida Milk Co., St. Petersburg, Fla.
Gray & White Co., Defiance, Ohio
H. L. Peifer, Reading, Pa.
Gear's Dairy, Menasha, Wis.
O. F. Glenn & Co., Sufkin, Tex.
West End Dairy Co., Charleston, S. C.
Z. R. Heilman, Holidaysburg, Pa.
Erie County Milk Ass'n, Erie, Pa.
Peak Dairy Products Co., Corry, Pa.
Roseland Dairy Co., Kensington, Ill.
Frank E. Reed, Frackville, Pa.
Capital Dairy, Sacramento, Calif.
Northwestern Yeast Co., Chicago, Ill.
Tripp Cities Ice Cream Co., Daytona, Fla.
Bearden's Dairy, Johnson City, Ill.
W. E. Stuart, Cambridge, Mass.
Steffen Dairy Co., Covington, Ky.
Frederick's Dairy, Youngstown, Ohio
Jos. L. Griffin, Jamaica Plains, Mass.
King Drug Co., Little Rock, Ark.
F. J. Wendt, LaSalle, N. Y.
E. Vanderhoar, Reading, Ohio
Clowerdale Dairy, Atlanta, Ga.
Plummer's Creamery, Macon, Ga.
Consumer's Dairy, Jackson, Mich.
Maywood Dairy Co., Rochester, Minn.
United Dairy Co., Ambridge, Pa.
Sugar Grove Creamery Co., Warren, Pa.
The Village Farm Dairy, Toledo, O.
W. K. Stoop's, Connersville, Ind.
Petersburg Creamery, Enon, Pa.
Thompson's Dairy, Spokane, Wash.
Harry B. Burt, Youngstown, O.
The Gridley Dairy Co., Milwaukee
Utah Agri. College, Logan, Utah
Reid Ice Cream Co., Brooklyn
Fred Fear & Co., Brooklyn
The Lightstreet Milk Co., Lightstreet, Pa.
Connor Ice Cream Co., Coshocton, O.
Hunter Milk Co., Reading, Pa.
Ruether Dairy Co., Cummingsville, O.

AND MANY OTHERS



"C-GAL" installed for use as a starter can in one of America's large dairies.

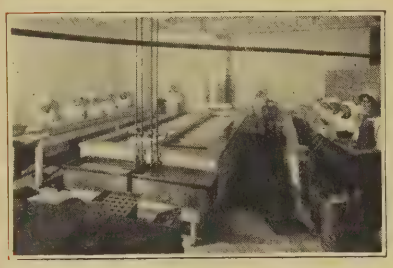
IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.



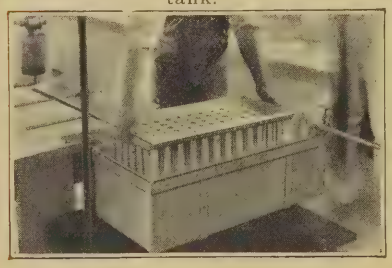
Filling the Frozen Sucker mold.



Pouring off the excess syrup.



One style of Frozen Sucker brine tank.



Defrosting the Frozen Suckers.



Releasing the Suckers from the mold.



Wrapping and packing the Suckers.

Kist

REG. U. S. PAT. OFF.

KIST Flavored Frozen Suckers are being manufactured by the most prominent Ice Cream Manufacturers in the country.

To show the national acceptance of this remarkable product we have selected a few names from the hundreds of manufacturers who are now putting out "Kist" Flavored Frozen Suckers.

Rieck-McJunkin Dairy Company, Pittsburgh, Pennsylvania, and their allied plants. Telling-Belle Vernon Company, Tabor Ice Cream Company, Peerless Ice Cream Company, Baker-Evans Ice Cream Company, Cleveland Ice Cream Company, all of Cleveland, Ohio. Hydrox Corporation, Chicago, Illinois. Crystal Ice & Storage Company, Portland, Oregon. Imperial Ice Cream Company of Parkersburg, West Virginia, and their various plants. Castle's Ice Cream Company, Newark, N. J. Carry Ice Cream Company, Washington, D. C. French Bros. Bauer Co., Cincinnati, Ohio. Horn Ice Cream Company, Baltimore, Maryland, also Norfolk and Richmond, Virginia. H. L. Neuman, York, Pa., together with the York Ice Cream Company. Williams Ice Cream Company, Scranton, Pa. Gate City Ice Cream & Dairy Company, Atlanta, Georgia. National Ice Cream Company, San Francisco, California. Benham Ice Cream Company, Fresno, California. Houston Ice Cream Co., of Houston, Texas. New Orleans Ice Cream Company, New Orleans, La. Terry Dairy Company, Little Rock, Ark. J. D. Roszelle, Peoria, Ill.

Exceptional Profits

Manufacturers who have gone into this proposition are reaping exceptional profits every day and the best part of all, they are making this extra profit without tying up any of their Freezer Equipment.

The Frozen Sucker is simply a flavored ice, five and one-half inches long by one inch in diameter. It is easily and cheaply manufactured.

The cost of making Frozen Suckers, including all materials, supplies, and wrappers is less than 7 cents per dozen. The selling price to the dealer is 40 cents per dozen. The retail price is 5 cents each. Truly an exceptional profit, you will admit.

With practically no initial investment you can add this new source of income to your 1925 business.



A miniature reproduction of one of the "Kist" Frozen Sucker dealer window posterettes supplied in the Free "Kist" advertising and merchandising campaign described on the next page.

FROZEN SUCKERS

Every notable success with Frozen Suckers in this country, to date, has been with "Kist" Flavors.

Just as "Kist" Flavors have been the outstanding flavors used in week-end brick and bulk Ice Creams, Ices, Sherbets, Ice Cream Cups and other specialties, so they have become the ONLY accepted flavors for making Frozen Suckers.

We have gone into the Frozen Sucker proposition thoroughly and coordinated all the details. Through our efforts the "Kist" Flavored Frozen Sucker is now being manufactured in practically all the large centers of this country. We have made Frozen Suckers a National Item.

Frozen Sucker Equipment

After careful investigation we made arrangements with the Valentine Machinery and Supply Company of Chicago, to supply our customers with their Frozen Sucker mold units at $29.50 each. We have found the Valentine Method to be by far the most satisfactory and sanitary way of making Frozen Suckers.

We have also secured a source of supply for the necessary sticks and vegetable parchment wrappers at exceedingly low prices for our customers' benefit.

The "Kist" Free Advertising Campaign will assist you to the same success that it has to hundreds of other Ice Cream Manufacturers.

To help you put the Frozen Sucker proposition over quickly and effectively in your city, we have prepared a forceful advertising campaign, consisting of a series of ten exceptional newspaper advertisements, four of which are shown in miniature on this page, and a series of powerful colored dealer window posterettes, all which will feature your name prominently.

All this advertising material is only a part of the large and comprehensive advertising and merchandising service, which we furnish FREE to one Ice Cream Manufacturer in a town under our Friendly Agreement Plan, by which he enjoys the exclusive rights on "Kist" Flavors and "Kist" Flavored Frozen Suckers.

Clip the coupon and mail it today for complete information on "Kist" Flavors and "Kist" Flavored Frozen Suckers and our exclusive plan for increasing your 1925 sales and profits.



Part of the powerful Frozen Sucker newspaper ads, free to Franchised "Kist" customers.

MAIL THE COUPON TODAY

Citrus Products Co.,
Ice Cream Division,
54 East Kinzie Street,
Chicago, Ill.

We would like exclusive right to manufacture "Kist" Frozen Suckers in our city. Send complete details.

Name .....

Address .....

City..... State.....

LIGHTENING THE DELIVERY BURDEN

(Continued from page 36)

MANUFACTURERS can make many improvements in operating and repair practices—particularly those smaller manufacturers using from one to ten trucks—resulting in reduced cost of operation, according to C. H. Snow of Bloomington, Ill., who has given this matter much thought. Mr. Snow prepared a paper on this subject for the Illinois convention last year, and in this paper it was brought out that reduced costs of operation can be effected by proper attention. His thoughts on the subject were based upon experiences covering a period of 14 years of truck operations.

Mr. Snow set forth that his company had discovered that it is necessary to have trucks suited for the particular work they are supposed to do, care being taken not to underload or overload. He recommended the policy of "diligent, constant maintenance" as being "less costly than a policy of deterioration, a periodically overhaul and trade-in," adding:

"In our operation each truck is assigned to a certain man who is responsible for proper attention to gas, air and water supplies. This same man must regularly lubricate the chassis and properly watch the motor oil replenishment and changes. We have a mechanic who does the repair work on all eight trucks, but this occupies not more than half his time so that he does other things as well. We have a painter who does all wagon, truck and building painting, and other duties in addition. Our superintendent of delivery has charge of trucks and wagons and directs their operation and repair.

"I will now take up practices in operation.

"1. We have found that consideration given to proper coordination of loads and tire sizes was a good way to reduce tire costs. We found that a 2,500-pound load limit and a five-inch tire on the Fords practically cut in two the tire costs as compared with a 3,000-pound load limit and a 4½-inch tire. Yet I have seen several hundreds of Ford ton-trucks carrying such a load on the standard 4½-inch tire. As a general policy, I believe that a load limit of 25 per cent higher than the truck's rated capacity and the first oversize in tires, especially on rear wheels, will be found most economical. The larger tire sizes permit lower air pressures with a corresponding increased resiliency and saving of shocks on the chassis."

The value of keeping gasoline mileage records was stressed in Mr. Snow's paper. This is easily done, he insisted, if manufacturers—

"2. Will equip the trucks with mileage recorders and the result of a monthly gasoline mileage computation will show you many things. By means of this check we have located such faults as dragging brakes, improperly adjusted carburetors, retarded ignition and similar minor troubles that might have gone on for some time if not indicated by some more definite means than an occasional driver's remark about 'lack of pep.' As a direct result of this gasoline check we removed all dash carburetor adjustments from the Fords. We found that invariably the driver would open up the needle valve to faciliate starting and then forget to restore the leaner mixture. This change increased gas mileage one to two miles per gallon."

A REGULAR changing and careful checking up of the crank case oil was another operating practice that this company found to save considerable expense, as "without question, proper motor lubrication will pay bigger dividends than any other truck operating item." He figures that there are three things to keep in mind—"first, the oil must not be allowed to become diluted with unburnt fuel to an extent which destroys its lubricating ability," which in winter time can occur in less than 100 miles of truck operation with a poor grade of fuel; "second, to remember that motor lubrication means that the oil must be of such a character that it will "properly lubricate the main and rod bearings," and third, to bear in mind that this oil "lubricating the shaft bearings must also lubricate the cylinder walls and pistons."

He set down some repair practices that he thought would be helpful, speaking as follows:

"First, we find that it pays to remove a cylinder head quite frequently, clean the carbon and grind the valves. With the help of the driver this is often done in four hours time and increases materially the life and efficiency of the motor.

"Next, we have found that in the case of the Fords it pays to take out the motor and completely re-fit the bearings instead of doing the usual take-up job. Ford bearing lubrication is by splash system and the result is that the crank shaft becomes egg-shaped or flattened more quickly than is the case in pressure lubricated motors. Consequently, we usually 'take-up' the rods once, but the second time replace the flattened crank shaft with a new one and re-fit all the bearings. This is done quickly with bearing grinding compound and such jobs stand up for a year or more without further attention. If the work is done on a flattened shaft it is usually but a short time until the bearings are again loose. The fact that we carry an extra motor makes it easy for us to keep the truck at work while such repairs are in progress."

The value of frequent painting was stressed by the speaker in conclusion, Mr. Snow insisting that paint protects the chassis to a great extent, "especially in work as severe as our industry demands." His company protects the chassis from salt water as much as possible in body construction, but he recommended an additional protection in the nature of brine resisting paint.

If you want to buy or sell anything, or want help, or desire a situation, use The Ice Cream Review Want Ad Department. A sure result getter. Only 2c per word.

Havacone

The Nation's Standard Ice Cream Cone

Made without grease, coloring or preservatives.
BAKED TO ITS OWN COLOR

OUR NEAREST PLANT WILL GLADLY SEND SAMPLES. WRITE FOR THEM.

Cone Co. of America

3rd Street and Van Alst Ave.
LONG ISLAND CITY, N. Y.

6001 South Western Avenue
CHICAGO, ILLINOIS



Shipment in 3 days!

BAIRD REFRIGERATOR BODIES

3° below zero
Lightest weight
Thorough water-proofing
Perfect insulation
No brine drip
Ease of operation
Sturdiness
Welded seams
Good workmanship
Long service
Moderate price

THE fact that so many users have re-ordered Baird Refrigerator Bodies year after year proves beyond question their complete and lasting satisfaction.

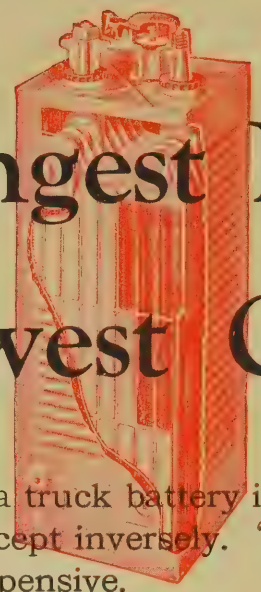
It is the enthusiastic recommendation of Baird users which has enabled us to place such a large number of Baird Refrigerator Bodies in service all over the country. Upon request we will be glad to give you the names of Baird users in your locality.

We can ship a Baird Refrigerator Body in the lead within from three to five days after receiving the order, depending on the size.

William F. Baird Co.

1118 LITTLE BUILDING BOSTON, MASS.





Longest Life
Lowest Cost

THE cost of a truck battery is not indicated by its price, except inversely. "Cheap" batteries are invariably expensive.

Maintenance, labor and time lost for battery repairs and rebuilding must all be added to the price. This total, divided by the number of years of useful battery life, will give the actual cost.

The steel-alkaline Edison Battery, free from the self-destroying diseases of the lead acid type, will outlive two or three lead acid batteries. Over this long life, its cost per year and—more important—your delivery costs, are greatly decreased.

Our nearest District Office will gladly give you FACTS on the problem of electric delivery.

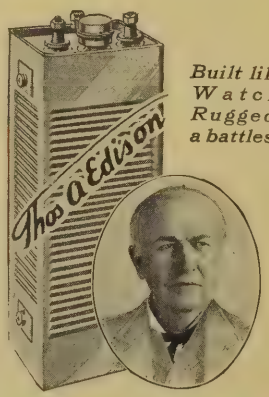
EDISON STORAGE BATTERY CO., ORANGE, N. J.

Edison

STEEL-ALKALINE*

Truck Batteries

*Edison Batteries are the only batteries of commercial importance, regardless of trade name, which use iron or steel in their construction or elements. All other batteries are constructed of lead and sulphuric acid with hard rubber container.



Built like a Watch—Rugged as a battleship

HAUL MORE FOR LESS MONEY

ATLANTA BOSTON BUFFALO CHICAGO CLEVELAND DETROIT HUNTINGTON LOS ANGELES
NEW ORLEANS NEW YORK PHILADELPHIA PITTSBURGH SAN FRANCISCO SEATTLE ST. LOUIS WASHINGTON

Export: 26 West Broadway, New York *Canadian Distributors: International Equipment Co., Montreal, Quebec*

THE SUGAR SITUATION
World Supplies and Prices

Facts About Sugar.

THE fact that the prices of raw and refined sugar are now down to the level they occupied in May, 1922, invites a comparison of general market conditions in these two years. In many respects they are much alike, especially as regards the situation in the United States and Cuba, but in some particulars there are decided differences.

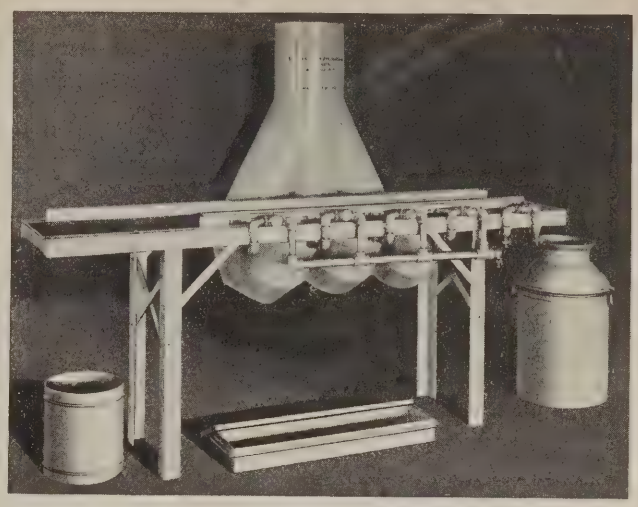
At the beginning of 1922 Cuba had on hand some 1,200,000 tons of the previous year's crop. Its production in 1921-22 was nearly 4,000,000 tons, so that the total Cuba supply for 1922 was above 5,100,000 tons or somewhat more than is promised for the current year. Of supplies produced within the United States the total quantity available in 1922 was 2,175,000 tons, while in 1925 the amount from these sources, so far as can be determined at this stage of the season, will be 2,775,000 tons or about 600,000 tons more. Thus the total quantity of sugar available from sources which ordinarily supply the markets of the United States is 400,000 to 500,000 tons more this year than in 1922.

During 1922, however, Cuba's shipments to countries other than the United States exceeded those of any other year, before or since, amounting to over 1,100,000 tons. During the same year the export of refined sugar from the United States, practically all of which was produced from raw sugar imported from Cuba, was 820,000 tons, representing nearly 900,000 tons of raws. Thus 2,000,000 tons of the 5,100,000-ton Cuba supply of 1922 found markets outside of the United States, leaving 3,150,000 tons as the quantity entering the United States for consumption.

THIS year direct shipments of raw sugar from Cuba to countries other than the United States may equal or exceed the record of 1922. Various estimates place the quantity already sold at such markets at 800,000 to 1,000,000 tons. As Cuba, at present prices, is underbidding every other exporting nation, it appears reasonable to anticipate that further sales of considerable volume will be made to Europe and elsewhere.

In the matter of refined exports from the United States, however, there is no likelihood that the 1922 record will be reached or even nearly approached. For the first three months of the year such exports have totalled 47,700 tons, equal to about 51,000 tons raw value, or at the rate of 190,000 to 200,000 tons for the year. While this movement may expand during the next few months it will hardly exceed 250,000 to 300,000 tons, raw value. The total supply from Cuba and domestic sources amounts this year to 7,500,000 tons as compared with 7,275,000 in 1922. Deducting actual shipments to other countries of 2,100,000 tons, raw value, in 1922, and estimated shipments of 1,400,000 in 1925 leaves about 6,100,000 tons to seek a market in the United States during 1925 as compared with 5,100,000 tons in 1922. There is thus an apparent excess of roundly 1,000,000 tons in the total supply seeking an outlet in the markets of the United States during the current year as compared with 1922. This is one rather important difference between these two years.

(Continued on next page)



The Economy Sterilizer and Drier

"Dries" the Cans as it Rinses and Sterilizes

The Economy Sterilizer after thoroly rinsing and sterilizing all types of cans and moulds, *dries* them so that new bacteria will find no medium for growth.

Furthermore, with the Economy Sterilizer there is no condensation in the room. This is all drawn off to the outside. This eliminates the ruination of valuable equipment and building interiors.

A wonderfully efficient piece of equipment at a very reasonable price. Investigate it.

"The Economy machine for rinsing, sterilizing and drying which we purchased is giving entire satisfaction. It is easily operated, does its work well and meets all requirements for which it is designed. We made no mistake in our decision." Yours truly,
Glen & Mohawk Milk Assn., Inc.

The Economy Products Company, Auburn, N. Y.

DISTRIBUTION in the United States during 1922 reached a total slightly over 5,000,000 tons, refined value, or over 100 pounds per capita. For 1925 it has been estimated that distribution may amount to 5,300,000 tons refined or 5,700,000 tons raw value. This would still leave an undisturbed balance of 400,000 tons at the end of the season. To dispose of this quantity, or even the greater part of it, outside the United States it will be necessary for Cuba to undersell other producing nations for some time to come. The alternative will be to carry this amount over into next year. In 1922 the huge Cuba output and carry-over was nearly all distributed by November, a condition that seems hardly possible of attainment by the corresponding date this year unless, as previously mentioned, sales to outside markets are conducted on a very much larger scale than now seems likely.

For one thing, Europe's production of sugar has increased from 4,000,000 tons in 1921-22 to over 7,000,000 tons for the current crop year, and while European consumption has also greatly increased the gain has hardly been sufficient to permit the absorption of much more than 1,000,000 tons of Cuban sugar in addition to the other supplies that naturally seek European markets. South America and the Orient have taken moderate amounts of Cuban sugar, but their own crops are now about ready and appear to be ample for their further demands.

Thus the parallel which some trade observers have attempted to draw between the course of the market in 1922 and its probable action during the remainder of the year hardly holds good, so far as it relates to the extent of available supplies and probable demand for Cuban sugar during the balance of the current year. As future prospects have more influence than present conditions in affecting prices, however, developments in connection with next season's crops, should they indicate a very serious falling off in production, may bring about a marked improvement later in the year.

DECORETTES

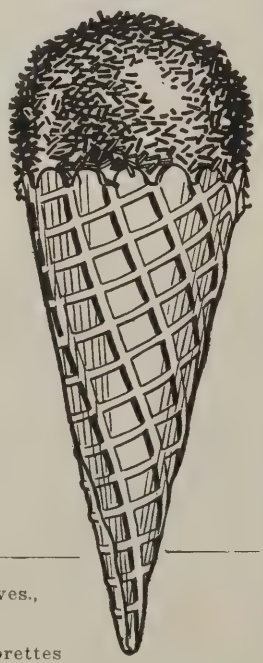
Will Help Your Dealers Double Their Cone Business

GREAT ON SUNDAES.

A pure vanilla chocolate product. One pound will cover 200 cones.

Will help sell Ice Cream, too.

Will Stand Up in Warm Weather.



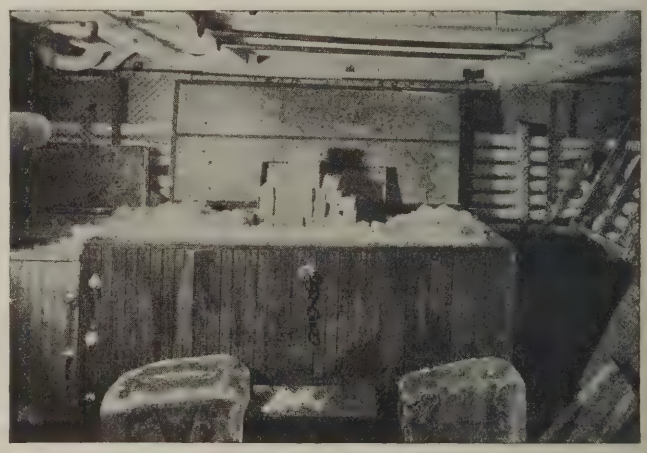
ROCKWOOD & CO.
Washington, Park & Waverly Aves.
BROOKLYN, N. Y.
Warehouses:
63 Beverly St., Boston, Mass.
1534 So. Peoria St., Chicago, Ill.
636 Clay St., San Francisco, Cal.

ROCKWOOD & CO.,
Washington, Park and Waverly Aves.,
Brooklyn, N. Y.
Gentlemen:—
Please send us samples of Decorettes
Our Supply House Is .....
.....
Name .....
Address .....
City .....State .....
I. C. R., 6-25.

STORING ICE CREAM FOR PERIOD OF FOUR MONTHS.

Storing ice cream for a period of four and one-half months is a feat that most manufacturers off hand would regard with great incredulity. Yet that is what is done with the ice cream sold by the Horton Ice Cream Co., New York, through the Cunard Steamship Co. for vessels on world cruises.

In an article in the March-April issue of The Glass Lining, we are told that the Horton ice cream is put up in quart boxes and placed in the cold storage room on board the ship. This room is kept at a temperature of 18 degrees, and in addition to the natural refrigeration, ice cream is packed with broken ice and salt about three times a week.



View of the cold storage room on the S. S. Berengaria.

Thus it is that ice cream is kept in perfect condition for four and one-half months. This is the length of time it takes for a world cruise. Passengers on the last day are eating from the same box that the ice cream came from when the trip began.

This ice cream keeps in perfect condition, we are told.

TRENCH BECOMES MANAGER OF CLINE ICE CREAM CO.

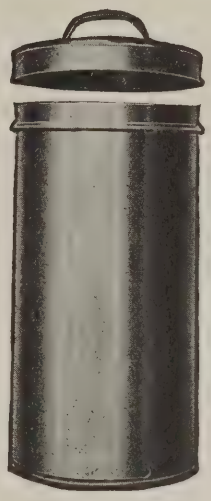
H. A. Trench, for some time manager of the Imperial Ice Cream Co., Clarksburg, W. Va., has left that organization to take charge of the management of the Cline Ice Cream Co., Athens, O.

Employees of the Imperial Ice Cream Co. honored Mr. Trench with a farewell party on April 22 in the storeroom of the company's plant, at which time he was presented with a handsome Gruen watch. Dancing was the chief pastime of the evening. A buffet supper was served, after which Charles R. Griffin addressed Mr. Trench in behalf of all the employees, expressing keen regret at his departure.

Mr. Trench has been connected with the ice cream business for 18 years. Prior to coming to Clarksburg five years ago, he was connected with a Pittsburgh firm. Mr. Trench was a member of the Kiwanis Club and the Masonic Lodge and was quite active in civic work.

K-W TYPE A ICE CREAM CANS

Tinned on all surfaces — inside and out.



Soldered in just one essential place — where the bottom is set in.

(Patented)

Are You Satisfied?

Are you satisfied that you have on hand a sufficient number of K-W Type A Cans to take care of your requirements for the coming hot weather?

The demand on us for this type of Can this season has so far exceeded our expectations that we want to bring to the attention of the trade the necessity of anticipating their requirements.

At the present time we are still in position to make prompt shipments. If this demand continues, however, which we believe will, we do not know how long we will be able to do this.

Send your orders for K-W Type A Cans in NOW.

WE ALSO MANUFACTURE
MILK CANS AND SODA WATER TANKS

Keiner Williams Stamping Co.

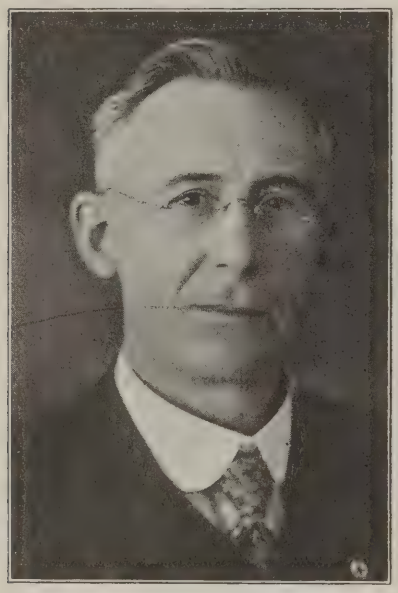
8746-81 123rd Street — **Richmond Hill, N. Y.**

MEMBER

Dairy Refrigeration Erecting

By F. B. FULMER

ALL machinery with moving parts should have a solid foundation to set upon in order that the vibration will be reduced to a minimum, thereby preventing undue wear and also that the machine will always maintain the exact position in which it is placed. Settling of machinery, though it be slight and gradual, may produce serious results. This applies with special force when dealing with mechanical apparatus which is designed to perform refrigeration duty.



F. B. FULMER

Foundations have several functions to perform, hence it is necessary that they have ample size, the proper proportions and be made from first class materials. The first function of the foundation is to support the weight of the machine by distributing the weight over a sufficient area so that no settling will occur. In order to meet this vital requirement the foundation must have considerable weight and extend a considerable distance below the surface of the ground where it is located. The depth of the foundation depends largely upon the character of the soil, the depth of the frost line, subterraneous seepage and other local conditions.

The second function of the foundation is to absorb the forces which are produced by the rotating and reciprocating parts of the machine itself. The forces produced by the reciprocating parts of the machine act along the center line of the piston rod, while those produced by the rotating parts act radially in all directions from the center of the crank. These forces are governed by the speed of the machine and the weight of the moving parts. In well designed ammonia compressors the frame or bed plate has considerable weight, which helps to absorb the forces caused by the operation of the machine, but it is good practice to build a foundation that will have at least double the weight of the machine it is called upon to support.

Another function of the foundation is to hold the machine rigid against the unbalanced forces which may be present. These unbalanced forces may be caused by the pull of the belt in a belt driven machine or from other sources. If the foundation rests upon solid rock the weight can be reduced to a minimum, but if it is to rest upon damp and porous soil the depth and the bottom area must be greater. Each local condition can in a general way be governed by well established rules of construction based on experience from similar locations.

WITHOUT question the most satisfactory material for constructing the foundations for machinery is concrete. This is composed of various proportions of Portland cement, sand and crushed rock or coarse gravel. The cement used should be of very best quality; the sand must be free from dirt and should be what is known as sharp, which means that it is coarse and gritty. The pieces of stone should not have a diameter of more than two inches. For heavy duty a satisfactory concrete can be made by mixing one part of Portland cement, two parts of good sand and four parts of crushed rock. Foundations constructed similar to the formula given will have a weight of approximately 150 pounds per cubic foot. A large part of the efficiency of concrete work depends upon the proper mixing of the various ingredients, as strength and durability increase with mixing up to a certain point. Foundations should be allowed to dry out very slowly and after the surface has set, it is good practice to keep a two-inch layer of sand in a moistened state on the top for a week or more. Under ordinary conditions the foundation should be allowed two weeks time to properly set and dry before any weight be placed upon it.

The manufacturers of machines usually supply blue prints showing the exact dimension for the wooden frames which are designed to support the foundation bolts in their proper location during the construction of the concrete foundation. These frames are called templets and are supported in position above the foundation so that the bolts will be in the correct location when the bed plate is placed upon the foundation. The holes in the templets should not be much larger than the foundation bolts and special care should be taken to have the bolts set at the proper height so there will be ample space for the nuts to fit on the threaded end of the bolt after



For Lasting Satisfaction

York Refrigerating Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, *Wisconsin Manager*
1016 Majestic Bldg. Milwaukee, Wisconsin



A TRIP through the JAMISON PLANT

Scene No. 6

DOUBLE SEALS of CONTACT

Two More Reasons for Less Door Trouble After You Put Jamisons on the Job

A COOLER door that isn't air tight—might as well be a screen to keep out the flies. That's the reason you find **two** seals of contact in every Jamison door, **instead of one.**

When you buy a cooler door you pay for a big, strong, heavy door that is five or six inches thick—**and well insulated.**

What folly then to skimp on the seals of contact. What good is the finest insulation inside the door, if the air circulates all around it?

Understand, it costs US more money to give you two seals—because in addition to the extra seal itself, there must be a heavier frame; beveled jams, which necessitates beveling the edge of the door to correspond; and the rabbit strip must be extra heavy and very securely put on.

BUT—that all adds to the life of the door, just as the two seals of contact add to its efficiency.

And the nice part of it is that on the strength of longer life and better service, we've been selling more doors than anyone else in the business. **So many more** that the increased volume actually enables us to absorb nearly all of the extra cost of manufacturing—**ourselves.**

In other words, you get two seals of contact in a Jamison Door at just about the cost of **one** in other doors.

Our list of 15,000 customers—repeaters a lot of them—includes the big users of cold storage all over the world. Recently, we got out a book showing photos of installations that are really impressive. Write me and I'll see that you get a copy.

J. J. Jamison Jr.

President

Jamison Doors

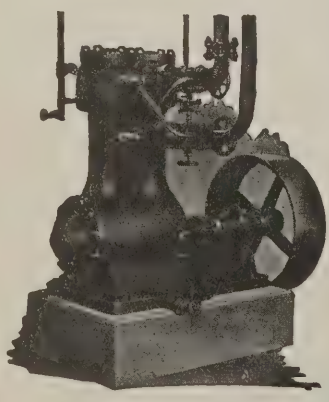
JAMISON COLD STORAGE DOOR COMPANY
HAGERSTOWN, MARYLAND, U. S. A.

the bed plate has been placed in position.. Mistakes have been made by those responsible for the height of the templets and as a result when the foundation was set and the machine placed upon it, the bolts did not come up through the bed plate far enough to put the nuts on. A safe rule to follow is to put a washer and nut on the foundation bolt and have them rest on top of the templet and locate the top of the templet at the same height that the top of the bed plate of the machine will occupy when set in position.

Another matter of importance is to place some sort of a sleeve around each foundation bolt so as to keep the concrete from coming in contact with it for a space of about an inch on each side for about three-fourths of the length of the bolt from the top downwards. These sleeves are usually made from galvanized iron and are placed just below the templet and centered equidistant from the foundation bolts. After the templet is removed and the machine set in position, the free space on the sides of the bolt will allow any slight horizontal adjustment which may be required.

THERE are different methods of providing an anchorage for the bottom end of the foundation bolt to hold it in position so that a large part of the weight of the foundation rests above it. Perhaps one of the best methods is to have a form made so there will be a pocket in the concrete at the proper distance from the top, which will be large enough for a steel plate four by six inches in diameter, depending on the size of the machine which is to be held in position, and have the plate rest upon the top of the bottom nut. Many of the manufacturers of compressors and other machinery supply the foundation bolts with the plates for anchoring and send full instructions for their use.

Vilter
Enclosed Type
Ammonia Compressor



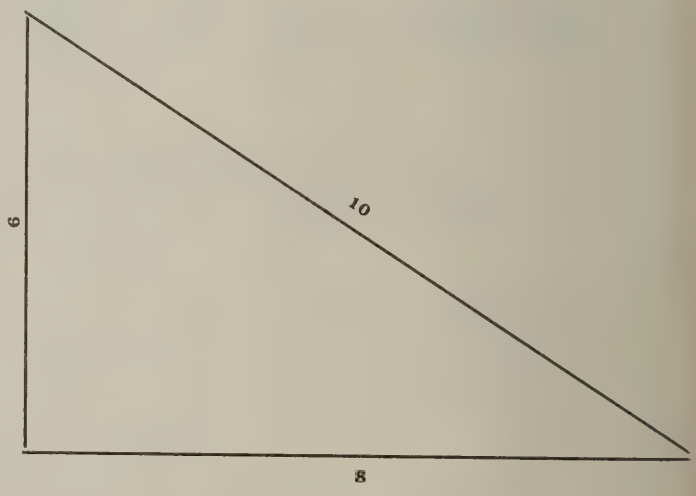
An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us Submit quotations on your requirements —no obligations to you.

The
Vilter Manufacturing Company
ESTABLISHED 1867
830 Clinton Street Milwaukee, Wis.

The templet must have a center line marked upon it which will correspond with the center of the compressor. With the horizontal machines the crank shaft will be at right angles to the center line of the cylinder. When the center line of the cylinder has been located by the principles of the old engineering rule of "six, eight and ten." To apply this rule two lines are drawn tight and fastened at right angles to each other, the point where they cross being the estimated center of intersection of the compressor center and crank shaft center. It will be assumed that the longer line coincides with the center line of the compressor and both ends of it are securely fastened. One end of the other line is given a permanent fastening and the other a temporary one. On the compressor center line, a distance of eight feet is measured from the point of crossing, and from this six feet are measured on the other line.

Then a diagonal measurement is made from the eight foot mark on the one line to the six foot mark to the other line, and when these two points are exactly ten feet distant from each other, the two line present a perfect right angle to each other. The one end with the temporary fastening is moved so as to meet the required distance of ten feet. The figures presented by these lines represent a right angle triangle, as shown by the illustration:



IF SPACE permits probably more accurate measurements may be made by using 12, 16 and 20 feet for the distances on the lines. In fact any set of distances can be used, when the squares of the two short lines added together equal the square of the longest line. To illustrate: the square of 6 is 36 and the square of 8 is 64 and 36 plus 64 equals 100, and the square of 10 is 100. After the exact center lines of the crank shaft and the cylinder have been determined, they may be transferred in locating the templet by means of plumb bobs. Should it ever occur that a machine has to be set to line up with a shaft already in position, plumb bobs can be dropped from the shaft at points as far distant from the place where the machine (engine, compressor or motor) will be belted to it, and a line drawn to parallel the center of the crank shaft and the "six, eight and ten" rule applied to locate the center of the cylinder.

After the templet has been securely fastened in its exact location and the form completed for the concrete work the pouring of the concrete is accomplished and when it is thoroughly set, the machine bed plate is placed in position and leveled by means of wedges driven between it and the top of the foundation. It is good practice to allow about one-half inch space for this, which

time—

the Great Revealer!

"TIME will tell" the difference between fads, fancies, frills, and those things that are basically good. Time adds fame and value to all things worthy. Music, Art, and Literature are hallowed by its hand whilst shams are shoved aside. Time has dealt kindly with SCOTCH BOB, proving—if proof were needed—that Butter Scotch Ice Cream is a permanent addition to those goodies and delicacies that gladden the hearts of kiddies and touch the tender chords of reminiscent middle age, bringing to memory's mind the good old-fashioned butterscotch candy of long ago. Time, and its well known companion, Tide, wait for no man, so send for your trial keg* of SCOTCH BOB now and ride in on the flood-tide of Butter Scotch Ice Cream popularity.

KAY-WHITE PRODUCTS INC
A GOOD HOUSE TO DEAL WITH — TRADE MARK
Eight West Broadway. New York City.

** $10.00 brings the trial keg. A word from you brings your money back—if you want it.*

new

CHOCO FORCE!

A KAY-WHITE PRODUCT

as different as balloon tires

Like Balloon Tires, Choco Force works on an entirely new principle. It gives to Chocolate Ice Cream that same velvety smoothness that Balloon Tires give to riding.

CHOCO FORCE *does three things—*

1- Makes CHOCOLATE FUDGE ICE CREAM of ultra-richness and unrivaled flavor.

2- It brings supreme smoothness of texture, as free from roughness as a balmy summer's breeze.

3- It immediately increases sales by placing your Chocolate Ice Cream miles ahead of your competitors.

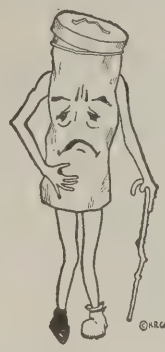
An introductory container is offered at only Two Dollars, to enable you to try it at practically no expense. If *all* the Chocolate Ice Cream you have ever eaten doesn't seem weak and flat after tasting some made with Choco Force, we will gladly refund your money.

KAY-WHITE PRODUCTS INC
A GOOD HOUSE TO DEAL WITH — TRADE MARK
Eight West Broadway. New York City.

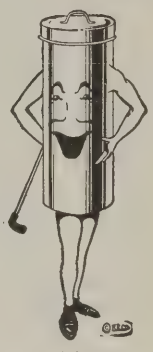
Snip this slip off, sign name and address and we will send you $2.00 Introductory Container Choco-Force.

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HOPWOOD
RETINNING CO., INC.



High Quality And Quick Service At The Right Price



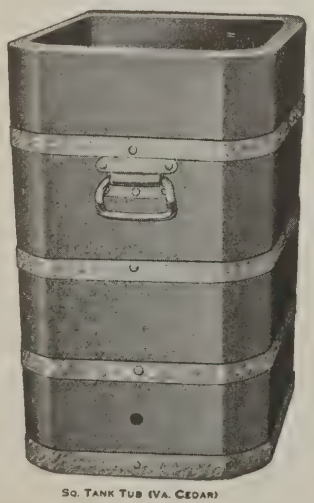
Before After

Ship Your Cans To Us For Retinning

Main Office
56 Commercial Street
Brooklyn N. Y.

Factories
52 to 64 Commercial Street
15 to 64 Clay Street

For Packing "Brick" Cream



Sq. Tank Tub (Va. Cedar)

This style of packing tub will take brick cream to better advantage than round shapes, because they take more cream and the ice pack around contents is more uniformly distributed.

Extra Strong and Sturdy Made of Virginia White Cedar

Send for prices.

Richmond Cedar Works

Richmond, Virginia

Largest manufacturers of ice cream packing tubs in THE WORLD

is later filled with a suitable grouting material. This usually consists of making a mixture of equal parts of clean sand and Portland cement with enough water so that it will pour easily. The grout should fill all of the space around the machine base on top of the foundation and should set three days, when the nuts of the foundation bolts may be tightened up.

ICE CREAM CAMPAIGNS LINK UP DAIRY COW.

(Continued from page 10)

"All doctors agree that milk is a necessary part of the growing child's diet. This is very definitely proven by the fact that infants exist and thrive for many months on milk exclusively, and that no other food, possessing in itself all the properties necessary to the child's health and growth, has ever been found. Pure rich milk is indispensable to a well balanced diet for children, but the difficulty lies in the average child's distaste for whole milk. Due to some idiosyncrasy in the human make-up, those who require a milk diet most, relish it least, and it is necessary therefore to prepare the milk in a more palatable and pleasing form that will be readily acceptable to all children. Ice cream is the logical and easy solution of the milk diet problem.

"* * Our ice cream contains all the food properties of the whole milk with pure cream added. Nothing is taken out and no substitutes are used. It is a pure, wholesome, highly nutritious food, and a delicious confection that all children relish, need, and should be encouraged to eat."

A FEW weeks ago the Rieck-McJunkin Co. of Pittsburgh, which controls eleven or twelve ice cream plants, was planning to put on this campaign at its Butler, Pa., plant with the intention of staging it later on at all of their plants this fall when an appropriation will be available.

Announcement has been made that the Purity Ice Cream Co. of Galveston, Tex., also intends to try out this campaign, and likewise the Campbell Ice Cream Factory, Shreveport, La.; the Boedeker Manufacturing Co., Dallas, and the Franklin Ice Cream Co., Kansas City.

THE "Mookow" books each contains a section of seven pages of outlined cows. A booklet is given at the soda fount with each 5-cent purchase of ice cream. The idea is for the children to fill in the outlines of the cow pictures with colors. Then the finished books may be turned in to the dealers in exchange for prizes—one completely colored book for either a platinoid bracelet, a Waldemar knife, or abaseball; and so on up to eight complete books, which entitle the holder to an Ansco camera, a "Bingler" bat, or an official league baseball.

According to one manufacturer:

"So far as we can see up to this time, the 'Mookow' plan is the most sensational success ever known in the ice cream industry, and may be the means of not only enormously increasing sales in the summer season, but of stimulating them in the winter to a point where the usual loss will be greatly lessened and possibly overcome."

E. B. Geisel of New Orleans, with reference to the "Mookow" sales plan, has this to say:

"We have your letter of the 24th instant, and are glad to know that you are very much interested in the novel ice cream sales plan that we have inaugurated.

"We are pleased to advise that this 'Mookow' sales plan has gone over very successfully, and has inspired the mothers on the food quality of ice cream."

AMONG the most striking arguments favoring ice cream for the child, particularly stressing the point of dairy health, are given as follows, on the first page of the booklet:

"All of the elements necessary to the maintenance of life and growth, namely: proteins, fats, carbohydrates and min-

Save!

40% to 50% on Ice and Salt

48 hours



one icing

WHEN ice cream manufacturers write and tell us exactly what Dry-Zero Cabinets will *actually* do on their stops, then we know the *true value* of our product. Then we can, without an iota of doubt, say that the Dry-Zero Cabinet

will save 40% to 50% on ice and salt,

will keep ice cream hard and without shrinkage for 48 hours on one icing, and

will pay for themselves in only one season's use.

Write TODAY for complete information and prices about the *original* dry pack cabinet.

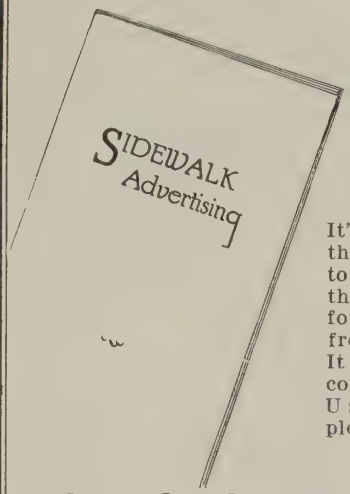
DRY-ZERO CABINETS

DRY-ZERO INSULATION COMPANY
50 EAST 42nd STREET, NEW YORK

HERCULES CORP., Sole Manufacturer
EVANSVILLE, INDIANA

Sidewalk Signs Made Profitable!

That's what this new book covers. How to use signs — when, where and why to use them. Should you give them away — rent them or sell them? What should you put on them and why?



"Sidewalk Advertising" is FREE

It's the first serious effort that ever has been made to analyze the history, the why and the wherefore of sidewalk signs from the profit standpoint. It will be sent with our compliments on request. Use your letterhead, please.

Standard PRESSED STEEL CO.
Box A, JENKINTOWN, PA.

The Success of your Ice Cream Depends Much on the Way in Which it is Served

PEERLESS CAKE CONES



Their crispness and sweetness brings out the finer points of quality in your ice cream.

We Sell to Jobbers Only

Turnbull Cone & Machine Co.
Chattanooga, Tenn.

Samples and Prices on Request

Wrapped in Heavy Paraffin Paper

eral salts, are contained in ice cream. It is perhaps the only food that can be taken without reserve both in health and in all forms of disease. Indeed, in early life, up to the age of eighteen or twenty, when the ends of the long bones fuse, a diet rich in milk is important on account of its high calcium content. In the very young it is absolutely necessary for the proper development of the bones and dentition and for the prevention of rickets, a disease of the young which causes softening of the bones and deformities.

"Notwithstanding the invaluable importance of milk as a food, in fact as a necessary one, it is surprising to find how many children either refuse it altogether or take very little because of its lack of palatability. Children have a great predilection for ices and sweet things. With few exceptions all children are fond of ice cream, which is nothing more than frozen milk and cream sweetened and flavored, and which provides a perfect and delectable way to administer the most important and valuable food known."

NEW DAIRY PLANT.

The I. N. Hagan Ice Cream Co., Connellsville, Pa., has opened a new and entirely modern dairy plant on West Crawford Ave., and will operate it under the firm style of The Hagan Dairy Co. Milk, cream and buttermilk will be sold to both the retail and wholesale trade, and all products will be pasteurized before being offered to the consumer.

All the equipment is reported to be of the latest design, and includes a pasteurizer, filter, coooler, bottling machine, bottle washer and sterilizer, and adequate machinery for keeping milk and cream in fresh and sanitary condition after bottling.

A laboratory has been equipped by the company, where a chemist will test all milk and cream for butterfat content and bacteria count. Officials of the Hagan Dairy Co. report that it is their intention to put out the highest grade of milk and cream possible. Albert Rose, who has taken up special work in dairy management at the State College, will be manager of the plant.

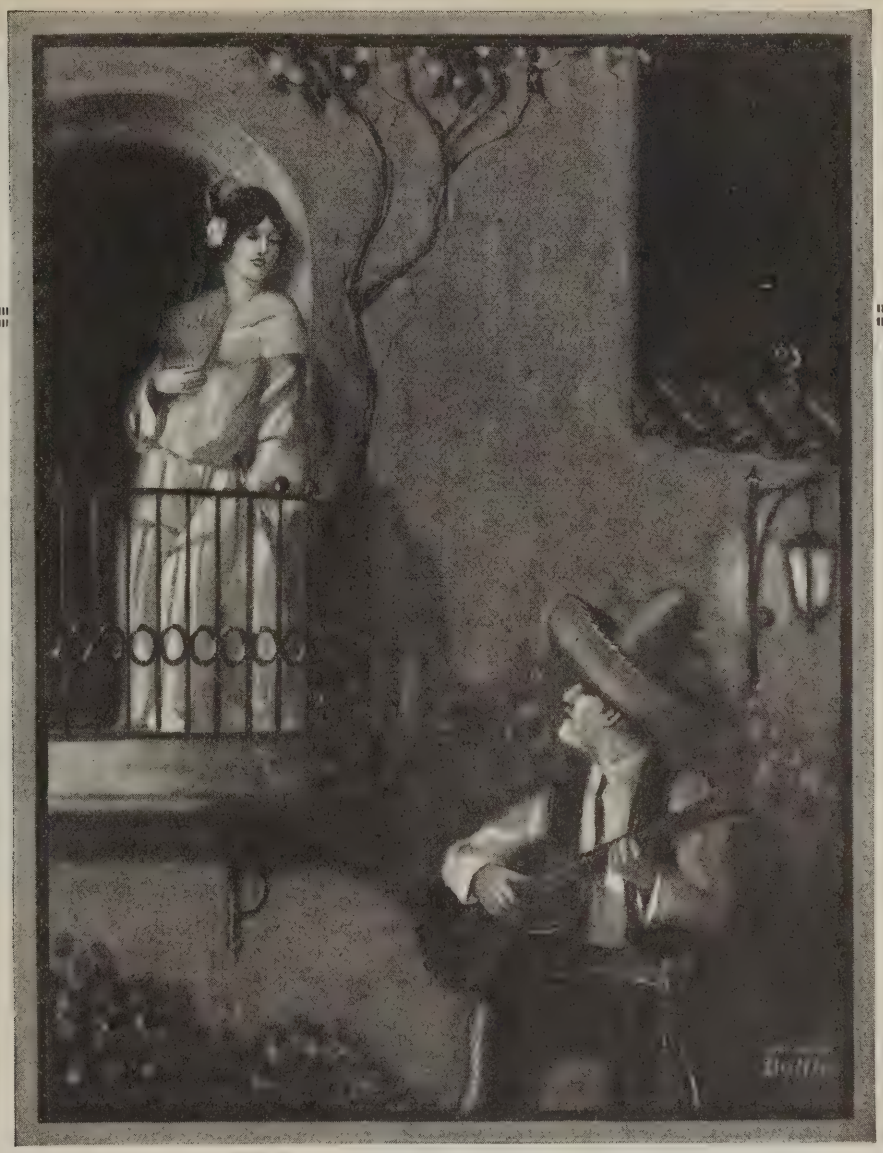
TO DOUBLE CAPACITY.

The capacity of the South Utilities Company ice cream division at Miami, Fla., will be virtually doubled, when this company makes improvements throughout its entire plant on N. Miami Ave. at Sixth St., improvements to cost in the neighborhood of $150,000, according to announcement by C. F. Rhodes, manager of the Miami plant. He further states that the increased capacity is made necessary by the increase in business, which is keeping pace with the progress of the city. The ice cream department will increase its capacity from 500 gallons to 1,000 gallons daily, and the present ice making equipment capacity will be increased from 200 tons to 350 tons a day.

KANSAS PLANT OPENED.

Announcement has reached us of the opening of the new building recently constructed for the Osage Ice and Ice Cream Co. of Osage Kans. The building is 42 by 75 feet and is constructed of inter-locking tile. The capacity of the plant is 12 tons of ice, 1,000 pounds of butter and 200 gallons of ice cream daily. Refrigerating equipment has been installed and Cherry and Creamery Package equipment is in operation, including a viscolizer.

The building is fireproof, having a six-inch concrete floor throughout and steel sash. Frank M. Angus, manager, and Mr. Henny, who is also connected with the plant, were formerly with the York Mfg. Co.



Charming!

June-- the month of flowers and romance-- is also when the deliciousness of HUDSON'S Ice Cream Flavors are as charming as the Senor's seranade.

This delightful flavor appeal will make your ice cream outstanding among consumers, and they never fail to attract business to your dealer stations.

Aside from their sales promoting qualities, HUDSON'S flavors are most economical because they go farther and do not freeze out. These claims are based on 37 years of specialized experience.

The Hudson Manufacturing Company

GABE S. WEGENER,
President & General Manager

INCORPORATED

ESTABLISHED 188?

VANILLA PRODUCTS

119-121 North Union Ave., CHICAGO, U. S. A.

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

Proper Care of Battery Charging Adds to Electric Truck Efficiency

Charging Equipment Has Been Standardized, Thus Eliminating the Need for a Trained Electrical Engineer

By C. H. KAENTJI*

MUCH has been said of the value of electric trucks for certain classes of work—the best applications being in connection with city delivery. In traffic tie-ups, when unloading or picking up at many points, the electric truck shows the advantage. There is no inclination to continue to let the engine run—when the stop is made the current is shut off and yet the driver is not called on to do any manual work to start up again. When the controller handle is thrown to the "off" position the electric motor simply stops running and remains idle, using up no current until a start is made.

Aside from the proper lubrication and general maintenance of electric trucks there is no other part that influences so greatly the operating efficiency on the batteries. They are the source of power—the power generating plant.

Naturally this plant must be kept in condition to supply power to the motor on demand, and to do this, proper care must be exercised not only in the regularity of charging but in the method of charging as well.

Part of the credit for the satisfactory service of electric trucks in many kinds of delivery service is due to the development of automatic battery charging equipment—which eliminates the need for a trained electrical engineer to supervise the charging.

Today, it is possible to run the ice cream truck into the garage, attach it by plug to the charging outlet (like attaching a vacuum cleaner in the home) and return the next morning to find the battery with full charge ready for work. Automatic means are provided to cut off the battery when its voltage has reached the full value—and if the power supply is cut off at any time unintentionally, the batttery will again be connected when the power is "on" without need for an attendant to reconnect it.

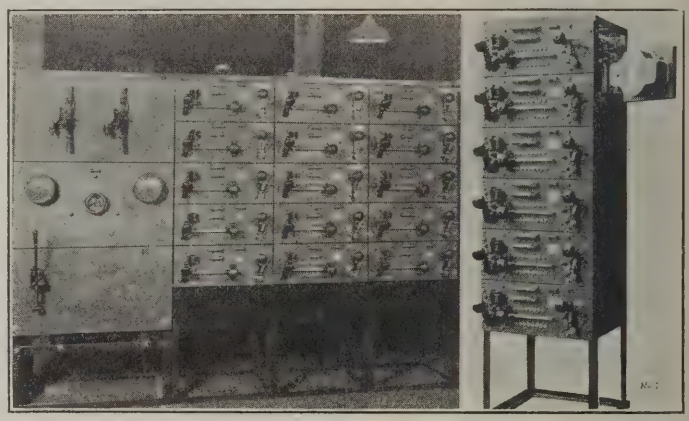


Fig. No. 1 Fig. No. 2

Charging equipment such as is used in hundreds of electric garages all over the country has been standardized so that units for any number of trucks can be assembled and augmented as more trucks are added to the plant.

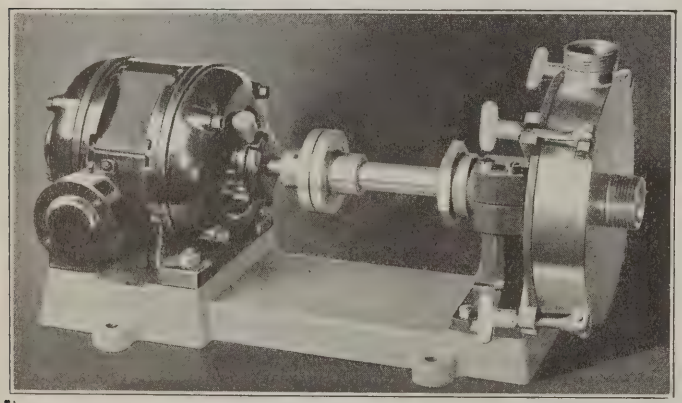
The panel shown in figure No. 1 shows a group of six standard charging rheostats, one for each of the six charging circuits. If only three are required the lower three sections or rheostats are not supplied—but are added one at a time or otherwise when the number of charging circuits required increases. Likewise, additional panels can be installed side by side.

Each sectional rheostat is complete in itself, the meter on the bracket, however, serving to show the volts or amperes for any circuit desired. When a truck is plugged in on any circuit the bull's eye lamp on the rheostat in circuit is illuminated.

Where alternating current only is available a motor-generator set is used, on alternating current motor driving a direct current generator and in this case it is customary to mount the motor-generator control on a panel alongside the charging rheostat as in illustration 2. This panel, shown at the left, carries a starter operated from the front of the panel (see handle at lower left hand corner), circuit breakers, voltmeter, ammeter and field regulator, the round handle of which is shown in the center and which is used to adjust the voltage of the generator to the proper value—usually 110 volts.

The illustration shown accompanying this article are typical of modern apparatus designed for electric truck charging.

* With The Cutler-Hammer Mfg. Co., Milwaukee, Wis. Prepared exclusively for The Ice Cream Review.



No Churning
No Foam
No Injury to Cream Line

Specialty Brass Centrifugal Pump

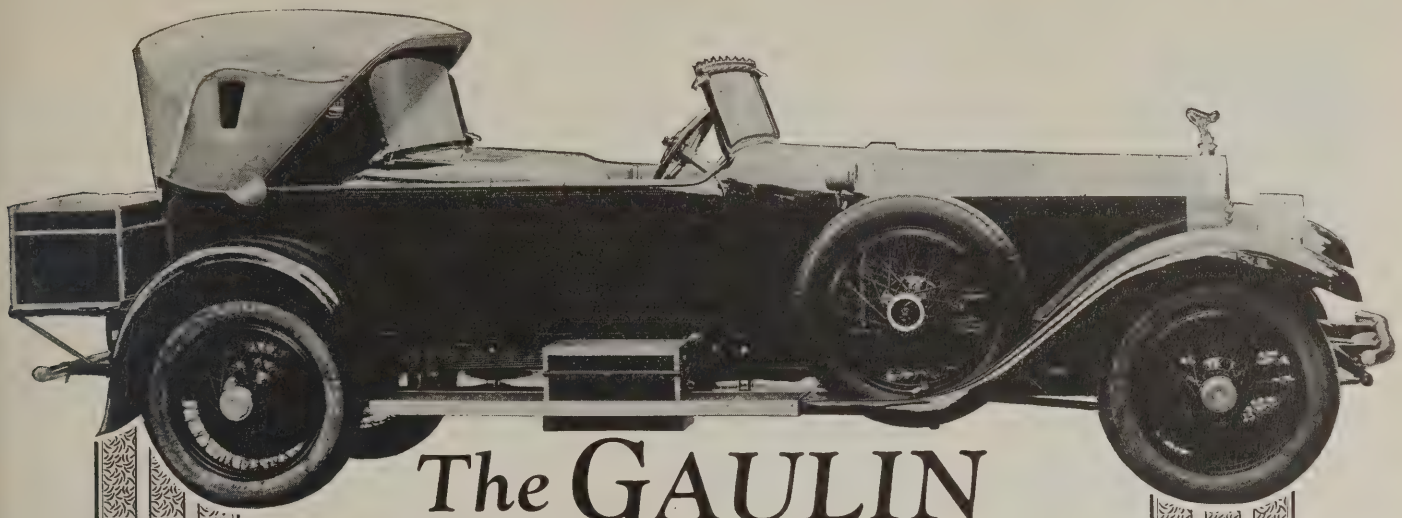
- Entirely different in construction.
- Perfectly balanced.
- All pump parts machined and tinned.
- Easy to clean and highly sanitary.

Write for price—or ask your jobber

SPECIALTY BRASS CO.

MANUFACTURERS

Kenosha, Wis. Albion, N. Y.



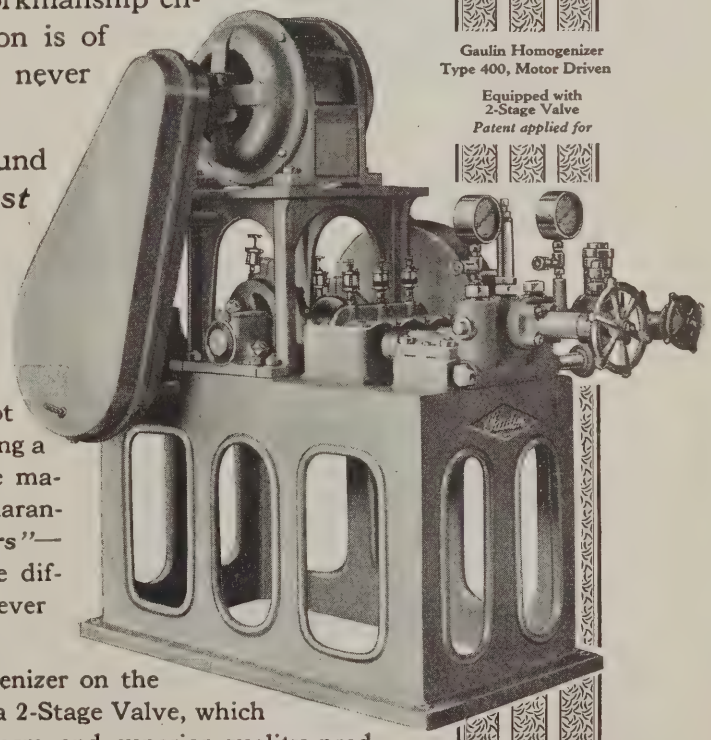
The GAULIN and the ROLLS-ROYCE

"They Never Wear Out"

THE Rolls-Royce Automobile and the Gaulin Homogenizer are similar with respect to their individuality and durability. Each is so sturdily built, and the material and mechanical workmanship entering into their construction is of such character, that "they never wear out."

The Rolls-Royce is never found in the used market, ***and just so with the Gaulin.***

You will find, however, some makes of used homogenizers on the market which can be bought at very low prices — discarded by the user because they have not ***stood the test.*** Instead of making a poor investment in one of these machines, buy a Gaulin, which is guaranteed to stand the ***"test of years"***— it will save you many times the difference in cost and you will never have to discard it.



Gaulin Homogenizer
Type 400, Motor Driven
Equipped with
2-Stage Valve
Patent applied for

The Gaulin is the only homogenizer on the market today equipped with a 2-Stage Valve, which guarantees you a more uniform and superior quality product than any other homogenizing device manufactured.

"Only Gaulin can build a Gaulin"

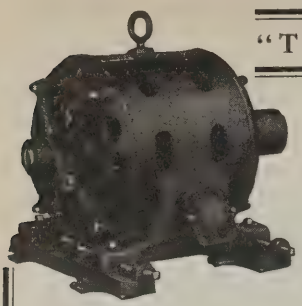
For 15 years Manton-Gaulin Manufacturing Co. have specialized exclusively in the manufacture of emulsifying machinery, and unquestionably, today, the GAULIN leads the field.

Write us today for Descriptive Literature and Prices

MANTON-GAULIN MANUFACTURING CO.

Boston, Massachusetts, U. S. A.

"They Keep a-Running"



7½ H.P. Century Repulsion-Start Induction Single Phase Motor.

They Develop Heavy Starting Torque

The heavy starting torque developed by Century Repulsion-Start Induction Single Phase Motors renders them especially desirable for the operation of refrigerating machines, crushers, mixers, pumps, heat regulators, sewerage disposal equipment, garage air compressors and also other similar apparatus usually employing automatic or remote control.

The low starting current requirements of this motor—not in excess of 245% of full load current—permits the use of any standard single throw switch for starting. A fuse which will protect the motor while running and carrying its load, is usually of ample capacity for starting due to the low starting current and quick acceleration.

The new Century Wool-Yarn System of Lubrication can now be furnished in all Century RS Motors of fractional horse power sizes.

Built in all standard sizes from ⅛ to 40 horse power---temperature rise not more than 40 deg. Centigrade.

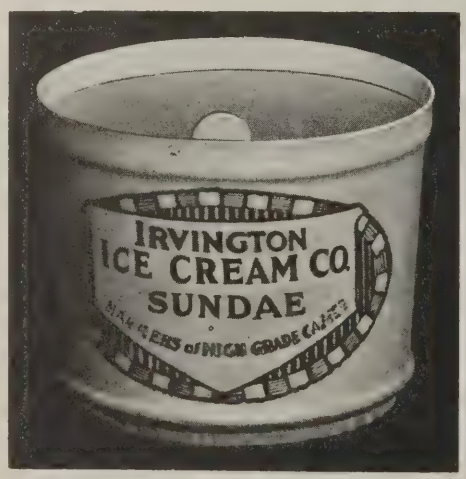
Send For Bulletin No. 29.

Bulletin No. 29 describes all superior features of Century Repulsion-Start Induction Single Phase Motors---a copy will be mailed to you on request.

CENTURY ELECTRIC CO.

More than 21 years at St. Louis, Mo., U. S. A.

⅛ to 40 H.P. Century MOTORS ⅛ to 40 H.P.



For The Summer Trade

Out in the open—at parks, picnics, pavilions,

The Jennings Cup

with its tasty sundae is a big seller at a dime.

The Jennings cup is a highly sanitary package, neat and attractive in appearance and easy to fill.

MADE IN 10c SIZES ONLY.
SHIPPED NESTED.

You will find interest in some samples and prices.

The Jennings Sanitary Milk Bottle Co.

5110 Detroit Ave. CLEVELAND, OHIO

EDUCATIONAL PUBLICITY AND THE ICE CREAM INDUSTRY.

(Continued from page 14)

of ice cream; in fact, last year there was a decrease of over nine millions of gallons in spite of an increase in population of two and one-half millions.

Has our advertising been effective or has our product lost its appeal? May not the answer be that we have reached the saturation point of selling ice cream on its cool, refreshing, palatable qualities?

The fact, as evidenced in the press and daily conversations, that people in general have little, if any, knowledge of the scope of the ice cream industry or of the constituents of ice cream and its value as a food proves that ice cream has not been sold on its value as a food.

We will all agree, I believe, that we will not get maximum consumption of ice cream until we can overcome the prejudice and ignorance regarding the manufacture and consumption of ice cream and get firmly fixed in the public mind the truth about ice cream as a health food.

The two facts, which we desire to get the people to accept, are:

1. That the commercial manufacture of ice cream has long since been lifted out of the cellar, that the manufacture of ice cream has passed the stage of the home industry, that today commercial ice cream is made in well equipped sanitary factories, that commercial ice cream is made according to standard practices based upon scientific facts, and that practically every state in the Union has laws governing the products from which ice cream is made.
2. That ice cream is milk in concentrated form and that it is a health food.

There are two general ideas that lend themselves admirably to co-operative national publicity and advertising. Co-operative national advertising is not new; the American public today is quite familiar with this type of advertising and, consciously or unconsciously, places the industry which advertises nationally on a higher plane.

WE HAVE a real story to tell about the ice cream industry and ice cream as a health food which will not only lift the ice cream industry to a higher plane in the public estimation but it will raise the standards of the men in the industry as each manufacturer will be impressed by the magnitude and importance of the industry in which he is engaged and try to live up to his responsibilities and the things the industry says of itself.

Over 200 ice cream manufacturers appreciate the advantage to the industry of co-operative national publicity and advertising and have signed pledges for the advertising campaign of one-half cent per gallon. In view of the fact that every manufacturer spends several times that amount for local competitive advertising, one-half cent per gallon is a mighty small price to pay if by such expenditure we can raise the industry in the public estimation, dispel the misconceptions which exist regarding ice cream, acquaint the public with its health-giving qualities as a food, increase the confidence of the public in our industry and its product thereby increasing its sales.

During the last few years, nearly 70 associations have successfully carried on co-operative national advertising. Probably not one of them had in their product the appeal and so many splendid qualities to bring to the attention of the public as is found in ice cream. In every instance, where individual members tied up their local

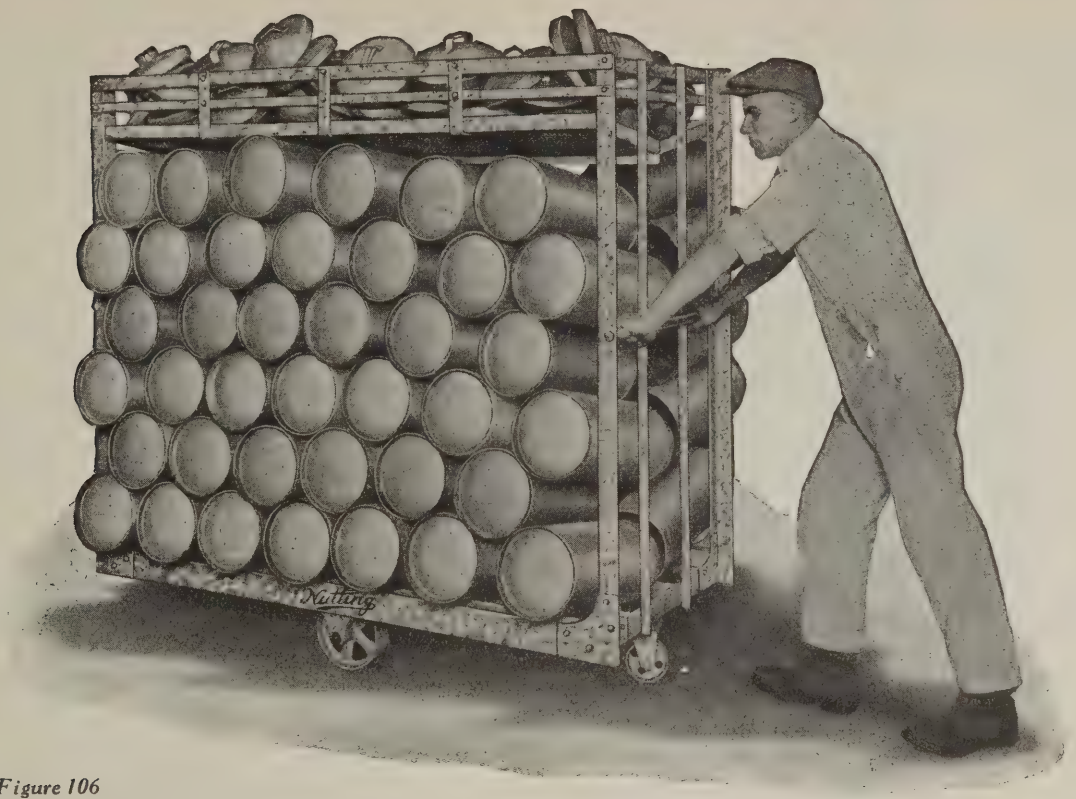


Figure 106

When the Rush is on

this truck will handle your "empties" quickly

When the ice cream business is at its height this Nutting Truck is at its best—as a speedy, efficient handler of empties.

Leading ice cream manufacturers everywhere now *keep their cans on wheels* and save time and expense in handling, piling, storing and moving them—with the

Nutting Ice Cream Can Truck

Dirty cans are piled to slant upward and keep contents from spilling. When washed they are piled the opposite way to drain quickly. Hardwood bottom strips prevent denting cans. The mesh top and rail form a big basket to hold covers.

The strongest can truck made. Angle steel construction, well braced and heavily galvanized throughout. Flat face wheels that save floors and roll easier. Ball bearing swivel casters. Capacity 108 2-gal.; 96 3-gal., or 78 5-gal. cans, including covers.

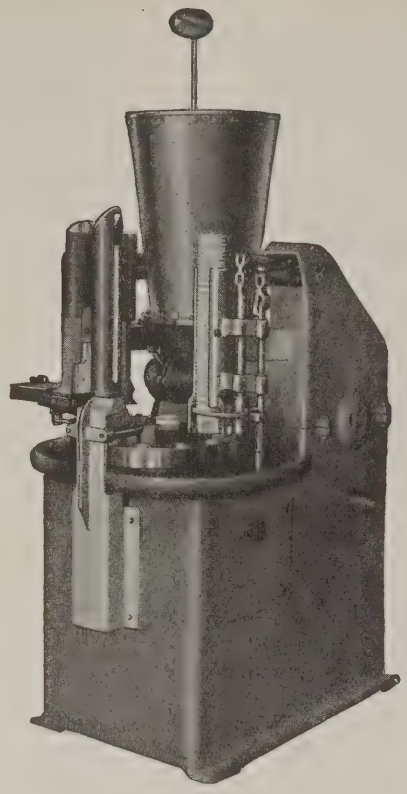
Order now and have these time-savers ready when the rush is on. Price, 30" size with Rail, **$52.00.** F. O. B. Faribault or Chicago.



Write for Bulletin C-6 or ask your jobber.

Nutting Truck Co., 1217 Division St., Faribault, Minn.

Floor Truck Specialists Since 1891



Bergmann Ice Cream Packaging Machine—

The latest and most improved machine for packaging small units of ice cream. Rapid, self-contained, automatic, motor driven. Capacity only limited to speed of operator in keeping machine supplied with cups and lids and taking away filled cups with lid inserted. Fool proof and rustless. Easily cleaned. Strongly constructed.

If you are marketing packaged ice cream you are interested in this machine. Send for complete information covering this and larger size machine.

Bergmann Packaging Machine Co.
1838 HENRY W. OLIVER BLDG., PITTSBURGH, PA.
SALES OFFICES
487 ORANGE STREET NEWARK, N. J.

advertising with the national campaign, the results were especially favorable.

A manufacturer, who expects to spend a certain amount of money on local advertising, can increase the value of his local advertising by tying it up with the co-operative national advertising campaign and in this way not only make for the effectiveness of his local advertising but he can help to lift the industry to a place in the estimation of the public where it properly belongs.

KEEP in mind this thought, the additional gallonage which will come from co-operative activities of this kind comes from the same stops you are serving today and, therefore, will be more profitable than additional gallonage from new stops.

The question still is unanswered, "How long will it take to double consumption of ice cream?" That is entirely up to you. We can go along as we have for several years and double the consumption when the population is twice what it is today or we can, by working together, do it in approximately five years.

ICE CREAM WEEK SET FOR WISCONSIN.

(Continued from page 26)

"This will be one of the best years for dairying of many years," Prof. C. E. Lee, head of the butter division, told the club at the May meeting, when the dairy week movement was launched. "Good cows, good dairymen and good dairy products will keep he tdairy industries on the map."

"We shall make every effort to have appropriate ice cream window displays in Wisconsin retailers' windows," stated George Mansfield, head of the ice cream division.

Plans for the membership campaign were outlined at a meeting of the divisional chairmen at the City Club on May 14, with Mrs. C. E. Hatch presiding.

Important developments are expected at the June 11 meeting. Wisconsin ice cream men are expected to attend and take steps to keep ice cream in the limelight during dairy week.

HOVEY DENIES MERGER REPORT.

Absolute denial was issued by Vernon F. Hovey concerning the reputed merger of some eight New York ice cream companies to form the largest ice cream corporation ever organized. Mr. Hovey, president of the National Association of Ice Cream Manufacturers, and head of the Albany Ice Cream Co. and the International Ice Cream Co., was reported as the principal figure in the plan.

Mr. Hovey states that such a deal had not even been contemplated by his companies.

A. M. LeMessurier, secretary-manager of the Syracuse Ice Cream Co., Syracuse, N. Y., also issued a denial to the statement that his company was involved in the merger. Stephen F. Dennis, president of the company, stated that while there had been some talk of the project last year, he had heard nothing of it since.

STUDENTS VISIT PLANT.

Students of the home economics department of the high school at Chillicothe, Mo., visited the local plant of the Brownfield & Bird Co. The students were escorted through the different departments of the company and special attention was given to the making of ice cream. The students were deeply impressed by the sanitary conditions prevailing.



for that sheet metal job

Use Monel Metal and your telephone

A CALL on the telephone will settle the question of how you can best protect the bottom of a swinging door, the wall back of the sink, or the top of a table.

For your sheet metal worker knows how to protect such places. He knows too, that Monel Metal is the ideal metal for such uses.



He knows that Monel Metal:

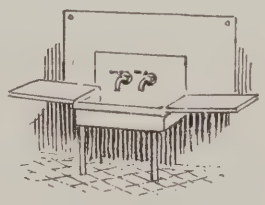
—won't rust
—resists corrosion
—is strong as steel
—is easily kept bright and spotless
—is long-wearing and economical.

Monel Metal is available in the form of rods, sheets, wire, strip, etc., and can be fabricated into any desired form—it can be cast, forged, drawn, machined, welded, etc.

Monel Metal has such a wide variety of uses that there is not space here to list them all. But below we have mentioned a few of the common uses—many of which you will recognize as fitting in with your immediate needs.



Why not get in touch with your local sheet metal worker now and let him tell you how inexpensive—in the long run—it will be to use Monel Metal where you need it most. Or let us send you booklets and folders which will give you full information about this all-around metal.



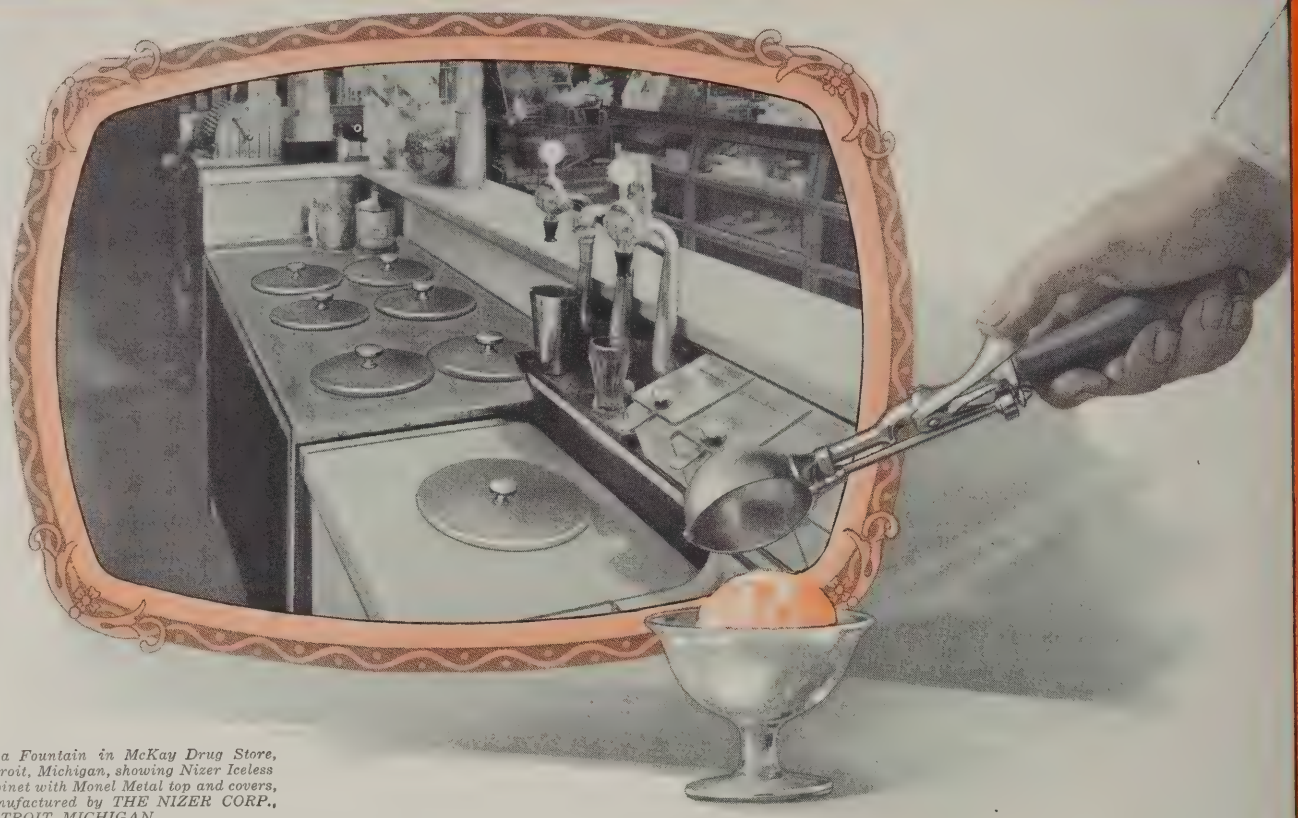
Some typical uses of Monel Metal

Drain board tops	Flashings	Hoods	Strainers	Splash plates
Sink linings	Skylights	Trim	Troughs	Table tops
Refrigerator linings	Shelving	Roofs	Gutters	Kick plates
Cutting tables				Ventilators
Exhaust ducts				Counter tops

ASK FOR "LIST B" OF MONEL METAL & NICKEL LITERATURE

THE INTERNATIONAL NICKEL COMPANY
67 WALL STREET NEW YORK CITY

INCo Monel metal



Soda Fountain in McKay Drug Store, Detroit, Michigan, showing Nizer Iceless Cabinet with Monel Metal top and covers, manufactured by THE NIZER CORP., DETROIT, MICHIGAN.

Good-bye salt and ice!

The Nizer cabinet with Monel Metal top has arrived

THERE'S a new slogan of service in the ice cream business—"Iceless Cabinets for Economy." The new automatic ice cream cabinets, produced by The Nizer Corporation, set a new standard in equipment construction.

Simple, reliable, efficient—these modern-day cabinets eliminate the bother and mussiness of old style equipment, and at the same time provide a way of keeping ice cream at just the proper temperature.

All Nizer Iceless Ice Cream cabinets are provided with Monel Metal tops and covers. Before choosing Monel Metal for this use, Nizer engineers spent years experimenting and testing different materials. Their adoption of Monel Metal for these important parts followed their finding that it always looks clean and attractive—it is easy to clean—it resists corrosion and will not rust—it has the strength of steel and endures rough usage.

Monel Metal has long been recognized as ideal for food service equipment. Its adoption by The Nizer Corporation is just one more step towards its universal adoption for soda fountain equipment.

Get all the facts about Monel Metal—and how YOU can use it. *Write today.*

SEND FOR "LIST B" OF MONEL METAL & NICKEL LITERATURE

Monel Metal is a technically controlled Nickel-Copper alloy of high nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company. The name "Monel Metal" is a registered trade mark.

THE INTERNATIONAL NICKEL COMPANY
67 WALL STREET NEW YORK CITY

INCo Monel metal

MANY PEOPLE, BECAUSE OF HARMFUL ADVERTISING, DO NOT KNOW WHAT ICE CREAM IS, DECLARES WESTERNER.

THERE are two kinds of educative advertising. One kind is extremely harmful and should not be allowed a place in the ice cream industry. The advertising which influences the public against dairy products of a certain kind, simply to win the public's approval of an individual ice cream manufacturer's own product—this propaganda, in the long run, works great injury to the ice cream industry.

These thoughts were brought out in an address before the California and Southwestern States' and the Pacific Ice Cream Manufacturers' Associations' joint convention by Sam Greene, secretary of the California Dairy Council. Mr. Greene believes that a large amount of regular commercial advertising is harmful. He said:

"I saw advertisements in our papers right here in Oakland within the last four days saying, 'Don't drink milk, three more dairies were refused admittance to Oakland because the milk was so bad,' and then went on to say, 'But go ahead and drink our milk.' That is the worst kind of that sort of commercial advertising. The less harmful kind but a kind which returns the least amount of benefit for money and energy expended is the kind which attempts to center the attention of the consumer upon the product of that individual person or concern that is putting that product out, and that lays certain claims for the merits of his goods that he will not concede to others. You all have seen these advertisements: 'If you are searching for the best, try ours,' 'We originate, others profit,' and various advertisements of that kind. Another one is 'Our brand ends the quest for the best.' There is mighty little return for that, mighty little return for the money expended in that direction, because everybody knows that that is a partisan claim. We all know that industries that employ scientists to do research work for them to ascertain truth or part truth, do not get the reception from the public for the findings of these scientists. They are not received by the public with the confidence and with the full, whole-hearted belief with which the public accepts the findings of scientists that are not beholden to the particular industry whose goods they may be working upon."

Very few people really know what ice cream is, Mr. Greene asserted. He pointed out that even yet ice cream is regarded as a soda fountain confection, much in the same manner as people look upon ginger ale. He pointed out that very few women ever serve ice cream at noon, and added that if they knew what ice cream is a lot of them would serve it in the middle of the day.

But what are the ice cream manufacturers going to do to correct this situation? Mr. Greene continued:

"Maybe some of you are attempting to carry on the work of teaching the people what ice cream really is. I have an idea that a few ice cream manufacturers could stand up before a group of housewives and mothers and discuss the components of their product and keep within the limits of scientific facts and tell them just exactly what that ice cream was made of and what these different components were, why the human system needs them and what benefit they are; I suppose a few ice cream manufacturers could do that but I will gamble that far less than fifty per cent of you can do that. You do not know yourselves what your stuff is, and that is no discredit to you because you have been engaged with the other phases of the work, but the fact is you have not informed yourselves. How many of you can tell what the protein of ice cream is and why it is a better protein than the protein of beefsteak? How many of you can tell me what advice you should give when urging people to use more ice cream? How many of you know that? Not very many."

CUBA WANTS DAIRY MACHINERY.

On a letterhead of the Cuba Railway Company comes a request for information on American machinery and supplies for the manufacture of ice cream. Our correspondent states that Wallace Ward, Admor. Hoteles y C.D., Camaguey, Cuba, is contemplating establishing an ice cream factory in connection with one of his hotels.



two ways to learn

1. By making Your Own Mistakes — this costs money and wastes time.
2. By profiting from the Experience of Others.

The second way is easier, quicker, costs you nothing. We ask you to profit by our 35 years experience in the manufacture and use of Vanillas, Flavors, Compounds and Synthetics. While anybody can *sell* you these things, very few can offer you at any price the knowledge we offer you free! It pays to deal with people who know their business. If it's a flavoring problem, ask us.



STAR EXTRACT WORKS
INCORPORATED
"Your Protection—35 Years in the Extract Business"
8 WEST BROADWAY
NEW YORK

THE QUESTION MARK IN ICE CREAM ADVERTISING.

(Continued from page 30)

would take on a new role, our appeal would be entirely different. But ice cream sells at one price, or rather it should, and usually does. Therefore, the price can never be mentioned, and we must seek for some form of interpretation that will sell the product in preference to all competitors. This is a real job, but if intelligently worked out will bring results.

The hackneyed expressions, "superior quality," "richer flavor," "velvety smoothness," etc., will not do it because such copy is just as good for your competitor as it is for you. The best way to demonstrate these qualities is to give little personal glimpses into the inside of your business and if you have some talking point which your competitor does not have, tell the public about it. If, for instance, you use fresh fruit in your fruit flavored ice cream instead of the preserved variety, that is a strong talking point. If your chocolate flavoring is of better grade, talk it up. Don't slam a competitor. Tell what goes to make up your ingredients, let him tell his story. The public will be the judge. **Abusive tactics are not to be thought of. Constructive tactics alone will bring results.**

I WOULD rather spend four times as much and tell my story in color than spend less and talk in black and white. How do the Swifts sell sugar-cured hams? By showing pictures of a ham that makes your mouth water. The Swifts wouldn't spend large amounts of money on displaying true-to-life likenesses of their product unless it paid. And the same thing can be applied to ice cream advertising as well. If you are using newspaper copy you are limited to black and white, but that is no reason why you cannot illustrate a tempting dish of ice cream and show your carton. In your display material you can show with exact likeness your ice cream in natural color.

Always think in terms of eye-minded appeal and make every piece of copy or literature, every poster and display card carry out that idea. Color can be employed as a resourceful aid in all your advertising. Use it plentifully. Fewer words and more color is an axiom that could well be used by every resourceful ice cream advertiser, for color will tell your story where copy fails.

This question has been asked of the writer so repeatedly that it bears some genuine consideration. Every advertiser has a little different idea, but each finally ends up by saying that ice cream advertising cannot bear too much of the burden of the business. This is true, for, like all highly perishable commodities, ice cream depends more upon large volume for profits than a large margin of profit on each individual sale. An appropriation for ice cream advertising based on one or one and one-half per cent of the gross revenue is about right. The percentage of an appropriation varies with the age of the company, a younger concern being compelled to spend a larger amount to put its name on the market than an old established business which is well known.

THERE is a limit above which ice cream advertising becomes unprofitable, in the sense of the word that it no longer pays its own way. No advertising campaign can long be a success if it does not prove self-supporting. Therefore, you must figure your appropriation percentage high enough and low enough to fall within the profitable limits of your business.

Some concerns spend much more than one and one-half per cent for advertising, but their margin of profit on each sale is higher and they do not deal in a highly perishable commodity. If you want any comparative appropriation figures go to food products manufacturers, not to manufacturers of non-perishable goods.

If advertising won't pay for itself then what other department wants the extra burden of paying its way? An unprofitable advertising campaign usually ends up by being bolstered to the sales department. Yes, advertising should pay for itself and make a profit for the business as well.

But can a new advertising campaign prove profitable right from the outset, or must you limp along for awhile until it gets under way? My answer to this would be, that if the campaign is carried out persistently it should begin paying dividends within four to six months.

I am speaking now of the concern just starting to advertise, for many people get the idea that advertising will bring immediate results. Such cases are few and far between. Usually immediate results end up with a weak finish which is worse than no advertising at all. Get the idea firmly fixed in your mind that you will stick to a constructive program and then make small deviations in your schedule to meet unforseen conditions.

GIVE your advertising man a chance. A manufacturer will not think of trying to approve every detail of his business yet, in many cases, the advertising man is continually harassed by interference from those higher in authority. An advertising man is supposed to know advertising, and if allowed to proceed without interference will produce the best results. If an advertising man is compelled to have every piece of copy or every idea picked to pieces before he is allowed to pro-

UCOPCO WHEEL TRADE MARK DRIED GELATINE

BEST BY TEST

Purity · Uniformity · Quality

Ucopco Gelatine

United Chemical & Organic Products Co.
4200 South Marshfield Avenue
Chicago, Ill.

NEW YORK
607 West 34th Street

BOSTON
39 Commercial Wharf

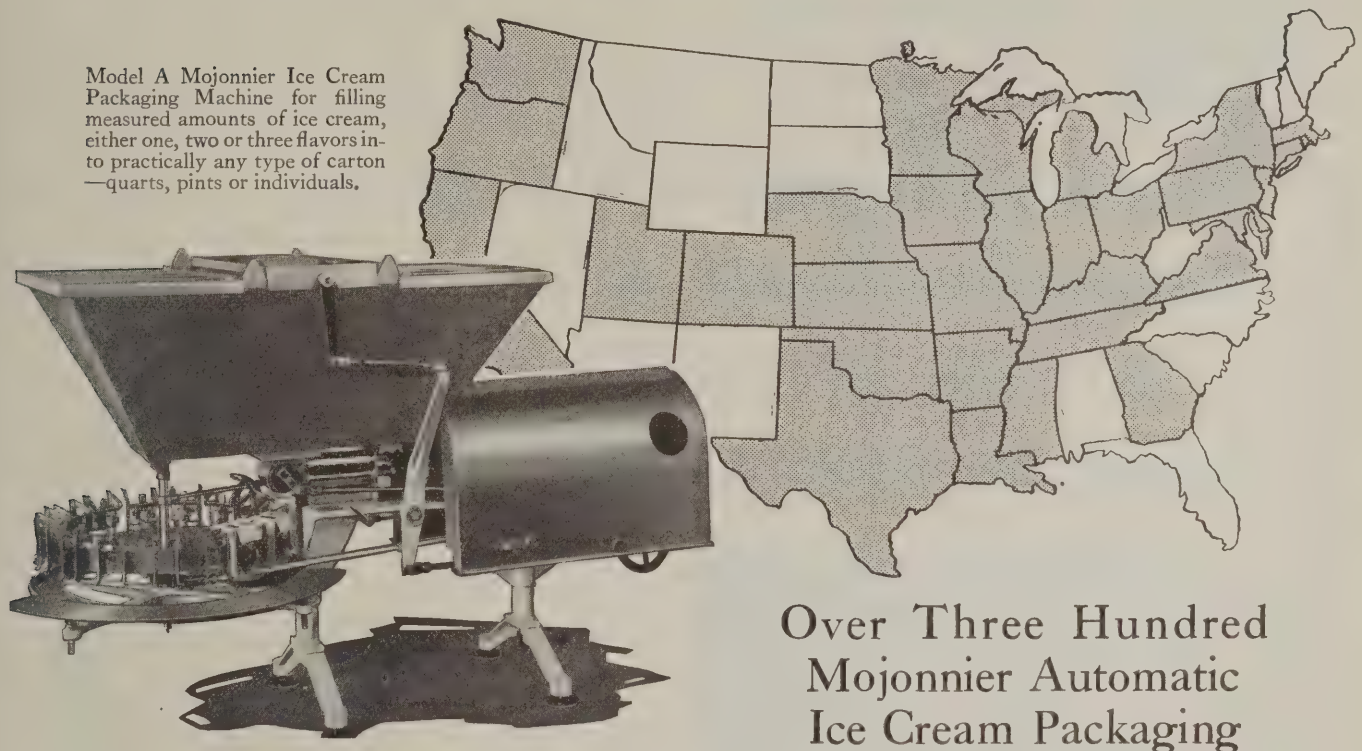
NEW ORLEANS
P. O. Box 1576

SAN FRANCISCO
311 California Street

Over **One Hundred Million** Packages

of Ice Cream Yearly in quarts, pints and individuals now filled by
MOJONNIER ICE CREAM PACKAGING MACHINES

Model A Mojonnier Ice Cream Packaging Machine for filling measured amounts of ice cream, either one, two or three flavors into practically any type of carton —quarts, pints or individuals.



Over Three Hundred Mojonnier Automatic Ice Cream Packaging Machines

in the 32 shaded states, are helping the ice cream manufacturers get their trademark packaged ice cream into the hands of the retailer in better shape than before.

The packaging machine, together with the iceless cabinets, are two great evolutions in the ice cream industry for turning out packaged ice cream in a sanitary and economical method, better packaged, better kept and more satisfactory to the consumer in every way.

No Plant too Large— No Plant too Small

for a

Mojonnier Packaging Machine

Five Principal Advantages

1. Fills exact measured quantity into any size or type of carton.
2. Saves ice cream—saves labor—saves time.
3. Good flavors sealed in—bad flavors sealed out.
4. Measures "fine bulk texture" in packaged ice cream.
5. Offers new possibilities in merchandising of ice cream.

Write for circular illustrating and describing the seven models of Mojonnier Packaging Machines

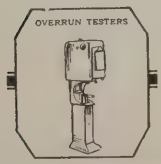
Mojonnier Bros. Co.

MILK ENGINEERS

Manufacturers of the famous Mojonnier Testers and Vacuum Pans

4601 West Ohio Street, CHICAGO

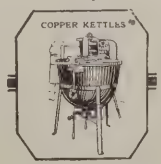
Sales Branches: **New York (Elmhurst) St. Louis, Mo. Columbus, O. Oakland, Calif.**

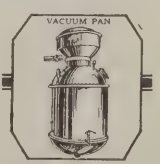


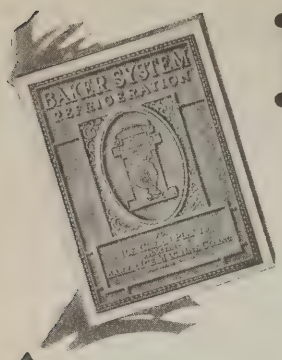








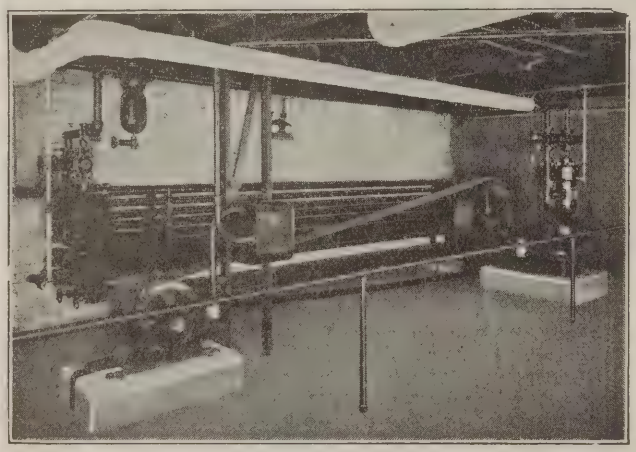




FREE

Send the Coupon for Vaulable Refrigeration Facts

Our new booklet for ice cream manufacturers is ready for you. Send for it now and get all the facts and information about mechanical refrigeration. Read how you can cut your manufacturing costs from 50 to 75%. Besides containing very valuable refrigeration facts, our new booklet completely describes the principles and superiorities of the Baker System Refrigeration.



These Facts Should Interest You

Some of the first Baker Plants built 20 years ago are still in daily service.

Over half the Baker Plants sold are sold on the recommendation of satisfied owners.

A Baker Plant will pay for itself in 1 to 3 years.

Send for our free booklet today. Decide for yourself the increased profit that comes with perfect refrigeration. No obligation.

BAKER ICE MACHINE CO.
OMAHA, NEBR.

CLIP NOW!

Baker Ice Machine Co.,
Omaha, Nebr.
Please send me your new booklet on More Profitable Refrigeration for Ice Cream Manufacturers.

Name .....

Street .....

City..... State.....

ceed, it soon stunts his creative ability and makes him fearful of results.

Put your advertising man on the same basis as a doctor or lawyer, a man who specializes on one subject only and is supposed to know which is the best way to proceed. If you have any confidence in his ability, give him a free rein and tell him that he is responsible for results, no matter how attained, so long as they fall within the bounds of the general policy of the concern. A man working under such conditions is placed on his own resources, and if he is any good at all will produce maximum results.

The best piece of copy can always be improved. So can the best processing method, or the best bookkeeping system. If you lend your co-operation to the advertising man by telling him to go ahead and then give a constructive suggestion here and there, you will get the best results.

If there is one thing above all others that will take the enthusiasm out of an advertising man's job it is to have his pet campaign shelved until all the directors of the concern have had an opportunity to pull it to pieces. After such a procedure the campaign, much delayed, will usually run pretty much as originally outlined.

I AM a great believer in analyzing an advertising problem until you are sure it is sound and then going fast. The best campaigns are the ones which move rapidly when once started. No general ever won a decisive battle by starting his army forward and then halting it in the face of fire, while his contemporaries deliberated as to whether he was following out the best battle formation.

Give your advertising man a chance; don't put a straight-jacket on his ability and hand-cuff his enthusiasm. For if you do there will always be a question mark in your advertising and you will vacillate from hot to cold, with the result that your advertising effort will not bring the maximum results with a minimum amount of labor and cost.



INTERNATIONAL DAIRY FEDERATION.

Word is received from the secretary of the International Dairy Federation, Brussels, Belgium, that plans for the International Dairy Congress, which have been announced for Paris in September, 1925, have been delayed because the French Government has as yet not acted on its budget. The program, it is suggested, will "discuss milk, subdivided into two sections, raw milk and homogenized and sterilized." They suggest other subjects may be offered.

The secretary of the international federation also reports that a delegation of the "English committee" and of the English Ministry of Agriculture have asked the co-operation of the International Dairy Federation for an International Dairy Congress to be held in London and Reading during July, 1928. Reading is the location of the principal dairy research laboratories, the director and the chemist of which were in attendance at the World's Dairy Congress in this country in 1923. During July, 1928, the great annual show of the Royal Society of Agriculture of England will be held in Reading. This should prove to be an attractive date for those interested in dairy progress to visit Europe.

The time is far enough ahead so that plans may be made which should result in a large attendance.



You can't afford to miss a single copy of The Ice Cream Review. Have you sent in your renewal?

The BEST Vanilla Sells the MOST Ice Cream

The connecting link between palate and purse



When you flavor with Michael's Mexican Vanilla Bean, Vanillin and Sugar Pulverized, the public *eats* more and you *make* more. That's the simple truth.

MICHAEL'S Mexican

"America's Flavorite"

will increase your sales as much as 25%, because it makes such delicious vanilla ice-cream that people can't seem to get enough of it. Of course, it costs a little more; but it more than pays for itself in bigger sales. Now—make us prove *that!*

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.

Make This Test at Our Expense

Place a trial order. Use all you can to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Bean, Vanillin and Sugar Pulverized does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.



ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

Selling Both Ice Cream and Service

California Manufacturers' Cost Sheet Shows That the Total Delivery and Service Charge Necessary to Distribute Ice Cream Amounts to 60 Per Cent of Manufacturers' Cost

THE question has been asked from time to time, "Are we selling ice cream or service?" This problem has become more acute in late years. There was an interesting discussion on this by J. M. Bonner at the first California and Pacific joint convention. As for the first part of the matter, there is no question but that we are selling ice cream to the dealers for a fixed price, and Mr. Bonner also thinks it is obvious that we are selling service.

Profiting from past experience, Mr. Bonner's company, more than a year ago, established a service charge of $1.00 a cabinet per week for all customers selling between 20 and 30 gallons a month, this to spur dealers on to sell a gallon a day to escape the service charge. The result was the company reduced its ice consumption from 48 pounds to 38 pounds a gallon.

BONNER has concluded that ice cream manufacturers can sell both ice cream and service if they make a survey of the type of customers that are being served and ascertain the percentage of unprofitable stops on the books, and after this survey reduce the number of stops, truck and driver expense, which will result in greater profit to the manufacturer's business.

He pointed out that with dealers purchasing large gallonage, where requirements average as low as 12, 15 or 20 pounds of ice per gallon of cream, there is no great problem involved, but—

"* * * There are various classes of small dealers who do require our utmost consideration before extending service to them, and there is a problem involved in such cases. On the first warm day in spring, prospective customers will phone in from every direction, due to the neighbor's boy coming into the store and making inquiry for a cone or two, and the dealer concludes that he should put in ice cream to meet the requirements of his neighborhood, and an experienced ice cream salesman should then be able to make an intelligent survey of the field and determine if there is a chance for a stop to operate profitably in that neighborhood. Often times, this is not easy to determine, and every ice cream salesman will, at times, make a mistake in this matter of a stop that might look unprofitable, which might later on be found to be purchasing large gallonage from the other fellow.

"It would appear from an analysis of the usual cost sheet, that the total 'Delivery' and 'Service Charge' necessary in the distribution of our product amounts to at least 60 per cent of the manufactured cost of the product sold, a very large item and one that must be included in the total selling price.

"It is a very common occurrence to find a customer who sells 18 to 20 gallons a month, asking for four, five and six flavors in addition to a brick cabinet. In such cases one will find cream on hand for ten, twelve, fifteen and even twenty days in the cabinet of the customer before being sold; and in such cases, the manufacturer cannot possibly be given credit for a good article, nor get desired advertising value out of the sale of such a stale product when it fails to satisfy or please the ultimate consumer."

The speaker was sure it would be cheaper for such a man to come to the ice cream manufacturer's plant and get his ice cream free of charge, for—

"All small dealers are not in this class, and many realize that in the winter they cannot sell sufficient to make it profitable to the manufacturer, and this type will call up and ask to discontinue service, and they do us a favor when they do so. In this connection it is pertinent to state that in some districts other than the central congested districts of the city, there are too many ice cream stops, and the trucks of every manufacturer go to the same block four or five miles distant from the plant, when a single delivery in such districts would be sufficient to take care of the total ice cream requirements of those living in the immediate vicinity, and duplicate delivery expense would be avoided."

AND it is not always the dealer to blame for this condition, it was pointed out by the speaker, who believes the ice cream manufacturers have brought about such conditions through earlier competition, which led

Remember This!

When you are all snowed under at the peak of the season and something goes wrong with your refrigerating equipment you can bank on the engineers who build

Sterling
Refrigerating Equipment

to give you the best kind of service to get you up and going regardless of the equipment you have now.

And, when you are ready for that new equipment, your selection of Sterling equipment will save you a lot of trouble when the big rush is on.

Sterling Bulletins tell where Sterling Equipment is different. Send for them.

The United Iron Works, Inc.
Branches in all Principal Cities
Kansas City, Mo.

Increase Your Sales
OF ICE CREAM BY MAKING
FANCY FORMS
ANIMALS — FRUIT — FLOWERS — VEGETABLES — EMBLEMS — MARRIAGE BELL
Send for our booklet listing the many designs of
ICE CREAM MOLDS
Manufactured by
EPPELSHEIMER & CO.
34-44 Hubert Street NEW YORK CITY
Order through your jobber or direct from us.



Orange Pineapple Crushed (Bits)
Banana Pineapple (Bits)
1925 Cold Process Strawberries
for prompt delivery
Cold Pack Red Raspberries
for prompt delivery
Grenadine "Whole & Broken" Cherries
at no advance in price



"Reyam News"
—a small publication that tells a great deal in an interesting fashion is ready. Tell us to place your name on our mailing list.

Appealing Specials In High-Grade Fruit Products

No manufacturer can get less than full value of Reyam. Unless every item is 100% satisfactory, we prefer to pay return charges and refund your money. We have been making this offer for years, and every time a manufacturer grits his teeth and takes the plunge he wonders why he didn't do it before. Incidentally, we seldom are reminded of that guarantee.

Tutti Frutti Mixture
Hailed as supreme for the making of Tutti Frutti ice cream and fruit ices by manufacturers from Maine to Mexico. Its uniformly good flavor and bright color spell certain success. Keeps perfectly to the last drop.

Reyam Fruit Custard
Winchester never made a better repeater—a sure sign of quality. Ready for immediate use; ½-gal. makes a 40-qt. freeze of perfect Fruit Custard Ice Cream, containing sufficient fruit color and rich custard flavor.

Write for quotations and samples

The CINCINNATI EXTRACT WORKS

422-424 W. Fourth Street
CINCINNATI — O.

JOHN H. MULHOLLAND CO.

1033 CHESTNUT STREET
PHILADELPHIA, PA.

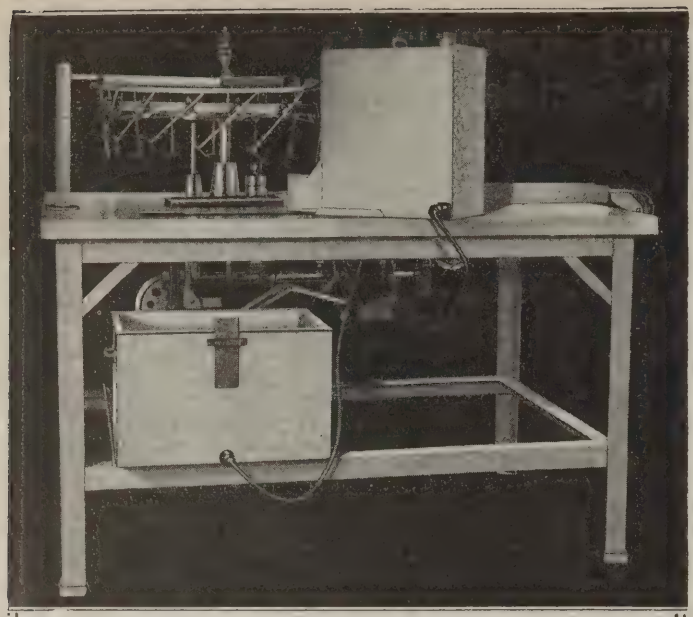


ICE CREAM PLATES
Glassine Lined and Printed
Plain, Square and Round

ICE CREAM SPOONS
Bentwood and Flatwood

SIGNS
Sidewalk Signs, Ready for Service.
All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.
Electric Window Displays, for Standard Car Cards.

SINGLE SERVICE CAN and TUB
Soldered Tin Can Paraffined Fibre Tub.



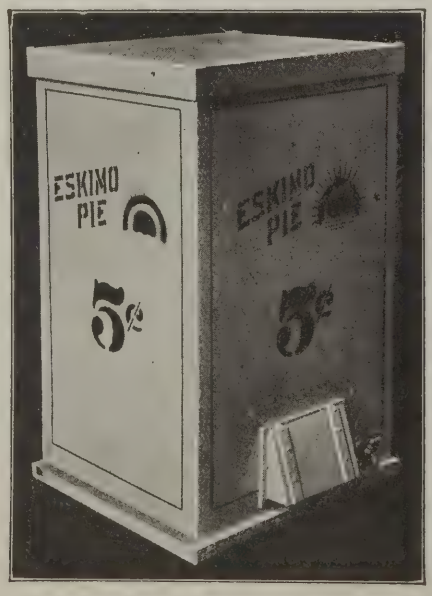
They *Must* be Right

With over 350 users now operating the Northwestern Cutting and Dipping Machines together with the Northwestern Bar Cabinet they must be right or the users wouldn't reorder and increase in numbers.

The reorders prove that this combination is right and its use and product profitable. The increased number of users proves the growing interest in the product it makes.

Full details on how these users make a profit on the 5c pie is yours for the asking.

NORTHWESTERN CORPORATION
MORRIS - ILLINOIS



the dealers to look for much more service than that to which they are entitled.

He thinks it would do every manufacturer good to look into this situation, saying:

"If the manufacturer will provide an extra column on the sales sheet for the amount of ice delivered to each stop, some amazing bits of information will be obtained by the office, and you will ascertain how many stops you have, to whom you are giving ice cream for nothing, when you consider the service, ice and salt that goes with small gallonage. Ordinarily under general practice, the driver takes 10, 12 and 14 blocks of crushed ice, and seven or eight hundred pounds of salt every morning, and he returns and is reloaded in a similar way for the next day, without any record whatever being made of the disposition of his 10, 12 or 14 blocks of ice; but if you will itemize the amount of ice delivered to each stop, you will be astonished at the amount of ice necessary to take care of the smaller, unprofitable customers.

"Last year, upon checking up our customers' gallonage and the amount of ice used by each, we found certain customers using as high as 144 pounds of ice for each gallon of ice cream purchased from us. Probably much of this ice was used for milk boxes, ice boxes or root beer barrels; in some cases our ice was keeping cool all the soft drinks kept by the customer, the soft drink manufacturer furnishing no ice whatever. On November 1, 1923, after careful investigation, we arranged to discontinue service to seventy-one customers whom we considered to be wholly unprofitable to our company as they were ice customers to a large degree. In this connection I might state that in our experience, it is the most difficult thing a salesman is called upon to do, to eliminate, in a friendly way, unprofitable customers at the close of the season, so that in case it is desired, the salesman can go back to this customer in the spring and renew his relations. Many times the driver, when sales run low, can suggest to the customer that 'as many other customers are deciding to discontinue for the winter, we presume you will be doing so very soon,' and by the time this propaganda is broadcasted three or four times, the customer often suggests to the driver that we send out and pick up the cabinet. If the company can succeed in getting the customer to suggest this procedure, it leaves the situation in a more friendly light than if the company deliberately shuts down on his service and arbitrarily cuts him off during the winter season. Indeed it might so happen that one of these customers, so abandoned during the winter, might one day become the owner and possessor of a real stop which we might be able to secure if we had not been ruthless and arbitrary in cutting him off at a time when we deemed him and his business unprofitable."



CUMBERLAND MANUFACTURERS SEE INCREASE IN BUSINESS.

The Cumberland Ice Cream Manufacturers' Association held its regular bi-monthly meeting at the Masonic Club, Harlan, Ky., April 16.

The attending manufacturers were entertained at the Kiwanis Club luncheon by the officers of the Harlan Ice & Refrigerating Co. of which H. R. Smith and E. A. Whitcomb are manager and treasurer respectively. Further entertainment included automobile tours in and about the city.

Discussion of general business conditions, of which coal mining is the barometer in southeastern Kentucky, indicated that the manufacturers were anticipating a decided increase in their business during the coming season.

The raw milk supply of this part of the state was considered, also the possibilities of increasing milk consumption by providing an adequate supply and its proper distribution.

It is probable that several ice cream manufacturers in this section will annex a milk distributing department to their business.



You can find the person who will be glad to buy what you wish to sell, by letting your desires be known through an advertisement in "The Ice Cream Review."

Dairyink

Published by The Advertising Dept. of The Ice Cream Review

"My Territory is Limited"

You have heard that remark frequently. Yet, the story is told of a farmer in South Dakota who is awakened by the alarm of a Connecticut clock, puts on a suit of Racine-made underwear, and Milwaukee socks, buttons his Chicago suspenders to a pair of Oshkosh overalls, and sets his feet in shoes made in Massachusetts. He washes his face in a Pittsburgh basin, using Cincinnati soap and an Irish linen towel made in Vermont. He draws a Syracuse chair up to a Grand Rapids table, eats a California orange, biscuits made with Minneapolis flour, some Kansas City bacon, and a Battle Creek cereal, on New Jersey dishes, with Connecticut silverware.

After a hard morning with a tractor made in Ohio, and a plow made in Illinois, he returns to his Chicago meat, Hoboken tea, Maine potatoes, cooked on a Kalamazoo stove, burning Pennsylvania coal, and finishes his meal with a dish of ice cream flavored with Mexican vanilla and sweetened with Louisiana cane sugar.

After lunch he puts on a Philadelphia hat, puts an Indiana harness on his Missouri mule that is fed on Iowa corn and hitches up to an Illinois plow. In the evening, after tuning in on Denver music with his New York radio, he crawls under an Oregon blanket and is kept awake by a South Dakota dog, the only home product on the place.

This farmer's life is surrounded by articles made in practically every state in the Union. Was the territory for these different products limited?

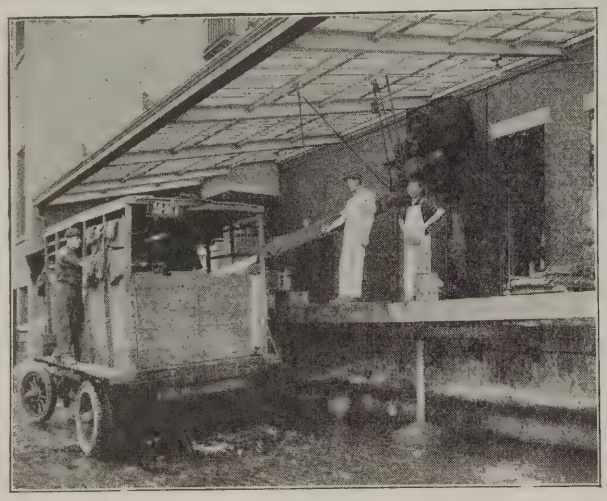
We visit an ice cream factory, anywhere between Newfoundland and Lower California, and we find the milk and cream delivered by a Michigan truck in a New York tank or Ohio can. It is placed in a Cincinnati weigh tank, weighed on a Toledo scale, delivered through a Kenosha sanitary pipe to a Cedar Rapids pasteurizer, forced by a Cedar Falls pump to a Louisville holder.

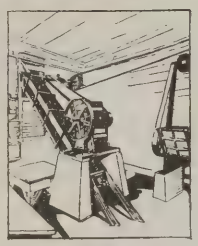
Before the milk has completed its dizzy whirl through the factory and found a cool place of temporary rest behind a Hagerstown door it passes through a Chicago mixer, a Boston homogenizer, is aged in a Cleveland tank, frozen in a New York freezer, driven by a Michigan motor till the yield, as indicated by a Chicago overrun tester, has reached the required point. The cream is cooled in a Philadelphia can, lined with a Pontiac liner and covered with Kalamazoo parchment. It is hauled on a Faribault truck to a hardening room designed and insulated by Pittsburgh engineers, and cooled with an Omaha machine.

If it happens to be brick ice cream it probably is flavored with Mexican vanilla and Providence coffee, or Washington or Massachusetts maple flavor. Often we find that California oranges, Hawaiian pineapples, Wisconsin cherries or Central American bananas are added to obtain a greater appetite appeal.

And yet some say, "My territory is limited."

G-W
Ice and Salt Elevators





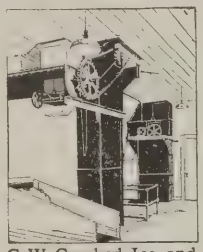
G-W Ice Crusher and Crushed Ice Conveyer

For greater handling economy

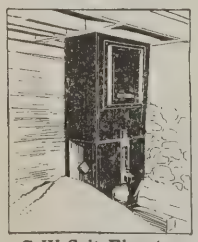
Sturdy—durable—simple to operate—equipment included in the comprehensive G-W Line can be adapted to the needs of your plant for providing greater economy in the handling of ice, salt and sugar.

If you contemplate the installation of this class of equipment, get in touch with G-W Engineers—they can offer helpful, money-saving advice.

It costs nothing to learn how you can capitalize G-W Economies in your own plant. Just 'phone, write, or wire the nearest office below.



G-W Crushed Ice and Salt Elevators



G-W Salt Elevator

G-W PRODUCTS

Crushed Ice Elevators, Sugar and Salt Elevators, Ice Breakers, Ice Carts, Ice Cans, Ice Tools, Can Tongs, Ice Handling Machinery of all types, Coal Handling Machinery, etc.

Main Office: 5 HILL ST., HUDSON, N.Y
New York: 50 Church St.
Chicago: 565 W. Washington St.
Boston: 222 State St.
Pittsburgh: Peoples Bank Bldg.
Works: Hudson, N. Y.



G-W Ice Cans and Tools

G-W Rivetless Seam Ice Cans have welded seams that eliminate the deterioration common to those with riveted seams. G-W Ice Tools are made in a large variety of types and sizes to meet every requirement. Illustrated and described in Catalog No. 90—sent on request.



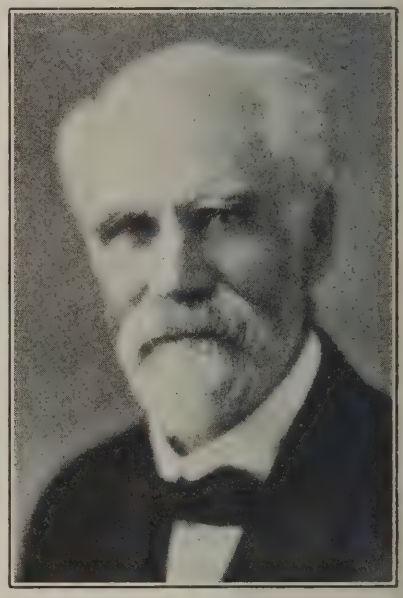
Gifford-Wood BUILT STRONGER LASTS LONGER

ICE HANDLING MACHINERY AND TOOLS

2373-R.

Commissioner Lauds Badger Manufacturers

A tribute to Wisconsin ice cream and the Wisconsin Association of Ice Cream Manufacturers was paid by J. Q. Emery, dairy and food commissioner of the Badger state, in an address before the annual Wisconsin convention. Pointing out that the Wisconsin association, which is of recent origin, "and is timely," the speaker declared in its personnel it has furnished "a leadership that appears to have a vision and an appreciation of the opportunities within the grasp of such a state organization and such an industry," and he then went on to set forth the opinion that, "its members have the wisdom to discern and experience to confirm that the production of genuine ice cream of high quality is as a business proposition and practice greatly to their own interest, as well as to that of the consuming public."



J. Q. EMERY.

Mr. Emery went on to show how the Wisconsin association has taken the initiative in the enactment of laws that will provide for high quality ice cream. The position of the Wisconsin food commissioner is a strong reminder of how far on leading food authorities and so-called experts sometimes can go when they publish newspaper and magazine articles purporting to show that ice cream manufacturers try to dodge constructive legislation. The Ice Cream Review on more than one occasion has called the attention of different misinformed authorities of this kind to the fact that ice cream associations are earnestly interested in promoting legislation that will keep ice cream on a high plane.

Maybe Mr. Emery had some thoughts as these when he declared:

"The legislature of Wisconsin has, by inference at least, recognized the ice cream industry as a part of the great dairy industry of the state and of such importance that it was deemed fitting to define and standardize the product co-ordinately with the definitions and standards of milk, cream, milk fat, butter and cheese.

"I am not here to instruct in the technics of ice cream making. However, your industry is subject to regulation by law. Because of this fact and by invitation of your president, I give consideration to some of the fundamental principles and legal enactments which as laws must affect your industry.

"This raises the question of what is law. Law is a rule of conduct or action which is prescribed or is formally recognized as binding by the supreme governing authorities and is enforced by penalties. The supreme governing authority in Wisconsin is the people of the state of Wisconsin as is shown by the style of the enacting clause in the enactment of law by the legislature: The people of the state of Wisconsin represented in sen-



Send for Some Samples and Prices.

Your Jobber can supply you.

Double Life from Ice Cream Cans

When the inside surface of your cans is gone their use for delivery becomes questionable.

Not so with the ice cream man who uses the

ALLEN
ONE-PIECE SANITARY
CAN LINER

The consumer never questions the condition of the can when lined with an Allen can liner. The liner is sufficient assurance that the product IS sanitary and it turns the attention away from the condition of the container itself. Thus cans that otherwise would not pass inspection for delivery become O. K. by the use of Allen Can Liners.

The Allen Candy Co.
PONTIAC, ILLINOIS

CERELOSE
Is a Success in Ice Cream

CERELOSE is a pure white refined corn sugar which has been found to be of advantage to ice cream manufacturers for use in conjunction with cane sugar.

CERELOSE enables you to increase the sugar solids without over-sweetening the product. This is accomplished by using up to 33% Cerelose of the total sugar content.

Assuming that the total solids are sufficiently high, it is advisable to cut down the milk solids (minus fat) in proportion to the increase in sugar solids added.

For example:—Replace 500 lbs. of Cane with 400 lbs. of Cane and 200 lbs. of Cerelose.

For further information write

CORN PRODUCTS REFINING COMPANY
17 Battery Place New York City

6 Reasons Why Cerelose is used in the manufacture of ice cream:—

1 — Cerelose emphasizes the richness of the butter fat and develops the natural flavor of the cream in ice cream.

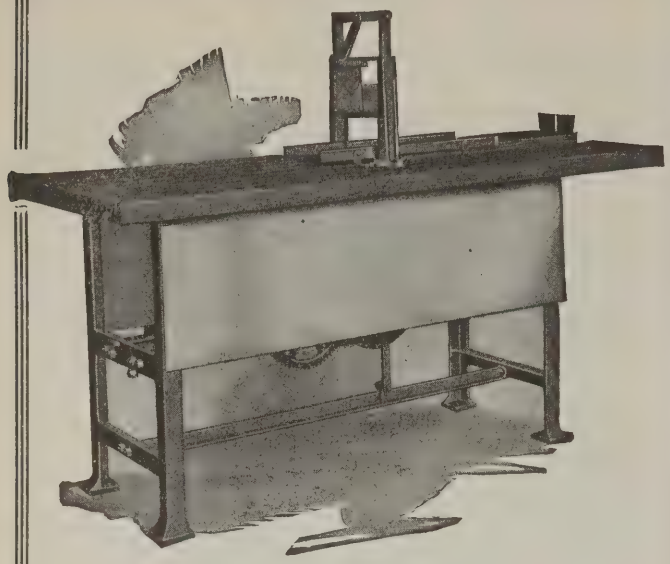
2 — Cerelose is the new solids builder for ice cream. It adds body and weight, improves the texture, and produces smoother cream.

3 — Cerelose is readily soluble and will not crystalize nor form sandy ice cream.

4 — Ice Cream made with Cerelose is more digestible than when made entirely with cane sugar because Cerelose is a dextrose sugar, directly assimilated by the blood. Therefore more ice cream may be consumed particularly among infants and invalids.

5 — Cerelose is considerably cheaper in price per pound than cane sugar.

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The New Era Company
146 Merritt St. Oshkosh, Wis.

ate and assembly do enact as follows: The law making body of the state is the legislature which consists of a senate and an assembly. The members of each of these branches of the legislature are chosen by the voters in their respective districts. Who are the voters is determined by the constitution of the state. The fundamental law of the state which was adopted by the people of the state of Wisconsin by formal vote. The legislature is therefore a body chosen by the sovereign power of the state, namely the people."

⚜

What it's all About

We hear a lot these days about "The Agricultural Situation." The newspapers are full of it. Some politicians lose sleep over it. The President is worried about it, while every man in business or working for another is directly or indirectly affected by it.

It's a subject we ought to all know more about. It's one on which there is a lot said and little truth spoken. But, so all may know in a concise, truthful, yet comprehensive way of what it's all about, two eminent economists, Profs. A. G. Warren, and F. A. Pearson, both of the New York State College of Agriculture — Cornell University, discuss this very essential subject in a new book of 306 pages. The title of this book is "The Agricultural Situation," and $3.00 sent to The Olsen Publishing Co., 5th and Cherry Sts., Milwaukee, Wis., will bring a copy anywhere postpaid. Get a copy and learn the truth of "The Agricultural Situation" and how it affects you.

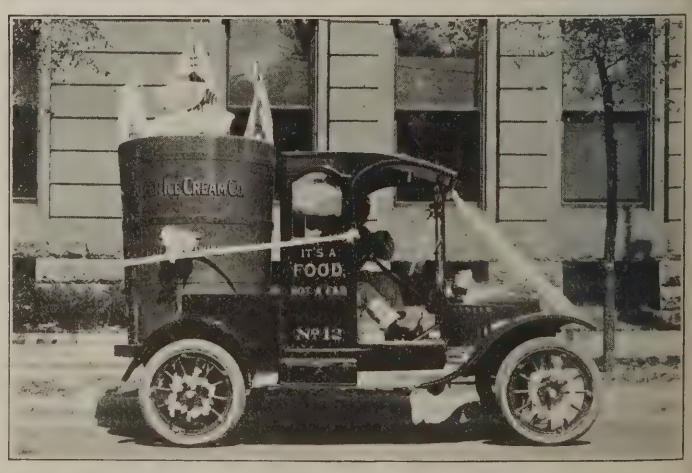
⚜

NEW PLANT IN GEORGIA.

The Columbus Dairy, Columbus, Ga., has erected a new plant and begun the manufacture of ice cream and the distribution of pasteurized milk. The company was recently incorporated with capital of $15,000. The incorporators are R. L. Cooper of Indianapolis, Ind.; Ernest Denk, Seymour, Ind., and Columbus Roberts of Columbus, Ga. The Indiana gentlemen will make their home in Columbus hereafter.

⚜

Classified advertisements in The Ice Cream Review are the dairy products man's **confidential agent.** Insert them under any of the following headings: For Sale, Wanted-to-Buy, Business Opportunities, Employee Wanted, Position Wanted. Cost is but 2c per word. Write out your advertisement and mail with check or money order to The Ice Cream Review, 5th and Cherry Sts., Milwaukee, Wis.



This was ice cream's representation in a Rockford, Ill., street parade a couple of years ago, entered by the Allen Ice Cream Co.

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THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER

Harold A. Sinclair

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.

REGARDING SHRINKAGE WHEN ICE CREAM IS DIPPED IN QUART CONTAINERS.

(Continued from page 32)

A still better idea may be obtained from the summary tables. Thus table 5 contains a summary of the weight per quart package and the number of quarts dipped at respective temperatures from 48 gallons of ice cream. Similarly table 6 shows data presented in such a way as to bring out the influence of overrun on shrinkage, while table 7 shows the influence of dipping temperatures on shrinkage.

These two tables present convincing evidence as to the importance of controlling both the per cent of overrun and the dipping temperatures.

Thus an increase in overrun from 78.3 to 99.8 per cent increased the shrinkage in the ice cream from 15.29 to 25.12 per cent, or nearly 10 per cent. Note the shrinkage in this case is expressed in volume of ice cream, a 10 per cent shrinkage, meaning one gallon more shrinkage to every 10 gallons of ice cream. For shrinkage expressed at percentage of overrun, refer to tables 9, 10 and 11. Judging from results obtained, a dipping temperature of about + 2 degrees F. to + 4 per cent F. seems to be the most favorable for maintaining shrinkage at a minimum. The consistency of the ice cream at + 2 degrees F. was medium firm, dipping with comparative ease. The ice cream at + 4 degrees F. was ideal for dipping, but results showed a slightly greater shrinkage than at + 2 degrees F. At — 2 degrees F. the ice cream was too hard to pack and actually required so much packing that it showed a slightly greater shrinkage than at + 2 degrees F. At 12 degrees F. the ice cream was too soft, although ice cream of this consistency is only too frequently dispensed across the counter with corresponding loss.

THE committee's work in this respect agrees with Dr. Ruehe as to influence of dipping temperature on shrinkage, but, on the other hand, our results show that the per cent of overrun also is an important factor in determining the shrinkage when ice cream is dipped. For those interested in interpreting these results in terms of shrinkage in per cent of overrun, tables 9, 10 and 11 tell a real story.

Thus, it is significant to note that while the per cent of overrun in the cans varied from 75 to 100 per cent, the per cent of overrun in quart packages, in only one instance, was above 60 per cent. Thus, while 75 or 80 per cent overrun shows a loss in overrun of about 20 per cent, the 100 per cent overrun ice cream at practically all temperatures, showed a loss of 45 to 50 per cent overrun, as it was dipped into quart pails.

A variation in temperature from + 2 degrees F. to + 12 degrees F. showed an increase in loss of overrun for the higher overrun. However, it is worthy of careful thought and observation that an increase in temperature of from + 2 degrees F. to + 12 degrees F. increased the loss in overrun about 11 per cent, while increase in ovrrun from 80 to 100 per cent resulted in a loss of overrun of 22.50 per cent.

Summary and Conclusions.

1. Sixteen 3-gallon cans of ice cream frozen from the same mix, but varying in per cent of overrun and temperature stored, were dipped by four operators into quart carrying out pails.

2. Carefully checked results, as to weight per quart, show that the same or different operators may vary as much as six ounces, but that the majority check within two or three ounces from each other.

3. The average weight per quart of dipped ice cream, containing between 80 and 90 per cent overrun and of medium firmness, weighs about 23 to 24 ounces.

4. Results indicate that the percentage of overrun is an important factor in determining shrinkage. An increase in per cent of overrun from 80 to 100 per cent caused an increased shrinkage of overrun from 26.74 to 49.23 per cent, or practically 22.5 per cent.

5. Results further tend to show that the temperature at which the ice cream is dipped is another important factor. The ice cream dipped at + 2 degrees F. showed an average loss in overrun of 32.47 per cent, while that dipped at + 12 per cent F. showed a loss of 44.48 per cent, or 10 per cent higher. Expressed in actual shrinkage in volume of ice cream, the + 12 degree F. ice cream shows nearly 6 per cent greater shrinkage.

6. The per cent of overrun on a quart of dipped ice cream seems to average about 50 to 55 per cent, irrespective of what its original overrun was.

7. It is doubtful if the per cent of overrun in the freezer, as determined with an overrun tester, is a true index of actual per cent of overrun in ice cream after the freezer is emptied into three and five gallon cans.

8. Further work is needed to verify results so far obtained and to study other factors, especially as to the influence of composition.

TABLE 1.

Variation in Weight Per Quart of Ice Cream Dipped at — 2° F. by Four Operators.

Percentage of overrun in cans	Net weight per quart in ounces Operator 1	Operator 2	Operator 3	Operator 4	Quarts dipped from 3 gallons
	24	24 1/4	25 3/4	23 3/4	.....
81.86%	....	23 1/4	24	21 3/4	10.54
	....	20 3/4	25	....	.....
	....	24 1/2	....	....	.....
	25 3/4	23	25 1/2	21 3/4	.....
86%	....	24	24 1/4	22 3/4	10.33
	....	22	23 1/2	24 1/2	.....
	22 3/4	22 1/2	20 3/4	21 1/4	.....
93%	22 1/2	....	21	22 3/4	9.49
	23 1/4	....	21	....	.....
	22 1/4	23 1/2	22 1/4	24 1/4	.....
100%	26	24 1/4	26	22 1/2	9.00
	....	....	22 1/2	23 3/4	.....
	Average 23.86 oz.	Average 23.10 oz.	Average 23.46 oz.	Average 22.87 oz.	

Note: Ice cream was too firm for dipping.

TABLE 2.

Variation in Weight Per Quart of Ice Cream Dipped at + 2° F. by Four Operators.

Percentage of overrun in cans	Net weight per quart in ounces Operator 1	Operator 2	Operator 3	Operator 4	Quarts dipped from 3 gallons
	23 1/2	25 1/4	22 1/2	29	.....
	20 1/4	21 1/2	24 1/2	24 1/2	.....
76%	....	....	....	24 1/4	10.63
	....	....	....	21 1/4	.....
	26	24 3/4	22 3/4	23 1/4	.....
90%	22	25 3/4	22 1/4	22 3/4	10.21
	....	....	23 3/4	23	.....
	23 1/4	23 3/4	22 3/4	21 1/4	.....
93.50%	22 1/4	24 1/4	23 1/4	22 3/4	9.43
	....	23 1/4	....	....	.....
	22 3/4	23 3/4	22 3/4	21 1/4	.....
97.50%	22 3/4	22 1/4	23 1/4	22 3/4	9.21
	....	23 1/4	....	....	.....
	Average weight 22.84 oz.	Average weight 23.39 oz.	Average weight 22.75 oz.	Average weight 22.23 oz.	

Note: Ice cream was fairly firm but reasonably good for dipping.

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FLAT and ROUND

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TABLE 3.

Variation in Weight Per Quart of Ice Cream Dipped at + 4° F. by Four Operators.

Percentage of overrun in cans	Net weight per quart in ounces Operator 1	Operator 2	Operator 3	Operator 4	Quarts dipped from 3 gallons
	24¾	27¼	26	23½	.....
75%	24	21¾	25	24¾	10.00
	....	....	27½	25	.....
	23¾	23¼	23¾	27¾	.....
	....	....	26½	24¼	.....
88.5%	....	....	25¼	26¾	9.59
	....	....	25¼	....	.....
	24½	23	23¾	26½	.....
90.0%	....	25½	21¾	24	9.36
	....	....	23¾	22½	.....
	24½	22¾	25¾	20¾	.....
100%	....	24	23¾	20½	9.29
	....	26	22¼	....	.....
	Average weight 24.25 oz.	Average weight 24.15 oz.	Average weight 24.55 oz.	Average weight 25.09 oz.	

Note: Consistency of ice was just about right for dipping.

TABLE 4.

Variation in Weight Per Quart of Ice Cream Dipped at + 12° F. by Four Operators.

Percentage of overrun in cans	Net weight per quart in ounces Operator 1	Operator 2	Operator 3	Operator 4	Quarts dipped from 3 gallons
	25	25½	25½	24	.....
82%	....	26	26¼	27¼	9.49
	....	24½	26¼	....	.....
	26½	....	25¾	24¼	.....
90%	26¾	....	26	24¼	9.36
	24½	....	26¾	23	.....
	26¼	....	22	23¼	.....
96%	25¾	....	25	23½	9.27
	23¾	....	25	24	.....
	....	23¾	24¾	25½	.....
	....	23¾	25½	28¼	.....
101%	....	25	....	....	8.44
	....	25¼	....	....	.....
	Average weight 25.50 oz.	Average weight 24.82 oz.	Average weight 25.43 oz.	Average weight 24.72 oz.	

Note; Ice cream was rather soft.

TABLE 5.

Summary of Tables 1, 2, 3 and 4 on Variation in Weight Per Quart of Ice Cream When Dipped by 4 Operators.

Temperature of ice cream	Av. net weight per quart in ounces Operator 1	Operator 2	Operator 3	Operator 4	Quarts dipped from 12 gallons
— 2° F.	23.86	23.10	23.46	22.87	39.37
+ 2° F.	22.84	23.39	22.75	22.23	39.48
+ 4° F.	24.25	24.15	24.55	25.09	38.24
+ 12° F.	25.20	24.82	25.43	24.72	36.56
	23.67 oz. Av. weight of 25 qts.	23.95 oz. Av. weight of 34 qts.	24.08 oz. Av. weight of 46 qts.	23.50 oz. Av. weight of 42 qts.	

TABLE 6.

Influence of Overrun on Shrinkage When Dipped in Quart Containers.

Percentage of overrun	Shrinkage on 48 gal. expressed in percentage Batch 1	Batch 2	Batch 3	Batch 4	Aver. of batches per cent
78.3	12.16	11.42	16.66	20.92	15.29
89.1	13.92	14.92	20.08	22.00	17.73
93.0	20.92	21.42	22.00	22.92	21.81
99.8	25.00	23.25	22.56	29.66	25.12

Note: All of the 48 gallons of ice cream were from the same mix and therefore of the same composition and ingredients.

TABLE 7.

Influence of Temperature on Shrinkage When Dipped in Quart Containers.

Temperature when dipped	Consistency of ice cream	Shrinkage on 48 gal. of ice cream as expressed in percentage. Batch 1	Batch 2	Batch 3	Batch 4	Average of 4 batches pr. ct.
—2°F.	hard	12.16	13.92	20.92	25.00	18.00
+2°F.	medium hard	11.42	14.92	21.42	23.25	17.75
+4°F.	ideal for dipping	16.66	20.08	22.00	22.56	20.32
+12°F.	rather soft	20.92	22.00	22.92	29.66	23.87

TABLE 8.

Shrinkage of Overrun in Ice Cream When Transferred From Freezer to Can.

Percent of overrun in freezer as indicated by overrun tester	Actual % overrun of ice cream in cans Batch 1	Batch 2	Batch 3	Batch 4	Average
90	81.8	76.00	75.00	82	78.3
90	90.0	86.00	88.50	90	89.1
100	93.0	92.00	90.00	96	93.0
110	100.0	97.50	100.00	101	99.8

TABLE 9.

Shrinkage in the Per Cent of Overrun When Dipped in Quart Pails.

Temp. and consistency when dipped	Percentage of Overrun in 3 gal. cans	Percentage of Overrun when dipped in qt. pails	Percentage of Shrinkage in overrun	Percentage of Shrinkage in ice cream
	75.00	54.73	20.23	12.16
—2° F.	88.50	64.40	24.10	13.92
Hard	90.00	50.71	39.29	20.92
	100.00	50.00	50.00	25.00
	81.86	61.82	20.04	11.42
—2° F.	86.00	58.67	25.33	14.92
Medium firm	93.00	55.42	37.58	21.42
	100.50	54.00	46.00	23.25
	76.00	46.62	29.98	16.66
+4° F.	90.00	53.87	36.13	20.08
Ideal for dipping	93.00	50.16	42.14	22.00
	97.50	51.50	46.00	22.56
	82.00	45.65	36.35	20.92
+10° F.	90.00	46.28	43.72	22.00
Rather soft	96.00	53.08	42.92	22.92
	101.00	46.94	54.94	29.66

TABLE 10.

Influence of Temperature on Shrinkage When Dipped in Quart Containers.

Temperature when dipped	Consistency of ice cream	Shrinkage on per cent of overrun on 48 gallons ice cream. Batch 1	Batch 2	Batch 3	Batch 4	Average of 4 batches pr. ct.
—2°F.	Hard	20.23	24.10	39.29	50.00	33.40
+2°F.	Medium firm	17.38	25.33	37.58	46.00	32.47
+4°F.	Ideal for dipping	29.38	36.13	42.84	46.00	39.39
+12°F.	Rather soft	36.35	43.72	42.92	54.94	44.48

TABLE 11.

Influence of Percentage of Overrun on Shrinkage When Dipped in Quart Containers.

Per cent of overrun in cans	Shrinkage in per cent of Overrun on 48 Gallons of Ice Cream. Batch 1 hard	Batch 2 med. firm	Batch 3 ideal to dip	Batch 4 soft	Aver. of 4 batches per cent
78.3	20.23	21.00	29.38	36.35	26.74
89.1	24.10	25.33	36.13	43.72	32.32
93.0	39.29	37.58	42.14	46.00	40.48
99.8	50.00	46.00	46.00	54.94	49.23

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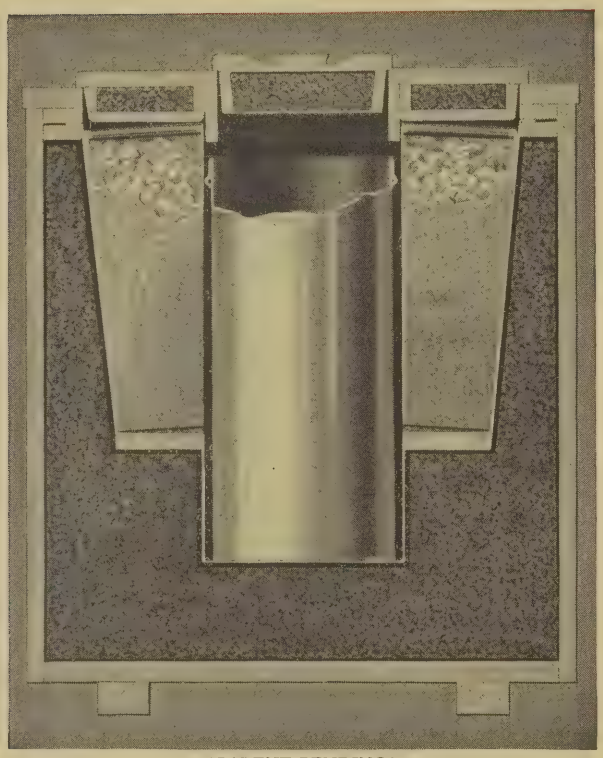
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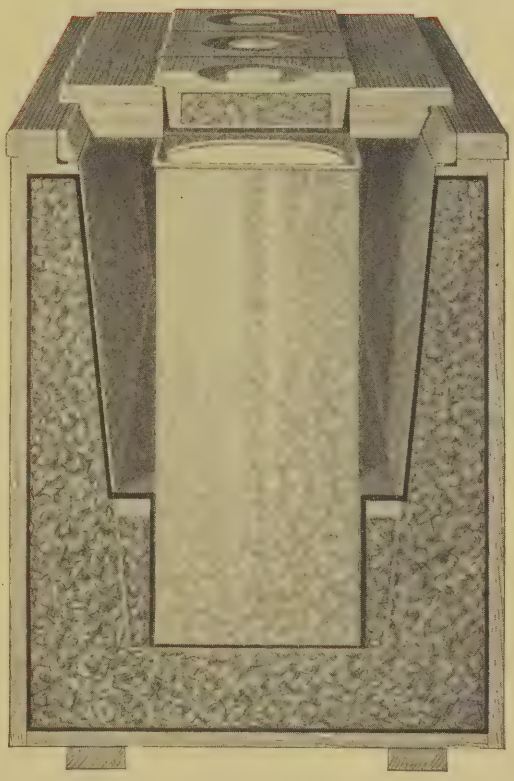
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WE HAVE furnished refrigerated cabinets to city customers only, as we do no shipping business. Our routes are all mixed routes and we have noted that a driver can serve a few more stops than was possible when serving customers using ice and salt exclusively.

The cost of power for a refrigerated cabinet varies with the customer. The motor consumes about 300 watts per hour, a four-hole cabinet operates five hours daily, a six-hole cabinet nine hours daily and an eight-hole cabinet fourteen hours daily. With power at five cents per K. W. H., the cost is nine cents daily for a four-hole cabinet, 13½ cents daily for a six-hole cabinet and 21 cents daily for an eight-hole cabinet. Where ten per cent discount is granted, the cost is reduced to 8, 12 and 19 cents respectively. In actual practice we find the cost to average about 2 cents higher than our test figures. This difference is explained by the fact that some dealers use the cabinet for the purpose of refrigerating different food products and drinks, thus increasing the daily operating time of the machine. We have not found the consumption of water to be of consequence. Due to our limited experience we do not feel competent to state what saving this equipment will make possible.

Our cabinets have given very dependable service and have averaged much less than one call each during the season. They have been inspected once during this period. Customers using these cabinets are greatly pleased and prefer them to the ice and salt cabinets on account of their better appearance, greater cleanliness and the fact that they require no attention. Ice cream is kept in perfect condition at all times. This latter is one of the strongest points in favor of the refrigerated cabinets.

WE PAY the operating costs and find that in some cases the dealer imposes on us by refrigerating other food products and freezing ice. We have a seperate meter for each cabinets in all cases. We loan the cabinet free of charge. We have sold no cabinets on any basis. The installation cost runs anywhere from $10.00 to $40.00, depending on different conditions encountered.

Due to the many varying conditions in different cities, we do not feel that any rule as to ownership of cabinets can be applied. In our case we think that we should retain ownership as we can keep the cabinets in servicable condition and realize the possible saving more rapidly. The average dealer would be much more slow to buy and install than the average manufacturer.

THE refrigerated cabinet does meet a part of our service problem, but the full value will not become apparent until we are fully equipped and the dealer

(Continued on page 115)

* With General Ice Cream Co., Detroit.

SELLING MORE CHOCOLATE ICE CREAM

Every Ice Cream Manufacturer has at one time or another experienced difficulty in standardizing Chocolate Ice Cream.
Labor, waste, time, trouble, and cost have made it difficult to maintain a uniform piece of goods.

WASHBURN'S
Chocolate Concentrate

WILL PRODUCE

A BETTER CHOCOLATE FLAVOR — SMOOTHER TEXTURE DUE TO SPECIAL PROCESSING OF CHOCOLATE — UNIFORM COLOR NO SPECKS

The Sooner You Try It, the Quicker You'll Buy It

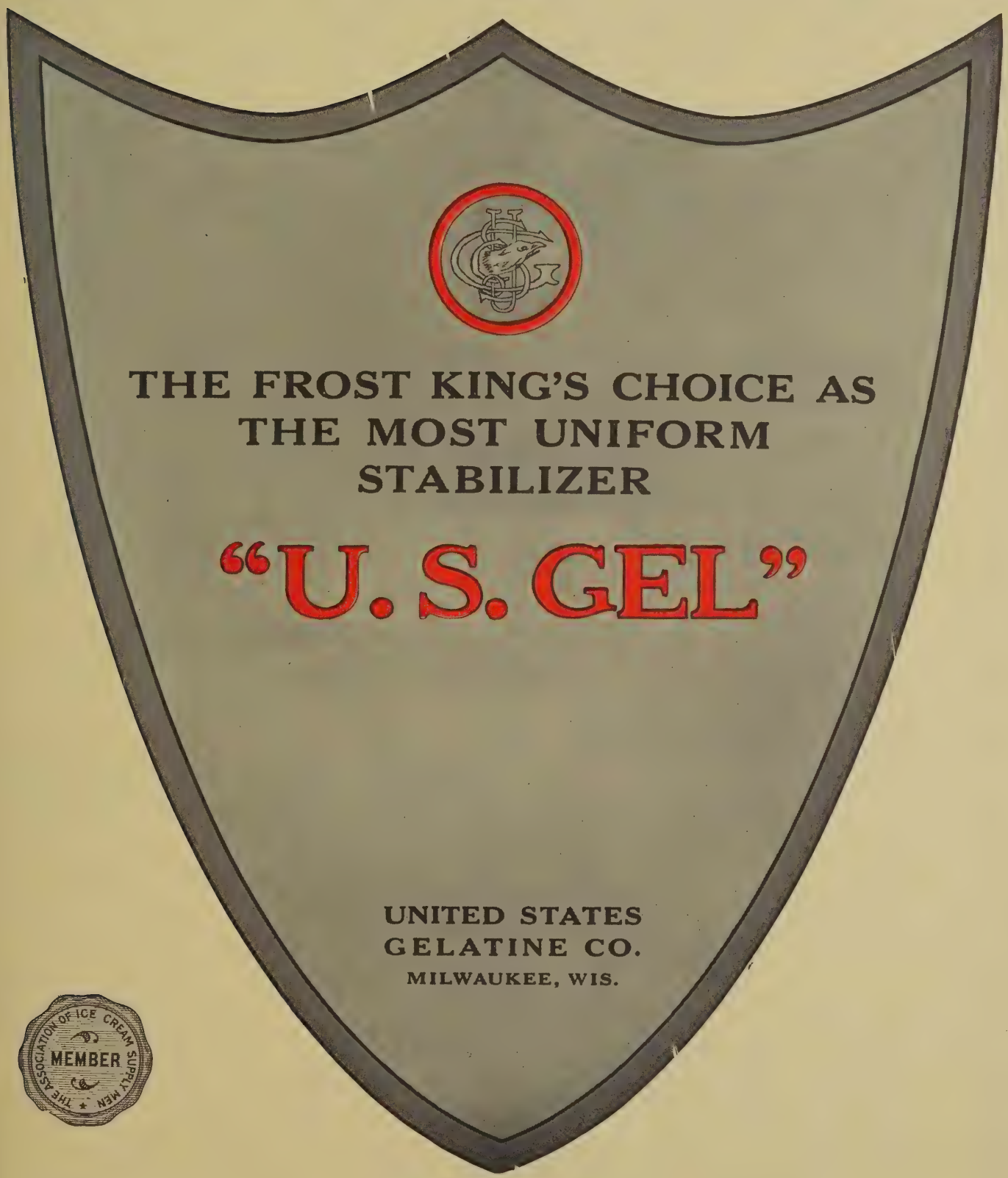
THE DAIGGER CORPORATION,
215 W. Schiller St., Chicago.

Gentlemen:—Enclosed find check for $1.50 for one gallon Washburn's Chocolate Concentrate, which will flavor twenty gallons finished ice cream.

Firm_____

City_____ State_____

The Daigger Corporation
215 W. Schiller Street
Chicago



THE FROST KING'S CHOICE AS
THE MOST UNIFORM
STABILIZER

"U. S. GEL"

UNITED STATES
GELATINE CO.
MILWAUKEE, WIS.

NORTH, EAST, SOUTH AND WEST—"REVIEW" IS LIKED THE BEST.



BIFF BANG!

Millions

of Radford Frozen
Suckers will be sold.
Don't miss the opportunity.



Radford Original Frozen Sucker
Mold and Outfits

Made by

E. H. RADFORD
Sheet Metal Works

7612 So. Vermont,
LOS ANGELES, CALIF.

No Royalties

No Contracts

No Strings

THE GLORIOUS FOURTH!



Order

your outfit at once. Be prepared. We can make immediate shipment.

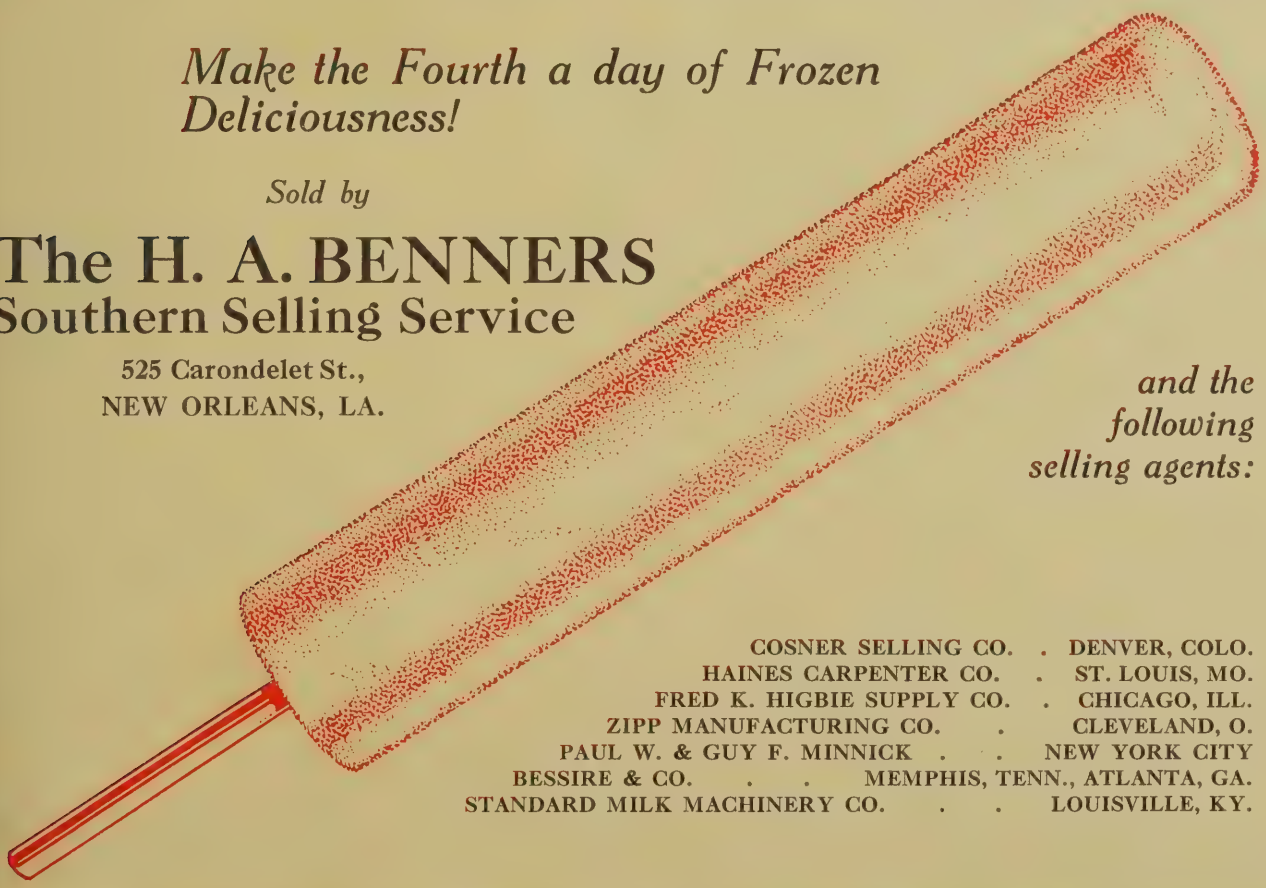
Make the Fourth a day of Frozen Deliciousness!

Sold by

The H. A. BENNERS
Southern Selling Service

525 Carondelet St.,
NEW ORLEANS, LA.

and the following selling agents:



COSNER SELLING CO. . DENVER, COLO.
HAINES CARPENTER CO. . ST. LOUIS, MO.
FRED K. HIGBIE SUPPLY CO. . CHICAGO, ILL.
ZIPP MANUFACTURING CO. . CLEVELAND, O.
PAUL W. & GUY F. MINNICK . . NEW YORK CITY
BESSIRE & CO. . . MEMPHIS, TENN., ATLANTA, GA.
STANDARD MILK MACHINERY CO. . . LOUISVILLE, KY.

Faithfully Serving the Public for Sixty-four Years

ZERO

Refrigerator Body

Number 1266

HAS BEEN DELIVERED

Iceless Cabinet

routes require special bodies. ¶ Our engineers are at your service.

JOHN J. GROTHE COMPANY, INC.

ZERO BUILDING -- WOBURN, MASS.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Influence of the National Dairy Exposition

THERE is no other branch of agriculture into which enters so many factors that are all so completely dependent upon the one thing for their entire existence and success as the dairy industry. Without the cow nothing else matters. Yet each and every factor feels, and has reason to feel, that it is so big and strong that it is willing and ready to assume that its importance rather separates it from any other outgrowth from the same tree, all of which is very good in the general operations affecting the single unit within itself.

But there is much more real feeling of bigness to be found in belonging to a two and a half billion dollar farm value industry than there is to an industry that is 50 per cent or 4 per cent of the whole or what each would get out of a split six or eight ways; and again from union there comes a strength that sort of makes one feel that he can sit in with the big things of the country without being considered small or weak. The thought of being part of a big worth while thing that belongs to the nation's necessities creates a most comfortable and reassuring feeling.

Just to bring this picture of an industry before the whole dairy group was why the National Dairy Exposition was created and it has grown and grown under the generous patronage of those at interest and with it the men themselves that comprise the industry have grown and grown. The annual exposition has stood the test of time and each year grows in standing amongst the most advanced, highly developed expositions of the world. Its influence amongst the breeders of dairy cattle in this and the old world is so marked that the blood of its showyard champions is sought by all constructive breeders. Its influence for better cows upon the farms reaches over the nation and is helping the men of the state colleges and extension service to quicker and more extended results.

Its influence on the milk supply for all of the cities of the country has been such as to give as high a rating to this branch of dairying as accorded to any and all merchandising and other city industries. Its influence in manufacture of all products of milk has been such as to raise the standard of American dairy products universally to a very high plane. And all of this in turn has built up a dairy machinery industry to keep pace with its requirements that is recognized as one of the nation's big industries.

The gathering together once a year of the nation's foremost men in agricultural progress, to view the industry in its forward march, to discuss in convention and in conversation methods for further advancement and the offering of inspiration and encouragement on every hand at this great annual dairy exposition surely makes it one of our nation's most progressive and successful industrial and agricultural expositions.—The National Dairy Exposition News.

The ice cream industry today has established its place firmly among the leading food products and its value as a food and delicacy is constantly spreading throughout the entire country. Improved conditions and care are responsible for this.—From Southern convention address by Ben C. Brown.



Make More

ICE CREAM PROFIT



By running the Batch through the

Viscolizer



The No. 800 Belt Drive — Made in Motor and Belt Drives in Six Sizes with capacities from 50 to 800 gallons per hour.

This machine gives a

RICHER, BETTER FLAVOR
BETTER QUALITY
BETTER TEXTURE
BETTER APPEARANCE

in your Ice Cream for

LESS MONEY

SEND FOR BULLETIN No. 53

NATIONAL DISTRIBUTORS

JOHN W. LADD CO.

Detroit Columbus Cleveland Cincinnati

CHERRY-BASSETT CO.

Philadelphia Baltimore Pittsburgh Syracuse New York City

The Golden Rule Means Constructive Merchandising

Uneconomic Practices in Ice Cream Industry Will Go as Human and Trade Ethics Develop, Declares Western Manufacturer

IT HAS long been generally recognized in the ice cream industry that the great evil of the average efforts toward merchandising ice cream has been too much thought toward catering to the dealers. Some interesting thoughts in this connection were brought out in an address before the California-Pacific joint convention by K. L. Carver, a member of the Pacific Ice Cream Manufacturers' Association.

Mr. Carver pointed out how constructive merchandising, the same as the term service, has been a by-word with the American merchant manufacturer for the last decade and has been much abused. He added:



K. L. CARVER.

"Many of us conscientiously endeavored to build our business upon the foundation of 'better quality' and 'better service.' No one can question the soundness of the policy of striving to improve quality. In the case of ice cream, popular approval serves as a moderator to prevent the quality being elevated to the point where it becomes a luxury for the classes instead of a food for the masses. But in the matter of service, there seems to be no such outside limiting influence. Our conscience and our pocketbooks are apparently our only guides.

"The tendency is more salesmen, higher-priced salesmen, more deliveries, earlier deliveries, special deliveries, more cabinets, different kinds of cabinets, refrigerated cabinets, more flavors, more ice, more salt, more extravagant advertising, electric signs, more ruinous discounts; in fact, more of almost anything that our dealers insist on—and with it all—lower prices. The inevitable result of manufacturers thus vying with one another to give better service, without proper co-operation or organization, is—too much service.

"Often methods or practices among business houses and individuals have been used so long that they have come to be regarded as standards, while in reality they are but habits or customs or even 'ruts.' A grave is but an exaggerated rut. With us this service rut is getting dangerously deep; to deep to climb out of if we don't watch our step very carefully.

"We have enjoyed our full share of prosperity since the war period. Our margins have been ample—perhaps to the extent of lending some encouragement to over-service and inefficiency. These margins have attracted many newcomers into the ice cream manufacturing field. Under such conditions, truly constructive methods of merchandising our product are imperative—first, to increase the consumption of ice cream so there will be sufficient gallonage to support the many firms engaged in the business; secondly, to determine and stabilize reasonable margins of profit on the same."

AT THIS point he made the observation that constructive merchandising as applied to the ice cream industry is little more than the principle, "Do unto others as you would have others do unto you." He referred to the declaration of President Hovey in an address before the national convention, that ice cream manufacturers "are coming to realize that the dealers and consumers are very important factors in our industry, and that we must pull together for the good of all." Uneconomic practices can but be harmful in the long run, he assured convention delegates.

With regard to exclusive attention to the dealers, Mr. Carver said:

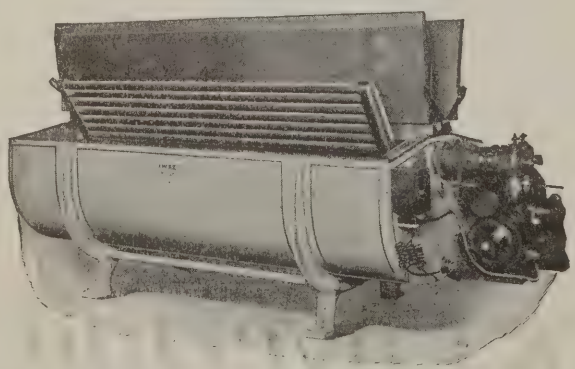
"Too often, in the merchandising of ice cream, the individual manufacturer limits his interest in the retail dealer to an occasional visit of a salesman to take an order; or the gratuitous filling up of ice boxes with cracked ice, or supplying a few highly-colored display cards, or perhaps a sign painted on the side of the store building. This is not a sufficient degree of interest for the manufacturer to show in the retailing of his product. There should be frequent communi-

"AMERICO" Pasteurizer—Ripener Mixing Vat—Holder

MOST SANITARY VAT ON THE MARKET

No Stuffing Boxes—No Churning or Foaming

UNIFORM TEMPERATURE



Side view of "AMERICO" showing Coils raised out of Vat giving access to interior for quick and thorough cleaning.

5 REASONS WHY IT SHOULD BE AN "AMERICO"

Most Accessible Coil Vat on the Market

No Stuffing Boxes to Contaminate Your Product

Uniform Temperature

Water and Brine Used for Cooling

No Metal in Contact with the Cream when Used as a Holder

American Copper & Brass Works

610-616 E. Front Street CINCINNATI, OHIO

MANUFACTURERS OF DAIRY EQUIPMENT



"Here Is Armstrong's New Book On Cork Covering"

You have been waiting for it and now it is ready. This new book of 48 pages, illustrated, contains:

An up-to-date discussion of cold pipe insulation;
Complete details of Nonpareil Cork Covering, Fitting Covers and Tank Lagging;
Specifications for Nonpareil Cork Covering and Lagging;
Instructions for spacing and hanging lines;
Service details and recommendations;
Tests and test calculations;
Useful tables for the refrigerating engineer.

Architects, engineers and all users of refrigeration should have this book. Use the coupon to send for your copy.

ARMSTRONG CORK & INSULATION COMPANY
Division of Armstrong Cork Company
164 Twenty-fourth Street, Pittsburgh, Pa.

CUT ALONG THIS LINE

Armstrong Cork & Insulation Company
164 Twenty-fourth Street,
Pittsburgh, Pa.

Please send me free of charge a copy of your new book, "Nonpareil Cork Covering."

Name .....
Address .....
City ..... State .....

Nonpareil Cork Covering

For All Cold Lines

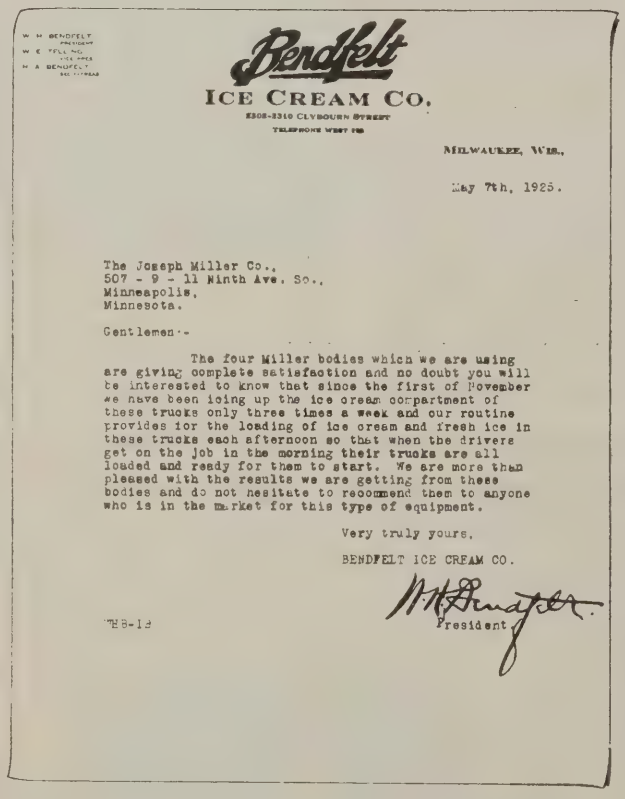
AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS — READ THEM.

MILLER
Refrigerator Bodies

"We SELL You One—You BUY More"



Read what Mr. W. H. Bendfelt says about the four Miller Bodies that his company is using:



Bendfelt
ICE CREAM CO.
2308-2310 CLYBOURN STREET
TELEPHONE WEST 930

MILWAUKEE, WIS.,

May 7th, 1925.

The Joseph Miller Co.,
507 - 9 - 11 Ninth Ave. So.,
Minneapolis,
Minnesota.

Gentlemen:-

The four Miller bodies which we are using are giving complete satisfaction and no doubt you will be interested to know that since the first of November we have been icing up the ice cream compartment of these trucks only three times a week and our routine provides for the loading of ice cream and fresh ice in these trucks each afternoon so that when the drivers get on the job in the morning their trucks are all loaded and ready for them to start. We are more than pleased with the results we are getting from these bodies and do not hesitate to recommend them to anyone who is in the market for this type of equipment.

Very truly yours,

BENDFELT ICE CREAM CO.

WHB-LP

President.

The Joseph Miller Company

507-9-11 Ninth Avenue South

MINNEAPOLIS, - MINN.

Manufacturers of Refrigerator Bodies and Ice Cream Storage Cabinets—Using Miller Patented Tanks for Refrigerating.

cations by mail direct from the manufacturer to the dealer, with which, from time to time, might well be enclosed practical suggestions on how to sell more ice cream; the importance of cleanliness at the fountain; the importance of adequate advertising display; the importance of courtesy and other suggestions of equal value. It may be said or thought that retail manufacturers will pay little or no attention to these suggestions. Whether they do or do not, is not the point; the point is, that the manufacturer will at least have impressed the dealer with his genuine interest in the latter's daily problems and his desire to be of helpful assistance.

"The next step, and even more important, would be to meet, as an association or by committee, with the various retail dealers' associations, such as the druggists, confectioners and restaurateurs. In Los Angeles, a short time ago, such a meeting was suggested by the druggists' association. Perhaps some of us were starting something that we might not be able to stop. In any event, the meeting never materealized. When something new or unheard of like this is suggested, there are those who are always skeptical and apt to say, 'It can't be done.'

"I am convinced that if we would take these dealer associations into our confidence more often we would be the last ones who would want to stop it."

⚜

NEW SITE SOUGHT.

At the annual meeting of the Garrison Farmers' Cooperative Creamery, Garrison, N. D., a committee was appointed to purchase a site on Main St. for a new creamery building. Work will start promptly and it is expected the plant will be in operation before the coming winter.

The company has met with success in its venture in the creamery business and will now add new lines by including the manufacture of ice cream and other dairy products. Plans are under way to dispose of the old creamery building to be used as a poultry dressing plant.

Officers of the creamery are George Barrow, president; Ben Klinkhammer, vice-president, and Ben Amundson, secretary.

⚜

In years to some I hope you all can retire and reflect upon your business career with the satisfaction that comes with sufficient wealth to keep your latter days as you want to and with the satisfaction that you have given to the industry just as much as you have taken out of it.—From Illinois convention address by Ross H. Woodhull.

SMILES AT YOU.



This truck really seems to follow its company's slogan—"Smiles right back at you."

MANY MANUFACTURERS are profiting by these suggestions!

Just an indication of the wide range of good flavors at your disposal—

VANILLA ISOLATE

A highly concentrated PURE vanilla of delicious flavor made from choicest beans.

VAN VOGUE

A very fine synthetic flavor designed to imitate closely the delicacy of pure vanilla, at a fraction of its present cost.

VANIM

A rich, smooth synthetic concentrate, much like VAN VOGUE but with more pronounced flavor.

CAVAN

A very satisfactory flavor at rock bottom cost. Rich in taste, thoroughly practical—a real aid in meeting close competition.

IF THE unprecedented conditions existing today in the raw vanilla market have disturbed your plans, we have a very valuable service to offer you.

During the past year our laboratories not only have developed two extremely useful new flavors, but have conducted a series of experiments that have proved invaluable in aiding manufacturers to keep their costs down **without materially affecting the character of their products.**

As a result of this intensive work we are unusually well qualified to co-operate with you in working out your immediate flavor problem—**economically.** Write us now; let us help you "get squared away" for the season on vanilla.

FOOTE & JENKS
INCORPORATED
Expert Flavor Specialists
JACKSON, MICHIGAN



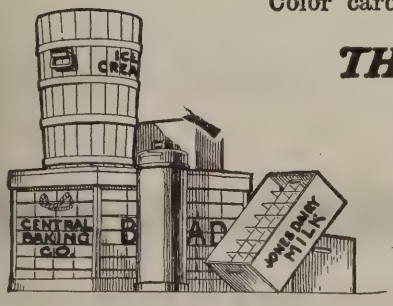
Use MORDALITE
"IT SMILES BACK AT THE SUN"

A MILL WHITE THAT STAYS WHITE
MADE IN GLOSS—EGG-SHELL AND FLAT

MORDALITE will bring light, health, and Cleanliness into your plant and salesroom at a surprisingly low cost.

MORDALITE Enamel is easy to apply and will stand frequent scrubbing without danger of discoloring, peeling or cracking.

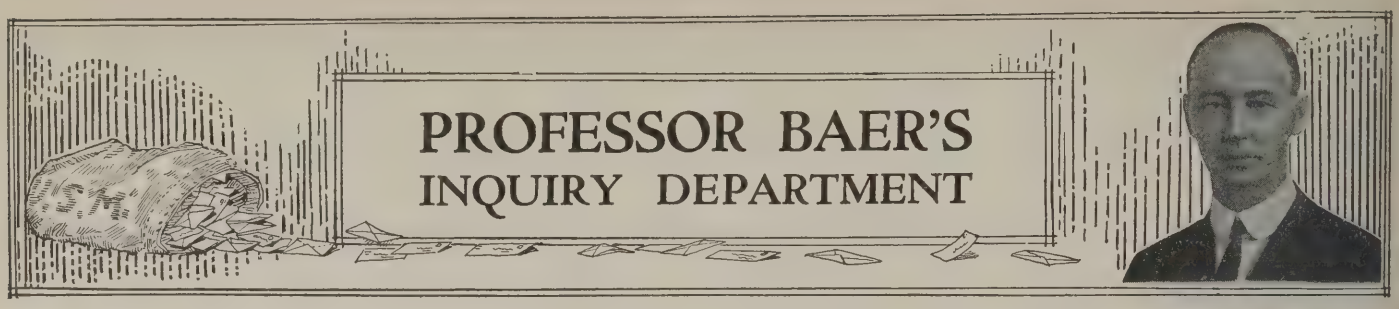
MORDALITE is made in White and eight attractive shades. Color card and prices gladly sent on request.



THE GARLAND COMPANY
Cleveland Ohio U.S.A.
Makers of
PAINTS—VARNISHES—ENAMELS

ENAMELAD
THE EVER READY ENAMEL
for Tubs-Cans-Cases

Please send color-charts and samples to:
.....
.....
.....



Dear Sir:—We are having quite a good deal of trouble with our ice cream not holding up, in other words, sometimes a 5-gallon can will fall down as much as 1 gallon to 1½ gallons. The following is one of our mix batches. We would like you to tell us, if possible, what is the trouble.

Whole milk, 252 lbs., testing 4.4 per cent.
Cream, 197 lbs., testing 43.15 per cent.
Skim milk, 270 lbs.
Sugar, 116 lbs.
Gelatine, 5½ lbs.
Vanilla, 5 ozs.
Merrell-Soule's powder, 52 lbs.
Color, 2 ozs.
Improver, 8 ozs.

Reply: I have analyzed your ice cream mix and you will note the calculations in table one.

Table One.

Ingredients	Fat	Serum Sol.	Total Sol.
252.00 lbs. 4.4% milk.....	11.08	21.45	32.53
197.00 lbs. 43% cream	84.71	10.00	94.71
270.00 lbs. skim milk	.....	24.30	24.30
116.00 lbs. sugar	.....	.....	110.20
5.50 lbs. gelatine	.....	.....	5.12
52.00 lbs. skim powder.....	.....	49.40	49.40
1.00 lb. flavor and improver.	.....	.....	.50
893.50 lbs. mix.	95.79	105.15	316.76

You can easily see the calculations on this mix show it to be a standard mix with plenty of solids to stand up well. The trouble you appear to have cannot be because of the composition of the mix, but must be due either to your high overrun which you are getting or to your method of processing the mix, which would lower the solids.

I suggest that if you continue to have this trouble you secure the net weight of a number of five gallon cans of hardened ice cream. You can easily do this by weighing the empty cans and then checking the weight after your cream is hardened. If the net weight of five gallons of your cream is less than twenty-two pounds, your overrun is too high and this may be the cause of the cream not holding up in your cans.

If you will give me further advice or explain your method of processing carefully, and give me the weight of your ice cream, I can probably assist you in stopping this difficulty permanently.

* * *

Dear Sir:—In reply to your favor of the 3rd instant we appreciate your communication very much and will endeavor to the best of our ability to give you the net weight of five gallons of our cream and also the processing.

The net weight is 20½ pounds. After all the ingredients are placed in the mix, except the flavoring, we heat it to 170 degrees, then run it through the viscolizer at a pressure of 2,800 pounds and over the brine coils to the aging vat, reducing the temperature to 51 degrees, then reduce it to 48 degrees to age. If we hold the mix over night we reduce it to 46 degrees. From the time it leaves the pasteurizing vat to the time of freezing is about 24 hours.

We feel sure from the information that you have given us that you will be able now to definitely tell us our trouble.

Reply: In your letter you stated that the net weight of a five gallon packer of ice cream was twenty and one-half pounds. This light weight, due to too high an overrun, is without doubt responsible for the ice cream not holding up in the cans. Your overrun is apparently about 110 per cent. I also notice that you are operating your viscolizer at a pressure of twenty-eight hundred pounds. I suggest that in order to reduce the overrun you operate your viscolizer at not over two thousand pounds pressure and see if that will not eliminate your difficulty. There does not appear to be anything wrong with the composition of your mix or your method of processing. I believe if you will freeze your ice cream so as to get a net weight of twenty-two and one-half pounds to a five gallon can you will not have any more trouble with your product falling in the can.

If I can be of further assistance to you in solving any of your difficulties I shall be glad to do so.



EAST PACO
Can Tops Index the
Contents of your Flavoring Room

How Do You Know?

After the miscellaneous flavors are stored in your hardening room, how much time do your men spend in finding out what's what?

Eastpaco can tops not only form a protective liner, preventing ice and salt from finding its way to the ice cream, but they put real system to the storing of flavors in the hardening room.

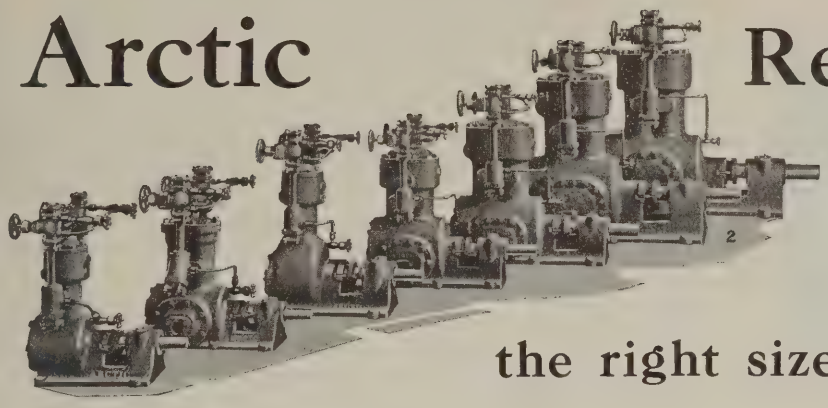
No trouble to put on and very reasonable in cost. They pay for themselves in the time they save.

Send for Samples and Prices

EASTERN PAPER & BOX COMPANY

46 Portland St. *The Paper Box House for Ice Cream Men* Boston, Mass.

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention. *Better*

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio

"TRUE,—

Wisdom is in knowing what is best to know and Doing what is best to do."

THOMAS W. DUNN CO.

546 Greenwich Street

New York, N. Y.

Do you know that Thomas W. Dunn Co. were the first to introduce ICE CREAM GELATINE to the ice cream manufacturer and have been selling the finest product ever since?

THEREFORE,—do what is best to do and display true wisdom by using—

Dunn's Gelatine



"We Run a Tankful of B-K Dilution Through the System Every Day"

Well known ice cream and milk plants everywhere have adopted this plan of insuring purified equipment. It requires only a little B-K in the holding tank of water. The results are immediate. Every inch of interior pipe surface from the holding tank to the freezers comes in contact with the B-K dilution. B-K is such a powerful solvent that it penetrates the film of milk solid on the equipment and destroys any bacteria growth therein. B-K is a powerful deodorant. Thus, the germs of off flavors and odors are destroyed at the source.

This method in use over thirteen years. Recommended by health boards and leading experts everywhere. Try the B-K flush for your system. Cheap, efficient.

General Laboratories

Dept. 14 P

Madison, Wisconsin

B-K Bacilikil

At All Dairy Supply Houses

Dear Sir:—This time we have a serious problem regarding our sherbet. Practically the only flavor is orange—there is no call for other flavors.

We make this up in a ten-gallon milk can. Into half a can we pour, stirring well, thirty pounds of sugar, with which has been triturated the amount of Textor suggested by the makers of this product. The can is then filled so that the color, liquid, orange oil, 4 ounces, and 8 ounces of citric solution make up the ten gallons. Five gallons of this is put in the freezer and frozen at 8 degrees until quite slushy. We then add the gratings and juice of two dozen oranges. This is frozen quite stiff and drawn into cans and pans for layer bricks. Two quarts mix are used.

Last year we put our sherbet up in quart packages and we had no trouble. This was quite expensive and entailed considerable labor so we changed to five-gallon cans. When these are put in our dealers iceless cabinets they seem to begin to have trouble. After a few days, when the cans are perhaps half gone, a white rocklike crust begins to form on the surface of the sherbet. Occasionally a lump of a similar nature forms toward the lower part of the can. This crust will get to be a quarter of an inch thick and spreads. We have had no trouble with sherbet in bricks until a few days ago, when we softened some sherbet slightly and put it in some bricks. There is a layer of cream on each side of this sherbet, and it is hard as granite. This sherbet was made with five-tenths per cent gelatine. We have tried both Textor and gelatine, with and without mix, freezing mushy and stiff, but we cannot remedy the trouble. Can you tell us how to correct this?

Reply: I attribute your trouble to several causes; One of them is that you are attempting to make this sherbet without the use of gelatine which I believe should take the place of a part of the Textor which you are using. I suggest that you try to use some gelatine to help in stabilizing the sherbet. Then I notice also that you are using thirty pounds of sugar. This amount of sugar lowers the freezing and holding point of your sherbet so that it cannot be kept in proper condition in the iceless cabinet at the temperature when ice cream will keep very well.

I suggest that you cut the amount of sugar from thirty pounds to twenty pounds and then use less citric acid to make up the batch. In that way you still have sufficient acid in the sherbet and by reducing the sugar it will make it possible both to freeze and hold the sherbet at a comparatively higher temperature. I would suggest that you use about four ounces of gelatine for a ten gallon mix and reduce the Textor to about half the amount you are now using.

I should be very glad to hear from you as to what results you appear to get after following the above suggestions. If these suggestions do not entirely remedy the difficulty I shall be glad to assist you further in any way so that this matter can be adjusted and solved before the season opens next spring.

* * *

Dear Sir:—Herewith is a copy of the mix you worked out for us some time ago and which has been giving very good satisfaction. Please construct this same mix to a 12 per cent one in place of a 14 per cent and would also be pleased to have you furnish us with a mix of the same total solids using the same ingredients except the 8 per cent.

We might say that on our butter we probably should not be figured at 84 per cent on the average, as in your mix enclosed we nearly always were obliged to use 16 pounds in place of 15.2 to have our ice cream to 14 per cent.

Reply: I am glad to suggest below in table one and

MILK CONDENSING *and* MILK DRYING (*Spray Process*) MACHINERY

A SIZE TO FILL YOUR REQUIREMENTS

C. E. ROGERS 8731 WITT STREET DETROIT, MICHIGAN



A trial case of the size batch unit you use will be most convincing. If not satisfied—return balance in 30 days and get full credit.

COMFORT'S
Better Mix Units

Eliminate all figuring and weighing. Put up in "unit packages" all ready for use for 100, 150, 300, or 500 gallon batches of mix. Sixty units to a case.

BETTER MIX UNITS increase the viscosity, enrich the flavor and induce a smoother ice cream.

They are applied during the pasteurization process, exerting their full effect during this process — thus eliminating any delayed action or increased acidity developments.

This mix may also be stored or shipped under the usual condition after pasteurizing.

ASCHENBACH & MILLER, INC.

400 North Third Street, PHILADELPHIA, PA.

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.



Use the

Nafis Improved Dividers

QUICK—ACCURATE—DURABLE

The patented feature makes the curved end grip the neck of the test bottle and hold firmly in the graduations. The needle point permits accurate reading.

If you have not tried them, order them today from your jobbers. If they do not stock NAFIS GLASSWARE write for our catalog and the names of our distributors in your territory.

LOUIS F. NAFIS, Inc.

Manufacturers of Scientific Glass Apparatus for Testing Milk and Its Products

17-23 North Desplaines St. Chicago

ASK THE MEN WHO USE IT

"Ax"

First Cost! *No*
Efficiency! *Yes*

ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 54 Washington St.
CHICAGO 94 Board of Trade
ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue
ATLANTA 169 Haynes Ave.
SAN FRANCISCO Second and Brannan Sts.
LOS ANGELES 731 Terminal St.
PORTLAND, ORE. 403 Hoyt Street

MEMBER

table two, a 12 per cent and 8 per cent butterfat ice cream mix according to your request.

Table 1.

Ingredients		Fat	Serum Sol.	Total Sol.
7.60 lbs.	sugar	.....	.....	7.22
.50 lbs.	gelatine	.....	.....	.475
16.00 lbs.	8% sweet cond.	1.28	4.32	12.00
13.40 lbs.	butter 80%	10.72	.....	10.72
6.00 lbs.	skim powder	.....	5.68	5.68
56.50 lbs.	water	.....	.....	.....
100.00 lbs.	mix	12.00	10.00	36.095

Table 2.

Ingredients		Fat	Serum Sol.	Total Sol
7.60 lbs.	sugar	.....	.....	7.22
.50 lbs.	gelatine	.....	.....	.475
16.00 lbs.	8% sweet cond.	1.28	4.32	12.00
8.40 lbs.	80% butter	6.72	.....	6.72
8.00 lbs.	skim powder	.....	7.68	7.68
59.50 lbs.	water	.....	.....	.....
100.00 lbs.	mix	8.00	12.00	34.095

You will notice that the total solids of the mix suggested in table two is 34 per cent instead of 36 per cent. It is not possible to build up a formula with 8 per cent butterfat and 36 per cent total solids without increasing the sugar content to 16 per cent or the serum solids to a point where you would be liable to get sandy ice cream. You will also notice that I have increased the sugar content in table one over the original formula which I sent you in 1922.

* * *

Reply to J. W.: I have your letter of recent date in which you have indicated your ice cream formula and have also stated that your ice cream mix gets too thick and heavy. I have analyzed your ice cream mix and you will find the calculations given below in table one:

Table One.

Ingredients		Fat	Serum Sol.	Total Sol.
15.00 lbs.	sugar	.....	.....	14.25
.95 lbs.	gelatine	.....	.....	.902
10.00 lbs.	evap. milk	.80	1.80	2.60
2.20 lbs.	skim powder	.....	2.09	2.09
9.50 lbs.	butter, 84%	7.98	.....	7.98
62.35 lbs.	3¼% milk	2.02	5.37	7.39
	Improver and flavor.			
100.00 lbs.	mix.	10.80	9.26	35.212

If I have interpreted your mix correctly, the cause of your trouble is in using too much gelatine. If your gelatine is of standard grade it should not require a half pound of gelatine and you are now using nearly a pound. I would try this same mix using six ounces of gelatine instead of nearly a pound. You probably will also find that if you continue to use the one ounce of improver you might cut down on the amount of gelatine further. Outside of the large amount of gelatine there appears to be nothing wrong with your method of processing the mix and I am sure if you will reduce the



An excellent window display which the Benham Ice Cream Co., Fresno, Cal., enable its dealers to prepare.

Grape-Pineapple

EVERYONE likes grapes, everyone likes pineapple, but just wait 'til you see how everyone takes to our rare blending of these two national favorites as an ice cream Special!

Read the actual experience of other ice cream manufacturers in their letters to us.

(*Names submitted on request*)

"Rush order for one barrel Grape-Pineapple. Entirely out and it is making a big hit here."

"Grape-Pineapple is a good seller and we shall probably use it in larger quantities as the season advances."

"Indeed pleased with way your Grape-Pineapple has taken with the trade."

Our exclusive blend of Grape-Pineapple is going even better than Orange-Pineapple in many territories, a sensation from the very start! It will pay for itself many times over if given a place in your 1925 line-up of Specials.

Use only two quarts for a 5-gallon mix. No color is needed. You will like the clean grape color as produced by our product.

See the coupon below, ready to return to us for either one No. 10 can (three quarts) or one dozen No. 10 cans of Grape-Pineapple.

The Cleveland Fruit Juice Co.
Cleveland, Ohio

Manufacturers also of Honeymoon Special, Nesselrode Pudding, Orange-Pineapple, Fruit Salad, Black Walnuts and many other flavors. Ask for complete list.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN — MEMBER

Mail Coupon to THE CLEVELAND FRUIT JUICE CO., Cleveland, Ohio

☐ Ship one doz. No. 10 cans Grape-Pineapple @ $25.25 per dozen.

☐ Ship one No. 10 can Grape-Pineapple.

Company_____ Date_____ 1925

City_____ State_____

$4,600,000 for ESKIMO PIE!

During 1924 —

The public paid approximately $4,686,150 for genuine ESKIMO PIE.

1,464,422 gallons of ice cream were consumed in making ESKIMO PIE.

Over 1,000 ice cream manufacturers made ESKIMO PIE under our franchise.

1924 sales were 195% greater than 1923.

1925 sales through March averaged 71% greater than the same period of 1924—which should mean nearly $8,000,000 worth of PIES sold by the end of the year.

Over half of these sales are during the winter months, covering the overhead and paying a profit to hundreds of manufacturers.

ESKIMO PIE CORPORATION
LOUISVILLE, KY.

gelatine you will not have trouble with the thickening of your mix.

Reply:—I would suggest that if you do not have a copy of the Ice Cream Mix book, published by The Olsen Publishing Company, you secure a copy of this book, the regular price of which is $1.

For instance, if you referred to page 32 of the Ice Cream Mix book, formula No. 8, you would note the same formula as is given below in table one for a ten per cent mix, the formula being for 100 pounds, so that if you desired a 300-gallon mix or 2,700 pounds you would use 27 times the ingredients for a 100 pound mix.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
14.00 lbs. sugar	.....	.....	13.30
.50 lbs. gelatine	.....	.....	.47
4.00 lbs. skim powder	.....	3.80	3.80
8.50 lbs. sweet butter 84%	7.14	.....	7.14
73.00 lbs. 4% milk	2.92	6.23	9.15
100.00 lbs. mix	10.06	10.03	33.86

Similarly, for a 12 per cent mix you would find formula No. 8 on page 37 as given below in table two.

Table 2.

Ingredients	Fat	Serum Sol.	Total Sol
14.00 lbs. sugar	.....	.....	13.30
.50 lbs. gelatine	.....	.....	.47
2.50 lbs. skim powder	.....	2.37	2.37
11.00 lbs. 84% butter	9.24	.....	9.24
72.00 lbs. 4% milk	2.88	6.21	9.09
100.00 lbs. mix	12.12	8.58	34.47

Then if you desire to use sweetened condensed milk instead of skim milk powder you would find the formula also in the Ice Cream Mix book.

The pressure to which ice cream mix should be viscolized should between 1,500 and 2,500 pounds. Some manufacturers will not use over 1,500 pounds pressure while others claim to get better results at 2,000 to 2,500 pounds.

* * *

Dear Sir:—Please give us analysis of our mix that we are using at present. We are experiencing trouble with sandy ice cream after several weeks in storage.

49 lbs. skim milk powder
81 lbs. butter (82% fat)
140 lbs. milk (3.5% fat)
84 lbs. cane sugar
50 oz. gelatine
29½ gal. water

Reply: I have analyzed your mix and you will find the calculations given below in table one.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
49.00 lbs. skim milk powder	.....	46.55	46.55
81.00 lbs. 82% butter	66.42	.....	66.42
140.00 lbs. 3.5% milk	4.90	12.01	16.91
84.00 lbs. sugar	.....	.....	79.80
4.00 lbs. gelatine	.....	.....	3.80
246.00 lbs. water	.....	.....	.....
604.00 lbs. mix	71.32	58.56	213.48
Per cent	11.80	9.70	35.30

You will note that the analysis of your mix shows only 9.7 per cent milk serum solids which ought not to produce a sandy ice cream.

I believe that your trouble is in your hardening room not being of a uniform enough temperature so that even a small amount of softening of your cream in your hardening room followed by a rehardening due to a lowering of the temperature, and this repeated several times when cream is in storage as long as three weeks, is responsible for your apparent sandy ice cream. Under normal conditions you should have no difficulty with this if you use the mix indicated in your letter.

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

ACME

Custard Flavor *for* Ice Cream

It Costs 1½c to flavor 1 gallon Ice Cream.

To make

FRUIT CUSTARD

Use 2 oz. Custard Flavor and add a *small* quantity of desired fruit to a 40 qt. batch.

PERFECTO

The perfect Ice Cream Powder.

It improves and stabilizes Ice Cream and Ices.

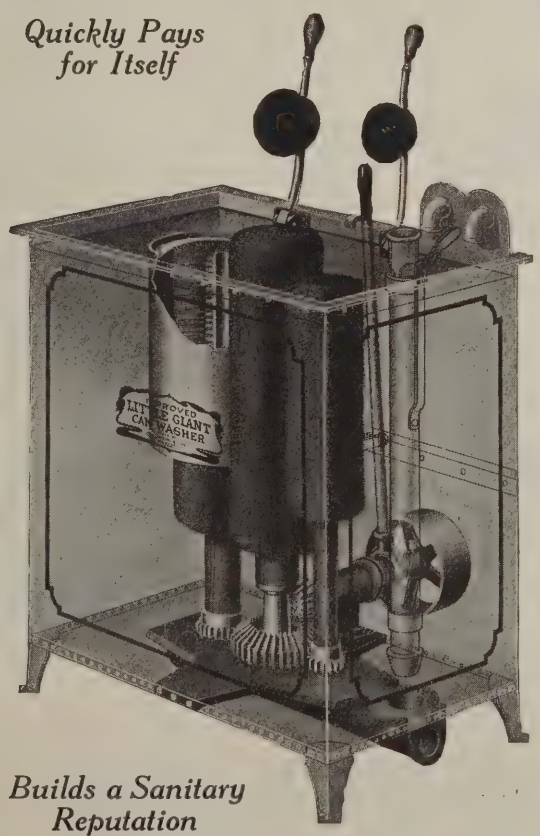
We do not claim Perfecto will make Delmonico Ice Cream out of Hokey Pokey mix, but we can convince you it will improve any mix.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS

HANOVER, PA.

Quickly Pays for Itself



Builds a Sanitary Reputation

LITTLE GIANT

CAN WASHER

200 to 250 cans relentlessly scrubbed every hour to

BRILLIANT CLEANLINESS

Without adjustment it washes any size from 4 to 40 quarts, thorough cleaning inside and outside including bottom.

AS FOR DURABILITY AND MECHANICAL PRECISION,
"IT'S DOERING MADE"

C. DOERING & SON, Inc.

1371 W. Lake Street CHICAGO, ILL.

The Economy of Good Roads

Good Roads Reduce Delivery Costs for Ice Cream Manufacturers

By M. O. ELDRIDGE*

WHILE it has been conclusively shown by various investigators that the cost of hauling by horse and wagon has been reduced by road improvement all the way from 25 to 50 per cent, and in some cases as much as 75 per cent, there is very little authentic information available to show what it costs to haul by motor truck over various classes of road surfaces, or what the saving would be over horse-drawn vehicles.

Everyone who has studied the subject will agree that hard-surfaced roads are prerequisite to successful motor truck operation, and that on good roads, it costs less to haul produce by motor truck than by horse and wagon, due principally to the increased radius of travel and to the possibility of hauling heavier loads, thereby increasing the ton mileage capacity per day.

In this motorized age, the cost of hauling by motor trucks of various capacities operated over various classes of road surfaces is one of the most important phases of the subject of highway transportation. It is therefore urged that the manufacturers, through their research departments, make a thorough study of this phase of the subject in order to determine the relation between hauling costs by motor truck and horse-drawn traffic over roads of the same class, and also the hauling costs by motor trucks over the various classes of road surfaces. The object of this study should be to determine the economy and efficiency, first, of motor truck operations over horse-drawn traffic, and short hauls by rail; and second, of improved roads over unimproved roads.

It is desirable that manufacturers should take up this study, but it is also very desirable that the state highway departments and the government at Washington do the same thing, so that we may have absolutely reliable and authentic information that everyone will believe. If one series of operators collect a certain kind of information, it does not have to have the same weight as though that information were collected by a highway department, or by the government at Washington.

That this subject is worthy of consideration is indicated by the following facts and figures gathered from various sources:

A study of the economic value of road improvement conducted by the United States bureau of public roads, covering the period from 1910 to 1914, and including eight selected counties in various parts of the United States where the main roads were improved during that period, showed that the average gross saving per ton-mile by horse and wagon due to road improvement was 17.8 cents, this being indicated by an average rate of 33.5 cents before the roads were improved, as compared with 15.7 cents after the roads were improved. The net saving on those costs was 11.6 cents, after deducting the cost of interest, and principal payments.

In Franklin county, New York, it was shown that road improvement not only resulted in a saving by horse and wagon, but that an additional saving was brought about by substituting motor trucks for horses and wagons in the hauling of milk. The ton-mile horse cost on the new roads was 12½ cents, and only 8¼ cents for the motor truck. In computing these costs, the usual fixed expenses and operating charges were taken into consideration.

In Dallas county, Alabama, it was shown that the cost of hauling by wagon over the old roads was 30 cents per ton-mile, and over the new roads 15 cents, while the cost for 1½ and 2-ton trucks on the new roads ranged from 9.9 cents to 11.9 cents per ton-mile.

The cost of operation would probably be considerably greater now than before the world war, owing to the general increase in the cost of labor, equipment, accessories, oil, gas, tires, etc., but the ratio between hauling costs by wagon on good and bad roads, and by motor trucks would not vary materially.

(Continued on page 106)

*Director of Roads, American Automobile Association.

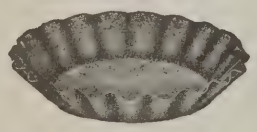


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We make them of the best quality of tin plate. They are well soldered and have no rough edges.

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BESCO ICE CREAM DISHES



Our Ice Cream Paper Dishes are made of solid Manila stock and are perfectly cream proof.

They are packed 500 in a specially made, sealed carton, and then 10 cartons, or 5000 dishes are packed in a Corrugated Case.

TIN SPOONS



Our tin spoons have no rough edges.

Pack 250, 500 or 1,000 in a carton.



ICE CREAM PAILS

"Made-right--Keep-tight"

We make them. Do not order those Ice Cream Pails until you have seen ours. Once a user you will never change to other makes.

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Improver — Ripener for BETTER ICE CREAM

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In 100 lb. containers only

TRADE MARK REGISTERED

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A good salesman can sell one truck. It takes a good truck to sell another

WALKER VEHICLE COMPANY · Chicago

LEADING MANUFACTURER OF ELECTRIC STREET TRUCKS

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Distributors in Other Principal Cities

Load Capacities: ½—¾—1—2—3½—5 tons

WALKER ELECTRIC TRUCKS

LOWEST TRUCKING COST ON CITY ROUTES

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

ATLAS MAPLE FLAVOR

is a pure vegetable compound that possesses all the appealing aroma of the sugar maple, yet is more practical for use in the manufacture of ice cream than true maple.

Its delicate flavor persists throughout the hardening process with no suggestion of that artificial taste characteristic of ordinary synthetic maple flavors.

ATLAS MAPLE FLAVOR contains the proper amount of coloring to produce a true maple shade and is the finest maple flavor on the market, proven by comparative test and popular choice.

ATLAS MAPLE FLAVOR as a part of your product means complete satisfaction, increased consumption and a growing business.

The ideal Maple Flavor for the Ice Cream Manufacturer.

A complete line of

PURE FOOD COLORS AND FLAVORS

Write for Price List.

H. Kohnstamm & Co., Inc.

First Producers of Certified Food Colors

NEW YORK
83-93 Park Place

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11-13 E. Illinois St.

ESTABLISHED 1851

A NATION-WIDE study conducted by the bureau of crop estimates of the United States department of agriculture in 1918 indicated that the average cost of hauling by wagon in the United States over all classes of roads was about 33 cents per ton-mile, while by motor truck it was about 15 cents, a reduction of over 50 per cent. In New England, the average cost was 39 cents by wagon and 11 cents by motor truck, a reduction of nearly 70 per cent, due probably to the fact that there are more good roads in New England than in other parts of the country.

The average cost of moving wheat by wagon throughout the country was 30 cents, as against 15 cents when moved by motor truck. It cost 48 cents by wagon and 18 cents by motor truck to move the cotton crop. That was probably due to the fact that the South has poorer roads than any other section of the country, consequently the cost by motor truck and horse-drawn vehicles was larger in that section than any other.

Assuming these figures to be correct, they indicate that if the main highways of the country, over which the bulk of the traffic is carried, were hard-surfaced, so as to permit the economic operation of motor trucks, that our gigantic highway transportation bill could be reduced by at least 50 per cent.

During the period from July 1 to September 30, 1919, trucks operated by the post office department on the motor vehicle truck routes covered a total distance of 63,740 miles, carried a total of 707,756 pounds, equivalent to 1½ tons per day per route, at a cost of $.2289 per mile. Trucks operated by the same department during the same period on the country motor express routes covered a total distance of 24,883 miles and carried a total of 180,219 pounds, equivalent to 1½ tons per day per route at a cost of $.1778 per mile. If these figures are correct, the average cost of operation per ton-mile amounted to $.1526 and $.1423 per ton-mile respectively on the two classes of routes.



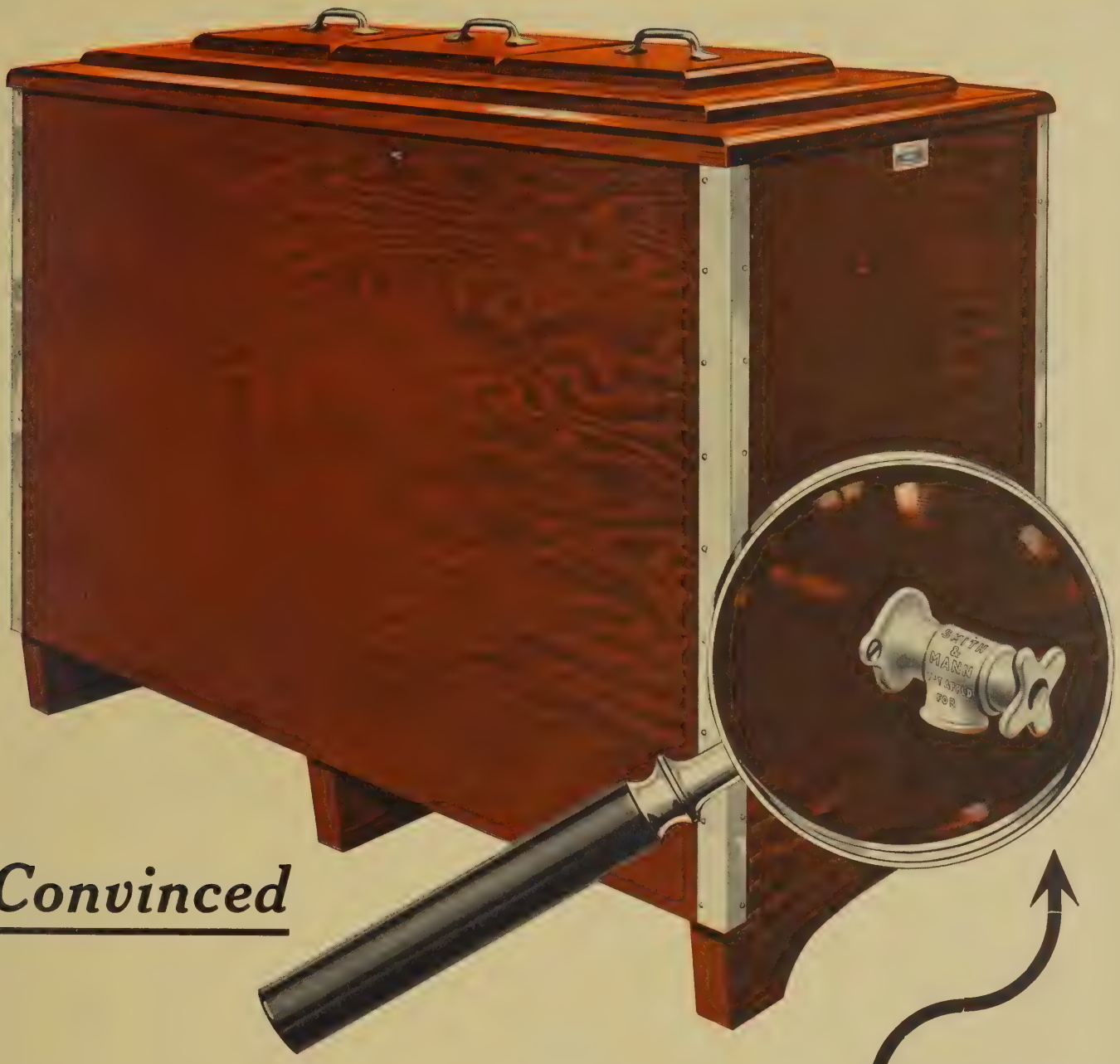
COSTS.

The ice cream industry is becoming more scientific every year and if you do not know what your different costs are, how do you expect to carry on and keep yourself above the danger line? For example, mechanical refrigeration is coming fast and every ice cream manufacturer in the country will have to deal with this system of keeping ice cream in the stores. Now, if you don't know exactly what your delivery costs are under the ice and salt system of refrigeration how are you going to know how much you can lower your selling price to the mechanical refrigerated stop and make the same profit. I have records where the reduction in selling price has varied from 7 to 25 cents per gallon. This wide variation is conclusive proof that in most instances it is based entirely upon guesswork.

You will be confronted in the future with other problems that will require quick decision and he who knows those elements of cost certainly has the advantage.—From California-Pacific joint convention address by Ed Burt.



Tell us what you want, or what you have that you don't want, and we'll fix up a little Ad for you and insert it in the next issue of "The Ice Cream Review." Then you can stay at home and wait for results. You'll soon have your hands full.



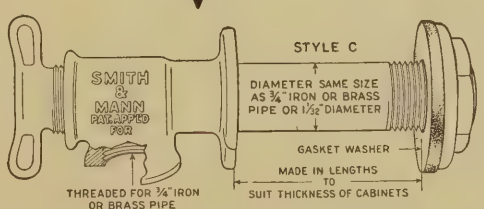
Convinced

By rigid practical tests and the element of time the Anheuser - Busch Company have standardized on the

Smith & Mann One-piece Valves

as the one valve that offers the most service and practical use per dollar of investment.

Always give thickness of cabinet wall when ordering.



Profit by the tests of leading cabinet manufacturers—use *Smith & Mann One-Piece Valves* exclusively. Order a lot and see for yourself.

SMITH & MANN COMPANY
914 West York Street PHILADELPHIA, PA.

WARNING!

Don't be an Infringer
Handle the *Genuine*



Popsicle

REG. U.S. PAT. OFF. PAT. AUG. 19, 1924

POPSICLE is manufactured under a patent issued by the U. S. Patent Office—

Patent No. 1,505,592.

¶ Some manufacturers are now marketing imitation Popsicles under various names.

¶ We are now suing several of these infringers. Infringers are notified that they will be sued for injunctions, profits and damages.

The Popsicle Corporation of the United States

465-469 Washington Street

New York City

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New Jersey Popsicle Corp	Main Office, 7 Saybrook Pl., Newark, N. J.
Connecticut Popsicle Co	New York City, 465 Washington Street
Bronx Popsicle Corp	New York City, 465 Washington Street
Manhattan Popsicle Corp	New York City, 465 Washington Street
Virginia Popsicle Co	New York City, 465 Washington Street
Pennsylvania Popsicle Corp	Philadelphia Office, 923 Bankers Trust Bldg., Philadelphia, Pa.
Long Island Popsicle Corp	New York City, 465 Washington Street
The Popsicle Corp. of Ohio	
	St. Louis Office 506 Olive Street
	Chicago Office. 222 No. State Street
	Indianapolis Office 808 Roosevelt Bldg.
	Cincinnati Office Dixie Terminal Bldg.
	Jacksonville, Fla 127 Laura Street

(FROZEN LOLLY POP)



The Original and Only Genuine

Frozen Confection
ON A STICK

Communicate At Once and Get Our PROPOSITION

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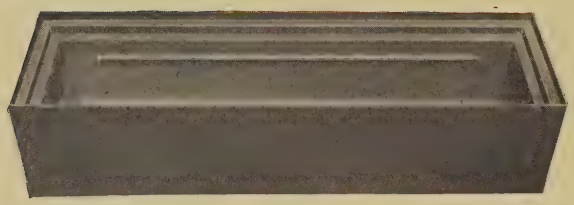
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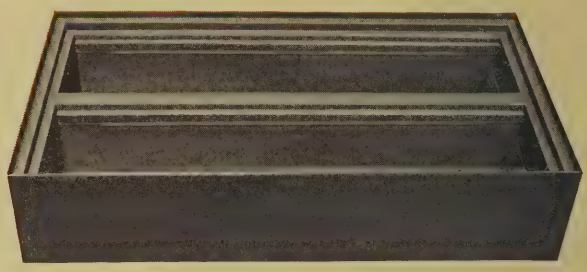
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Popsicle

REG. U.S. PAT. OFF. PATENTED AUG. 19, 1924



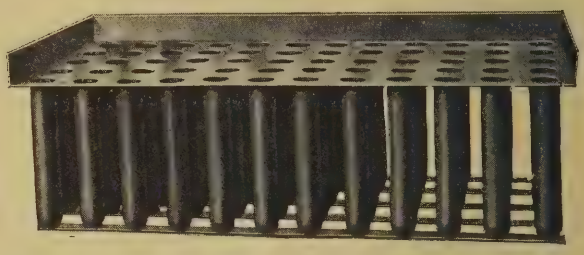
SINGLE FREEZING TANK



DOUBLE FREEZING TANK



STICKS AND WRAPPERS

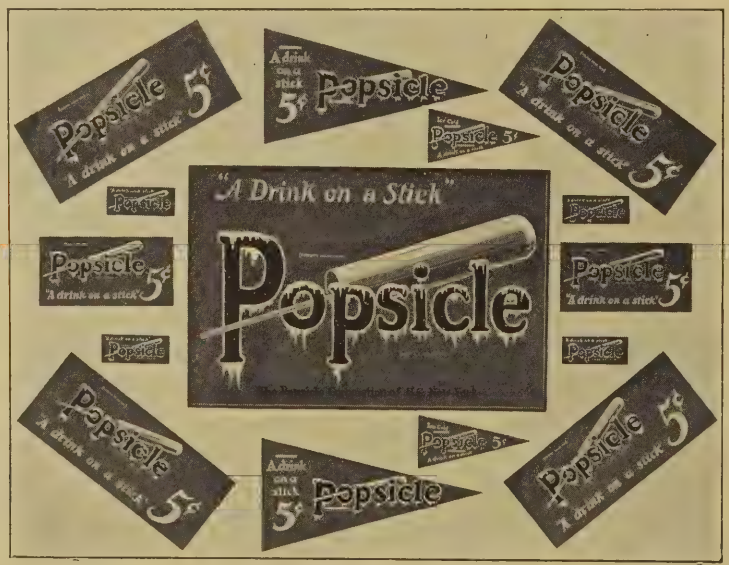


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Popsicle Syrup

Ready to Use

Just Add Water



ADVERTISING MATTER

No Sugar Worries

Purest That Can Be Made

You Can Prepare Your Plant to Make POPSICLES in a Jiffy

(FROZEN LOLLY POP)

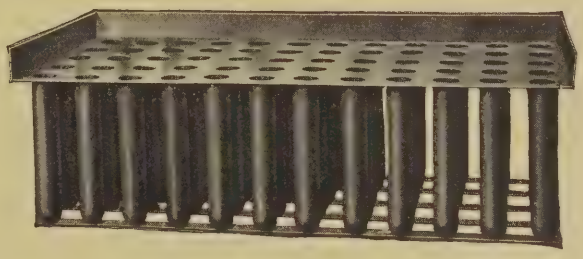
Popsicle

REG. U.S. PAT. OFF. PATENTED AUG. 19, 1924

Our Moulds are

Copper, Heavily Tinned
Lock Seamed—Not Lapped

Will Not Leak
Will Not Rust



Your Ice Cream Plant Can Be Quickly Equipped for the Manufacture of
POPSICLES

Write or Wire at Once for Proposition

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St. Louis Office.....506 Olive Street
Chicago Office.....222 No. State Street
Indianapolis Office...808 Roosevelt Bldg.
Cincinnati Office....Dixie Terminal Bldg.
Jacksonville, Fla.....127 Laura Street

Summer Novelties Now to the Floor

Unusual Activity Now Noted in Regard to Frozen Suckers, Popsicles, "Drink on Stick", Etc.

THE day of ice cream novelties is flourishing again. The popsicles, the frozen sucker, the "drink on a stick," etc., are attracting more or less attention. Although these products do better in the summer than in other seasons, some manufacturers believe they are something more than novelties, though two or three years ago they were accepted as such.

Manufacturers who are handling suckers and the like are of the opinion that they serve a most useful purpose; that they attract business that otherwise would not be gained. These novelties were the subject of addresses at different conventions last winter. Opinion was divided, many manufacturers, of course, sticking to the thought that the important thing before this industry is the matter of boosting ice cream—plain, old-fashioned ice cream, the dairy product. Others insisted that the sucker and kindred products do much to help the regular business of the ice cream manufacturer, while all are agreed that there is more or less profit to this new business.

As "hot-weather novelties," however, these products seem to be designated, and the opening of the season this year has found more activity in the sucker business than ever before. Children, of course, are the best buyers, though the grown-up young people have helped to make these products popular—at ball games and various outdoor events.

ONE investigator reports that an attractive feature of the sucker business—and this sense that embraces all products of this order—is the fact that it does not "tie up" the freezer equipment. There is virtually no initial investment—no royalties, contracts, etc.

There will be more of this kind of business this summer than in all previous years, according to present indications. There are reasons to believe the suckers will be with us for all time, particularly in the warm-weather months.

July 4 is now the big objective of ice cream manufacturers, and many are preparing for "the Fourth" by arranging for a large business in the suckers.

These novelties are especially useful in combating soft-drink competition, many manufacturers say. They are five-cent sellers and have quite the same palate appeal as the soft drinks.

The suckers and popsicles seem to have won a place for themselves.

WINDOW-TRIMMING CONTEST.

Much interest in ice cream sales was stimulated among dealers handling the ice cream of Moores & Ross, Columbus, O., through a window-trimming contest conducted by that company, the windows featuring ice cream of course. Fifteen cash prizes were offered—$30 for first prize, $25 for the second, $20 for the third, $15 for the fourth and $10 for the fifth.

ZIPP'S

—take a tip, buy from Zipp!

HIGHEST QUALITY for 38 YEARS

Flavors FOR Frozen Suckers

Frozen Suckers have become popular, you might say "over night" and Ice Cream Manufacturers all over the Country, who are making Frozen Suckers, are reaping a harvest.

The one important item in the manufacture of Frozen Suckers is "FLAVOR." We are manufacturing a full line of "FREEZES" especially adapted and distinctive in flavor for such use.

If you are making or contemplating making Frozen Suckers, it will pay you to write us for particulars.

Manufacturers of a full line of Fruits, both bulk and in No. 10 tins for Ice Cream Trade.

MEMBER

The ZIPP MANUFACTURING CO. Cleveland, O.

Who Next?

Cuscaden's Frozen Sucker "PIE"
COLLE... Sucker
BRAND
FROZEN BY Milk Products Co. Beaumont-Port Arthur
Net Weight 3¼ Ounces

Eat
PURE FRUIT FLAVORS
Cline's
...eam Works

FROZEN SUCK... FROZEN SUCKER ...KERS
NET WT ...OR OVER ANOTHER "It's Always Good" PRODUCT
FROZEN BY PERRY CREAMERY CO., INC. TUSC... OOSA, ALA
P. & J.
"INSIST ON KIST"
Frozen Suck...
Frozen ...icker 5¢ ...ers

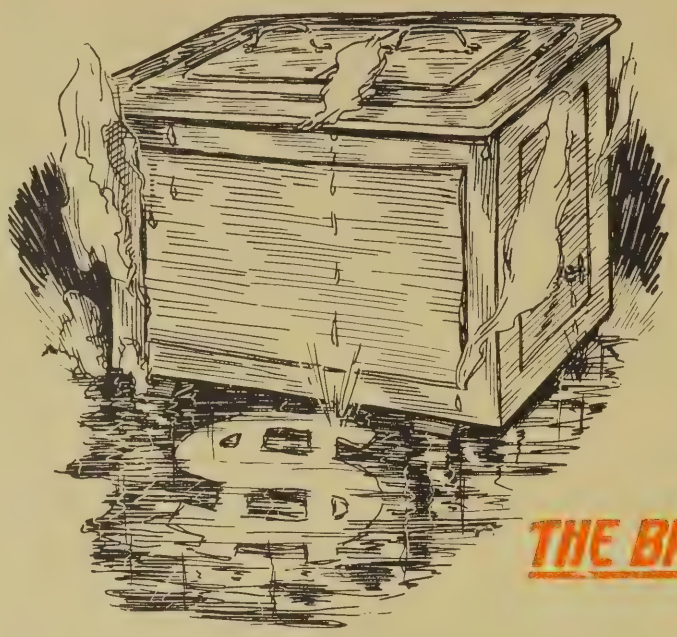
EUGENE F... Ward's Frozen Suckers
PLANTS AT Arkansas Fayetteville, Arkansas
"INSIST ON KIST"
Frozen Sucker
KIDDIE CASTLES
5¢ Union 5¢
Cream of Quality
...gen Sucker
FROZEN BY Castles Ice Cream

Frozen ... Sucker
Made Pure and Delicious By
IMPERIAL ICE CREAM COMPANY
Manufactured By ... & CREAMERY CO.
ANOTHER "It's Always Good"
Columbus,
Made Pure and Delicious By
Frozen Sucker
5¢
KLONDYKE SUCKER
NET WEIGHT 3 OZ. OR ...
RieckIES
Frozen by RIECK-McJUNKIN DAIRY COMPANY

HoffIES Polar Stick
Frozen by W. E. Hoffman Co.
MADE BY DICKSON ICE CREAM CO., Shreveport, La.
Weight 3 oz.
ALFRED
Pure Ice Cream Co.
Net Weight 3 ...
FRUIT FLAVORS ... 3 Ounces or over
Steubenville Pure Milk
Imperial IMP
FROZEN BY IMPERIAL ICE CREAM CO
NET WEIGHT 3 Oz. or Over
HYDROX HY-BO
FROZEN BY HYDROX ICE CREAM CO.
NET WEIGHT 3 OZ. OR MORE

5¢
Frozen Sucke... POLAR SUCKER
Steubenville, Ohio
"A Pal for Your Palate"
Dixie
Flavored with TRUE FRUIT Flavors
ARTIFICIALLY COLORED
NET WEIGHT 3½ OZS. or ov...
FROZEN BY NATIONAL CREAMERY AND PRODUCE CO.
LOS ANGELES
Peerless FROZEN SUCKER
WESTEX ABILENE
"KIST FLAVORED" FROZEN SUCKERS

Special Attention Given To Orders For
Parchment Wrappers For Frozen Suckers
THE PATERSON PARCHMENT PAPER CO.
PASSAIC, NEW JERSEY



Your Profits Don't Leak Away Like This with

THE BROOKS DRYPAK CABINET

The BROOKS DRYPAK compartment tank separates the brine from the ice-pack and produces a very low, even temperature at both the top and bottom of the ice cream cans.

Only pure CORKBOARD—3 to 4 inches thick is used in the BROOKS DRYPAK. This is sealed with a heavy application of boiling hot asphaltum, applied to all sides and bottom and backed by waterproof insulating felt. This insulation will never settle or absorb moisture. Its generous use preserves the smaller quantity of ice and salt required.

There are no glued-up panels in the outside construction of the BROOKS DRYPAK to warp or split open and leak refrigeration. The BROOKS DRYPAK is built up of No. 1 Gulf Cypress 1 inch thick and finished in old mahogany with heavy coatings of brine proof varnish.

The covers have no metal handles to be bumped off or rust and corrode. The Smith & Mann one-piece valve prevents leaks within the cabinet wall and consequent deterioration of insulation.

This superior construction plus our guarantee of 48 hours on one icing is your assurance of profit protection.



Send for illustrated circular giving full construction details and prices

BROOKS CABINET CO., Inc.
1030 West 27th Street
NORFOLK, VA.

DISTRIBUTORS

New England—H. A. Johnson Co., Boston, Mass.
Eastern—James M. Decker Co., Baltimore, Md.
Southern—Miller-Lenfestey Supply Co., Tampa, Jacksonville, Miami, Fla.
Southeastern—Charles Dennery, Inc., New Orleans, La., Dallas, Texas

WE BELIEVE IN KEEPING ABREAST WITH MECHANICAL REFRIGERATION, BUT NOT IN INVESTING HEAVILY.

(Continued from page 86)

uses both a refrigerated cabinet and a refrigerated fountain.

We have never been called upon to make an allowance in the price of ice cream as we serve no customers who own cabinets. If the dealer owned a refrigerated fountain we would make no allowance unless he furnished the entire refrigeration for his ice cream.

We are working into refrigerated cabinets slowly and are using the old-style ice and salt cabinets for the smaller customers. By so doing, we expect to get the best of the life out of this old equipment before we are fully equipped with the new.

There has been much discussion as to what low limit of gallonage a dealer may sell and still be a profitable dealer when a refrigerated cabinet is installed. We find that any arbitrary figure which may be set means little, as we are sometimes forced to install a cabinet in order to retain business when a competitor solicits on this basis.

In conclusion, I wish to state that competitive reasons have dictated much of the policy we have followed. We do not feel sure that this present type of refrigerated cabinet will be the most approved type five years hence, nor are we sure what the average life of this present cabinet will be. Our intention is to keep abreast of this progressive movement, but not to invest heavily in this equipment until our own experience teaches us the best way.



GELATINE IS BOOSTED.

Ice cream manufacturers will be interested in some wholesome publicity that has recently been given gelatine. Newspapers and magazines in various parts of the country in late months have stressed the importance of gelatine in the food. With the growing use of gelatine in various food products, the ice cream manufacturer can have less fear that the use of gelatine in ice cream will arouse any criticism from misled politicians and "food experts."

As a matter of fact, much gelatine has been used in various kinds of food products for many years, though misled legislators occasionally have seen fit to pick at the use of this product in ice cream.

A recent issue of The Wisconsin News, Milwaukee, gives much space devoted to gelatine, its various uses, and produced a number of prize radio recipes, showing how gelatine may be used in the food.

Prudence Penny, Wisconsin News cookery expert, recently broadcast the following talk over WSOE:

Gelatine as a food ingredient has so generally worked its way to the front that we find it today a useful and almost indispensable item in a long list of dishes covering nearly every division of the bill of fare. It is wonderfully adaptable and new uses for it are being devised constantly. It may be used to rescue an insipid soup and give it life and consistency. It is a valued resource when fruit juices do not jell as we thing they should.

"It is famous for lemon jelly, jellied meats, jellied fruits, fruit sherbets, Bavarian creams, snow puddings, sponges, charlotte russes and so on, but it becomes the showiest when moulded into those sparkling, shimmering — I almost said shimmying—and transparent desserts that delight the eye as well as the palate. And I might refer to the endless salads that it makes possible, and above all, to the service it has done us by extending the variety of food dishes, thus saving the housewife many moments of brain racking over what to have for the next meal."

Get Your Cans Ready Now

While activity is low at your plant there is plenty of time to single out the cans that are in need of retinning, rebuilding and repairs.

You can get a lot of profitable service from rebuilt and retinned cans and an investigation of our prices for the service will prove it.

JOHN WOOD
Ice Cream Cans
Electric Weld

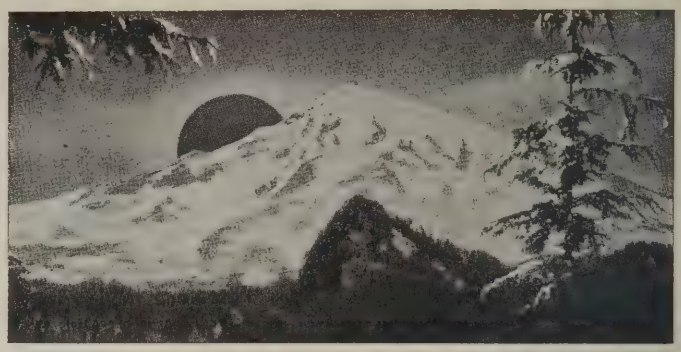
will give you better service than any other can. That's why so many are in use today. Are YOU using them?

Get Our Prices.



Intensive Merchandising

OFFERS DAWN OF NEW DAY TO THE Ice Cream Industry



THE New England Association of Ice Cream Manufacturers ties up the story of dairy health with ice cream in an interesting educational bulletin issued by that organization. The bulletin is entitled, "Ice Cream, the Health Food." The sub-title is "Its Value as a Body Builder for Undernourished Children."

It is pointed out in the very start of the book that ice cream, having milk as its principal ingredient, contains the same body-building elements as milk, and then:

"Pure ice cream is simply pure milk, pure cream and a little bit of food gelatine—sweetened, pasteurized, flavored and frozen.

"None of the food value of milk and cream is lost in the making of ice cream, and there is the added value of the sugar, plus the advantage of having all those food values in more appetizing form.

"It is apparent, therefore, that ice cream has food value like milk, and may be depended upon for nourishment and body building.

"Ice cream — formerly regarded as an occasional luxury —is now served on its merits as a food."

It is stressed in the bulletin that children need no coaxing to eat ice cream, a food product of the greatest importance to the health of children. In this connection it is pointed out that—

"Many mothers have wisely adopted the practice of providing ice cream for the between-meal lunches in preference to indigestible pastries or cheap candy of unknown origin.

"Wholesome, delicious ice cream that will build up and strengthen underweight or undernourished children (as it did for those in New London) is a real food that can be eaten freely and safely.

"Parents need have no cause for concern over healthy youngsters who exhibit great fondness for ice cream. It is good for them, builds sturdy bodies and promotes general good health. Let them have plenty of it and watch them grow."

Further information linking up ice cream with the food value of milk is contained as follows:

"Public health agencies urge greater use of it. City, state and national health boards and commissions advise us all to drink plenty of milk. Doctors everywhere recommend and prescribe it for invalids and undernourished children.

"Also milk is a prescribed article of diet on every athletic training table, because it is a body builder.

"Like milk, the food value of ice cream is due to the elements contained in it which are fat, milk, sugar, proteins, mineral matter and vitamins.

"These elements are essential for body maintenance and growth, and especially in the early, formative years, children require these elements because they are necessary to the building of strong, healthy bodies."

The bulletin goes on to show many different wavs to serve ice cream for children's parties, picnics, lunching parties, after motoring, golf, or any other outdoor sport, etc.

* * *

THE Terry Dairy Co., Little Rock, Ark., headed by Will Terry, association leader and one of the South's prominent ice cream manufacturers, recently distributed some interesting merchandising material. This material was in the nature of a folder, one side of which is used for regular correspondence with the company's letterhead, etc., at the top, while the rest of the folder is devoted to interesting facts regarding up-to-date methods of making ice cream on a commercial scale today.

The folder particularly stresses the fact that "every drop of milk used in Terry's ice cream is first carefully pasteurized." This statement is followed up with a guarantee that "only pure milk and ice cream are sold under the name of Terry."

A beautiful picture of the plant is shown in the mid-

M.P.A. POWDERED SKIM MILK

FRESH EVERY DAY OF THE YEAR
FROM THE SUNSHINE DAIRIES OF CALIFORNIA



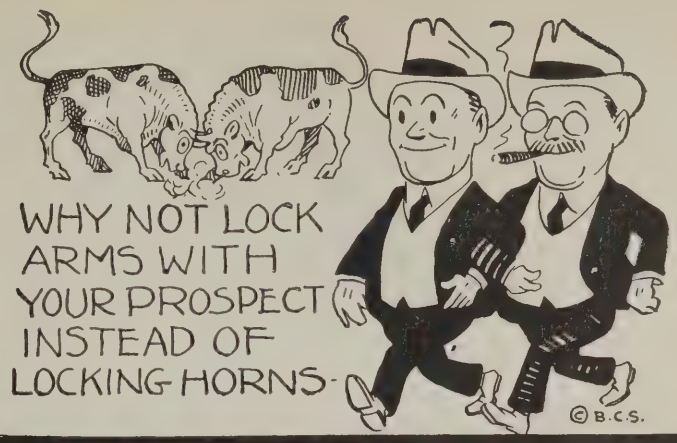
M.P.A. Powdered Milk provides the milk solids (not fats) necessary for a velvety, smooth, palatable ice cream of desirable body and texture.

Manufactured by MILK PRODUCERS ASSOCIATION of CENTRAL CALIFORNIA

FRESH STOCK CARRIED IN PRINCIPAL CITIES

R. A. McKEE CORP. 261 BROADWAY, N.Y.C.
GENERAL DISTRIBUTORS FOR ALL TERRITORY EAST OF THE ROCKY MOUNTAINS

WHY NOT ?



for bigger 1925 business

Write for this new catalog

WHY not clip out the coupon at the foot of this page and mail it right now for the new Emery Thompson catalog that points the way to freezing equipment, enabling you to handle bigger business economically. Why not?

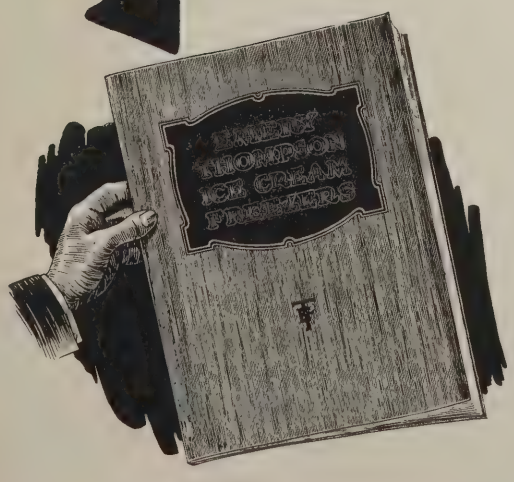
IT'S a very fine spirit of co-operation that has been developing between members of the ice cream industry and between the ice cream industry itself and allied interests—locking arms instead of locking horns! That's the idea!

The Emery Thompson organization pioneered in the design and manufacture of equipment that would produce ice cream on a quantity basis. We have endeavored to step along arm in arm with the industry — keeping up with their needs. Just how handsomely the present Emery Thompson line meets every ice cream freezing need is illustrated in our catalog—this catalog describes and pictures the three general types of freezers we manufacture — vertical, horizontal, and direct expansion. May we send you a copy?

Emery Thompson Machine & Supply Co.

271-275 Rider Avenue

New York City



Emery Thompson Machine & Supply Co.,
271-275 Rider Ave.,
New York City

Gentlemen: Send us your ice cream freezer catalog. We are interested in (please check)

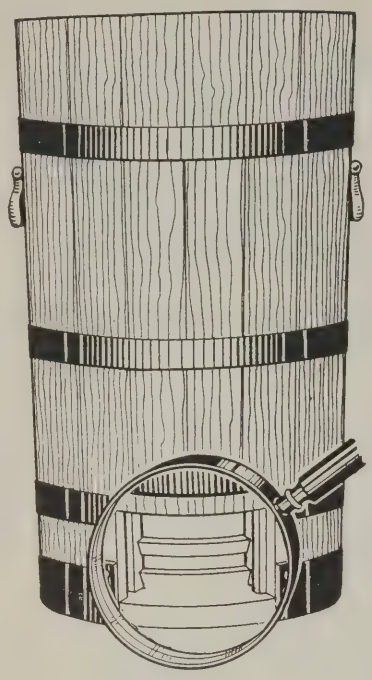
☐ Vertical ☐ Horizontal ☐ Direct Expansion

Personal Name .....

Firm Name .....

Address .....

Texas Barrel Company



announces another improvement in double bottom heads in the manufacture of Ice Cream Shipping Tubs.

This double bottom head will be a revelation to the Ice Cream Shipping industry.

This new double bottom Tub is now ready for distribution to the trade.

Durability and long service are the first consideration and our guarantee goes with each Tub.

We also manufacture Ice Cream Cabinets in one and two holes.

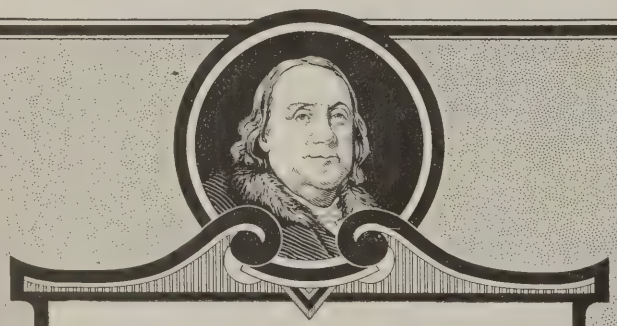
We carry a full line of Ice Cream Cans in all sizes.

Quality packages and prompt shipment our Motto.

Write or wire forprices.

TEXAS BARREL COMPANY

Box 665 **Houston, Texas**



"Time is Money"

You can save possibly 60% of the time required to produce your

WATER ICES and SHERBETS by using FRANKLIN CLEAR INVERT SUGAR.

We will give you full particulars if you will write our Service Department.

The Franklin Sugar Refining Company

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

dle of the folder. Under the picture of the plant is an attractive picture of a brick of ice cream. At the sides are pictures of a pasteurizer, freezer, packaging machine, and an iceless cabinet.

On another page of the folder is shown the handsome dairy barn, interior and exterior views, of the Terry Dairy Co.



ICE CREAM WEEK IN OHIO BEGINS JUNE 5.

June 5 has been set for the opening of ice cream week in Ohio. The campaign will be conducted through the dealers' windows and through literature going into the homes. The following circular has been issued by W. A. Wentworth, secretary of the Ohio association:

"We have closed the series of eight district meetings, at which consideration was given to the proposed week of intensified ice cream advertising. The manufacturers throughout the state accepted this proposal quite enthusiastically, and in a 100 per cent manner. Although all orders are not in we can say definitely that the newspapers campaign will be conducted in all of the large cities of the state, that is those over fifty thousand population, and definitely in all but six of the smaller cities. At this writing we have not heard from the manufacturer in that city giving us his pledge to support the work and order for supplemental material. These, however, will not in any way interfere with the general plan and we expect that their orders will be received within a day or so.

"The Dealers' Folders will be shipped by express to those whose orders have been receivd to date from Pittsburgh on Tuesday, May 19, and should be in the hands of the ice cream manufacturers by at least the 24th. This will give you opportunity to secure their distribution and posting by Friday, May 29. We should like to have these appear in all dealers' stores in the state on the day prior to Decoration Day, and trust that each of you will see that this is carried out.

"The Wagon Banners and Window Streamers will be mailed from Pittsburgh by Tuesday, May 26, and should be in your hands by May 30, which, in turn, will give you ample time to get them posted by June 5, which is the day that the first ads will appear in the newspapers of the state.

"We have heard of a number of ice cream manufacturers who are arranging to make additional displays in windows of their dealers and suggest that as many of you as possible that the same be done. Such will materially support the newspaper and other advertising campaign, and we urge its adoption. Also in any regular advertising that you may be carrying will you kindly refer to the fact that "IT'S ICE CREAM WEEK IN OHIO" when the dates arrive.

"This plan has been so universally accepted that I am sure every manufacturer is anxious to put it over in a big way, and it can be done through the support of each of you."



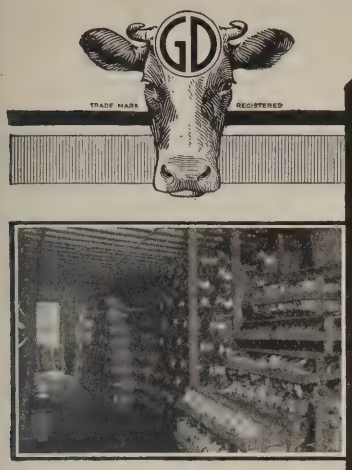
FOUR PLANTS FOR BLOMMER ICE CREAM CO. NOW.

The Blommer Ice Cream Co. of Milwaukee has purchased the Purity Ice Cream Co., Lake Geneva, Wis., from Barney Chellini, according to announcement last month by George Blommer. This gives the company four plants, all located in Wisconsin. Besides the main plant at Milwaukee the company operates plants at Kenosha and Wisconsin Rapids.



ICE CREAM BY AEROPLANE.

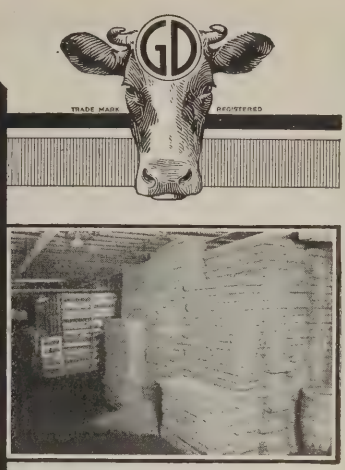
Ice cream received some good publicity from a stunt performed by the firm of Hawcock's, Monmouth, Ill., wholesale ice cream manufacturers. This firm shipped a large order of ice cream from Monmouth to Washington, Ia., in an aeroplane belonging to the Midway Airways Corporation. The ice cream was made up for the wedding of Miss Oneida Palmer of Washington and Mitchell Sprole of Garner, Ia.



Milk cans and covers always on hand for immediate shipment.



Our Syracuse retail store. Anything in stock from a fever thermometer to a pasteurizer.



Part of our large supply of milk bottles and cork insulation.

Gowing-Dietrich

Equipment and Supplies

CARRYING an enormous stock of supplies always on hand at Syracuse is expensive for us—but often means dollars for you; for it enables us to make prompt, same-day shipments of goods out of Syracuse stock, just when you need them.

For years we have been selling high grade dairy, ice cream, and creamery supplies and equipment of every description. Consequently G-D goods are backed by the character and experience of an old, established house. We guarantee our supplies absolutely.

It is well worth your while to deal with such a concern—better let us serve you.

GOWING-DIETRICH CO., INC.
SYRACUSE, N.Y., U. S.A.

216 E. GENESEE STREET
BUFFALO, N. Y.

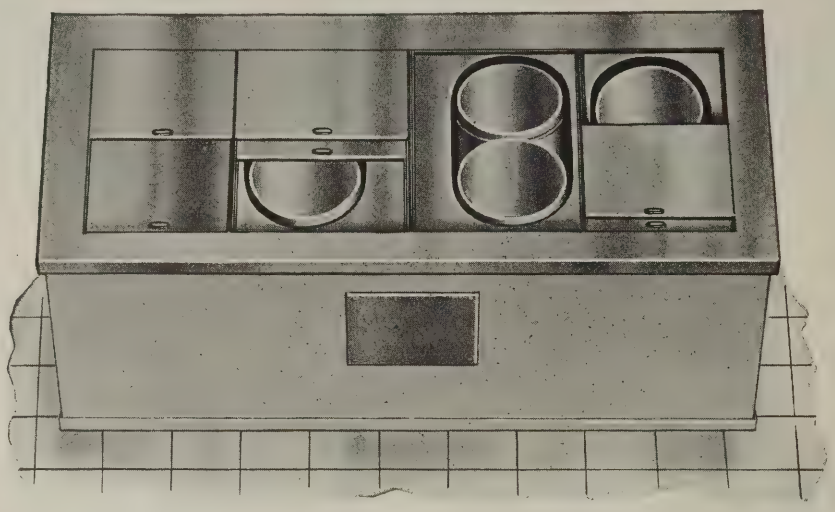
47 W. 34th STREET
NEW YORK CITY

The HOUSE *with the* GOODS *and the* SERVICE

ADVERTISING IN THE ICE CREAM REVIEW IS A GUARANTEE OF MERIT.

THE WALRUS CABINET

(Mechanically Refrigerated)



(Patented)

THE above illustration shows a "tilted" view of the No. 3, four compartment, Walrus Cabinet.

Each compartment in all three sizes of Walrus Cabinets is oval in shape and will accommodate two five-gallon packers of ice cream —one packer in front of the other.

There are two Sliding Lids over each oval compartment. The Sliding Lids are light in weight, but very sturdily constructed, and are easily and quickly shifted, as compared with the ordinary round, bulky, weighty and cumbersome type of lift-off lids.

Dispensing from the front or rear row of packers in the Walrus Cabinet is easy and most convenient. Compare the ease and labor saving of these Sliding Lids with that of lifting off a five or six pound bulky round lid several hundred times a day.

The Walrus Cabinet has a sturdy, strong body construction. The linings are of unusually heavy copper. The top and lids are made of heavy, pure, solid nickel silver. The Sliding Lids slide on nickel silver bars. The heavy copper lining is mounted on a flooring of artificial stone, which affords a substantial foundation and prevents punctures and breaks in the copper lining, which often occur in the ordinary type of cabinet when heavy packers of ice cream are carelessly dropped into the cabinet.

The facings on the Walrus Cabinet are not of heavy marble, that would "sweat," stain and break—or white glass, that would break easily—or enameled iron, that would chip and rust and can not be refinished. They are of aluminized Redwood, specially treated, and can be refinished, and thus renewed, easily, quickly, and at small expense.

The Walrus Cabinet conforms in height and width to the height and width of the standard Soda Fountain workboard.

Any one temperature desired may be generated and automatically maintained throughout one cabinet.

The Walrus Cabinet pays its cost with what it saves in labor, reducing to a minimum the loss in bulk of ice cream and preventing spoilage of perishable goods.

PRICES AND TERMS QUOTED UPON APPLICATION

THE WALRUS CABINET

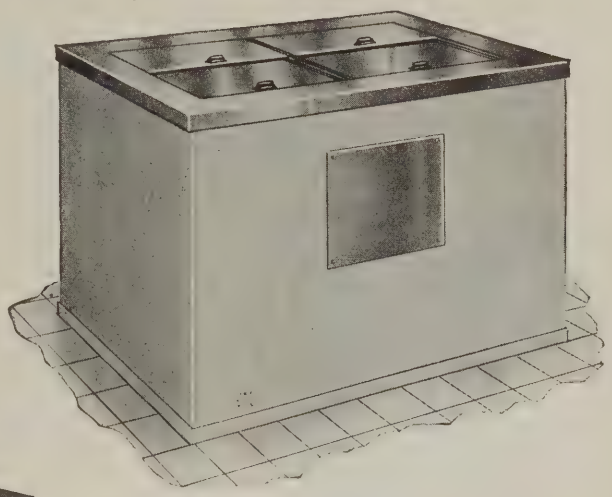
(Made in three sizes only)

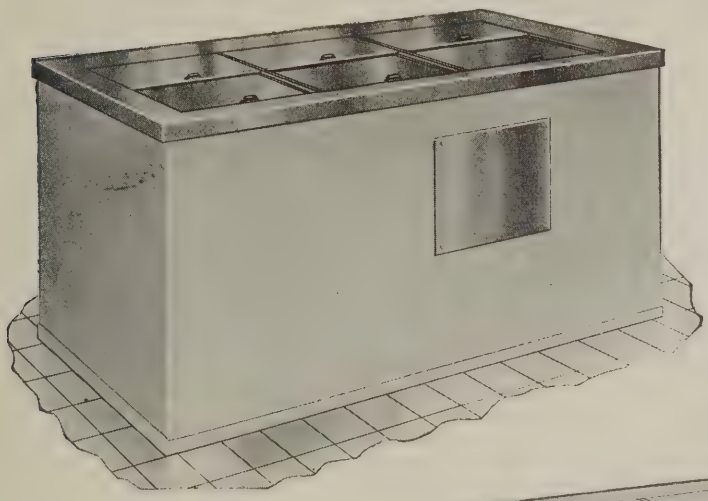
NO. 1 WALRUS CABINET

(Two Compartments)

39″ Long, 30¾″ Wide, 30″ High

Each Walrus Cabinet is equipped with a complete Frigidaire Mechanical Cold Storage or Refrigerating Plant. The Frigidaire equipment is put into operation and adjusted without additional charge, if the purchaser resides within a fifty mile radius of a Frigidaire Service Station. Also, six months' free service is included in the price of a Walrus Cabinet, under the same conditions. Frigidaire is guaranteed against all mechanical defects. Many thousands of Frigidaires are in use.





NO. 2 WALRUS CABINET

(Three Compartments)

52″ Long, 30¾″ Wide, 30″ High

Walrus Cabinets have many advantages in construction, convenience, durableness, appearance and efficiency. They eliminate entirely the use of ice and the labor and muss incident thereto. They function automatically and perfectly. They save perishable foods, prevent most of the shrinkage or loss of bulk in ice cream, are a protection to health and are not any more expensive to operate than the iced Cabinets.

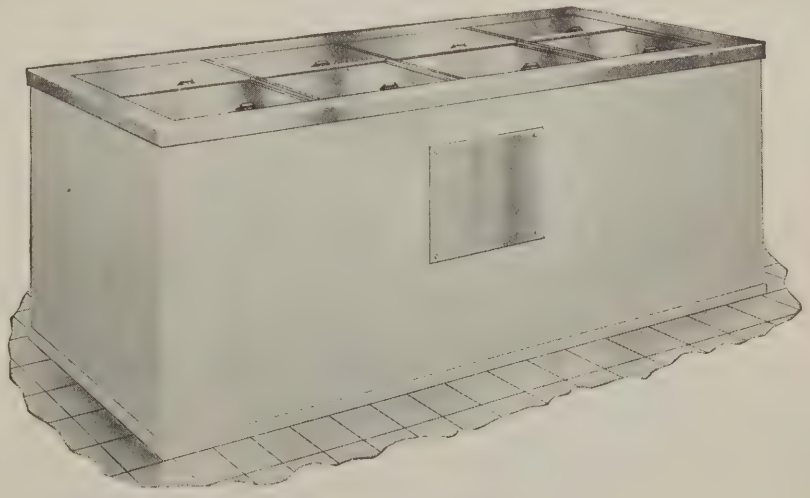
NO. 3 WALRUS CABINET

(Four Compartments)

65″ Long

30¾″ Wide

30″ High



Manufactured Only By

WALRUS MANUFACTURING COMPANY

DECATUR, ILLINOIS

Manufacturers of the World's Best Soda Fountain

THE WALRUS ELECTRICALLY REFRIGERATED SODA FOUNTAIN

OWN YOUR OWN CABINET

Renting a Cabinet means you are buying it for the other fellow.

One Way to Answer Dealers Who Say They Are Making No Money

Methods of Dispensing Are Partly Responsible for Failure of Ice Cream Dealers to Make the Most Out of Ice Cream Sales

A NEW ENGLAND ice cream manufacturer was asked the question by his druggist that ice cream manufacturers all over the country have been asked from time to time. The druggists of Springfield, Mass., wanted to know why it was they were not making more money. They put this question before J. C. Tait, head of Tait Bros. Ice Cream Co., and president of the New England Association of Ice Cream Manufacturers. Mr. Tait answered the question in a way that will be of interest to ice cream manufacturers in all parts of the country, in a way that emphasized the importance of retailers learning more about the different angles of merchandising ice cream.



PROF. H. F. JUDKINS.

We speak of the problem of retail salesmanship of ice cream as concerned mostly in getting new sales. That, indeed, is the most important phase of ice cream merchandising, but another of very much importance is that of handling ice cream by the dispenser in such a way as to keep his profits from leaking out in packages.

Mr. Tait answered the question of the Springfield druggists by calling on someone not connected with the industry to make the explanation. He turned to Prof. H. F. Judkins, instructor in Massachusetts Agricultural College. Prof. Judkins explained to the dealers why their troubles were the fault of their own methods of dispensing, rather than with the ice cream. He stated that his experimental work and study had shown that usually "carry-out" ice cream is packed too tightly.

This discussion took place at a meeting that lasted an hour and a half over the regular time, so interesting was Prof. Judkins' talk.

AT THE close of the meeting he went out and purchased ice cream from four dealers to make further investigation to prove his case. These purchases consisted of a quart of ice cream at one place, a pint at another, and two half-pint packages of ice cream. This ice cream was dished from bulk. At each of the stores the ice cream was purchased from a different ice cream manufacturer. In all the stores the ice cream was "in good, firm dipping condition," according to Prof. Judkins.

All of the stores had ice and salt cabinets. In one of the stores, the cabinet outlet was open all the time, "resulting in much refrigeration in freshly formed brine being lost," Prof. Judkins said. In the brief that he prepared on this investigation, he stated that ordinary tapered paper carry out pails was used in each store.

Speaking of these different stores, he said:

"In store No. 1 the cartons were placed in metal racks in which the carton just fitted. This gives support to the carton during dishing and should, on the average, prevent excessively heavy packages being dished. The ice cream was dished out with a spoon. The clerk took very small spoonfuls from the packer, and spent much time in pressing it into the carton. Far more time was consumed than at any of the other stores.

"At store No. 2 a spoon was used for dishing. Not as much care was taken with the dishing and the ice cream was dished in half the time taken at store No. 1.

"At store No. 3 a spoon was used and the clerk took large spoonfuls and jammed them into the cartons quickly. The ice cream appeared in a spongy condition, although reasonably firm.

"At store No. 4 a number 16 scoop was used for dishing, thus taking considerable time. The cartons were rounded up well."

UPON taking the samples to the laboratory to be weighed on scales to .25 ounce, the following results were reported by Prof. Judkins:

	Weight in Ounces.		
No.	Quarts	Pints	½-pints
1	29.50	15	7.75
2	26.25	14	7.0
3	25.25	16.5	9.25
4	27.50	14	6.5
Total,	108.5	59.5	30.5
Average,	27.125	14.875	7.625

73 to 75% Calcium Chloride Free from Magnesium

Where the Difference Comes In !

Send for Carbondale Bulletins.

The super quality of Carbondale 3-C Calcium Chloride is the aid that makes it possible to generate the full rated refrigerating capacity from your equipment investment, at a minimum use of power.

Carbondale Calcium Co. Carbondale, Pa.

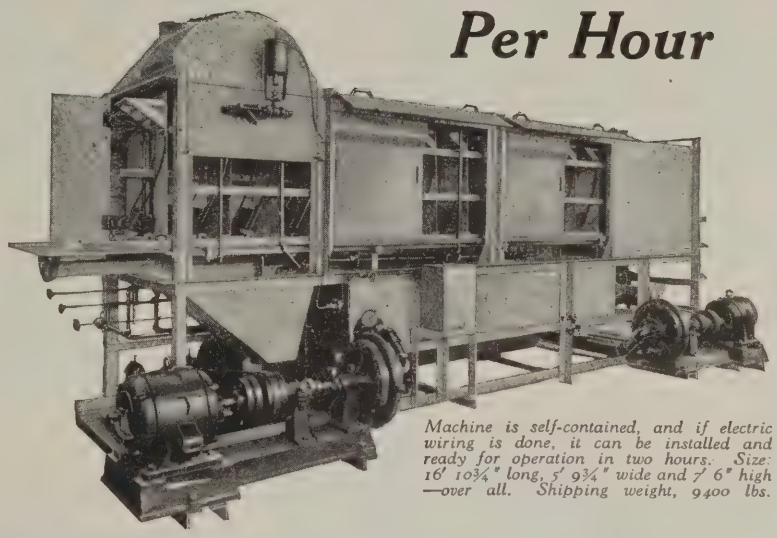
Ask for Bulletins No. 5 A and 36

TRADE MARK

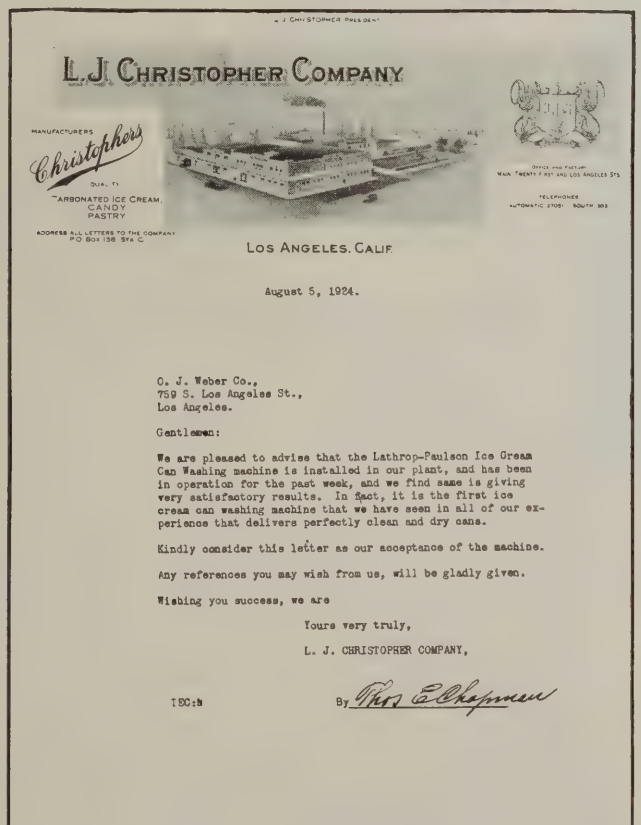
New York Chicago Pittsburgh New Orleans Philadelphia Baltimore

600 Cans and Covers or Brick Pans *Per Hour*

Absolutely clean, sterile and dry. Washes all size cans and covers from 20 qt. down to 4 qt. Cans are fed in and delivered at the same end of machine. Small cans may be washed together with larger cans, increasing the capacity to 1200 per hour. Has two speeds. Each can receives 17 distinct intensive treatments.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size: 16′ 10¾″ long, 5′ 9¾″ wide and 7′ 6″ high —over all. Shipping weight, 9400 lbs.



L. J. CHRISTOPHER COMPANY

MANUFACTURERS Christophers QUAL-TY CARBONATED ICE CREAM, CANDY PASTRY

ADDRESS ALL LETTERS TO THE COMPANY P.O. Box 158 Sta C

LOS ANGELES, CALIF.

August 5, 1924.

C. J. Weber Co.,
759 S. Los Angeles St.,
Los Angeles.

Gentlemen:

We are pleased to advise that the Lathrop-Paulson Ice Cream Can Washing machine is installed in our plant, and has been in operation for the past week, and we find same is giving very satisfactory results. In fact, it is the first ice cream can washing machine that we have seen in all of our experience that delivers perfectly clean and dry cans.

Kindly consider this letter as our acceptance of the machine.

Any references you may wish from us, will be gladly given.

Wishing you success, we are

Yours very truly,

L. J. CHRISTOPHER COMPANY,

By Thos E Chapman

TEC:H

L.-P.

ICE CREAM CAN WASHER & DRIER

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed. Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have been stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. Machine will also handle brick tanks up to 12 qt. size. All cans are placed in machine upright, and are delivered **absolutely clean, sterile and dry.**

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. Patent Soda Regulator.

Machine is sold on a results-guaranteed basis. Names of users will be gladly submitted upon request. It will not obligate you to obtain full information and price. Send the coupon today.

THE LATHROP-PAULSON CO.
2459 W. 48th St. CHICAGO, U. S. A.

The Lathrop-Paulson Co.,
2459 W. 48th St., Date.....
Chicago, Ill.

Without any obligation on our part, please send us complete descriptive matter of L.-P. Ice Cream Can Washer and Drier, together with price.

Name .....

Address .....

Regarding the weight test, Prof. Judkins said:

"The weight per gallon and overrun of the ice cream from the different stores undoubtedly varied a little, but it is not far from correct to assume that the ice cream weighed on an average, 4.65 pounds per gallon or 23.25 pounds or 372 oz. per 5-gallon can. This is 93% swell on a 9 pound to the gallon mix. This being the case—

372—27.125=13.7 qts. per 5 gallons.

372—14.875=25 pts. per 5 gallons, or 12½ qts.

372— 7.625=48.6 (½-pints) per 5 gallon, or 12.15 qts.

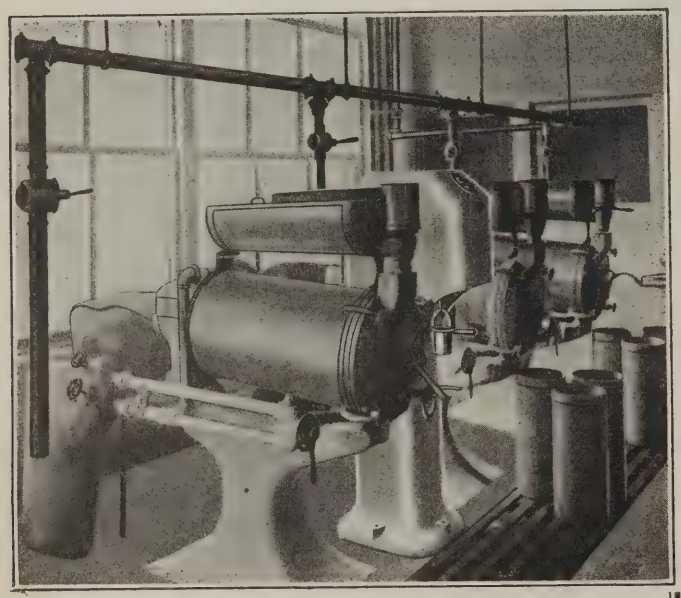
"Note that as the size of the package decreases, the amount of ice cream dipped, figured in quarts, decreases.

"The dealers estimate that they sell an equal amount of quarts and half-pints and 3 times as many pints as quarts. Five quarts, 14 pints and 5 (¼) pints per 5 gallon can, comes out just about 372 oz., and is very close to proportion stated as sold by dealers.

"Price paid for ice cream is $1.35 per gallon including icing service in two cases, $1.30 in another and $1.25 and no icing in fourth case. Assumes prices of $1.35 for all. Prices—60c qts., 30c pts., 15c pts. in all cases."

5×$1.35=$6.75 paid for ice cream.

Sold 5 quarts @ 60c	$3.00
Sold 14 pints @ 30c	4.20
Sold 5 ½ pints @ 15c	.75
Total	$7.95



Sommers Ice Cream Over-Run Tester

SIMPLE—QUICK—ACCURATE

Increases your production.
Improves the quality.
Holds your standard.

THIS CAN EASILY BE OBTAINED WITH THE SOMMERS OVER-RUN TESTER.

LET US PROVE THESE CLAIMS.

Simple plain cup—no loose weights.

Some users write:

"Its accuracy and speed surpasses any other machine we have ever used".

"The graduated dial is as visible as an automobile speedometer".

"It harmonizes perfectly with our porcelain base freezers".

Write for descriptive literature and price.

Damrow Brothers Co.

Fond du Lac, Wis.

$7.95—$6.75=$1.20, gross profit.

With no icing charge, figure 20 per cent of gross profits necessary to do business.

.20×$7.95=$1.59.

$1.59—$1.20=39c, loss on 5 gallons.

(Note—Above assumes all ice cream dished to carry out.)

Prof. Judkins then went on to figure up the profit and loss made by each of the four Springfield dealers selling dipped ice cream, announcing the following results:

Profit or Loss Made by Each of Four Springfield Dealers Selling Dipped Ice Cream.

1. 29.5÷15÷7.75=52.25 ozs. sold for $1.05.
   372÷52.25=6.1 ($1.05 lots) per 5-gallon can.
   1.05÷6.1=6.41 receipts.
   5×1.35=6.75 paid for ice cream.
   6.75—6.41=34c loss.
2. 26.25÷14÷7=47.25 ozs. sold for $1.05.
   372÷47.25=7.8 ($1.05 lots) per 5-gallon can.
   1.05×7.8=$8.19 receipts.
   5×1.30=$6.50 paid for ice cream.
   8.19—6.50=$1.69 gross profit.
3. 25.25÷16.5÷9.25=51 ozs. sold for $1.05.
   372÷51=7.3 ($1.05 lots) sold per 5-gallon can.
   1.05×7.3=$7.66 receipts.
   5×1.35=$6.75 paid for ice cream.
   7.66—6.75=91c gross profit.
4. 27.5÷14÷6.5=48 ozs. sold for $1.05.
   372÷48=7.7 ($1.05 lots) sold per 5-gallon can.
   1.05×7.7=$8.09 receipts.
   5×$1.35=$6.75 paid for ice cream and ice and salt.
   8.08—6.75=$1.33 gross profit.

Greatest difference between two dealers is .34 (1)÷$1.60 (2)=$2.03 per 5-gallon can.

The only solution to the matter of "carry-out" ice cream, and its relationship to profits, according to Prof. Judkins, is that the dealers must "either dish quarts that weigh less or sell ice cream in packages put up by the manufacturer if he hopes to remedy the situation." This statement was based upon the supposition that these results are representative.

THIRTY-SEVENTH ANNIVERSARY CELEBRATED.

The 37th anniversay of the Caum Ice Cream Co., Altoona, Pennsylvania, was celebrated with appropriate exercises during the week of May 25. This company, which broadcasts a radio program semi-monthly from station WFBG, Altoona, had a special anniversary radio program for the evening of May 27. The program was made up of selections by the Caum Ice Cream Co. orchestra, a body of ten pieces, under the leadership of "Coxy" Irwin.

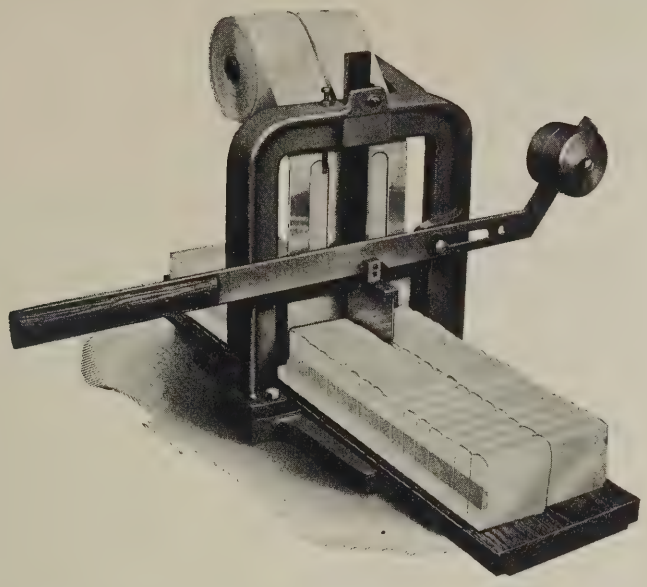
The Caum Ice Cream Co. began the manufacture of ice cream in Altoona on May 30, 1882. E. A. Caum, Sr., established the business, which has grown to be one of the largest in the state.

The Caum Ice Cream Co. was incorporated two years ago and the following officers have been in charge ever since: E. A. Caum, president; Thomas Caum, first vice-president; Harry Caum, second vice-president, and Mrs. E. A. Caum, secretary-treasurer.

IMPERIAL CO. TAKES IN MORE TERRITORY.

A new packing truck recently taken on by the Grafton, W. Va., local plant of the Imperial Ice Cream Co., will enable that company to take on considerably more territory. William A. Collins, salesman for the company, announces that the company's product will be distributed to Belington, Phillip and Elkins, and later on another truck will be added to cover the same territory.

The Imperial Ice Cream Co.'s business expands into the states of Maryland, Virginia, Pennsylvania, Ohio, Kentucky and West Virginia.



Anderson "Cut-Wrap" Machine

"It Wraps Slices as it Cuts"

Simple—Practical—Fast Low Priced

In every plant there is considerable cutting done. You know, cutting by hand, with a knife, is a slow, tedious job—an expensive operation to you.

With an Anderson you will be able to work much faster and save enough time to quickly repay for machine, and it will be a big help on those days when you are rushed for time.

It will quickly cut quarts always of uniform size. It cuts pints two at the time so this, too, is done very rapidly.

The same machine also cuts slices quickly and of a size determined by you—one machine can be used for cutting any number of slices to the quart.

The Cut-wrap slice idea is a good one and appeals to plants large and small, and especially the Cut-Wrap quart idea which is ideal for serving Churches and Socials or large gatherings. Hundreds are being used all over this Country.

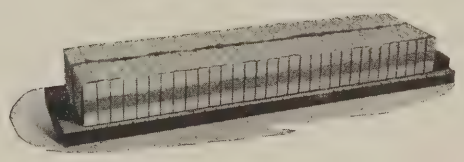
Send today for literature and price.

MANUFACTURED BY

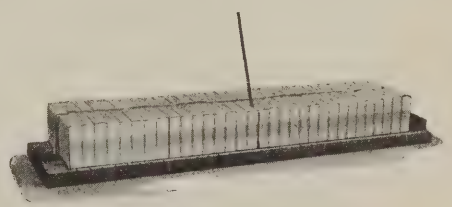
Anderson Bros. Mfg. Co.

1923 Kishwaukee St.

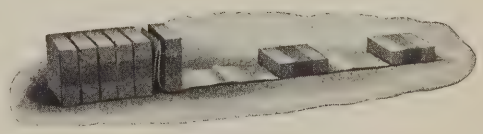
Rockford, Ill., U. S. A.



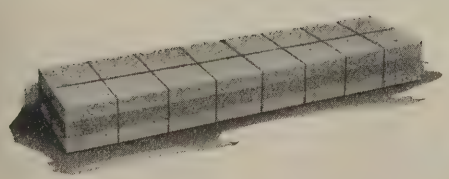
Sliced and Wrapped



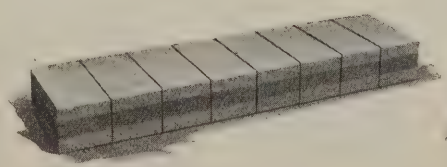
Quickly Slit for Individual Bricks



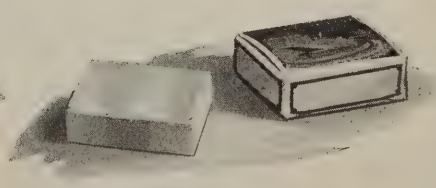
Ideal for Serving Large Gatherings



Pints Are Cut Uniform—2 at a time



Quarts Are Cut Uniform



Individual Bricks—Wrapped 3 Sides

Third National Exposition Area Already Leased Virtually Equals Cleveland 1923 Show

Unprecedented Demand for Booths Reported by Supply Association Months in Advance of Show

ONE week following the beginning of display area leasing in the third national exposition by members of The Association of Ice Cream Supply Men, the offices of the latter in New York announce, a total area had been contracted for virtually equal to the entire area of the second national exposition, held in October, 1923, in the great public hall in Cleveland, an exposition that, at that time, was considered as setting a mark possibly never to be exceeded in regard to floor area.

The Cleveland exposition is now regarded by the supply association as standing as a partly adequate advance measure only of the scope and importance of the third national exposition of this year.

There were displays in the Cleveland exposition by 171 member companies. There were in attendance 4,156 persons. Of these, 2,143 were representatives of ice cream plants and 1,430 of supply companies.

The ice cream men in attendance came from plants in 41 states, the provinces of Ontario and Quebec in Canada; Stockholm, Sweden; Buenos Aires, Argentina; London, England; Honolulu, Hawaii, etc., etc.

The exposition utilized more than 65,000 square feet of space in the famous Public Hall of Cleveland, the building in which 1924 housed the national Republican convention. The Cleveland exposition was held, as will be this year's, in conjunction with an annual convention of the National Association of Ice Cream Manufacturers. At that convention was the largest attendance of ice cream manufacturers in the history to date of the national association.

CAREFUL survey of conditions in the industry preceded the issuance to the supply field from the association's office recently of the following resume:

"The third national exposition will be the greatest in area, the greatest in variety and scope, the greatest in assured attendance and the greatest in general, technical and personnel significance to the industry."

In further comment, the association's announcement continued:

"Since the close of The Association of Ice Cream Supply Men's second national exposition, held in Cleveland, October, 1923, the ice cream industry has experienced a period which, compared with other two-year periods in its history, may be termed revolutionary.

"New methods and equipment have been developed. Manufacturing consolidations have placed production and distribution on new bases. New approaches to existing markets and new efforts to widen markets have been and are being made. New uses of metals and uses of new metals—and of other basic materials—are now current in equipment. Totally new equipment is receiving the final tests of utilization. New forms for the presentation of ice cream have had, are having, their day. Developments in other industries have automatically affected vitally some phase or phases of the ice cream industry.

"In consequence the third national exposition, from any angle of appraisement becomes the most important actual reviewing point, educational pageant and buying center in the industry's development.

"No comprehensive display of the new developments, of the utilization of the new methods—no charting of the manifold progress in all its phases—have yet been made for the industry. The exposition is that display, review and charting.

"The quarter centennial convention of the National Association of Ice Cream Manufacturers becomes in effect an industrial celebration that will enlist the presence of a multitude of ice cream manufacturers.

"Current equipment and processing developments make the exposition more technical in spirit than preceding shows; technical men will be there in greater numbers. Similarly more plant men, superintendents, minor, as well as major executives, will be present than have attended earlier shows."

IN AN editorial contribution to the Exposition Extra, the miniature imitation newspaper published by The the miniature imitation newspaper published by The Association of Ice Cream Supply Men in the interests of the third national exposition of the industry, a significant depiction of the essential relationship of the supply and equipment field to ice cream manufacture is made by Fred Rasmussen, secretary of the National Association of Ice Cream Manufacturers.

It is printed in the first of the year's Exposition Extras, just issued by the supply association.

Mr. Rasmussen's statement follows:

"The progress of ice cream industry in a large measure is depending upon the activities of the National Association of Ice Cream Manufacturers and the activities of The Association of Ice Cream Supply Men.

"The annual convention-and-show, although it is only a part of the work of these two organizations, becomes an expression of the ice cream industry and an important factor in its future progress.

"The interests of the individuals making up these two groups do not always appear the same, yet everyone recog-

CALCIUM CHLORIDE
Granulated and Solid
Drums or Bags

Ice Cream Makers Supplies

RED TOP ENAMELS
Tub Enamel
Ice Cream White Enamel
Concrete Floor Enamel
Heat-Resisting Enamel
Truck Enamel
Red Lead and Oils

RED TOP PRODUCTS
45% INDUSTRIAL ALKALI
(*Cleaner and Cleanser*)
Sanitary Wiping Rags
Scrub Brushes --- Brooms
Dynamo and Auto Oils and Greases

TOPP OIL & SUPPLY CO.
Milwaukee

Ask the Cleveland Ice Cream Manufacturers what package they use for small size Kups of ice cream —

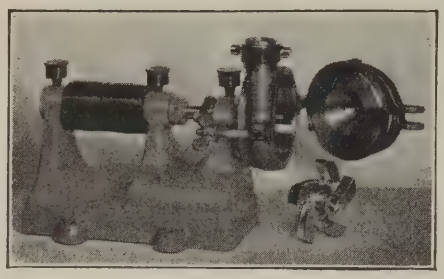
and why —

Mono Service Co.
NEWARK NEW JERSEY

KLEEN KUP

The Package that sells its contents —





Why More—When One Part Does the Work?

The W-Z Super-Sanitary Milk Pump has but one working part—the impeller. (See the illustration). The pump head opens like a breach block and locks with a simple wing nut. No tools are required. Shaft is solid monel metal. Easy to clean. Pumps a large volume of liquid.

Send for circular giving full details.

GET FULL DETAILS IN OUR ILLUSTRATED CIRCULAR.

WRIGHT-ZIEGLER CO.

BOSTON, MASS.

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



Vacuum Pan.

Write for Prices

We can furnish these small size equipments in vaccuum pan size ranging from 8″ diameter to 36″ diameter, with suitable fore-warmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U.S.A.

nizes that they have many interests in common; and above all, the most important of these interests is to increase the quality and quantity of ice cream made and sold—in this respect their desires are identical.

"We do not need more ice cream factories, or more supply houses, but what we need is a larger volume of business at reduced cost by our present organizations.

"Ask those who have manufactured ice cream for the last twenty years what changes new machinery and new supplies have brought about in the manufacture of ice cream and in the progress of the industry; there can be but one answer—'New machinery and new supplies have revolutionized the industry.'

"The ice cream manufacturer generally has all he can do in taking care of the work which relates to the manufacture and sale of ice cream, and he depends upon the machinery and supply people to develop and bring to his attention new inventions in these products.

"Salesmen of equipment and supply houses are the promoters and interpreters of new ideas from the shops and factories. They are the connecting link between the ice cream manufacturer and the manufacturer of machinery and supplies, and as such play a very important part in the development of the industry.

"That the National Association of Ice Cream Manufacturers and The Association of Ice Cream Supply Men should join in annual convention and show in October is a logical expression of self-interest. There must be a close relation between the manufacturers of ice cream and the manufacturers and sellers of equipment and supplies.

"They are building together and they will progress together, and the ice cream industry will grow in proportion to the degree to which they co-operate in all problems for the general advancement of the industry."

THE following statement has been issued, through its publications and generally throughout the trade by O. S. Jordan, president of The Association of Ice Cream Supply Men, who has personally witnessed, as have many other heads of its company members, virtually the entire development of the quarter century of advancement of the ice cream industry:

"The supply, equipment and machinery companies upon whose products and services the material requirements of the country's ice cream manufacturers rest, rejoice as greatly as the ice cream men in the tremendous record of progress to be celebrated by the industry in 1925.

"It is amazing to reflect upon this progress, which will be visualized as no other method could visualize it, in the great third national exposition for the industry. The exposition will be held concurrently with the 25th annual convention of the National Association of Ice Cream Manufacturers, the quarter century assemblage of the highest but the broadest council of ice cream.

"Twenty-five years ago not a single ice cream manufacturer had what today we mean by a working plant. Not a single freezer of the type in use today was in effective use. There was no such thing as the modern hardening room. Homogenization had been unheard of in connection with ice cream. There was no pasteurization in ice cream. There was no mixing vat; no holding vat. **There was no ice cream industry.** There was only the beginnings. The few individual ice cream businesses that were really businesses had slight capital, were one or two or three-men enterprises.

"Banks had not heard of ice cream as a business. Today the securities of great ice cream companies are traded in daily in many-share lots, in the stock exchanges of the country. Many million dollar manufacturing companies exist. The million gallon a year plant is not a novel sight.

"A quarter of a century ago an occasional salesman visited an occasional ice cream maker, vending some product applicable to ice cream. Today many millions of dollars are invested in great companies, the sale or major activities of which are the development and manufacture of advanced equipment for ice cream plants. Millions of dollars are invested in the obtaining, preparation and distribution to ice cream manufacturers of essential ingredients for ice cream. Great sums of capital are involved in the effective advertising and merchandising of ice cream for manufacturers.

"Twenty-five years ago there was no written record of ice cream. Today there is a current important trade literature. Twenty-five years ago there was no technology, no science, no training in and for ice cream. Today there are men who really should be termed ice cream 'engineers.' Ice

Signs that Last

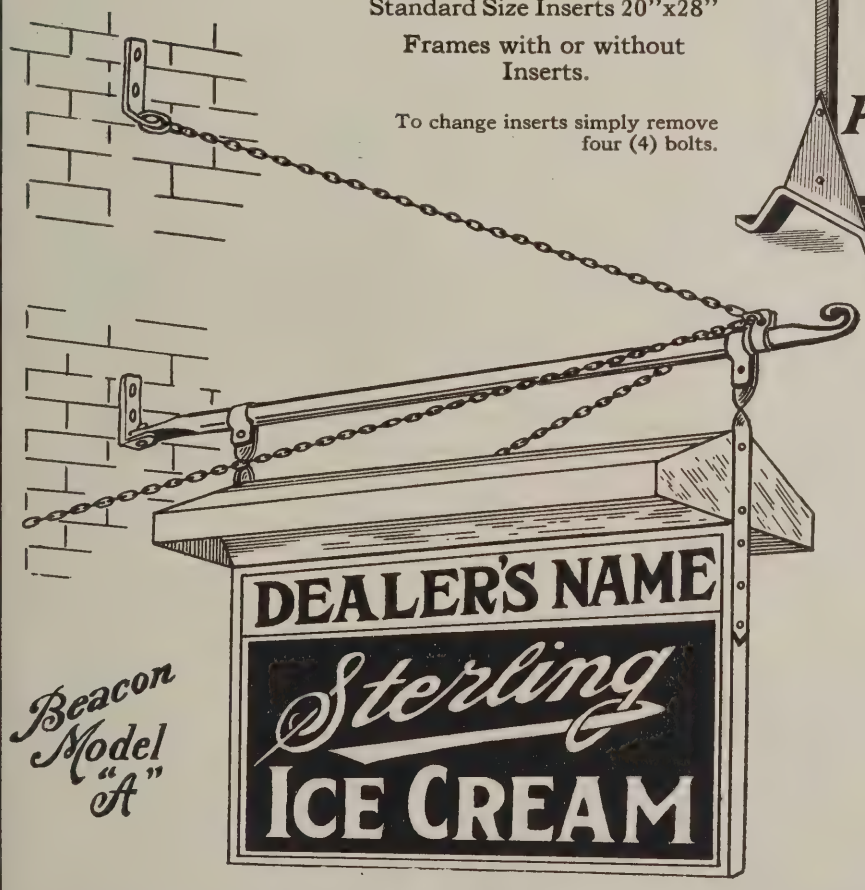
Made of Metal

Angle Iron Frame
Wrought Iron Legs
Welded Joints

Baked Enamel Finished

Standard Size Inserts 20"x28"
Frames with or without Inserts.

To change inserts simply remove four (4) bolts.



Beacon Model "A"



Weight 25 Pounds

"HOLDS THE SIDEWALK"

DIMENSIONS OF ELECTRIC SIGN:

Total Height - - -	38 inches
Total Length - - -	48 inches
Size of Panel - -	30x48 inches

THIS BEAUTIFUL "BUNGALOW TYPE" ELECTRIC SIGN
Complete with all necessary Hanging Irons, Chains, etc. Wired for 6 Lamps (no bulbs).

$42.50
F. O. B.
FREEPORT, N. Y.

Write for Booklet and Quantity Prices

Beacon Mfg. & Sales Co., Inc.

EAST MERRICK ROAD - - FREEPORT, N. Y.

MEMBER

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezers to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening rooms.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

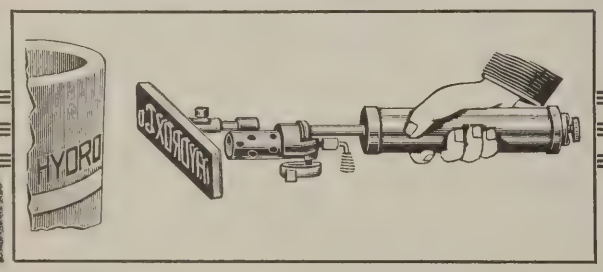
Style	Diameter	Capacity	Freezer Opening	F.O.B. Price
A	28½ in.	6 cans	30 in.	$50.00
B	23 in.	4 cans	24 in.	45.00
C	34 in.	8 cans	36 in.	62.50
D	40 in.	10 cans	42 in.	75.00

Two or three can containers, placed so that two or three freezers can discharge at one time, can be mounted on one truck, increasing capacity, making less trips to the hardening room necessary. Prices for these special trucks made on application, specifications required.

One regular size truck will be shipped, acceptance on approval.

UTILITY MFG. CO. FARIBAULT, MINNESOTA

A. H. Barber-Goodhue Co., Chicago, Ill., St. Paul, Minn.
Howe Scale Co., St. Louis, Missouri
Wright-Ziegler Co., Boston, Mass.



Don't Replace Your Tubs *Until* They Are Worn Out

Prevent the loss of your property by branding your tubs, cartons, packing boxes, tools, etc., with the Everhot Branding Tool. All doubt as to ownership is settled. Your name is put on to stay. The temptation to pick up and carry away your property is removed, for the Everhot Brand cannot be changed or erased.

And further, wherever your property is seen—on station platforms, in your dealers' stores, or on delivery trucks—your name will be a perpetual advertisement of your business.

The Everhot can also be used as a soldering iron or blow torch.

Write today for complete information!

The Everhot Tool can be used anywhere — any time. The fuel is ordinary gasoline. The flame will keep the brand hot for hours of continuous use. Cost of operation is very low.

Write for complete information today!

EVERHOT
America's Brand Makers
MANUFACTURING CO.
MAYWOOD, ILLINOIS

cream manufacture is a regular part of the curricula of important colleges and universities.

"Twenty-five years ago there was no organizing of industrial interests based upon ice cream. Today there are the National Association of Ice Cream Manufacturers, The Association of Ice Cream Supply Men, and many state and regional organizations in the industry. Twenty-five years ago there was not a man who even imagined an ice cream exposition. Today, this year, there is a great third national exposition of the industry, outranked by less than half a dozen single-industry expositions in the country—probably in the world.

"Many of the supply companies among the membership of The Association of Ice Cream Supply Men have been represented at every ice cream exposition of any magnitude that has been held.

"I speak for all of them in anticipating — not with prophecy but with absolute certainty—the greatest attendance of ice cream manufacturers at this year's exposition that has ever assembled anywhere, for any purpose, at any time."

ADVANCE RESERVATIONS FOR DETROIT EXPOSITION SPACE.

The companies listed represent lessees of booths during the first six days following the beginning of leasing by The Association of Ice Cream Supply Men:

The Allman Gas Engine & Machine Co.
Anderson Bros. Mfg. Co.
Anheuser-Busch, Inc.
Armstrong Cork & Insulation Co.
Atlantic Gelatine Co.
Wm. F. Baird Co.
Barker, Duff & Morris
Beacon Mfg. & Sales Co.
F. Bischoff, Inc.
Brown & Shaw
Buhl Stamping Co.
J. G. Cherry Co.
Cherry-Bassett-Winner Co.
Cincinnati Extract Works
Citrus Products Co.
Cleveland Fruit Juice Co.
Commercial Truck Co.
Cone Company of America
Creamery & Milk Plant Monthly
Creamery Package Mfg. Co.
Cochrane Corp.
Crown Fruit & Extract Co.
Crystal Gelatine Co.
Dairy Press, Inc.
Davis Cooperage Co.
Delco-Light Co.
Dominion Chemical Co.
Thos. W. Dunn Co., Inc.
Edison Storage Battery Co.
Emery Thompson Machine & Supply Co.
Eskimo Pie Corp.
Essex Gelatine Co.
The J. B. Ford Co.
Mark H. Fox Co.
Gould Cream Co.
Grand Rapids Cabinet Co.
John J. Grothe Co., Inc.
S. Gumpert Co., Inc.
Wm. A. Hazard & Co.
B. Heller & Co.
Hopwood Retinning Co.
The Hudson Mfg. Co.
Ice Cream Field
The Ice Cream Review
The Ice Cream Trade Journal
Impruv-Mix Co.
The International Co.
The International Salt Co. of New York
Keiner-Williams Stamping Co.
Kelvinator Corp.
H. Kohnstamm & Co., Inc.
John W. Ladd Co.
Liquid Carbonic Co.
Joe Lowe Co.
McCormick Co., Inc.
McLaren Products Co.
Manning Mfg. Co.
Frederick C. Mathews
Menasha Printing & Carton Co.
Merrell-Soule Sales Corp.
Meyer Wagon Works
David Michael & Co.
The H. H. Miller Industries Co.
Milligan & Higgins Gelatine Co.
Mojonnier Bros. Co.
John H. Mulholland Co.
National Homogenizer Corp.
C. Nelson Mfg. Co.
Nizer Corp.
Parker-Brawner Co.
The Pfaudler Co.
Rice & Adams Corp.
Runkel Bros., Inc.
K. W. Schantz, Inc.
B. B. Scott
Sealright Co., Inc.
H. A. Sinclair
Solar-Sturgess Mfg. Co.
Star Extract Works
Swift & Co.
Taylor Instrument Co.
U. S. Gelatine Co.
Van Houten, Inc.
Vanilla Laboratories, Inc.
Walker Vehicle Co.
P. Wall Mfg. Supply Co.
Wisner Mfg. Co.
Wolf Advertising Co.
John Wood Mfg. Co.
The Zipp Mfg. Co.

FORMAL OPENING.

Formal opening of the J. & H. Dairy Co., 118 West Third St., Cedar Falls, Ia., was celebrated one day early in May by inviting the public to inspect the thoroughly modern dairy plant. "Creamery" ice cream, the trade name under which the company will distribute its product, was given to the public in large quantities through the day. Even though the weather was rather cool, adults and children were seen eating many ice cream cones.

George Jensen and U. S. Harvey are the proprietors of the dairy plant. Other dairy products will also be manufactured.

TWO-STORY ADDITION.

The Purity Ice Cream Co., Newark, N. J., is erecting a two-story addition to its plant at 63-67 Lexington St., according to recent announcement. New hardening rooms will be installed, giving the plant a storage capacity of 6,000 gallons of ice cream, we are told by officials of the company.

CREMO CONES

NATIONALLY ADVERTISED

Highest *Quality*



AT ANY

LOW PRICE

CONSOLIDATED WAFER CO.

THE LARGEST MANUFACTURERS OF ICE CREAM CONES IN THE WORLD

2628 Shields Avenue
CHICAGO, ILLINOIS

✳

515 Kent Avenue
BROOKLYN, N. Y.

✳

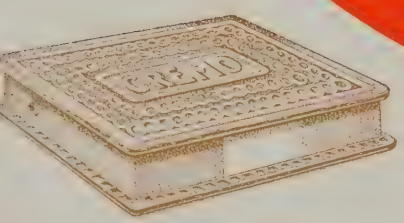
2426 S. Harvard St.
DALLAS . TEXAS

Pacific Coast Trade Supplied by
Pacific Coast Cone Co., Portland, Oregon

Buy *the New*

CREMO WAFERS

CONSOLIDATED WAFER CO.
CHICAGO, ILL.



Recommended by Quality Ice Cream Manufacturers!

Sold by the "big fellows" in the industry!

ELEVEN years ago the 5c "Cremo" Ice Cream sandwich was originated by the Consolidated Wafer Company. We still make the most delicious wafers.

Made right and packed right they remain fresh and crisp for a long time. The price of "Cremo" Wafers is $1.40 per caddy for over six hundred count, packed twelve caddies to a case. Special discount to Ice Cream manufacturers will be quoted on request.

Southern Trade Supplied by
CONSOLIDATED WAFER CO.
DALLAS, TEXAS

Pacific Coast Trade Supplied by
PACIFIC COAST CONE COMPANY
PORTLAND, OREGON

CONSOLIDATED WAFER COMPANY
2628 Shields Ave., Chicago

515 Kent Avenue, Brooklyn

ICE CREAM MEN WILL ATTEND ROTARY CONVENTION IN JUNE.

Many ice cream manufacturers at this time are dividing their interest between preparations for their own annual national ice cream convention at Detroit in October and the International Rotary convention at Cleveland in June. The Rotary clubs include approximately 250 ice cream manufacturers, many of whom will attend the Cleveland convention and then hurry home in time to shape up affairs for their own silver jubilee at Detroit.

Among the manufacturers who last month had signified their intentions to attend the Rotary convention are:

T. J. McCann, manager of the Imperial Ice Cream Co., Wheeling, W. Va.; Clyde A. Fowler, Rieck-McJunkin Dairy Co., Butler, Pa.; E. B. Hampton, Benton Ice Cream and Bottling Co., Benton, Ill.; Clarence O. Putnam, Utica Ice Cream Co., Utica, N. Y., and L. G. Runk, vice-president, W. E. Hoffman Co., Altoona, Pa.

Ed. F. Dickens, Ed. F. Dickens & Son, Belleview, Ontario, Canada, and Morden Neilson, Toronto, Canada, of Wm. Neilson Limited were not sure last month whether they are coming or not, but "are going to try and make it."

NEW ENGLAND ASSOCIATION MEETINGS.

The May meeting of the New England Association of Ice Cream Manufacturers was being held at Springfield, Mass., as this issue of The Ice Cream Review went to press. Manufacturers met at the Highland Hotel at one o'clock on May 20.

Among matters taken up at the meeting was discussion on insurance of small trucks.

The September meeting of the New England Association of Ice Cream Manufacturers will be held in a place to be decided upon by a committee appointed at the April meeting, this committee consisting of T. P. Grant, J. P. Johnson and W. P. B. Lockwood. The association was informed that the Poland Spring House, where it first planned to hold its meeting, cannot accommodate the manufacturers in September.

OUR MISTAKE.

In the advertisement of the Valentine Machinery & Supply Company, 552 Wrigley Bldg., Chicago, which appeared in the May issue of The Ice Cream Review, a mistake was made in the name of one of the users of Valentine Sucker Molds. The illustration on the left side of the page is of equipment used by the Tabor Ice Cream Company of Cleveland, Ohio, instead of the Taylor Ice Cream Company.

STATE SECRETARIES MAY BE ORGANIZED AT DETROIT.

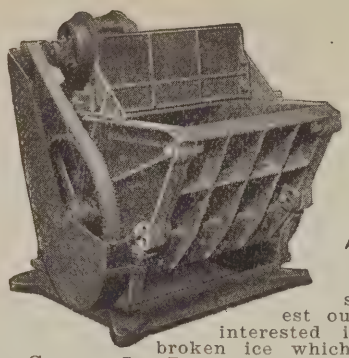
(Continued from page 12)

secretaries of leading associations in the industry. Any action that may be taken, however, it is generally agreed, will be directed by the national association's headquarters.

The matter now awaits an official bulletin, and there is no indication of when such bulletin will be issued, though it is thought likely that some step in this direction will be taken soon.

You can get somebody to sell you anything you want, if you use "The Ice Cream Review" Want Department.

CREASEY ICE BREAKER



Better Ice for Packing Cabinets

THESE ice cream cabinets for which you supply broken ice constitute one of your heaviest outlays. Naturally you are interested in reducing the cost of broken ice which you must supply. The Creasey Ice Breaker offers the biggest opportunity in that direction, as it gives ice broken to just the right size. This reduces waste from large pieces, which the men usually throw away rather than crack up by hand, and at the same time the amount of snow and slush-ice is much less than with the old style breakers. This is due to the Creasey's sharp pointed, socket-held pick, which shatters the ice like a hand pick, instead of crushing or grinding it. The Creasey interchangeable comb system also helps. All of the ice must be reduced to the regular size, which can be controlled by changing the comb or by moving the adjustable front plate to which the comb is attached. The motor drive is becoming popular because it gives a reliable and constant speed, which is an important factor affecting the size of the broken ice.

The Creasey Ice Breaker is a rugged, husky machine, improved right up to the minute. Many ice cream manufacturers are discarding their old fashioned machines and putting in motor-driven Creaseys in order that the supplying of broken ice may not hold up their output just when they are busiest.

Ask for Catalog R-1125, and submit details of your layout, as our engineers may possibly be able to offer some good suggestions on saving labor in handling ice.

COCHRANE CORPORATION
Creasey Ice Breaker Dept.
3178 North 17th St. 200 Philadelphia, Pa.

FORTUNE PRODUCTS TRADE MARK

DARKO

(Dutch Process Cocoa)

The new and better Chocolate Product for the making of Chocolate Ice Cream

Will you try absolutely free and without any obligation whatever a 5-Pound Sample of Darko?

Tear out the coupon and mail today.

Fortune Products Co.
Makers of THINFLO Chocolate Coating for Eskimo Pies

Fortune Products Co.,
417 S. Desplaines St.,
Chicago
Please mail post paid a Free 5 pound sample tin of Darko, (Dutch Process Cocoa). Send directions and quote prices.

.....

.....

.....

Please type or print name and address.

MIDDLE WEST — EASTERN SEABOARD

News and Notes *from the* Four Corners *of* FREEZERLAND

From Our Special Correspondents and Contributors

PACIFIC WEST — CENTRAL SOUTH

EAST.

New England Merger to Mean No Change in Management.

Burlington, Vt.—A statement recently made by F. E. McIntosh, president of the Coon Ice Cream Co., with reference to the merger of ice cream and dairy plants in New England, points out that no change in the management or policy of the companies is anticipated as a result of the merger. The New Haven Dairy Co., Tait Bros., Inc., Coon Ice Cream Co., and the Dolby Ice Cream Co. have formed a $5,500,000 merger, and Mr. McIntosh explained that the chief object in making the consolidation was to cover New England, outside of Boston, "in the most efficient and economical manner."

The combined companies make about 4,000,000 gallons of ice cream annually. The Coon Ice Cream Co. has plants in Burlington, White River Junction, Manchester, Portsmouth and Berlin, all in New Hampshire, as well as a plant in Haverhill, Mass., and in Lewiston, Maine. Tait Brothers do a big business in Massachusetts, the Dolby Ice Cream Co. in Rhode Island, and the New Haven Dairy Co. confines its business to Connecticut.

* * *

New York Factory Robbed.

New York City.—Robbers forced their way into the plant of the Reid Ice Cream Co., 613 West 48th St., bound and gagged the watchman after assaultin ghim.

Company officials said the burglars had stolen about $1,000, and had apparently been looking for bonds valued at $25,000, which had been kept in the larger safe up to two months ago, when the Reid company took over the building and business of the Polar Ice Cream Co. Soon after that transaction the bonds were transferred to a safe deposit vault, officials said. The gang of four bound the watchman and then used an electric drill and explosives to break open two large safes and a large steel box, three feet by five feet. A long time was spent by the burglars in sorting papers and checks and looking for cash.

* * *

Horton's Sells 5,000,000 Gallons a Year.

New York—One of America's oldest and greatest ice cream companies—Horton's—serves 5,000,000 gallons of ice cream to 9,000 dealer customers each year. The Horton ice cream business was established in 1857. When Jenny Lind sang in the famous old Castle Garden more than seventy years ago, New Yorkers regularly ate their dish of Horton's. When the first battle of Bull Run was fought in 1861 Horton's ice cream had been pleasing the appetites of New Yorkers for more than ten years. It is still growing and produces more cream each day, and sells it more successfully than any other like concern in the world. Good management, good goods and service keeps it in the lead.

* * *

Rochester Ice Cream Company Not In Merger.

Rochester, N. Y.—A denial has been issued by Samuel T. Nivling, president of the Rochester Ice Cream Co., that his firm is to be included in a giant merger of eight northern New York ice cream companies, which was reported to be moving to form a corporation with a capitalization of $30,000,000. "There is absolutely no foundation to the report," Mr. Nivling said, speaking of the Rochester Ice Cream Co.'s reported connection with the merger.

Announcement also has been made that the J. M. Horton Co. of New York City has rejected the proposal to enter its firm into the reported merger.

* * *

Penn State Seniors Visit Dairy Plants.

State College, Pa.—Eleven seniors in dairy husbandry at the Pennsylvania State College made an annual inspection trip to milk and ice cream plants of Harrisburg and Philadelphia, April 6 to 9. The group was in charge of Prof. W. H. Martin, head of dairy manufacturing work at the college.

On April 6 they visited Russ Brothers' ice cream plant, the Hershey ice cream plant, and the Pennsylvania Milk Products Company plant in Harrisburg, and then went on to Philadelphia.

April 7, 8 and 9 were spent in the Quaker City. The party there visited the milk and ice cream plants of the Supplee-Wills-Jones Milk Company, the Philadelphia Dairy Council, the market milk plant of the Scott-Powell Dairies, the market milk and ice cream plants of the Breyer Company, the Colonial Ice Cream Company, two milk and ice cream plants of the Abbot Company, and the butter market.

* * *

Business Anniversary Observed.

Philadelphia, Pa.—The week of April 6 marked the sixth anniversary of the entrance of Abbott's Alderney Dairies in the ice cream business in Philadelphia, Camden, Atlantic City and Bridgeton. The occasion was observed by the company with a celebration at its large Philadelphia plant. Ice cream dealers from Philadelphia, Camden, and various other cities for miles around Philadelphia attended the celebration. They inspected the making of Abbott's ice cream and the plant.

Since its modest start six years ago, the Abbott's ice cream business has grown till today it ranks as one of the leading ice cream manufacturing concerns of the industry.

* * *

Safecrackers Get $2,000.

New York, N. Y.—Safecrackers ripped open two large safes in the office of the Harrison Highgrade Ice Cream Co., Inc., at Nos. 59-61 Goerck St. They escaped with more than $2,000 in cash, several liberty bonds and small pieces of jewelry. The damage they did was more than $3,000.

Max Swersky, the manager, found the place in disorder when he opened the office. Although detectives believe the robbers must have been at work at least six hours, no one in the neighborhood heard the noise.

* * *

SOUTH.

Some Ice Cream History.

Nashville, Tenn.—Some interesting history on the development of the Nashville ice cream industry was given in a story in a recent issue of The Nashvile Banner, the author being Laura Norvell Elliott. Speaking of the industry's evolution in that city she said:

The growth of the ice cream industry in Nashville during the past fifty years would seem phenomenal were it not for the fact that this particular product is so new in the world that its development may be likened to the growing years of a child when rapid growth is naturally expected. The fact is, ice cream was just about born fifty years ago and it is still so young as an industry that it has failed to reach its full stature and maturity. But it has gone a long way.

For instance, fifty years ago C. H. A. Gerding, pioneer ice cream manufactuurer of the city, was turning a little five-gallon hand freezer, which represented his day's output. While today the output of one plant alone in Nashville, that of the Union Ice Cream Company, runs daily into the four-thousand-gallon figures.

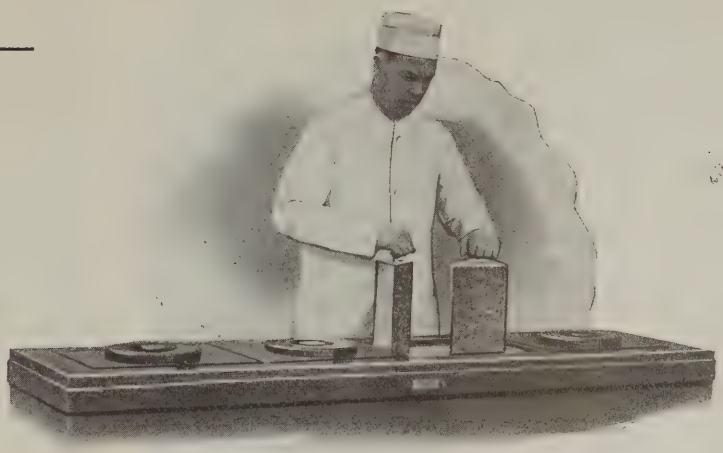
The growth of ice cream during those earlier years was attributable to its popularity as a dessert. It was hard to make, correspondingly expensive and accepted by the hostesses of entertainments as the crowning feature of their parties or dinner menus. But the growth of ice cream in recent years is not only attributable to its popularity as a dessert, but to the fact it has come to be recognized as a really excellent food. Mothers are feeding it to young children in the place of fancy drinks and candies, and doctors are recommending it as an article of diet for invalids and all who are under-nourished. Nashville is still far below the per capita consumption of ice cream as compared with eastern cities of the same size, but the population as a whole is waking up to the advantages of ice cream as a daily article of diet and the per capita consumption is increasing accordingly.

From the beginning C. H. A. Gerding proved that ice cream was wanted and other people began making it. Rogers Brothers opened an "ice cream store" and later this company was succeeded by the Nashville Ice Cream Company, which bought them out. Working for the Nashville Ice Cream Company in those earlier years was a youngster by the name of Drake. Though only a boy, he caught a vision of what the ice cream industry

Naturally—



This Cartridge is Standard for any Waltham Truck or Cabinet, and for any Soda Fountain.



THE Waltham System is extremely simple. Sealed inside these interchangeable cartridges is a special chemical compound, a compound which will not only freeze, but whose temperature can be reduced far below the freezing point. It is a routine matter to freeze these cartidges in your hardening room to ten below zero.

The driver, delivering cream at a store, simply leaves fresh cartridges at the same time. The used cartridges, still retaining most of their refrigerant, come back to the hardening room and stay there just long enough to drop the temperature by the few degrees that it has risen in the store. The freezing cost is obviously slight.

Cabinets, soda fountain inserts and truck bodies made by this company have been worked out to handle this system so that it yields remarkable profits.

Operation Cost is Lower

And your equipment investment is also less with the Waltham System of refrigeration for ice cream distribution. It is iceless, saltless and non-mechanical. It is easy to run; it is quicker and cleaner than ice; it pleases your dealers; it boosts your sales, and it has been in actual use long enough to prove its superiority in practical business.

Here is the record of the latest engineer's test of the Waltham System. Note the even temperature maintained by the cream when the refrigerating cartridges are replaced only once every forty-eight hours.

WALTHAM CABINET TEST

Average room temperature 70°
Cartridges changed every 48 hours

March 25	11
March 26	6
March 27	8
March 28	7½
March 29	10
March 30	7
March 31	8½
April 1	6
April 2	7
April 3	5½
April 4	8½
April 5	5
April 6	7

Note: At no time during the test run was the cream soft. It was hard and in good serving condition throughout the test which as shown was continued through a period of 12 days.

How would you like to hold all your cabinets like this? Especially when both investment and running expenses are lower than with any other system.

THE

Waltham System

(PATENTED)

Write Today for All the Information

HOUSING COMPANY, WAVERLEY, MASS.



could become, and he stuck to it until as W. E. Drake, secretary and general manager of the Union Ice Cream Company, he heads what is generally conceded to be the largest ice cream company in the Middle South today.

Other early ice cream companies in Nashville included those of Henry Sudekum, father of the "Sudekum boys," John Decker and Dorider and Sidebottom. Of those very early companies the only two remaining are Decker's and the Union Ice Cream Company, the latter being a combine of the Drake and Sudekum interests.

When Mr. Sudekum was asked what he remembered about the early days of ice cream making in Nashville, he replied emphatically:

"Remember? Doggone hard work—that's what I remember!"

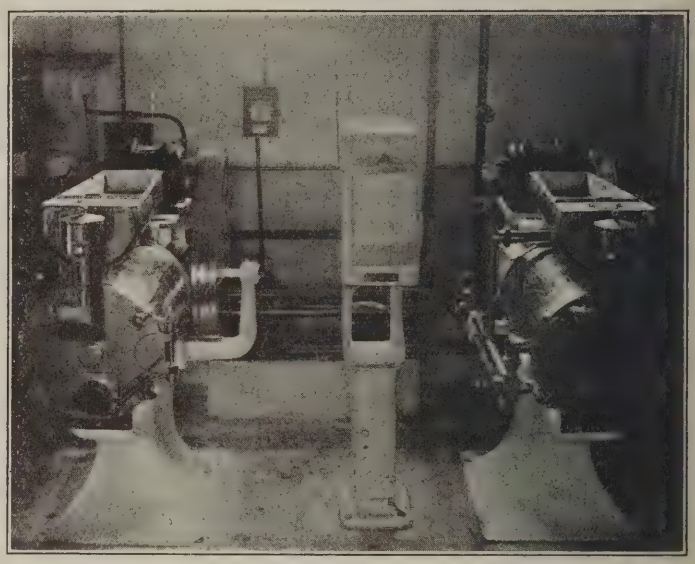
Mr. Sudekum then went on to explain how ice cream manufacturers had first operated little five-gallon, hand-turned freezers, that they had then "fooled with steam for awhile," and felt they had reached the pinnacle of success when gas power was discovered. With the coming of electricity to the industry twenty-five years ago, Mr. Sudekum declared everything was literally revolutionized and the business sped forward.

While there are approximately one dozen firms making ice cream for their own use in Nashville, there are but three large manufacturing plants, which supply the trade generally, these manufacturing plants being Decker's, Taylor's and the Union Ice Cream Company.

* * *

Additional Equipment for Clopton.

Decatur, Ala.—Additional equipment has recently been installed in the factory of the Decatur Ice Cream & Creamery Co., of which J. W. Clopton, secretary of the Southern Association of Ice Cream Manufacturers, is president and manager. The company recently bought two 50-quart direct



Partial view of freezer room, Decatur Ice Cream Co., Decatur, Ala.

motor driven freezers that are now in operation. These freezers have a capacity of one gallon a minute each.

The company also purchased and recently was installing an additional 6½ by 6½ refrigerating machine, which will double the refrigerating capacity and will enable the company to have a complete double unit on all equipment in the plant.

"Business has been fine with us so far this season and we promise to show an excellent gain over 1924," states Mr. Clopton.

* * *

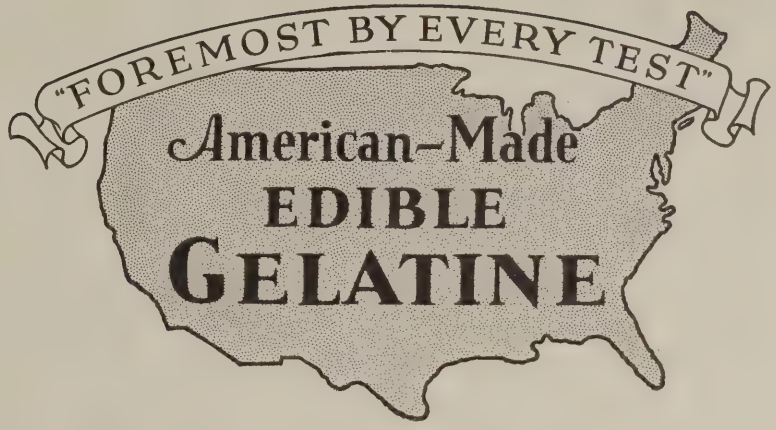
Shetler Heads New Company.

Wheeling, W. Va.—A new ice cream company will operate under the name of the Shetler Ice Cream Company and conduct business in Wheeling, Moundsville and Bellaire, according to announcement. George W. Shetler, until recently manager of the Shetler Hygrade Ice Cream Company, here as vice-president of the Baker-Evans Co., its owners, resigned his position recently to accept the presidency and general managership of the new organization.

Mr. Shetler has severed his connection with the Baker-Evans Co., of which he was vice-president, and manager of the Wheeling plant named after him. He stated that the present Shetler Hygrade Ice Cream Co. would probably now assume the name of its owners, the Baker-Evans Co. Mr. Shetler's resignation became effective Sunday, March 15.

Incorporated for $50,000.

The new organization is to be incorporated for $50,000. Proper papers have been filed at Charleston, and proceedings are now under way to effect the incorporation. Mr. Stetler



WHY?

Many Ice Cream Manufacturers are now using only *American-made* Gelatine in their product.

Because—

It is made where government standards for purity, cleanliness and quality are the highest of any country in the world.

Because—

American manufacturers of gelatine are spending thousands of dollars to tell the public of the health value of gelatine products.

Because—

In every way, American made gelatine is "Foremost by Every Test."

Inquiries Invited.

ATLANTIC GELATINE CO.
Woburn, Mass.
CRYSTAL GELATINE CO.
Boston, Mass.
JAS. CHALMERS & SONS
Williamsville, N. Y.
ESSEX GELATINE CO.
Boston, Mass.
KIND & KNOX GELATIN CO.
Camden, N. J.
MILLIGAN & HIGGINS GELATINE CO.
New York, N. Y.
SWIFT & CO.
Chicago, Ill.
UNITED CHEMICAL & ORGANIC PROD. CO.
Chicago, Ill.
UNITED STATES GELATINE CO.
Milwaukee, Wis.
J. O. WHITTEN CO.
Winchester, Mass.

Edible Gelatin Manufacturers Research Society of America, Inc.

STOP!

READ THIS ADVERTISEMENT
We Can Save You Money

We manufacture Uniforms, triple stitched, full size, substantially made.

High Count White Drill
White Back Blue Denim
8 oz. White Duck
Hickory Stripe
Heavy Khaki
Mode Duck

Overalls, Jackets, Cover-Alls, Pants, Coats, Caps.

Write us for prices and samples.

FULTON MANUFACTURING CO.
19 Park Place **New York City**

Wall Super Service Steel Cylinders



Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

WALL SUPERIOR PRODUCTS SINCE 1864

P. WALL MFG. SUPPLY COMPANY
3058-3098 Preble Ave., N. S.
PITTSBURGH, PA.

SINCE 1864

stated that it would likely be completed by tomorrow, Thursday.

The new company has already acquired two plants, located at Bellaire and Moundsville. They have absorbed the Old Home Dairy at Bellaire and the Purity Ice Cream Company at Moundsville. Mr. Shetler stated that, although the products of the two plants would be sold in Wheeling, no plant has yet been established in this city. The company, however, plans to establish a plant as soon as a favorable location can be secured.

Mr. Shetler stated that the new concern is confined strictly to the Ohio Valley, using Ohio Valley capital, and Ohio Valley wheat cream, unlike competitive companies. The Baker-Evans Company, for instance, operates plants at Cleveland, Youngstown, Huntington, Wheeling and Lagon, W. Va.

* * *

Kentucky Company Stages Ice Cream Parade.

Louisville, Ky.—The National Ice Cream Co., Louisville, operating the largest plant in the state, and a very sanitary one, staged a big parade through the business district of Louisville on Saturday, May 2, lining up forty trucks, three double team wagons and four single team wagons, having a total of 47 vehicles used in delivery service, besides some outos. The parade was headed by a machine in which rode Mayor Quin of Louisville; General Manager W. A. Heuser of the company, and prominent business men and city officials. From the trucks toy balloons were passed out in numbers and a large quantity of brick ice cream, put up in special cartons so that it could be pitched to crowds along the parade line. It took one hour and 35 minutes to complete the route, which took in the principal streets with the exception of Fourth St., on which the city permits no parades.

* * *

"Daddy" Williamson Pins Faith to Quality.

South Pittsburg, Tenn.—The ice cream manufacturing concern operating here was opened in 1918 by A. R. Williamson, present proprietor of the Williamson Ice Cream Co. Since beginning operations, the company has endeavored to produce a quality product, and, according to Mr. Williamson, this factor is greatly responsible for the rapid increase in business. It is reported that the plant is at the present time one of the most modernly equipped ice cream manufactories to be found anywhere.

Mr. Williamson reports that he specializes in fancy creams and unique designs for parties.

* * *

New Poinsettia Plant Opened.

Orlando, Fla.—The new plant of the Poinsettia Ice Cream Co. was opened with public ceremonies on May 14, with many visitors on hand. The plant is on Boone St. From 3 o'clock to 5 o'clock, there were constant streams of visitors to look over this plant, which is one of the most up-to-date ice cream factories of any city this size in the country.

W. J. Barritt, past president of the Southern Association of Ice Cream Manufacturers, is head of the Poinsettia Ice Cream Co. The main plant is located in Tampa. There are branch plants at St. Petersburg, Lakeland and Clearwater.

* * *

Southern Items.

Memphis, Tenn.—The ice cream industry in the Sunny South is coming back again with more and better business in 1925. The season is opening up rapidly, though there was some prolonged cool weather in March. There was not much winter, and the winter and pre-spring trade season has been about normal. Many new entries in the trade and some improvements with the old established places are announced.

The Consumers' Supply Co., Murfreesboro, Tenn., is operating a large ice cream factory in that city, the county seat of Rutherford county, one time the capital of the state in pioneer days.

Humboldt, Tenn., is to have a new ice cream factory. This is the largest town of Gibson county, located on the Mobile and Ohio and Louisville and Nashville railroad. G. T. Barger of East St. Louis, Ill., has been there perfecting arrangements. The factory will be located in the building recently occupied by the Coca-Cola Bottling Works, on Ninth Avenue, and was started late in April. Humboldt has under way a new union depot.

The Poplar Ice Cream Co., L. Coletta, proprietor, 806 Poplar Avenue, Memphis, has a modern and sanitary place, opened a year or so ago at that location. Mr. Coletta has

CHARLES R. PHILLIPS, PRESIDENT
F. J. MINGES, FIRST VICE PRESIDENT

VANILLA LABORATORIES INC.
FORMERLY
G. R. RYAN MANUFACTURING COMPANY
INCORPORATED
Rochester, New York

J. G. BROWN, SECOND VICE PRES.
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GUARANTEED UNIFORM QUALITY

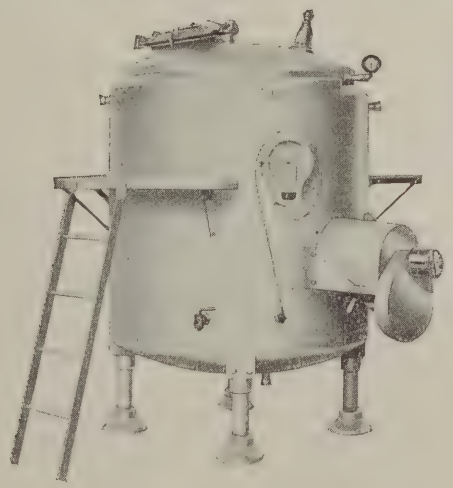
MR. PHILLIPS. MR. MINGES. MR. BROWN AND THE WRITER DESIRE TO ANNOUNCE A CHANGE IN THE CORPORATE NAME OF OUR COMPANY AND AT THE SAME TIME AFFIRM THERE WILL BE NO CHANGE IN PERSONNEL AND POLICY. THE SAME IDEALS OF QUALITY OF PRODUCT AND THE SAME FAIR ATTITUDE TOWARD ALL WHOM WE SERVE AND HOPE TO SERVE WILL PREVAIL. THE NEW NAME VANILLA LABORATORIES INC. WE FEEL TO BE MORE COMPREHENSIVE AND INDICATIVE OF THE NATURE OF OUR BUSINESS.

VANILLA LABORATORIES INC.

L. W. Chapin

SECRETARY

GLASCOTE



Type "D" Closed Jacketed Tank

There is a piece of Glascote Equipment for every tankage need of the Milk, Ice Cream, Butter or Buttermilk producer including:

Plain and Jacketed Storage Tanks—horizontal or vertical.
Pasteurizers—Milk or Cream—Open or Closed.
Pasteurizer—Mixer for Ice Cream Mix.
Ice Cream Aging Tanks.
Starter Cans.
Cream Ripeners.
Buttermilk Tanks.
Dump Tanks.
Weigh Tanks.
Hot Wells.
Forewarmers.
Truck and Trailer Tanks for Milk transportation of the latest improved design, meeting the approval of motor transport authorities.

Let us quote you on your requirements or have our representative call.

THE GLASCOTE CO. Euclid, Ohio

Established 1879

Gelatine is the most efficient of all stabilizers for Ice Cream

WHITTEN'S GELATINES

Are Standard

Guaranteed to Comply with all National and State Pure Food Laws

STRENGTH, PURITY AND UNIFORMITY GUARANTEED



Manufactured by

J. O. WHITTEN COMPANY

Main Office and Works

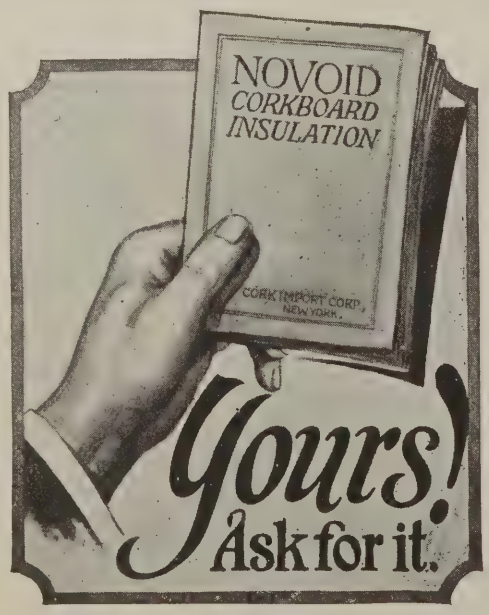
Winchester, Mass.

Woolworth Bldg.
NEW YORK CITY

1200 Tower Bldg.,
6 North Michigan Ave.,
CHICAGO, Ill.

Novoid Corkboard Insulation

"The Choice of Careful Buyers"



— Write —

CORK IMPORT CORPORATION

345-349 West 40th St. NEW YORK, N. Y.

been an ice cream man in Memphis for years. This company is featuring brick and bulk ice cream.

The Irvin Ice Cream Co., Houston, Tex., is featuring Hy-Grade ice cream and Eskimo pies this spring.

Henderson & Ulrey, Barbour Place, Memphis, are featuring ice cream tubs and other wooden containers.

The Union Ice Cream Co., Nashville, Tenn., one of the largest industries of its kind in the South, has been taking some entire page advertisements in the daily editions at Nashville. Many new packages, both quart and pint size, have been introduced. Many of the grocers are handling this product. A very fine list of dealers who handle the product is published.

The Brinkley Ice Cream Company's factory, Brinkley, Ark., was formally opened for business in April. The management celebrated the occasion by keeping open house and serving samples of the ice cream to about 800 visitors, including residents of Clarendon, Brasfield, Wheatley, Cotton Plant and other neighbors. Cecil Simpson is local manager. N. Perry will be in charge of the manufacturing end. In the contest to secure a name for the product of the factory, the name, "The Cream of Creams," suggested by Mrs. W. B. Williams, was adopted.

The City Creamery, Third and Rock Sts., Little Rock, Ark., in a page display in the Little Rock papers invited a spring visitation of their friends to visit "Arkansas' largest and most completely equipped ice cream plant." Demonstrations were made on the Nizer cabinets by engineers and experts. The factory has been extensively remodeled and enlarged since last season. They pasteurize all the cream, milk, sugar and eggs which they receive in large glass lined receiving vats. The company has a complete ice-making machine that makes 20 tons of ice a day for the packing of ice cream to be shipped to all parts of Arkansas. There are three large storage rooms, where perpetually snow-covered ammonia pipes keep the thousands of gallons of cream at zero temperature.

John Decker & Sons, 1411 Church St., Nashville, is one of the celebrated ice cream concerns of Nashville. For thirty-five years, since 1890, when established, this company's name has been Synonymous with pure ice cream and candies in the Nashville section. John and George Decker head the business.

* * *

PACIFIC WEST.

San Francisco Ice Cream Company Lauded by Civic Publication.

San Francisco, Cal.—A recent issue of the San Francisco chamber of commerce publication, known as "San Francisco Business," carried an interesting article about the development of the ice cream industry in that city, which particularly featured the plant of the National Ice Cream Co. This ariticle shows that the National Ice Cream Co. was organized in 1906, that year producing 50,000 gallons of ice cream, whereas today, in a much larger plant, this company has an annual output of 1,300,000 gallons. The article had some interesting things to say about the development of ice cream consumption in California, where the per capita consumption is greater than for the nation as a whole. It was pointed out:

"Not only, too, has the development of the production end been carefully and painstakingly built up, but the matter of education has come to enter into the industry—education of the public to the food values of ice cream—and actually the industry has been forced to expand all along the line to meet this created demand until the modern, sanitary ice cream plant of great proportions has become an involved and exceedingly detailed piece of mechanism.

"Probably the best illustration of the industrial end of the business is found in the progress of the National Ice Cream Company, 366 Guerrero St., by far the largest ice cream plant in this district."

The headquarters of the National Ice Cream Co. are in San Francisco. From this center there is conducted a wide distributing business from plants around Sonoma, Marin, San Francisco, San Mateo, Napa, Alameda, Contra Costa, Monterey and Santa Clara.

The article shows that the National Ice Cream Co. has 300 employees on an average, and in the summer months they have between 400 and 500. The company has a fleet of five glass-tank trucks in operation and a total of 150 vehicles in operation in various departments of distribution. G. Smith, plant manager of the company, was quoted as follows:

" 'So,' said Smith, 'we have been building and expanding constantly, and as we have done so the consumption of our product has increased proportionately. In California last

Make Your Frozen Suckers Pay

You obtain the best results in making your frozen suckers by using the best quality sticks.

Send us your orders direct for the finest sticks on the market. White Hardwood Maple Sticks, guaranteed to be odorless. In any size you desire. The best size and the most used is the 6 x ¼. It requires less finished flavor to make the complete frozen sucker.

We are distributors for Radford Frozen Sucker Units, the original and best on the market. Price per unit $29.50—immediate shipment assured. No payment or royalty involved. Protected by U. S. Patents.

All Supplies from One Source

Purchase your printed wrappers from us. The best on the market, impervious to water and non-soluble. Genuine vegetable parchment and specially glazed paper. Absolutely fast, non-soluble ink used in printing. Furnished either plain or printed — Ask for prices and samples.

The right flavors at the right prices, made from the purest fruit juices. Assorted popular prices. Let us figure with you on your requirements for this profit making frozen sucker business.

FRED K. HIGBIE SUPPLY CO.

360 N. Michigan Ave., CHICAGO, ILL.

20 Years Handling Supplies for the Ice Cream Trade

VELVET FRUITS

Pineapple . . . . . *full flavored and best for Ice Creams*

Crushed Peaches
Strawberries
Crushed Cherries
Whole and broken Cherries
Orange Pineapple
Apricot Pineapple
Pear Pineapple
Maraschino Pineapple

THE ASSOCIATION OF ICE CREAM SUPPLY MEN · MEMBER

Order Now!

-:-

A Trial Convinces.

-:-

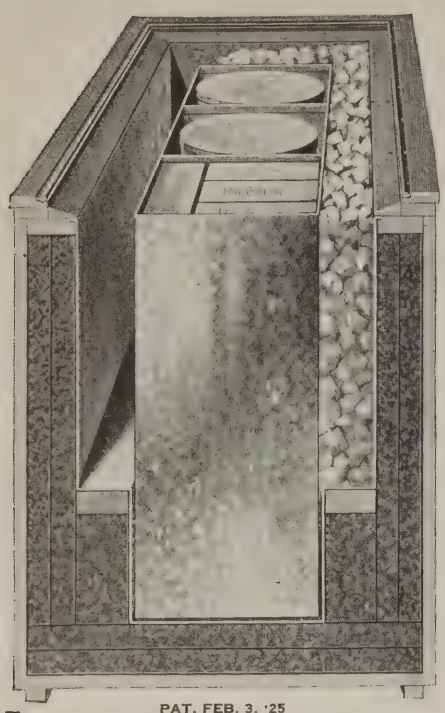
Packed in Barrels and Kegs.

The International Company

VELVET EGG FRUITS & FLAVORS

LOMBARD & COMMERCE STS.

BALTIMORE MARYLAND



STOUT

Brine Well Cabinet

48 Hour Service

No Guess Work—Tried and proven all last season.

Haul Less Ice — Deliver More Cream
Save Money — Increase Your Business
It Solves the Ice Problem Economically

WRITE FOR FURTHER FACTS

Stout Mfg. Co., 610 Sycamore St., **Milwaukee, Wis.**

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."

Derycote
PAINT YOUR PERSONALITY ON YOUR PACKAGES

has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.

THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. Cleveland, O., U. S. A.

years the consumption per capita was one and one-half gallons, while in the Eastern states it was six plus.

" 'Ice cream has become a wonderful food. It is milk in its most palatable form, and as the people become educated to the value of ice cream as a food the consumption and production mounts. We have been carrying on an educational campaign with the people, and frequently we have groups visit our plant and directly illustrate to them the food value of ice cream properly made.' "

Frank A. Ames, president of the California and Southwestern States Ice Cream Manufacturers' Association, is president of the National Ice Cream Co. The other officers are F. H. Fries, vice-president; H. A. Cleaves, secretary; Miss H. McCarthy, treasurer, and E. J. Shaw, general manager.

* * *

New Ice Cream Confection.

Seattle, Wash.—"Snax" is the name of a new ice cream confection introduced by the Velvet Ice Cream Co. It is the result of experiment to devise something combining the ice cream cone, the frozen bar and the ice cream sandwich, this experiment covering more than a year, according to S. H. Berch, president and manager of the Velvet Ice Cream Co. He added:

"For more than a year," states Mr. Berch, "we have been experimenting upon this combination of ice cream and cake, striving to perfect something which would combine the advantages of the ice cream cone, the ice cream sandwich and the ice cream bar and eliminate their disadvantages. Naturally, the principal difficulty in using a cake shell to pack ice cream in at the factory lay in getting a cake that would be perfectly pure, wholesome and palatable and at the same time stand up for a sufficient length of time after being filled.

"When we finally achieved that, it was necessary to have machinery made which would produce these cake shells in large quantity and fill them automatically. Now we can make and fill great numbers of 'snax' per day, and none of them are touched by human hands at any stage of the process. The result is a package that is perfectly sanitary, that enables the dealer to hand them out with the greatest rapidity and without loss of time either to his customer or himself, and that does not make the fingers sticky and mussy.

"We are opening distribution of 'snax' in Seattle but expect to extend it as rapidly as manufacturing facilities will permit and are confident that it is going to become an unusually popular article."

* * *

Growth of Washington State Plant.

Tacoma, Wash.—The rapid development of the business of the Olympic Ice Cream Co., especially during the past two years, was outlined in an article in the Tacoma Ledger. The company started in business 15 years ago as a small retail plant manufacturing what was then considered a luxury. It now occupies a plant at 613-15-17 East 35th St., valued at a quarter of a million dollars.

In 1923, when A. Robbins became manager of the company, a survey conducted showed that 40 per cent of the ice cream consumed in Tacoma was manufactured outside the city and shipped in. However, under Mr. Robbins' management, this situation has been changed and it is reported that not only has the importation been stopped, but a very considerable amount of ice cream made in Tacoma is now shipped to other points. The company has originated many distictive flavors and packages besides the usual forms and flavors of ice cream which have come to be considered as standard.

The plant is described as "a model of convenience and sanitary arrangements," and it is reported to be one of the most complete and well arranged ice cream factories in the West.

* * *

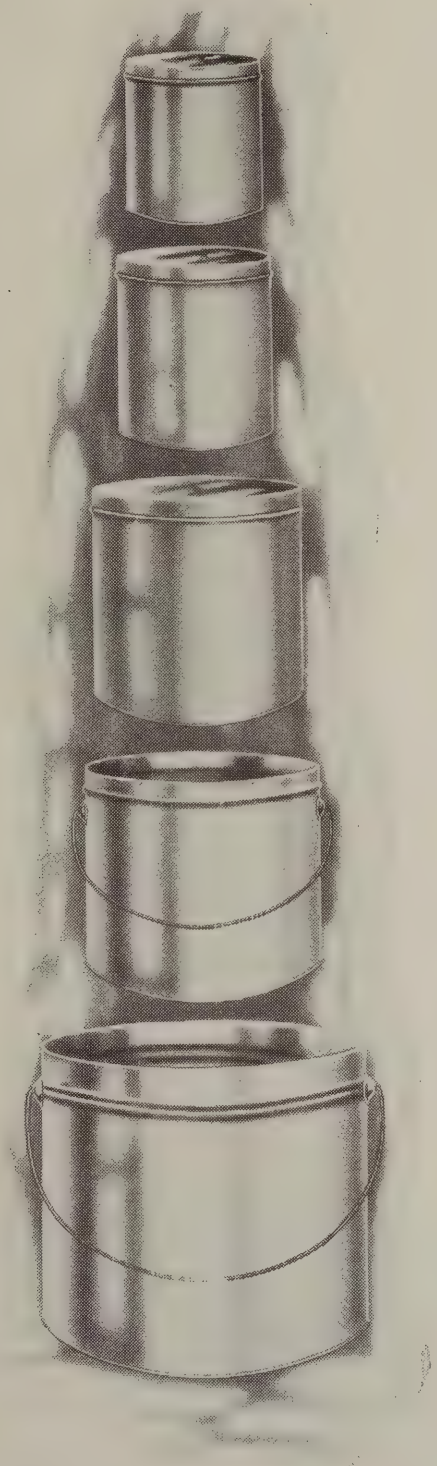
Ice Cream Leaders Plan Washington's Dairying Development.

Seattle, Wash.—Dairy leaders of the state of Washington are looking forward to the time when dairying will supplant lumber as the chief industry of that state, and with this thought in mind, representatives of all branches of the dairy industry met recently at the Chamber of Commerce building to effect a permanent organization. The object of this association is to educate the public to the wider use of milk, milk products and different features of the dairy industry.

The meeting was attended by delegates from the Ice Cream Makers' Association, Milk Distributors' Association, and Buttermakers' Association.

W. V. S. Robb of Seattle, former president of the Pacific Association of Ice Cream Manufacturers, H. E. Turner of Turner & Pease, and Frank Bird of the Pure Milk Dairy

ICE CREAM CAN—*Headquarters*



Federal Can Co.

NASHVILLE, :: TENNESSEE

Cheap enough to throw away yet so well made they can be used many times.

1 Gallon Ice Cream Cans 6½x7¼
With Cover .....$11.00 per 100
Will also hold Two 1-Quart Bricks.

½ Gallon Ice Cream Cans 4¾x6½
With Cover .....$ 8.00 per 100
Will also hold One 1-Quart Brick.

1 Quart Ice Cream Can 4-3/16x4⅞
With Cover .....$ 5.50 per 100

1 Gallon Ice Pail with Bail 10⅛x9
No Cover .....$18.00 per 100

½ Gallon Ice Pail with Bail 7½x8"
No Cover .....$12.00 per 100

Packed in strong crates holding 100

F. O. B. NASHVILLE

When more than one size is ordered they will be shipped nested and a lower freight rate applies.

Ideal for Outing and Picnic Trade.

ECONOMICAL DURABLE CONVENIENT

Samples Sent on request.

were authorized to select a committee of fifteen representing dairy interests throughout the state to prepare a plan of organization.

It was pointed out by Prof. E. V. Ellington, head of the dairy department, Washington State College, Pullman, that Washington's $40,000,000 dairy industry is being weakened by lack of organization, internal dissension and dairy substitutes. He said it is important that the dairy interests of the state organize to combat influences that are undermining the strength of the dairy industry.

Dr. L. C. Pelton, superintendent of dairying and livestock of the state department of agriculture, Olympia, pointed out some ways in which a dairy council could serve the industry and supplement the work of the state department. J. A. Scollard, president of the United Dairying Association, a statewide organization with headquarters in Seattle, pledged the support of the 7,000 farmers in that organization.

Other speakers included Mr. Robb, Mr. Bird, Dr. E. A. Smith, chief of the city milk inspection department; R. W. Frame, one of six representatives of the Northwest products committee of the Seattle Chamber of Commerce attending the meeting, who pledged the support of that organization; F. V. Fisher, president Seattle Cream Company; James Crehan, manager of the Mayflower Dairy; August Kristofferson, manager of A. Kristofferson, Inc.; Carlyle Hall, Bradner & Co.; Otto Tamm, Enumclaw Co-operative Company; Harvey M. Shaffer, president Seattle Milk Shippers' Association; Clyde Palmer, Dairy Machinery Company; George Gue, Auburn, and Thomas Owens, Redmond.

* * *

130,000 People Supported by Dairy Industry in California.

San Francisco, Calif.—Enough people to populate a city nearly as large as Sacramento and Fresno combined are constantly dependent upon the dairy industry of California for their livelihood. This is the statement of Sam H. Greene, secretary-manager of the California Dairy Council, following a complete survey of the dairy industry of the state. The figure totals 130,000 persons and includes the families that are engaged in the production, manufacturing and distributing branches of the great dairy industry which last year returned $119,000,000 in actual money. It is roughly figured that 100,000 people are in the production branch of the industry, and approximately 30,000 are in the manufacturing and distributing branches.

In the production of dairy products alone, there is an investment of upwards of $250,000,000, or nearly half the total which California received last year for all of its agricultural products. This figure covers only the land, buildings and equipment, and cattle which furnish to California's distributing and manufacturing plants the millions of gallons of milk, and millions of pounds of butter and cheese, and evaporated milk, and millions of gallons of ice cream. It does not include the investment represented by the state's 750 odd manufacturing and distributing plants and the vast number of vehicles of transportation attached thereto.

The dairy industry of California is now making a fight to have passed Assembly Bill 878 to regulate the manufacture and sale of oleomargarine and to place a tax on this commodity.

* * *

Opening of New Plant.

Opening as the Glacier Creamery at 606 East A Street, Ontario, Calif., a new ice cream plant was started by D. W. Dillingham, president, Mark Dillingham, factory superintendent, and C. E. Light, secretary-treasurer, May 2, 1925.

Mark Dillingham is a graduate of the University of Wisconsin and for a time worked for the George C. Mansfield Co. of Milwaukee. He came out to California three years ago, working for the Los Angeles Creamery about two years and for Arrowhead Creamery, San Bernardino, a few months. The two brothers were in business at Otis, Colo., before coming to the Pacific shore-land. D. W. Dillingham has been with the Crescent Creamery, Los Angeles, as salesman, and for a time with the Los Angeles Creamery in the pasteurizing department.

They expect to work around a 250-gallon capacity on ice cream for the present, devoting other parts of their equipment—which is said to cost about $4,000 to $5,000—to butter, bottled milk and cream. Their slogan is to be "Quality to Spare."

* * *

What will probably be simply known as "Fosselman," is to be a modern plant devoted to the manufacture of ice cream for wholesale distribution at 444-448 South Fair Oaks

Bankers Enthuse Over Globe Plant.

Los Angeles, Cal.—On April 25 a committee of the members of the Los Angeles Chapter, American Institute of Banking, visited the Globe ice cream plant, located corner of Jefferson and Hill Sts., Los Angeles, to make their own inspecion. This fraternity of bankers, without officials' previous knowledge, made a request to be shown through the Globe plant. Since the various ice cream manufacturers throughout the United States are keenly interested in the important topic pertaining to their business, and of obtaining public interest and keeping it, the photograph of the group of bankers standing in front of the main entrance of the Globe plant again proves that people will go out of their way to visit an ice cream factory when they hear so much about it, when they themselves are firmly convinced it is worth their time to go on a tour of inspection, as they did on April 25, when they called in a body, spent two and one-half hours hours in our plant, and showed they were keenly interested. They listened very attentively as the lectures were given, and after they had completed their tour of inspection they went away "strong boosters for ice cream." Under date of April 27 the following letter was received by A. A. Comey, vice-president and general manager of the Globe Ice Cream Co.:

Los Angeles Chapter American Institute of Banking,
721 So. Hill St., Los Angeles, Calif.
April 27, 1925.

A. A. Comey, Vice-President and General Manager:
Globe Ice Cream Company, 230 West Jefferson St.,
Los Angeles, Calif.
"Dear Sir:

"On behalf of the officers and members of the Los Angeles chapter, I want to express our appreciation to the Globe Ice Cream Co. and to you personally for the courtesy extended to us on Saturday in affording our membership a tour of inspection to your plant.

"To me personally, and to all those who attended, I believe it was a very instructive and enlightening visit. We were all impressed with the very evident desire on the part of your company to serve the public the very best at a reasonable price. No one who passed through your factory could help seeing that the plant was a model of cleanliness and efficiency.

Yours very truly,
(Signed) E. G. POMEROY,
President."



A snapshot of the visiting bankers.

Increases Ice Cream Sales 33 1/3% During January and February

Morgan Bros. Drug Stores

Store No. I
3001 P St. Nw.

Washington, D.C.

March 27, 1925

Zero Products, Inc.,
623 B Street, N.W.,
Washington, D.C.

Gentlemen:

Confirming our recent conversation; while I was favorably impressed with the claims made by your salesmen to me regarding Zero Heathized Ice Cream, I was not fully sold on your product until I had personally examined the official records of the Board of Health of Washington, D.C. These records clearly evidenced that Zero Heathized Ice Cream was not only the purest, (indicated by lowest bacterial count) but the richest.

Proof of Purity

Since I made the change to Zero Heathized Ice Cream, about six months ago, I have noted a very marked increase in my Ice Cream business. I have just carefully checked my gallonage purchases and find that; comparing the months of January and February of 1925 with the corresponding months of last year, I have purchased and sold 33-1/3% more Ice Cream.

33 1/3% Increase

While these figures are very gratifying, they do not express my ultimate satisfaction, namely; the pleasing of my customers. Several of my patrons, not knowing of my changed Ice Cream, were under the impression that Zero Heathized Ice Cream was one of the fancy Ice Creams made by one of Washington's leading caterers. I have had more favorable comments on the quality of Zero Heathized Ice Cream in the last six months, than I have received in all my previous many years experience, combined.

Pleased Customers

In addition to the above, it gives me great pleasure to state that the service I have received from your company is of the best. I have found it dependable, courteous and most satisfactory.

Yours very truly,

MORGAN BROS. DRUG STORES,

By M. W. Morgan

There's proof for you! An ever-growing following is demanding Heathized Ice Cream from our clients' dealers. They may not have told you that they do, but the hundreds of thousands of gallons added to our business tell us they know about it and that they seek the dealers who display the Heathized sign.

Write us today and let us show you how Heathized Ice Cream will increase your sales and profits.

Heathized Products Company
Wrigley Building Chicago

STOLLWERCK

MANUFACTURERS OF

Gold Brand Chocolate-Coatings, Liquors AND Cocoa Powders

SAMPLES AND QUOTATIONS UPON REQUEST

THE STOLLWERCK CHOCOLATE CO.
FACTORY: STAMFORD, CONN.
NEW YORK CHICAGO LOS ANGELES

STOUT

Schroeder—Perfection Cabinets

—have proven their merit thru years of satisfactory service. Have you ordered your 1925 supply?



★ ★ ★

"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. MILWAUKEE, WIS.

Ave., Pasadena, Calif. The owner of the new enterprise is C. A. Fosselman.

Equipment is of the latest design. The grand opening may be effective as the reader peruses this column. Mr. Fosselman formerly was in the same line in Iowa, where he operated three plants at Waverly, New Hampton and Oelwein. He sold out to the Hutchinson Company of Cedar Rapids in 1923.

* * *

ICE CREAM IS A BUY-WORD IN CALIFORNIA.

Much Activity Noted Among Manufacturers in Coast Cities.

By Emil Held.

Los Angeles, Calif.—The Golden West appears to have held its own and progressed in the ice cream industry. The "season" was off to a good start. Buying power is greater this year. Manufacturers are making greater sales efforts. Plants are being enlarged and improved.

With a daylight capacity of about 6,000 gallons a day at 817 East Eighteenth St., Los Angeles, the Alfred Pure Ice Cream Co., Inc., is having an addition erected just east of the present structure, which will enable the company to double its facilities for freezing, mixing and hardening.



C. J. ALFRED

C. J. Alfred, president of the company, foreseeing the possibility of expansion, planned eleven years ago with that idea in mind. The freezing room on the main floor was at that time placed on the east front half, and in like position on the second floor the mixing room was arranged. When the new building is completed in July, it will only be necessary to remove these sections of the wall in order to connect the units for the expansion of these two departments.

The new structure will have three floors, each 46 by 100 feet in dimensions. The old cooling tower will give place to a new one in the addition where also a hydraulic elevator will be installed. Another 50 h.p. boiler is to be added.

The brick and concrete garage and warehouse adjoining the rear of the present structure will also touch the new addition, walls being altered to meet requirements of easy access to paint shop and supply rooms on second floor. A new packaging machine awaits completion of these changes.



Alfred's New Plant.

Excavations under the addition now in course of erection have been prepared for further installation of another 50-ton ice tank.

The total plant was started 11 years ago with an opening June 15, 1914, construction having been begun in 1913. Mr. Alfred came to California foom Ridgeway, Pa., where he had been in the ice cream manufacturing business for 30 years. He sold out there to a firm which still continues his old firm name.

Six years ago Alfred's added a plant in San Bernardino



We recommend "UNEEDA BAKERS" Ideal Wafers. National Biscuit Branches thruout the U. S. can supply Ideal Wafers for Sanisco Machines at $1.70 per container of 725 wafers, or you can order direct from us.

No Sales Lost with SANISCO *Service*

TRADE MARK

When the crowds come thick and fast around your ice cream counters at the beaches and summer amusement places, your ability to boost gallonage is dependent upon the speed of service your dispensers can render.

Every customer that turns away for lack of service is so much gallonage gone. Can your stands afford to turn away business for lack of service when a "Sanisco," the quickest serving outfit, can be had on such reasonable terms?

The Sanisco Company

1019 3rd Street Milwaukee, Wis.

AVOIDING MISTAKES

More mistakes are made through lack of information than through intentional carelessness.

Lack of sanitary cleanliness in the manufacture of ice cream always results in loss of quality and profits, both of which are easily preventable when

Wyandotte Sanitary Cleaner and Cleanser

is used.

Hundreds of ice cream producers first tried and then continued to use this unusually efficient, uniform, quality cleaner for they found it not only equal to all claims as to its purifying and cleansing properties, but also that it reduced cleaning costs to a minimum.

These results are guaranteed with every barrel of Wyandotte Sanitary Cleaner and Cleanser or the trial costs nothing.

It cleans clean.

Ask your dealer.

The J. B. Ford Company *Sole Mnfrs.* Wyandotte, Mich.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

DEPENDABLE USED EQUIPMENT

2-40 qt. Emery Thompson brine freezers, motor driven.
2-40 qt. Emery Thompson brine freezers, belt driven.
4-40 qt. Ft. Atkinson brine freezers, motor driven.
1-50 qt. Cherry brine freezer, belt driven.
1-300 gal. Cherry Model No. 1 I. C. Batch Mixer.
2-300 gal. Cherry coil Pasteurizers, steel bodies.
2 De Laval Alpha No. 1 Cream Separators.
1 No. 12 De Laval Cream Separator.
2 Champion No. 11-H hopper type Ice Crushers.
1 Ft. Atkinson ice cream can Washer and Sterilizer.
3½ and 5 ft. copper vacuum pans.
1"-1¼"-2"-4" centrifugal brine pumps.
Refrigerating Plants, 2 tons to 100 tons capacity.
40,000 lineal ft. of 2 in. hardening room piping.

Special Offer — **300 gallon per hr. Viscolizer with 10 H.P. 3 phase, 60 cycle, 220 volt motor. Excellent condition.**

Send us your inquiries

ROBERT P. KEHOE
7 East 42nd Street New York, N. Y.
Telephones: Vanderbilt 9594-9595

For FINE FLAVOR
Specify
ELPAM
(IMITATION MAPLE FLAVOR)
1 oz. flavors 9 to 10 Gallons Cream (5 gal. Mix.)
Manufactured by
G. W. Wardrop Company, Inc.
Specialists in Fine Flavors
450 Broadway
South Boston Station
BOSTON - MASS.

G. W. Wardrop Co. Inc. 450 Broadway, Boston 27, Mass. Send Sample of ELPAM for trial purposes.
Name .....
Address .....
Cut off this tab and mail.

MEMBER

for hardening its Los Angeles product for trade in that territory, after having carried on agency distribution for three years prior to that time. A five-ton electric truck is being used to haul the product of "The Sanitary Factory," as the plant is called, to the city which is the beginning and the end of the trail known far and near as the "101 mile drive on the rim of the world."

Alfred's has a creamery at Tipton, where the Southern Pacific Railway sets a refrigerator car every morning for shipment that night of cream, as well as evaported milk, in 100-gallon cans to the Los Angeles factory.

In addition to using bulletin boards, some newspaper advertising and attractive cut-outs, this firm issues "Alfred's Dealer Magazine" exclusively for the trade; a magazine for consumers with which to interest consumers in their products, and occasionally a booklet entitled "Ice Cream Novelties for Special Occasions."

The company includes the president and founder, a son, M. I. Alfred, vice-president, and R. J. Powell, secretary-treasurer.

* * *

Blair & Helm, who have conducted a dairy at Brawley, Calif., are adding a small ice cream plant and will also engage in the wholesale distribution of the frozen dainty. They expect to meet growth as warranted.

Notes From Far and Near

WASHINGTON — MAINE
CALIFORNIA — FLORIDA

Pine Bluff, Ark.—Charles Hooberry, manager of the Velvet Ice Cream Co., with branch at McGehee, purchased $15,000 worth of machinery and equipment for the two plants. Mr. Hooberry looks forward to a very prosperous ice cream year.

Hornell, N. Y.—The Hornell Ice Cream and Candy Corp. has been incorporated with a capital of $25,000. Among the incorporators are E. S. Copeland and M. I. Landman. The attorney in charge is J. T. Foody.

Schenectady, N. Y.—The case against the International Ice Cream Co., conducted before the federal trade commission by reason of alleged discrimination in prices, has been dismissed by the board after a long legal controversy. The Country Maid Ice Cream Co. of North Adams, Mass., asserted that its business was materially injured because of the practices of the International Ice Cream Co.

Osage, Kans.—The Osage Ice & Ice Cream Co. has been incorporated with capital of $25,000.

Burnet, Tex.—The Burnet Ice Cream & Produce Co. has begun construction of a cold storage plant.

Lyons, Kans.—The Sterling Ice Cream Co. has enlarged its hardening room from a daily storage capacity of 200 to 600 gallons. The plant is under the management of Hugh Adams.

Arkansas City, Kans.—The Radley Ice Cream Co. is successor to the Finney Ice Cream Co. C. A. Radley is the owner and L. J. Blevins, general manager.

Johnson City, Tenn.—A consolidation of six ice cream corporations was formed which operated in Bristol, Johnson City and Kinston, Tenn., and Appalachia, Va. The new concern, Southern Ice Cream Co., will operate with headquarters in Johnson City. S. R. Jennings is president.

Evansville, Wis.—The Crystal Ice Co. has made improvements in its plant and machinery has been installed for the manufacture of ice cream.

Concord, Mass.—The Beaverlock Farm, Inc., is building a modern creamery and ice cream plant.

New Glarus, Wis.—The Eagle Products Co., recently incorporated with $50,000, will manufacture ice cream and beverages. Incorporators are C. E. Trainor, H. H. Kuntz and Joseph E. Dorais.

Jersey City, N. J.—Fred Bosselman of 126 Monticello Avenue, suffered loss through having the interior of his ice cream manufacturing establishment destroyed by fire.

Jersey City, N. J.—R. F. Shortmeier has moved from his old address at 312 Central Ave. to 302 Central Ave.

Bristol, Tenn.—The Southern Ice Cream Co. was granted a charter authorizing it to manufacture and deal in ice cream, with capital ranging from $500 to $100,000. The incorporators are George C. Sells, president; A. B. Bowman, secretary, and J. H. Simmons, treasurer, all of Johnson City, Tenn.

We can Supply you!

with Any Quantity

Powdered Skim Milk

Immediate Shipments

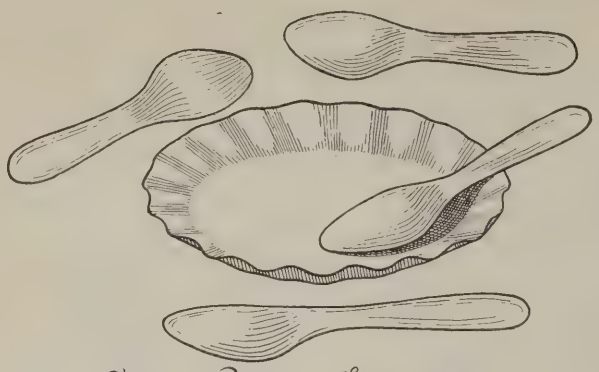
All our powdered milk supplies are guaranteed *fresh* and of the best quality for ice cream manufacture.

We are always in touch with large supplies located at all advantageous shipping points, enabling us to save you considerable on delivery charges and assuring you prompt shipment.

Our wide-spread connections help us to offer attractive prices. Consult us for your milk solid requirements.

R. A. McKEE CORPORATION

261 Broadway NEW YORK CITY



CUT WOOD SPOONS

JUST OUT—our HEAVY SHAPELY CUT WOOD ICE CREAM SPOON with Chamferred Edge

It is Sanitary, Strong, Handsome, Convenient, Moderate in Price. Plain or Branded with Name or Trade Mark.

But, if you want a cheap spoon, we have it. Our Flat Wood Spoon Best of its Class.

JOHN LEWIS
Brownville - Maine

HOW the Agricultural Situation Affects You!

In a new book full of facts and figures the eminent professors, A.G. Warren and F. A. Pearson, both of Cornell University, give the real truth.

"The Agricultural Situation"
306 Pages
Full of Charts and Facts

Price $3.00 Sent anywhere postpaid on receipt of remittance

The Olsen Publishing Company
5th & Cherry Sts. Milwaukee, Wisconsin

Miami, Fla.—Buena Vista Ice Cream Co., established by J. R. Boyd and P. P. Bourier about two years ago, finds it necessary to enlarge its plant.

Frederick, Okla.—M. T. Cochran, who operates an ice cream plant at Altus, Okla., will open a plant at this point.

Harrison, Ark.—A new ice cream plant has been opened here by W. S. Bennett on North Spring St. Although the plant is only of moderate capacity, it is equipped with new and up-to-date machinery.

Walnut Ridge, Ark.—The Moore Ice Cream and Bottling Works has been sold by D. B. Moore to W. E. Sauer. The new concern will be operated under the firm name of Walnut Ridge Ice Cream Co. Mr. Sauer announced an expansion program for this summer as well as improvements to the plant.

Indianapolis, Ind.—The Branham & Camp Ice Cream Co. will open a plant at 1948 Park Ave.

Memphis, Tenn.—The Lily Ice Cream Co. is reported as now being affiliated with the National Dairy Products Corp., a $15,000,000 firm of a national scope. Stock in the local business was exchanged for listed stock in the corporation, but the Lily company will continue to be operated under the old management.

Ely, Neb.—Good progress is being made on the installation of ice cream machinery in the remodeled plant of the Ely Cold Storage Co.

Bristol, Va.—The Dixie Ice Cream Co. has been incorporated with capital stock of $50,000. W. L. Gemmel is president and E. C. Hamilton, secretary. A new factory is being erected on Commonwealth and Euclid Aves.

Gallatin, Mo.—The Runnels Bros. Ice Co. is installing a modern ice cream plant, to be operated in connection with its ice plant.

HOW FAR IS THIS TO GO?

Ice cream delivery was halted one day early in May in Chicago due to officials of the Chicago Ice Cream Wagon Drivers' Union asserting that 350 members of their organization had been locked out by ice cream manufacturers without notice. The manufacturers denied this charge. An all night conference between employers and union officials failed to bring about an adjustment, this resulting in the stoppage of delivery.

Manufacturers proposed a readjustment of wagon drivers' wage scale, claiming that under present conditions about 25 per cent of the drivers receive weekly pay of $100 to $200, and sometimes as high as $250, depending on weather conditions, while 75 per cent receive an average of from $53 to $75 a week.

The present wage scales provide a weekly pay of $21 for a seven-month period and a $10 scale for the remaining five months, plus a 7-cent-a-gallon commission on all deliveries. The union now is demanding a basic scale of $40 a week, plus 5 cents a gallon on all cream delivered.

As this issue of The Ice Cream Review went to press no agreement had been announced.

Stationary engineers employed by the Chicago ice cream manufacturers recently were awarded a wage increase of five cents an hour. This brings the new scale to $1.05 an hour, it was announced by John Gorey, business agent of the union.

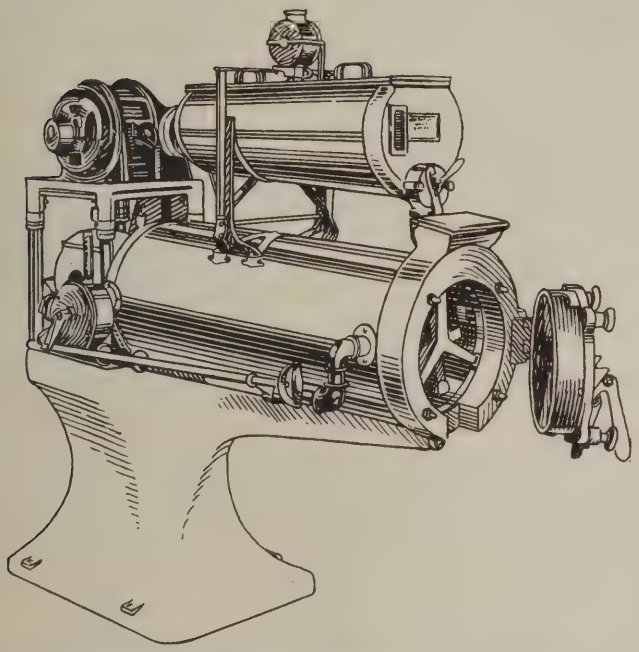
PLANT IMPROVEMENTS.

Alterations and improvements have been made to the Plymouth, Pa., plant of the Golden Quality Ice Cream Co. In addition to the many alterations throughout the entire plant, S. Goldstein, manager, reports that several thousands of dollars have been spent for the installation of the very latest type of ice cream manufacturing equipment. He reports that nearly $30,000 has been spent in bringing the plant up to its present day standards. The entire plant, which was formerly occupied by a brewing company as a storage plant, is now used in the manufacture and storage of ice cream.

Barber Goodhue

Everything for the Dairy Industry

Complete Equipment and Supplies for Ice Cream Factories

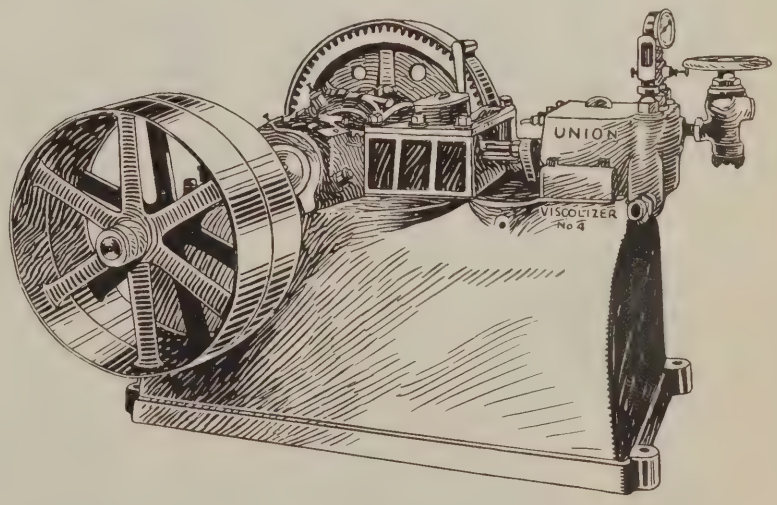


U. S. Heavy Duty Brine Freezer

SEVEN sizes, ranging in capacity from 40 to 160 quarts. Patented removable bronze bearing for front end of dasher; substantial nickeled hopper with heavy bronze heads; convenient hinged cylinder cover; rotary brine control valve; rapid vertical discharge for quick emptying; equipped with automatic batch weigher at slight extra cost. Ask for complete information and prices.

The Viscolizer

GIVES you a smoother, richer feeling cream. Butterfat is finely divided and united firmly with balance of mix. A fine quality cream may be developed from sweet butter and skim-milk or skim-milk powder. Either motor or belt drive; 5 sizes, 100 to 800 gallons per hour.



WE CARRY a complete line of equipment and supplies for ice cream factories, all of finest quality, always in stock for quick shipment. Refer to our general catalog or write for information on the items in which you are interested.

Visit Our Exhibit, National Dairy Exposition, Indianapolis, October 10—17



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300 W. Austin Ave.
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216 South
Pennsylvania St.
INDIANAPOLIS



NEW PLANT OPENED BY BROOKSHIRE CO.

The opening of the handsome new home of the Brookshire Ice Cream Co., Meridian, Miss., on May 21, marked the growth of an enterprise that began thirteen years ago with an investment of $1,000 in borrowed money. The company was established in 1912 by N. D. and J. W. Brookshire, who are well known in ice cream manufacturing circles of the South. The former is secretary of the Mississippi Ice Cream Manufacturers' Association and prominent in Southern association activities. The plant is located on the site of the Brookshires' old home, a log cabin structure erected at the close of the Civil War.



Partial view of new home of Brookshire Ice Cream Co.



Don't be without a position, when at a small cost you can locate one through the Want Department in "The Ice Cream Review."

SIGNS

Metal — Wood — Cloth — Cardboard

Signs for every purpose sold direct to Ice Cream Advertisers at Factory Prices

3 Styles of Sidewalk Signs
Changeable Flavor Hangers
Outdoor Bulletins
Blackboard Signs
Cloth Banners
Flange Signs
Wall Hangers
Pennants
Balloons
Settees
Pencils
Caps

Special display signs made to order

Send for Illustrated Catalogue

Norris Advertising Co., Ithaca, N.Y.

"The Mail Order Sign House"

CLARK PLANT TAKEN OVER BY HOFFMAN BROS.

Announcement has been made that the Clark Brothers' ice cream plant of Indiana, Pa., has been taken over by the Hoffman Co., with headquarters in Altoona, Pa. The latter firm has been established since 1892, and operates plants in Tyrone, Philipsburg, Barnesboro, and Altoona. The Hoffman Co. is a subsidiary of the Rieck-McJunkin Co., one of the prominent ice cream companies of the East, with headquarters in Pittsburgh.

It is reported that the consolidation of the Clark and Hoffman companies will in no way change the personnel of the present force. C. W. Clark will continue as manager of the Indiana plant. Mr. Clark announced that this connection with the Hoffman Co. will enable the local plant better to serve the public in the vicinity of Indiana.



CALIFORNIA PLANT PLANS OPENING.

The new plant of the Benham Ice Cream Co., at Bakersfield, Cal., was being made ready for a grand opening when this issue of The Ice Cream Review went to press, according to announcement by L. W. Wilson, general manager of the company's headquarters at Fresno, Cal.

The new plant, located on Chester Ave., will have a capacity of 1,000 gallons of ice cream a day with ample room to triple the capacity of the plant if business warrants it.

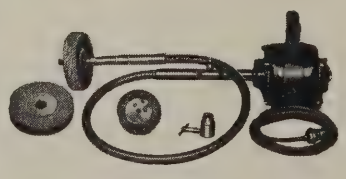
Direct expansion coil shelves have been installed in the hardening rooms, and individual electric drives were put on all machines. L. A. Benham is president of the company.



REPORTS BUSINESS INCREASING.

Early in April the Velvet Ice Cream Co. began operations at Tuscaloosa, Ala., and, according to J. S. Perry, manager, "business has been much better than was expected." Mr. Perry advises that when they started in business tub freezers were used, but in less than thirty days thereafter it was found necessary to install brine freezers.

Mr. Perry was proprietor of the Perry Creamery Co. of Tuscaloosa, which he disposed of before opening the Velvet Ice Cream Co., distributing ice cream on a wholesale and retail basis. Quality in product is one of the outstanding features of this business, says Mr. Perry.



Clean Your Cans and Metal Parts

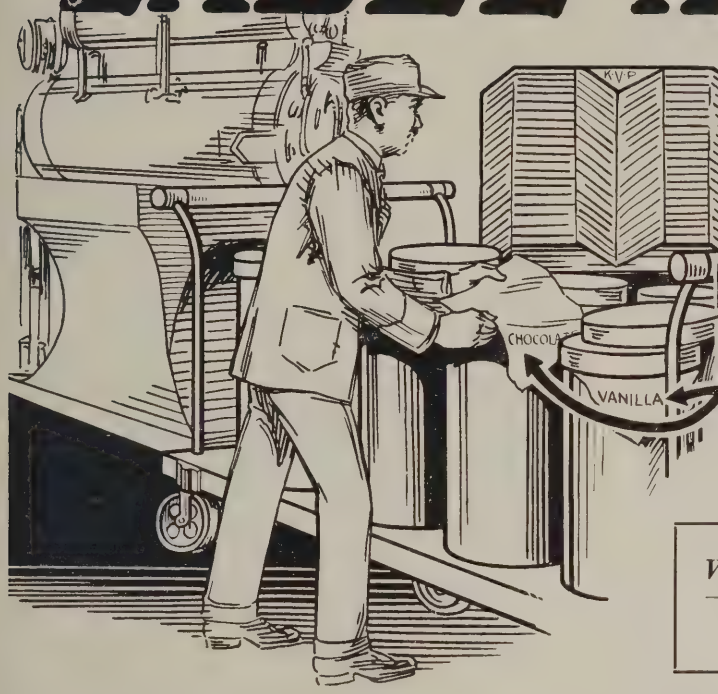
Stow Portable Buffers with wire brush remove rust and make like new.

All sizes, types, and designs.

STOW MANUFACTURING CO., Inc.

Binghamton, New York

LABEL AS YOU GO



YOU CAN SEND ANYONE TO THE HARDENING ROOM FOR DIFFERENT FLAVORS INDEXED WITH CAN TOPS

KVP PRODUCTS

With K. V. P. can tops there is no question — no doubt about the contents — the label is in clear sight from every angle.

They Protect the Contents as they Label the Container

As your ice cream is drawn from the freezer the cans should be topped with one of these K. V. P. Indexed Can Tops.

That will give the contents protection until opened at your dealer's cabinet, and tell you without doubt what is in each can as it stands piled up in the hardening room.

K. V. P. FLAVOR LABELS are as convenient as the thumb index of the dictionary. This systematic labeling puts order into any hardening room, saves space and makes it possible for any one to select the correct flavors for any particular order.



Frozen Sucker Wrappers — Tissue weight, (20-22 lb. basis)

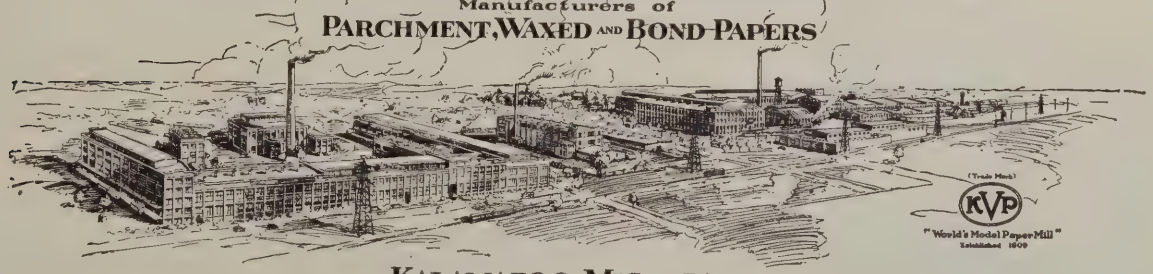
K. V. P. Genuine Vegetable Parchment, wrap your frozen confections properly. No taste, no smell, no fibre—complete protection from sticky fingers and soiled clothes. Orders filled promptly.

When asking for samples and prices mention this advertisement and get a useful Papricloth Handi-blanket.

KALAMAZOO VEGETABLE PARCHMENT CO.

Manufacturers of

PARCHMENT, WAXED AND BOND PAPERS



KALAMAZOO, MICHIGAN

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

FOULDS CO. TAKES OVER CONE COMPANY OF AMERICA.

Announcement has been made that the Cone Company of America, makers of Havacone, is taken over by The Foulds Company.

Havacone products have a wide distribution east of the Mississippi, and officials say the effort always has been toward a quality reputation. It is announced that the new owners are already committed to the same policy. At present plants are being operated in Chicago and Long Island City, N. Y. It is expected that The Foulds Co.'s Syracuse plant will shortly be devoted to the manufacture of Havacones.

The Foulds Co., which acquires the business, plants, good will, contracts, etc., of the Cone Company of America, is well known as manufacturing owners of a number of food products. It was formed some years ago as a merger of a number of long established companies making and selling advertised and trade-marked grocery package goods. R. M. McMullen is chairman of the board, and C. S. Foulds is president. The principal offices are at No. 522 Fifth Ave., New York City.

J. R. Wells, former president of the Cone Company of America, is a vice-president in The Foulds Havacone Co., Inc. Mr. Wells is widely known to the trade.

Herman Lapat will continue in charge of Western sales.

A Big Bargain
In Pfaudler Storage **TANKS**

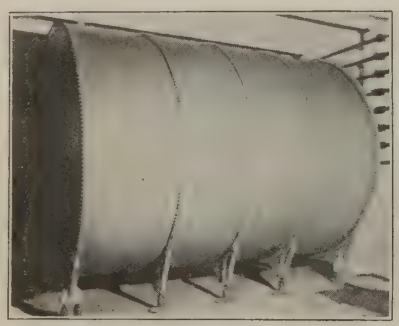
20-tanks
9,000 Gals.
$550.00 each
F. O. B. Columbus
Lots of five or more, $525.00

13-tanks.
6,000 Gals.
$250.00 each
F. O. B. Columbus
Lots of five or more, $225.00

Made of ½" steel, 4 sections. Welded seams. A-1 condition. Glass enamel lining guaranteed not to break in shipping. Will bear inspection as new tanks. Size 12 by 16 ft.

Same quality. 3 rings. Adjustable supports. Lining in perfect condition. Outside slightly corroded. Will sell on certified inspection. Suitable for milk, cream, water, gasoline or oil. Size 9x11 ft.

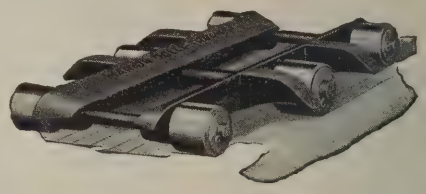
Heider Industrial Chemical Co.
116 East Lafayette St. COLUMBUS, OHIO



The Fairmount Creamery, Columbus Branch, has purchased several Tanks and will testify that they were entirely satisfactory and a good buy.

THE NEW DOLLY TRUCK.

To save time, labor and merchandise—that's the purpose of the new Marion Dolly truck, manufactured by the Marion Tool Works, Inc., Marion, Ind. Company officials say they incorporated many exclusive advantages in design and construction never before available in Dollys. They are light enough to be moved anywhere, but sturdy enough to last for years, we are told. The conveyance is of solid metal



construction throughout, the description shows, with Marion certified malleable frame, steel axles and wheels with roller bearings.

The company declares that Marion Dollys are without equal in moving heavy loads from one part of the ice cream factory to another, and in moving shipments from the receiving platform to the warehouse. The saving in manpower alone enables Marion Dollys "to pay for themselves in practically every ice cream factory each month." Officials add:

"Back of their inception and development was 15 years' experience in handling rolls of paper in one of the largest mills in this country. As a result Marion Dollys are naturally making a record as efficiency equipment wherever used. They eliminate loss of time and material in handling large rolls of paper and heavy crates, barrels, casks, packages, boxes, etc. They are built low to the floor (preventing jarring) and have no sharp edges (preventing damage to merchandise). Holes are provided for attaching any special skids, platforms or bodies the user may desire."

One man can handle heavy loads because the wheels lock sideways while being loaded, it is declared, so that the truck "stays put and won't crawl or creep away from you." Then when loaded, it is further set forth, the truck can be easily pushed anywhere desired in the ice cream plant, as the wheels run without friction and those on the center axle are larger than on the ends, permitting tilting and easy guiding.

* * *

DELCO-LIGHT DOUBLES CAPACITY.

Announcement has been made that improvements and alterations are under way by the Delco-Light Co., Dayton, O., which will double the output of its plant. This step is made necessary by the continued increased demand for the company's electrically operated ice cream cabinets, as well as models for homes and apartments, we are told.

The company's complete line consists of fifteen models, ranging in price from $190 to $750. Judging by the sales reported for the first three months of 1925, and orders on hand indicate the sale of 50,000 Frigidaires during the year, officials claim.

* * *

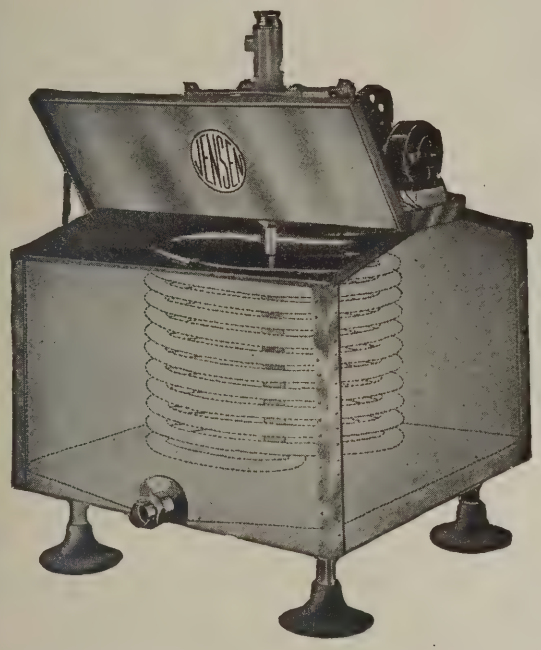
THANK YOU.

The illustration used in the article entitled, "Ice Cream for Breakfast," published on page 26 of the May issue of The Ice Cream Review, was through the courtesy of Kay-White Products, Inc., 8 West Broadway, New York City.

D. Katzenstein is president of the company, Carl Katzenstein is treasurer. Acknowledgment of this courtesy was omitted in the May issue of The Ice Cream Review.

JENSEN

The Mark of Merit



Ice Cream Manufacturers

You Can Have Perfect Control of Your Mix With the Jensen Revolving Vertical Coil Batch Mixer

UNIFORM FLAVOR is obtained only when the mix contains smallest amount of air during pasteurization, homogenizing and aging.

AIR which causes **FOAM** produces oxidized, metallic or bitter flavor.

REVOLVING VERTICAL COIL BATCH MIXER furnishes the ice cream manufacturer a process by which he is able to overcome these most objectionable evils.

REVOLVING VERTICAL COIL EXPELS AIR AND GASES.

BLADES—located at extreme bottom of coil furnish maximum agitating and mixing at bottom of vat where sugar and heavy materials tend to settle.

POSITIVE FORCED CIRCULATION of heating medium assures the greatest efficiency in heating and eliminates any possibility of burning the mix and producing a cooked flavor.

STUFFING BOXES ARE ENTIRELY ELIMINATED, therefore no grease or other contaminating verdigris can seep into the mix during pasteurizing and aging periods.

SQUARE CONSTRUCTION requires one half usual floor space.

OPERATING POWER reduced one-half.

Jensen Creamery Machinery Company

Builders of "Equipment of Practical Efficiency"

BLOOMFIELD, N. J. **OAKLAND, CALIF.**

OUR EXPERIENCE IN GELATINE HAS
BEEN ACCUMULATIVE
SINCE 1868

WHY NOT SEND FOR SAMPLES

MILLIGAN & HIGGINS GELATINE CO.

222-224 FRONT ST. NEW YORK, N. Y.

QUALITY SERVICE ECONOMY

IMITATION
ICE CREAM
Most Inexpensive and Effective
WINDOW and COUNTER
DISPLAYS



CANTALOUPES CONES SLICES

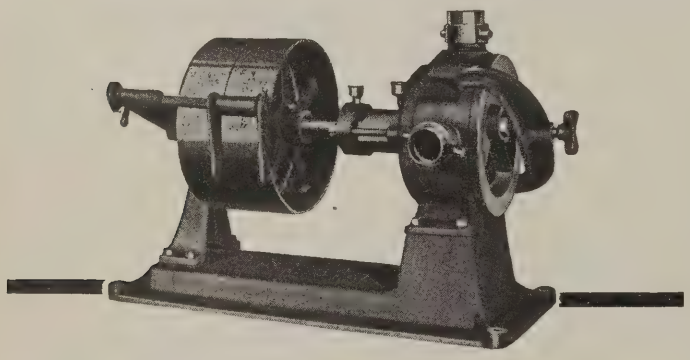
Pie A La Mode — Sandwiches — Bricks
Sundaes — Dips — Banana Splits — Sodas
Carton Inserts — Jumbo Bricks

ANY FORM MADE TO ORDER WITH YOUR NAME

Lifelike and Lasting

We are the sole manufacturers of this Patented Process.
Any infringements will be rigorously prosecuted.

REPRODUCTIONS COMPANY
81 Tenth Street, L. I. City, New York



Qualified for
YOUR Pumping Job

You'll find the rotary pumping principle of the VIKING excels anything else you have ever seen. Only a minimum of power is required to throw a large, positive flow. Built to stand up under hardest abuse. Comes apart easily for washing. The ideal pump for ice cream and milk-handling plants. 65,000 in use.

Free Pump Book Write for your copy of the new VIKING pump book that shows the full line of VIKINGS, factory views, and valuable pump facts.
SEND NAME TODAY

VIKING PUMP COMPANY
CEDAR FALLS, IOWA
BRANCHES

B. F. Schirmer Co. - - - - - - - - 342 Madison Ave., New York City
Schirmer Co. - - - - - - - - - - - Finance Bldg., Cleveland, Ohio
Viking Pump Co. - - - - - - - - - 549 W. Washington Blvd., Chicago, Ill.
Norton Paper Goods Co. - - - - - - 719 Delaware St., Kansas City, Mo.
Viking Pump Sales Co. - - - - - - 204 Grand Ave., Milwaukee, Wisc.
Walter O'Bannon Co. - - - - - - - 519 21 E. First St., Tulsa, Okla.
Southern Engine & Pump Co. - - - - - - - - - - - - Houston, Texas
Menge Pump & Mach. Co. - - - - 862 Tchoupitoulas St., New Orleans, La
De Laval Pacific Co. - - - - - - - - 61 Beale St., San Francisco, Calif.

THE WARFORD POWER TAKE-OFF.

The Warford power take-off unit, which has just made its debut, is a new unit in combination with the six-speed auxiliary transmission, and, according to officials of the Warford Corp., it "places the Ford on a par, so far as utility goes, with the most expensive trucks on the market."



The new unit is bolted to the transmission case and is operated by a large countershaft gear. This assembly, we are told, allows power take-off operation at the Ford speeds—two forward and reverse. An exclusive feature of the new unit is the fact that the transmission may be engaged and the truck driven with the power take-off in operation. The device is furnished with the sprocket shaft extending either forward or back of the unit, as may best suit requirements of the customer.

To permit the device to sustain heavy loads over long periods of time with varying speeds, and to provide for silent, frictionless operation, the new unit is equipped with Gilliam tapered roller bearings throughout.

The new unit, officials of the company say, is succesfully operating such equipment as concrete mixers, pumps, dump bodies (mechanical or hydraulic hoists), spraying outfits, electric generators, electric welders, winches (such as used by telephone companies for pulling cables), sand blasts, air compressors, drilling rigs, for water wells, post holes and light ditching.

"Without doubt the new unit will be found available for many other uses," company officials believe.

* * *

SUPPLY CO. HAS HANDSOME PLANT.

One of the striking developments of the modern business trend is the tendency to brighten up factories. There once was a time when manufacturers had an idea that any kind of a plant was good enough for the purpose of production. Dairy manufacturers for a long time have understood the importance of breaking away from shabby exteriors, realizing that the outside impressions a plant yields has a lot to do with the public's attitude toward the product manufactured in that plant.

Nowadays we see more plants that make a nice appearance on the outside, some of them with pretty flowers around the outside, clinging vines, etc.

One of the leading supply firms of the industry, the Standard Milk Machinery Co., Inc., Louisville, Ky., believes the supply manufacturers should be just as careful in the appearance of their plants as the ice cream manufacturers. This firm has not gone in so much for fancy trimmings, flowers, etc., but its plant at Louisville is an exceedingly neat and attractive building.

The plant is one story high, a brick structure, with partial overhanging loft, and has a nice, neat appearance, inside and out. The building measures 100 feet wide by 250 feet deep, with 35,000 square feet area, including the overhanging loft or balcony. The company employs thirty men with an office force consisting of five people.

The company, which is one of the pioneer concerns in the South manufacturing dairy supplies, began operation on a production basis in the fall of 1914. Since then it has become a national figure in the production and distribution of dairy equipment.

* * *

SECOND ANNUAL SHORT COURSE FOR DAIRY SUPPLY SALESMEN.

Dairy supply salesmen will have an opportunity to take a special two weeks' course in ice cream manufacturing at the Pennsylvania State College August 15 to 28. Last year, the Salesmen's Club of the Association of Ice Cream Supply Men, co-operating with the dairy husbandry department, in-

augurated the first course, which was attended by 30 salesmen. The firms represented were: Cherry-Bassett-Winner, National Baker Egg, J. G. Cherry, D. H. Burrell, David Michael, Brown and Shaw, Milligan and Higgins, Taylor Instrument, Joe Lowe, Dewart Milk Products, H. O. Wilbur, G. R. Ryan and Harold H. Sinclair.

Plans and arrangements are being made to make this year's course even more successful than the first one. Special attention will be given to the manufacture of ice cream and other dairy products used in the ice cream industry. New machinery and equipment which are being installed in the college creamery, will give better facilities for practical work than ever before.

Located in the geographical center of the greatest ice cream state of the Union and in the wonderful Nittany Valley, Penn State College offers an interesting place where two weeks of profitable work and pleasure can be combined. The climate is ideal, the scenery wonderful and there are opportunities for golf, tennis, sight seeing and other recreation.

A club has been leased for the two weeks where room and board will be provided at a reasonable rate. Facilities are also available for married men who wish to bring their wives. An incidental fee of fifteen dollars ($15.00) will be charged to cover the expense of giving the course. While facilities for giving the course are good, it will be necessary to limit the number taking the course to about thirty men. Further information regarding the course can be obtained by writing to W. H. Martin, dairy department, the Pennsylvania State College, State College, Pa.

The enrollment for the course will be handled through the office of the secretary of The Association of Ice Cream Supply Men, 1328 Broadway, New York City.

* * *

THE DRYPAK CABINET.

The Brooks Drypack cabinet is described in an interesting folder recently issued by the Brooks Cabinet Co., Norfolk, Va. The folder described the Drypak cabinet as being entirely new and different in construction from all other cabinets, affording "the biggest saving of ice and salt that has ever been offered the ice cream manufacturer."

It is set forth in the folder that the Drypak cabinet makes ice last longer and produces a more even temperature; that the brine chamber contains cold brine drippings from ice pack; that it "insures perfect refrigeration at the bottom of ice cream containers;" that Drypak compartments will accomodate 3 or 5 gallon, tall or squat cans, or any kind of package ice cream; that it has galvanized iron reinforcements; that outer casing is made from No. 1 gulf cypress, one inch thick, has high insulating value and vertical construction; that heavy, pure corkboard insulation, three or four inches thick is provided, and that brass clips prevent removable Drypak container from floating.

* * *

HENRY C. LAUER.

Henry C. Lauer, vice-president and general manager of F. Bischoff, Inc., Brooklyn, who died on March 21, was for many years widely known in the ice cream industry. For the past eight years he served as general manager of F. Bischoff, Inc. In announcing his death, the company issued a circular, from which the following is taken:

"Always a most conscientious and untiring worker, he cheerfully gave much of his time and energy to the problems confronting the manufacturers of chocolate and cocoa, toward bettering existing conditions wherever possible. He was a firm believer in close co-operation among the members of the industry, knowing that only in this way could beneficial and lasting results be attained."

* * *

TRIUMPH CO. WINS COURT BATTLE.

The Triumph Electric Co., the parent body of the Triumph Ice Machine Co., Cincinnati, O., has been adjudged to be solvent in an order issued in the United States District Court of Dayton, O., by U. S. District Judge Hickenlooper. This verdict followed a long, drawnout litigation in which the Triumph Electric Co., a million dollar concern, was involved in the possible process of bankruptcy, the suit having been brought by the McIlvain & Spiegel Boiler & Tank Co., the National Lead Co., and the Stacey Bros. Gas Construction Co.

* * *

FOR CLEANING OR REMOVING RUST.

A handy little machine for cleaning and polishing milk cans, ice cream cans, in fact any kind of equipment, and removing rust is being featured by the Stow Manufacturing Co. of Binghamton, N. Y. It consists of an electric motor and flexible shaft at the end of which can be mounted a buffing, polishing, grinding or wire scratch brush, drills or sim-

HARDWOOD
Sucker Sticks
—FOR—
Ice Cream Pops

WRITE FOR SAMPLES

Manufactured by
New England Wood Products Co.
c/o ICE CREAM REVIEW
R-298

"CLEAR as CRYSTAL"



YEARS OF EXPERIENCE BACKED BY SCIENTIFIC RESEARCH

has made Crystal Gelatine a product of unquestionably high character. So far as gelatine content in the mix is concerned, the ice cream manufacturer who uses Crystal Gelatine can be sure of absolute uniform performance from one batch to another throughout the year.

Send for some trial samples.

CRYSTAL GELATINE CO.
General Office: 121 Beverly St. BOSTON, MASS.

GUARANTY.

Our purpose is to have every pound of Chocolate or Cocoa sold by us exactly as represented. We absolutely guarantee that if any product purchased is not satisfactory it can be returned and either it will be exchanged for other merchandise, or your money refunded, as you prefer.

F. BISCHOFF, Inc.

Thousands of Thrifty

buyers of Cocoa and Chocolate acknowledge the quality of Bischoff's purest made brands.

SERVING THE TRADE 32 YEARS

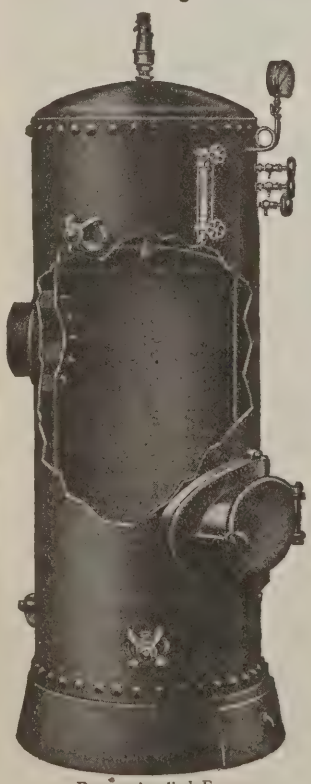
on the customer must be satisfied basis.

F. BISCHOFF, Inc.

BROOKLYN and BALLSTON SPA, N. Y.

Branches: BOSTON and CHICAGO

Do Away With Flue Troubles



The Gem Flueless Boiler is just the thing for the Creamery and Cheese Factory.

It cuts down the cost of repairs.

It has little or nothing that can get out of order.

It develops steam quickly and economically.

BUILT IN

1½ to 30 H.P. Sizes

Send for Bulletin 1223 describing this Flueless Boiler

The Gem City Boiler Co.

Dayton Est. 1895 **Ohio**

Patent Applied For

ilar attachments. This tool is made to operate from an electric light socket, and has proved very valuable for removing rust and old paint from equipment before repainting. It is also extensively used in automobile paint shops, garages, repair stations, by hotels, plumbers, etc., officials of the company advise. It is very convenient for smoothing down rough spots after welding or soldering, and finishing hardware or bright surfaces of any kind, we are told. Descriptive literature will be sent to anyone mentioning this paper.

* * *

WRIGHT-ZIEGLER ADDS ICE CREAM DEPARTMENT.

An ice cream department has been added by the Wright-Ziegler Co., Boston. This was announced in the April issue of the company's house organ, "The Milk Can." W. G. Finch of Grand Rapids, Mich., who has been connected with the dairy industry virtually all of his life, has been made head of the company's ice cream department.

In making this announcement, the following appeared in the April issue of "The Milk Can:"

"To make this department efficient we realized that it would be necessary to secure the services of a man who had had broad experience in the equipping of ice cream factories, and who was able to cope with the mechanical difficulties that ice cream manufacturers frequently encounter. After careful investigation of the records of several engineers who had specialized in the ice cream field, we secured the services of W. G. Finch of Grand Rapids, Mich."



W. G. FINCH.

Mr. Finch was brought up on a dairy farm. His first business connection was with Swift & Co. at Alma, Mich., and from this creamery he went into the service with the overseas forces in France. Upon his return to the United States, he was employed by the A. H. Barber-Goodhue Creamery Supply Co., Chicago. Mr. Finch was the first to patent and put on the market a successful automatic batch weigher, we are told.

* * *

"DECORETTES."

"Decorettes" is the name of a product now being offered by Rockwood & Co., with main office and factory at Brooklyn. This product is described by the company as "the supreme topping," and is said to be a pure chocolate product. The company claims that it is used and served at many up-to-date soda fountains in the country, being used to add to the eye-and-palate appeal of ice cream in the dish and in the cone. It is packed in cans, drums and barrels.

* * *

BENNERS MOVES OFFICES.

Announcement has been made of the change of address of the Harry A. Benners Southern Selling Service, offices having been moved from 702 United Fruit Bldg. to 525 Carondelet St., New Orleans. Harry A. Benners, president of the Dixie Flyers, is head of the concern.

* * *

GIFFORD-WOOD INCREASES CAPITALIZATION.

The Gifford-Wood Co., Hudson, N. Y., announces an increase in capitalization, necessitated by the issue of special common stock for the benefit of employees of the company. The employees and heads of departments have subscribed to all of the stock thus made available. The company put this plan into effect to allow employees to benefit by their own efforts, officials say.

The increased capitalization was effective April 1.

* * *

NOODLEMAN COMPLETES NEW PLANT.

Announcement has been made of the completion of the new plant of the Houston Cooperage & Tub Co., Houston, Tex., of which Jacob Noodleman is president. Mr. Noodleman advises The Ice Cream Review that he has been busy during the past year building this new plant. Machinery has

been installed and the company now is manufacturing "all kinds of barrels and kegs." The manufacture of ice cream tubs will begin June 5, according to Mr. Noodleman, who adds that he will begin circulating among members of the industry at that time.

* * *

Superior Refrigeration, Inc., of Lima, O., has announced two types of electrical refrigerating machines for household and commercial uses.

The Superior air-cooled refrigerating machine is built in four models, as follows:

No. 12— 75 to 150 pounds equivalent ice capacity
No. 22—150 to 250 pounds equivalent ice capacity
No. 32—250 to 450 pounds equivalent ice capacity
No. 42—450 to 650 pounds equivalent ice capacity

There are also four models of water-cooled machines of the same capacities as above. Prices range as low as $300 f. o. b. factory.

These machines are designed for use in meat markets, grocery stores, delicatessens, ice cream cabinets, etc., as well as residences and apartments.

Superior refrigeration is not a newcomer in the field of domestic electric refrigeration. The concern was first organized about twelve years ago for the manufacture of refrigerating machines of from 3 to 5 tons capacity. About five years ago the firm began the manufacture of smaller machines for residential use. These first machines are still in use in a number of cities throughout the country, although the firm in those days was seriously handicapped through inadequate finances and lack of an aggressive sales policy.

Last winter the Superior Refrigerating Company was reorganized and E. A. Wiliams, Jr., business man of Lima, O., became president. Mr. Williams was for ten years the president and active directing head of the Garford Motor Truck Company. Associated with Mr. Williams as owners and directors of the re-organized company are the following business men:

A. W. Wheatley, president, Delphos Mfg. Co., and the Wheatley Loan & Discount Co., Lima, O.

F. L. Maire, president, the Old National Bank, Lima, O., and of Maire Bros., well known oil operators.

Frank Komminsk, secretary and treasurer, White Mountain Dairy Co., Lima, O.

Fred W. Cook, president, Globe Box Company, Lima, O.

Roy S. Layton, attorney, Wapakoneta, O.

Frank Andrews, refrigeration engineer, Wapakoneta, O.

The company has already extended its manufacturing facilities to meet the demand and reports that connections have been made with several large central stations and electrical dealers to handle Superior products in many of the principal cities.

Trade Literature

CATALOG OF FRUIT EXTRACTS.

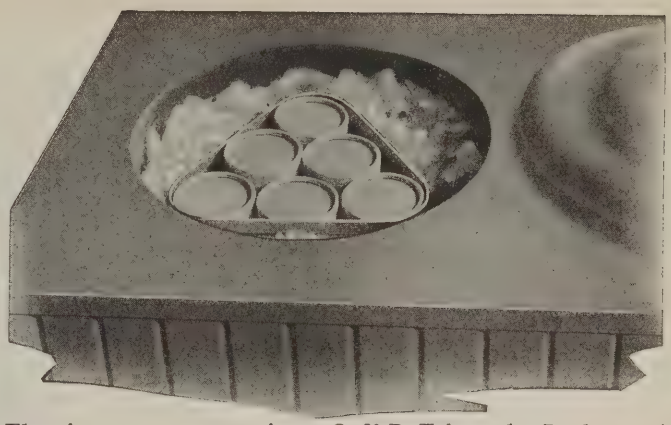
Pierre Lemoine, Inc., 108 John St., New York, N. Y., have prepared a new catalog and price list of their fruit extracts and flavoring materials for ice cream, confectionery and food flavoring materials for ice cream, confectionery and food products manufacturers. In this list are included their true fruit extracts, imitation soluble fruit aromas, vanilla flavoring extracts, both natural and imitation, vanolol, imitation maple flavors, butter flavors, walnut essence Lemoine, Purum ice cream improver, certified fruit colors and natural and imitation essences. Other products are also listed for the confectionery and food products trade.

Pierre Lemoine, Inc., recently removed to larger quarters at 108 John St. The following new officers and directors have been appointed: President and treasurer, C. R. Meltor; vice-president and secretary, E. M. Meltor; directors, C. R. Meltor, E. M. Meltor and Edward O. Heydt. H. Techow is sales manager.

* * *

GRAHAM PAMPHLET.

Trucks for the Milk and Milk Products Industry is the title of a very interesting pamphlet recently issued by the Graham Bros. Co., manufacturers of trucks, Detroit, Mich. In addition to a number of extremely interesting articles, including one entitled, "Dairying, Our Greatest Food Industry," the pamphlet is very attractively illustrated. There are 38 pages exclusive of the cover. Approximately one-half of the pamphlet is devoted to illustrations of trucks in use by dairy manufacturers in various parts of the country.



There's no waste space in an O. & B. Triangular Packer and every container is next to the ice.

More Sales *with the* O. & B. Triangular Packer



The O. & B. Triangular Packer is made of heavy galvanized iron, 22" high and 11" diameter

Cylindrical containers found immediate favor with ice cream buyers who appreciate the quicker service possible, and the convenient package. They have resulted in *more home consumption*, and up-to-the-minute manufacturers are using them to boost sales.

But are you packing these containers in the quickest, and most practical way?

O. & B. Triangular Packers mean *less handling* in your plant. They make selection of sizes and flavors easy for the dealer. They keep your cream hard longer at *a saving in ice.*

You need O. & B. Triangular Packers for better Packing and increased sales.—Write for prices.

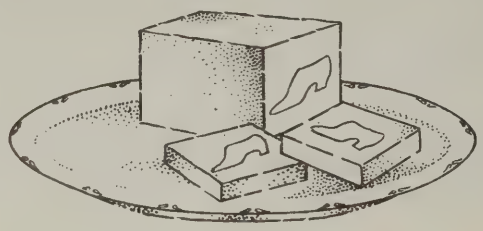
Oakes & Burger Co. Inc.

Cattaraugus, New York Dept. E **Erie, Penna.**

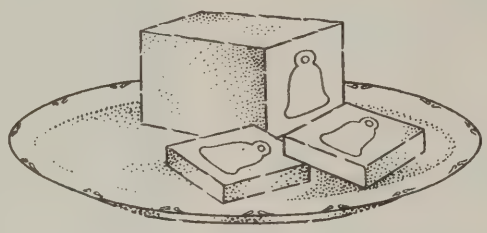


Cassell Center Molds

Special Wedding Designs



We also have the Bell which is also appropriate for weddings.



Price of either design $1.35 each or $16 per dozen

Order NOW Through Your Jobber or Write

W. W. CASSELL **Vincennes, Ind.**

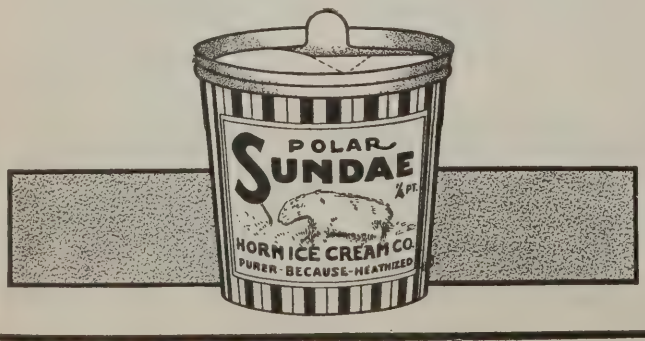
The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

PERFECT PACKAGE
TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



KENTUCKY PLANT COMPLETED.

The new Glasgow, Ky., plant of the Brown Bros. Ice Cream Co., which was begun in January of this year, has been completed and is now running full blast, manufacturing 1,000 gallons of ice cream daily.

The building is 85 by 50 feet, and is constructed of concrete. The latest type of equipment is reported as being in operation at the new plant. The ice storage room has a capacity of two cars, and the hardening room has a capacity of 1,500 gallons of cream.

Brown Bros. own three ice cream plants in Kentucky, a smaller one at Elizabethtown, and one similar to the Glasgow plant at Bowling Green.

⚜

ANOTHER NEW PLANT.

The newly constructed plant of the Nodaway Creamery Co., Maryville, Mo., recently opened its doors for business. The creamery is now housed in spotless white, a thoroughly modern and splendidly equipped plant for the manufacture of ice cream and butter. C. E. Barnett is manager of the creamery.

"Nodaway butter" and "Nodaway ice cream" will be manufactured and distributed in surrounding communities. Mr. Barnett is a highly reputed cheesemaker and ice cream maker, having had several years experience in Kansas, Iowa and Missouri.

⚜

WEIGHTS BILL SHELVED AT RICHMOND.

A measure was recently introduced by a member of the council of Richmond, Va., requiring that all ice cream must be sold by weight rather than by measure. This was bitterly opposed when it came up for a hearing on Wednesday, May 20, by both the dealers and leading manufacturers of ice cream in that city. The measure, therefore, at the request of the patron, was shelved for the time being, according to announcement by T. J. Strauch, chief dairy inspector at Richmond.

⚜

Miss Frances Stalvey of Savannah, Ga., has been declared winner of a prize contest staged by the Chapin-Sacks Corp. in that state. The same concern conducted other contests in other states.

Statement of Ownership, Management, Etc., of The Ice Cream Review, published at Milwaukee, Wis.—required by the Act of August 24, 1912.

The Olsen Publishing Co., Publishers, Milwaukee, Wis.

Manager—H. P. Olsen, Milwaukee, Wis.

Editor—E. K. Slater, Milwaukee, Wis.

Known bondholders, mortgage and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities—None.

Signed, H. P. Olsen, Manager.

Sworn to and subscribed before me this 1st day of April, 1925.

C. J. Linden, Notary Public, Milwaukee Co., Wis.
(My commission expires March 10, 1929.)

OWNERS—(If a corporation, give name and address of stockholders holding one per cent or more of total amount of stock)—H. P. Olsen, Milwaukee, Wis.; L. S. Olsen, Milwaukee, Wis.; M. W. Olsen, Milwaukee, Wis.; E. E. Olsen, Milwaukee, Wis.; E. K. Slater, Milwaukee, Wis.; Paul H. Laabs, Milwaukee, Wis.

NOTE:—This statement is made in duplicate, both copies to be delivered to the postmaster, who will send one copy to the third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office. The publisher must publish a copy of this statement in the second issue printed next after its filing.



—plus

the quality that only Hercules can build into a cabinet.

THE announcement of the Garrett Counter Cabinet in April, with its undisputable advantage over the old style ice and salt storage cabinet, has created a vast amount of interest in the ice cream industry. Inquiries and orders poured in at such a rate it was very soon found our manufacturing facilities were inadequate to the occasion. Other arrangements had to be made to meet the demands of the industry. After a careful investigation into the matter, the Hercules Corporation, of Evansville, Indiana, was selected as the manufacturers best able to build into the Garrett the structural superiority and quality demanded of it. The Hercules Corporation, with its huge eight million dollar plant, equipped to the smallest detail, its staff of engineers and trained workmen, its experience and standing in the manufacturing field, enjoys an unblemished reputation and the confidence of all with whom it comes in contact. So Hercules was selected, thereby writing another chapter in ice cream cabinet history.

In taking over the construction of the Garrett, the Hercules engineers added their engineering experience to that of our own organization and the result is the last word in cabinet construction, ice economy, and, most of all, the ABILITY TO KEEP AN EVEN TEMPERATURE AT ALL TIMES ON THE CREAM.

With Hercules manufacturing the cabinet we are prepared to offer you the most efficient cabinet possible. A trial will convince you. We can now handle orders on the shortest possible notice and inquiries and orders will receive our most careful and prompt attention.

Garrett Cabinet Company

607 Citizens Bank Building

Evansville, Indiana

Iceless Cabinet with "Shipping Customers" Reduces Delivery Bill

By J. W. NEUMAN*

WE HAVE not furnished iceless cabinets to our city customers. We have supplied iceless cabinets to several shipping customers. The reason for giving these shipping customers iceles cabinets was that we could not reach them with our truck and in order to give satisfactory service we installed refrigerated cabinets. These accounts were some of the most desirable accounts we carry on our books. We have found that by giving these customers automatic refrigeration, their cream is in much better shape than when they were icing it themselves and it has increased their sales from 10 to 15 per cent.

We have an iceless cabinet route which is operated 100 per cent during the winter months; but which during the summer months has ice and salt cabinets. The number of stops on this route during the summer months is 25, during the winter season, when a complete iceless cabinet route, 17. Prior to the installation of these cabinets on this route, it required a five-ton truck. At present we are operating a 1½-ton truck.

We know that the use of the refrigerated cabinets have effected savings in our delivery. We started installing iceless cabinets in the latter part of 1923, and have been installing them as follows:

November, 1923	9	June, 1924	4
December, 1923	11	July, 1924	8
January, 1924	2	August, 1924	2
March, 1924	13	September, 1924	8
April, 1924	6	October, 1924	8
May, 1924	8	In stock	3

To obtain the maximum saving possible by the using of these cabinets, we have found it necessary to rearrange our routes and for this reason, we cannot give you any correct example in figures of the savings effected. We have no route equipped with the iceless cabinets which was operated as the same route previous with the ice and salt delivery.

The electric consumption for a six-hole cabinet during the month of August was 50 K. W., or 1-6/10 K. W. per day. This cabinet also used 851 gallons of water in 31 days. The dealer sold out of this cabinet 267 gallons of ice cream during the same period. The average cost per K. W. of this particular cabinet was 10 cents. The water rate was $1.50 per month, or a cost of .024 cents per gallon of sales.

Another iceless cabinet shows the following: From March 16 to April 16, over a period of 30 days, a six-hole iceless cabinet consumed 39 K. W.s at 10 cents per K. W. and 2,370 gallons of water. There was sold through this cabinet during that period 278 gallons of ice cream.

The difference of the water consumption in these two cabinets was due to reducing the amount of water consumed about one-third and which increased the current consumption 10 K. W.s in the 30 days.

The consumption of water is of vital importance in some communities where water rates are exceptionally high. In small towns in our section, where water supply comes from a great distance, the rates are rather high. In this case the consumption of water is not to be forgotten. In one locality in our section the water rates are as follows: $1.00 per month for 4-hole cabinet; $1.50 per month for 6-hole cabinet, and $2.00 per month for 8-hole cabinet.

The cabinets in our belief are of a dependable service, although, like any other piece of machinery, it required a certain amount of service and attention.

THE average number of calls we have received are about two calls per month for service. We inspect our cabinets every month; this has a tendency to cut down the number of service calls. In some cases, some cabinets have required no attention whatsoever, while others, probably four or five service calls have been made. The cost of our inspection and service have averaged about $2.60 per cabinet per month, exclusive of transportation.

Where the iceless cabinets have been installed, the customers are very well pleased. In 90 per cent of the cases, should they have to go back to the ice and salt method of dispensing ice cream, they would discontinue handling ice cream. Following are some of the reasons why they are pleased with the iceless cabinets. 1. Their ice cream is always of uniform temperature. 2. It increases their sales from 10 to 15 per cent. 3. It has increased their profits, due to not having a rising and falling temperature. 4. If the driver is late their

*With Neuman Ice Cream Co., York, Pa. Submitted to national convention at New Orleans in November.

Black Walnut Meats

For that special brick ice cream, or for candies. Fresh stock—not cracked until needed. California's best from the heart of the nut district. Refrigerator car service east to some localities.

Write or wire for quotations.

BRUCE D. WOODWARD
4144 4th Street CHICO, CALIFORNIA

Fancy Ice Cream Forms
(Imported and Domestic)
Featuring
July 4th and *Summer Sports*
Leaves, W/Stem, Lace Papers
Imported Fruits, Pulps and Marrons
SCHALL & CO., New York
81 Barclay Street 16-18-20 W. Broadway

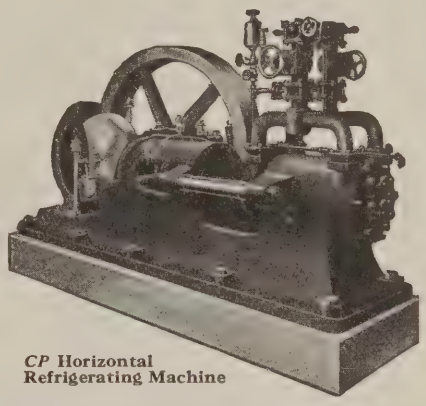
The Mechanical Era

This is the age of machinery. Everywhere you see machinery doing work that our forefathers did less well and at greater expense by hand. You wouldn't think of trying to compete today equipped with the open cream vat and a box churn. You would be outclassed at the start. Your labor cost too high. Your losses too great. Then why handicap yourself with an old-fashioned, inefficient cooling system? Machine cooling is better and cheaper.

It isn't too late to get the benefit of Mechanical Refrigeration this seasen. The late summer months, when the ice supply is low, is when it means most to the creameryman.

MORE THAN { 25 YEARS EXPERIENCE
5000 SUCCESSFUL PLANTS IN OPERATION

CP Engineers will gladly submit an estimate for an outfit built to fit your requirements. Simply tell us what you want to do. The *CP* Salesman will be pleased to discuss it with you.



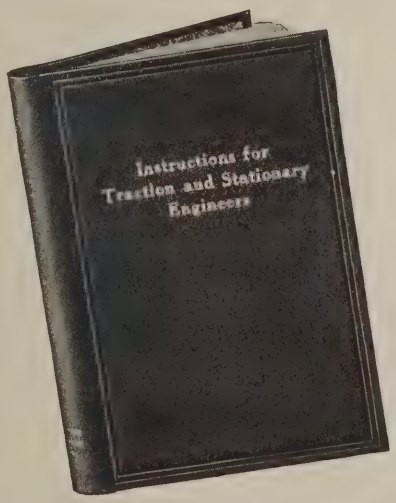
CP Horizontal Refrigerating Machine

We also build Vertical Machines

THE CREAMERY PACKAGE MFG. COMPANY

61-67 W. Kinzie Street - - CHICAGO, ILL.

SALES BRANCHES EVERYWHERE



PRICE
$1.50
Sent Anywhere Postpaid on Receipt of Remittance.

Every Plant Operator should have this General Information

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Boiler Fittings
Care of Boilers
Firing
Boiler Inspection
Engineer's License
Pumps
Injectors
Steam Engines
Reverse Gears
Governors
Handling a Traction Engine
Lubrication
Size of Engines
Steam Engine Indicator
Speed of Pulleys
Belt Lacing
Babbitting
Soldering
Questions and Answers
Rules and Information
Tables

Not a technical book, but a lot of readable information every plant owner and operator should possess. With this book on hand you will not be at sea should the regular man fail to show up. You will know what to do and how. You can't make a better investment.

This book is now in its 10th edition. That should prove its worth to you —

SEND TODAY

The Olsen Publishing Co. Fifth and Cherry Sts. **Milwaukee, Wis.**

Now Ready

3rd EDITION

ICE CREAM MIX

BY PROFESSORS BAER, BURKE AND OLSON

The biggest selling book in ice cream literature. Gives complete details on calculating the mix. Gives many pages of formulas with various ingredients and percentages of butterfat. Gives cost comparisons of various mixes and a lot of valuable information for every ice cream man.

CLOTH BOUND
Sent postpaid anywhere on receipt of
$1.00 in American funds.

THE
Olsen Publishing Co.
5th & Cherry Sts. Milwaukee, Wisconsin

cream is always in condition to sell and they do not have to wait for the driver if he is late. 5. It eliminates salty ice cream.

It has been our experience that the iceless cabinet keeps the ice cream in a satisfactory condition.

We do not pay the operating costs of the cabinet. We have not found any of our dealers making his own water ice or request sweet ice for his fountain.

We have loaned the cabinets to our dealers. We do not charge a rental or pay for the current or water for the operation of the cabinet. The dealer agrees to use our ice cream exclusively for two years.

WE BELIEVE that the ice cream manufacturers should retain ownership of these cabinets at all times, that we have the control over whose ice cream should be sold through that cabinet. Last year our legislature passed a new food bill, which makes it unlawful for any person, association, partnership, or corporation, to sell, offer for sale, expose for sale, or have in possession with intent to sell, any ice cream, including coated ice cream and the coating thereof, in any container which is falsely labeled or branded as to the name of the manufacture thereof; or to misrepresent, in any way, the place of manufacture of ice cream, including coated ice cream and the coating thereof, or the manufacture thereof.

We pay the installation of the cabinet. This varies from $37.50 to $42.62 per cabinet.

At the present time we do not have a dealer owning his own cabinet, but it is our belief that there should be a difference of not exceeding 10 cents per gallon should he own his own refrigerated cabinet.

In regard to the value of the ice and salt cabinets, I would say that most of the old manufacturers probably have depreciated their ice and salt cabinets, and that at the present time, they are carrying very little on their books in value for ice and salt cabinets.



TRUCKS PROVE REAL ADVERTISING ASSETS.

The new High Point Creamery Co., High Point, N. C., has gained wide publicity in that territory by its two new, bright yellow trucks that distribute its product. The trucks bear the words, "The Ice Cream with a High Point."

The ice cream will be distributed under the trade name "Clover Ice Cream." The creamery began operations a short time ago in a plant which is reported as being thoroughly modern in every detail, having cost in the neighborhood of $75,000.

In addition to manufacturing ice cream, the creamery makes butter, and will supply the public with pasteurized milk and cream. J. R. Willis of Roanoke, Va., said to have 20 years experience in the dairy industry, is in charge of the new plant.



THE DEALER'S ATTITUDE.

One of the oldest problems in the industry is the dealers' attitude toward ice cream. In his annual address before the Southern convention in New Orleans last November, President W. J. Barritt stressed the importance of having manufacturers work to bring about the condition that will make ice cream "the dominant commodity in the minds of dealers instead of one as they often refer to as a necessary evil."

FACTS

Concerning the Patent on The Frozen Sucker or Fruit Icicle Also the Ice Cream Sucker

DO NOT be confused by the misleading statement that there are no patents on the frozen sucker or fruit icicle. Such a statement is an obvious effort to evade the fact that the process of manufacture is covered by the Burt patent and that it is just as much an act of infringement to use a patented process as to make a patented product.

The process of manufacturing frozen suckers or fruit icicles by freezing a handle into a body of an edible substance which is fluid at normal temperatures so that the handle is secured in place by congelation is covered by the Burt patent No. 1470524, and all infringers will be prosecuted.

The Burt patent is many months ahead of any other patent relating to frozen suckers and Burt is the originator of this idea.

Our royalties are small, indeed far less than litigation would cost to be an infringer.

Work fast and get our exclusive or non-exclusive license which will avoid all future trouble and will put your concern on the main line to cash in on the greatest thrill ice cream men have ever known. THE NEW, CLEAN AND CONVENIENT WAY TO EAT ICE CREAM AND ICES.

Have your own patent attorney look up the Burt patents or write us today and we will mail copies of the patents. Also tell us what city, county or state territory you want, and the population of same, as our plan of collecting royalties is on a population basis of your territory. Payment is made every thirty days and only during the length of season your factory is making suckers. You have no reports to make to us, and we do not pry into your business or check your sales records.

Our license does not require you to purchase our molds, equipment or supplies, such as sticks, wrappers and flavorings. You may use any make you wish. We will, however, gladly answer any inquiries, giving our licensees the benefit of our wide experience as to the best machines and sources of supplies.

Dates and numbers of patents and trade mark registrations which have been allowed Burt in the United States and Canada.

U. S. Patent No. 1,470,524 granted Oct. 9th, 1923.
U. S. Patent No. 1,470,525 granted Oct. 9th, 1923.
U. S. Trade Mark Reg. 190,701 granted Oct. 21st, 1924.
U. S. Trade Mark Reg. 126,923 granted Oct. 14th, 1914.
Canadian Patent No. 241,363 granted July 8th, 1924.
Canadian Patent No. 247,219 granted March 3rd, 1925.
Canadian Trade Mark Reg. No. 34,886 granted Feb. 9th, 1924.
Other applications pending in United States and Canada.

I have been advised by my patent counsel, Robb, Robb & Hill, of Washington, D. C., and Cleveland, Ohio, that in their judgment the patent rights under which I am now licensing, broadly cover the process of making frozen suckers or fruit icicles, and corresponding advice has been given to certain of my licensees by their patent counsel investigating this matter.

HARRY B. BURT,
Patentee and Licensor.

Office, Main Store and Factory:

325 WEST FEDERAL STREET :: YOUNGSTOWN, OHIO

Have You Entered $75 Cash Prize Contest?

Not Much Time to Enter Contribution in The Ice Cream Review's Contest for Merchandising Ideas

TIME is short for the $75-cash-prize contest for the best ideas on merchandising ice cream, announced in the May issue of The Ice Cream Review. At that time it was stated that June 15 would be the last day on which contributions would be received for consideration. To be perfectly sure that everybody has a chance to get into this contest, however, it has been decided to extend the time to July 1.

Now let the letters come on!

What are you doing to increase the consumption of ice cream? What ideas have you on the subject? Down in your heart you know that you have many ideas on this all-important subject, and nothing so pleases you as to buttonhole a friend in the industry from time to time and talk him blue in the face about what is being done, what you are doing or what should be done to get more ice cream moving over the counters of the retailers.

That's just the line of matter we want in this connection. Put your ideas on paper in just the same manner as though you had a buttonhole-grip on one of your best friends and were chatting away with him over a couple of after-dinner cigars.

It was explained in the May issue that the winning contribution means $25 to its author. Second prize is $15, fourth prize $10, and fifth prize $5.

CONTRIBUTIONS will be judged solely on the merits of the ideas—not with regard to literary excellence. You don't have to be a Richard Harding Davis or Booth Tarkington to tell a story that lies so near your heart as that of selling more ice cream. It is something in which all of us are interested, and nobody ever read one of O. Henry's masterpieces with greater interest than will other ice cream manufacturers read what you have to say on this subject.

Talk straight from the shoulder; a spade is not a garden implement, and you don't have to call it such. Evil conditions in this industry are not to be spared for the reason that they are unpleasant; they are things which we must face squarely.

YOU have conducted highly successful merchandising campaigns yourself and should be prepared to tell others how you worked. The money involved means least of all; no manufacturer would be expected to take valuable time to write something—even for just a few minutes on just a couple of sheets of paper—for $25. The best thing you will accomplish will be to give others some ideas on how we can increase ice cream consumption, and those others, in turn, will give you some ideas, and so on and on. Ideas don't stop; put them in motion and they keep going on and on for improvement and enlargement.

It has been explained that The Ice Cream Review will have nothing to do with this contest. The judges will be selected from men having no connection with this publication.

But this is something that cannot be put off. You intend to do it tomorrow, but something always turns up to interfere—always does. Give us your ideas today. You don't have to write a long letter, though you can if you wish. One of the greatest essays ever written—and a first-prize winner, too—was said in eight words. Try your hand at it; you can say a whole lot in a few words.

Do it today!

REST ORDERED FOR HAMMOND.

R. L. Hammond, general secretary of the Indiana Manufacturers of Dairy Products, is on the temparary retired list for the present—at least, his friends hope it is just a temporary matter. The strain of the pace has been too much for the Hoosiers' energetic secretary, and late in April he was forced to absent himself from his office for a month, under orders by his physician. He left his advance preparations for the dairy exposition in working order, however, and business still is going on, with his assistant, Miss Corinne Howe, in charge.

SELL ICE CREAM AND SERVICE.

I would suggest to each manufacturer that you make a survey of the type of customers you serve and ascertain the percentage of unprofitable stops on your books, and after a study of this survey, and a careful analysis of the situation, you will be in a position to reduce the number of stops, lessen the truck and driver expenses, all of which, in the end, will result in a greater profit in your business; in other words, serve only profitable stops in each and every case, and thus sell both ice cream and service.—From California-Pacific joint convention address by John M. Bonner.

DOWN WITH HIM!

The meanest man in the world has been unearthed by the Meridian (Miss.) Star. He is described in the following item in a recent issue of that paper:

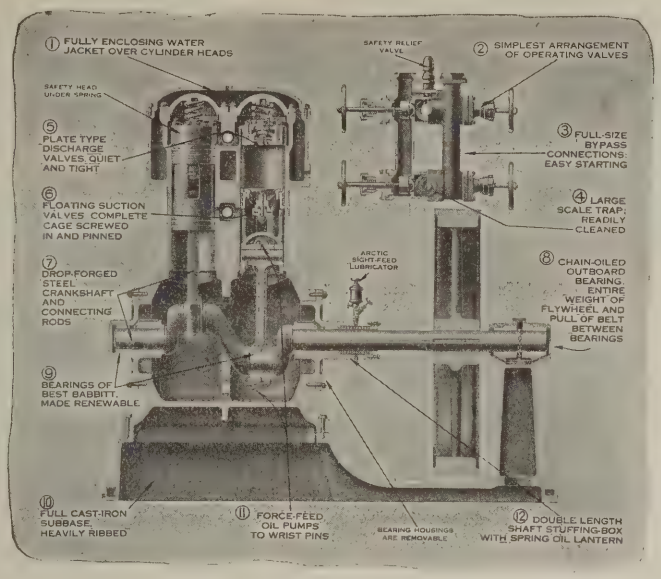
"A father, accompanied by his two little sons, one five, one seven, walked up to the soda fountain, ordered a plate of ice cream. After eating one service he called for another. While eating the ice cream, the two little boys, just large enough to place their chins on the marble serving counter, stood in obedient silence, their little heart-throbs unseen, wistful eyes and eager desires for this wonderful child's delight denied, while the 'Meanest Man in the World' satisfied his selfish wants."

8 PER CENT FAT STANDARD SET FOR DISTRICT OF COLUMBIA.

In view of the proposed national standard for ice cream, special interest centers around the fact that congress has passed a new District of Columbia milk, cream, and ice cream bill, which provides for minimum fat content of 8 per cent, which figure is advocated by the National Association of Ice Cream Manufacturers.

That part of the bill relating to ice cream follows:

"Ice cream means the frozen product or mixture made from pasteurized cream, milk or product of milk sweetened with sugar, to which has been added pure, wholesome food gelatine, vegetable gum, or other thickener, with or without wholesome flavoring extract, fruits, nuts, cocoa, chocolate, eggs, cake, candy, or confections, and which contains not less than 8 per centum, by weight, of milk (butter) fat."



12 Points of Superiority of FRICK Enclosed Type Compressors.

INSIDE
Are the works

That make or break a refrigerating machine.

We welcome your inspection of

FRICK

Ammonia Compressors Inside and Out.

Write for "Ice and Frost" Bulletins, mentioning the work you wish to do.

Frick Company
WAYNESBORO, PA., U.S.A.
ICE MACHINERY SUPERIOR SINCE 1882

NEWS FROM FAR AND NEAR.

Oneida, Tenn.—Some of the incorporators of the newly organized Oneida Ice and Ice Cream Co. are J. I. Waldeman, Leo Neele, James Lewalen and W. S. Neele. The capital is reported as $18,000.

Newbern, Tenn.—The Newbern Ice Cream and Creamery Co. was capitalized for $25,000. J. E. Conway and W. W. Pointer are the incorporators.

Austin, Tex.—The Dixie Ice Cream Co. has been capitalized at $10,000. Ben R. Sawyer is president and S. L. Smith is secretary.

Lubbock, Tex.—The Bell Ice Cream Co. was incorporated with a capital of $25,000 by Joe T. Bonner, F. L. Denison and J. C. Mitchell.

Tacoma, Wash.—The Royal Ice Cream Co. suffered a small loss by fire.

Weirton, W. Va.—The Weirton Pure Milk Co. will erect a $15,000 ice cream plant on Avenue A.

Stanley, N. D.—Charles Anderson of Warwick recently rented a building here and installed complete equipment for the manufacture of ice cream on a large scale.

Weston, W. Va.—The Weston Dairy Co. will soon begin the manufacture of ice cream.

Walters, Okla.—C. E. Trumbo plans to open an ice cream factory here.

Allentown, Pa.—The plant of the Weed Ice Cream Co. recently was purchased by the Farber Ice Cream Co. of Lancaster, Pa.

Minot, N. D.—The plant of the Purity Ice Cream and Dairy Co. was damaged by fire recently.

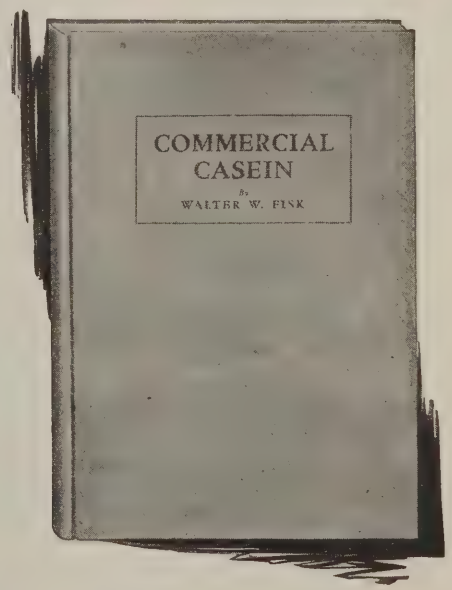
Gallatin, Mo.—The Runnels Bros. Ice Co. has begun installation of modern ice cream equipment.

Iola, Kans.—Charles N. York of Waterbury, Conn., will locate a new ice cream factory here, it is reported.

Manchester, Ia.—The Hutchinson Ice Cream Co. of Cedar Rapids, Ia., has taken over the Edward Hruby ice cream factory.

Jasper, Tex.—The Jasper Ice Cream Co. will soon begin operations. R. C. Neyland and R. B. Laniler are proprietors.

Cambridge, Mass.—The Neapolitan Ice Cream Co. has purchased property, and it is expected it will broaden its facilities.



Using Surplus Skimmilk

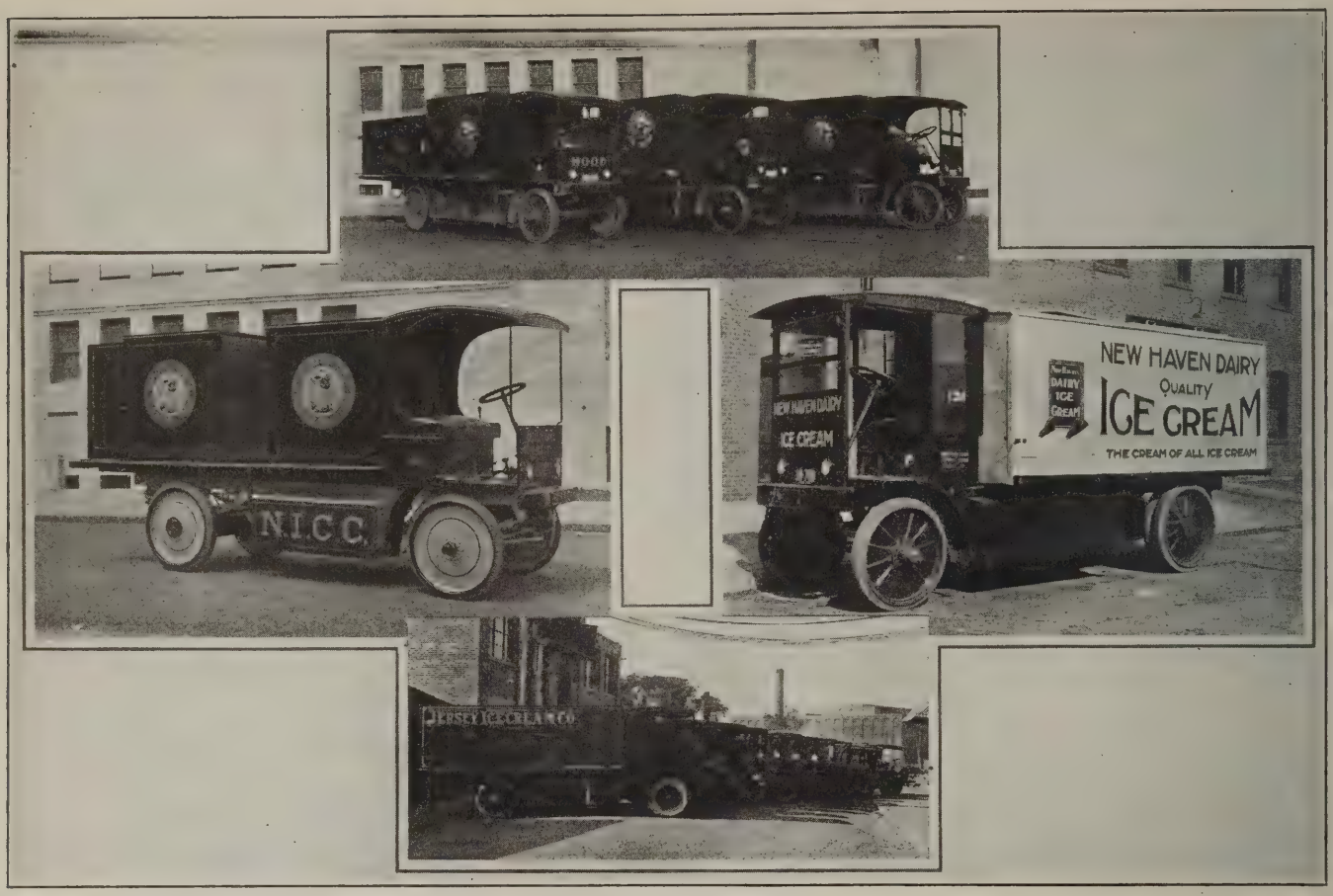
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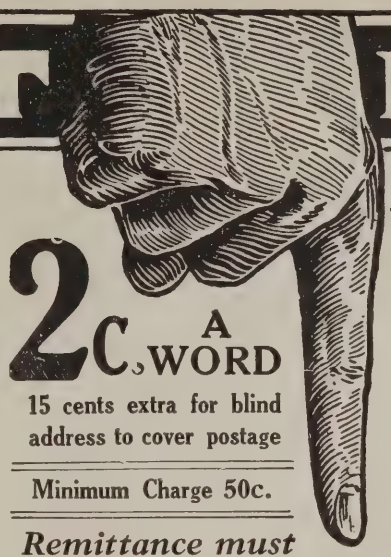


Trucks operated by some of the progressive New England Ice Cream Manufacturers



Showing the automatic equipment for loading the fleet of rolling refrigerators operated by the Globe Ice Cream Co., Los Angeles.

WANT DEPARTMENT



2c A WORD

15 cents extra for blind address to cover postage

Minimum Charge 50c.

Remittance must accompany order

IT PAYS TO ADVERTISE

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

We reserve the right to refuse to accept advertisements which we believe are detrimental to the ice cream industry.

HELP WANTED

HELP WANTED!

We have been requested by Fred Rasmussen, secretary of the National Association of Ice Cream Manufacturers, to furnish his office with back numbers of The Ice Cream Review for the past four or five years. We are unable to comply with the secretary's request but we thought perhaps some of the readers of The Ice Cream Review would be willing to part with their old copies. Following is a list of the copies needed:

1920—January, February, March, April, June August.

1921—January, February, October.

1922—January, April, May.

1923—February, July, August, October, December.

1924—January, February, March, October.

If you should have any of these copies to spare, kindly forward them to The Olsen Publishing Company, 501 Cherry St., Milwaukee, Wis. 6-25

SALESMEN—Big demand for our small, complete soda fountain. Very profitable side line. Lowest price, well advertised. Good commission. Address J. Charles, 637 No. Michigan, Chicago. 6-25

WANTED—Manager for ice cream factory, large city Middle West. Must be man of forceful character, thorough system, strong executive and sales ability, also thorough knowledge of all details of ice cream manufacture and distribution. Prefer man who can invest reasonable sum; this, however, not absolutely essential. Address: R-352, The Ice Cream Review. 6-25

THERE IS A GOOD OPPORTUNITY WITH US for a man who is acquainted with the ice cream industry and fully experienced in selling ice cream machinery. We want several men with such qualifications, either whole or part time. Please apply by letter giving complete information and an interview will be arranged. Eskimo Pie Corporation, Louisville, Ky. 6-25

POSITION WANTED

POSITION WANTED — As ice cream maker. 7 years experience. Make fancy ice cream and sherbets, etc. Address: R-335, The Ice Cream Review. 6-25

POSITION WANTED — As manager of ice cream or ice cream and milk plant. Have had eighteen years practical experience with an aggressive and progressive company in which time have had to do with every phase of the business. Will locate in any locality that promises possibilities. Address: R-324, The Ice Cream Review. 6-25

POSITION WANTED—By middle aged married man. 15 years practical ice cream making—some creamery experience. At present employed, but can make change on two weeks' notice. Willing and capable worker. Any good offer accepted. Can give best of references. Desire position with a future. Am a sticker—10 years in one plant. Good reason for making change. Address: R-318, The Ice Cream Review. 6-25

POSITION WANTED—By practical man with years of experience in the business. Able to save you money and make goods that will get you trade and hold it. Large and medium size plant experience. At present employed. Will take month or 6 weeks to make a change. Address: R-309, The Ice Cream Review. 6-25

POSITION WANTED—By married man. Have had Penn. short course in manufacturing commercial ice cream. Have had 10 years experience. Thoroughly understand viscolizing, homogenizing, standardizing, testing or mixing. Have some experience in milk plant and butter. Must be year round position. Can give best of references. Prefer Iowa or Middle West. Would like to give present employer 30 days' notice. Address C. E., 101 Fairfax Ave., Wheeling, W. Va. 6-25

POSITION WANTED — By experienced married man, 37 years old. Foreman of milk plant for 5 years and understand standardizing of milk and cream, buttermaking, ice cream, ice cream mix and refrigeration. Also am mechanic. Good references. Permanent connection with advancement desired. Address R. S. Wells, 119 First St., S. E., Le Mars, Ia. 6-25

POSITION WANTED—In ice cream or milk plant. College graduate with special training in dairy products manufacturing. Willing and capable to handle any phase of work connected with the dairy. Address: R-317, The Ice Cream Review. 6-25

POSITION WANTED — Dairy chemist and production superintendent, experienced and dependable, desires position with progressive organization. Able to produce results. College graduate. References furnished. Address: R-345, The Ice Cream Review. 6-25

POSITION WANTED—As ice cream and dairy supply salesman. Experienced. School superintendent at present. Desire permanent connection. Address: R-365, The Ice Cream Review. 6-25

POSITION WANTED — By laboratory man with 7 years practical experience. Thoroughly familiar with testing and standardization of ice cream mixes. Also buttermaker. Seeks position to enlarge his practical experiences in the ice cream plant. Wisconsin Dairy School certificate. A No. 1 references. Not afraid of work. Wages reasonable with a concern that offers a future to a sober, loyal man who can produce results. Address: R-371, The Ice Cream Review. 6-25

POSITION WANTED — By experienced ice cream maker. Understand operation of modern equipment. Address: R-366, The Ice Cream Review. 6-25

POSITION WANTED — As production manager. Know the ice cream business from A to Z. 20 years experience. Can handle any size plant. Best of references furnished. Address: R-370, The Ice Cream Review. 6-25

POSITION WANTED—As first class ice cream maker. Understand all branches of the business. Best of references furnished. Address: R-369, The Ice Cream Review. 6-25

FOR SALE BARGAINS

BUSINESS

FOR SALE — On account of death of owner new modern ice cream factory in town of forty thousand, four railroads, best dairy and agricultural country in Iowa. Last year, second year in business. Done twenty-one thousand so far this year, doubled same months last year. Plant now going good. All equipment new and modern. Address Box 207, Waterloo, Ia. 6-25

ICE CREAM FACTORY FOR SALE — Going business, fully equipped with modern machinery, all good condition. Capacity 2,000 gallons a day, and ice plant including extra emergency compressor, capacity 22 tons per day. Priced reasonably to settle estate. Write G. W. Gates, Administrator, Racine, Wis. 6-25

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 6-25tf

FOR SALE — Refrigeration Machine — Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 6-25tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago. 6-25tf

FOR SALE—Five used Cherry 80-qt. freezers. Motor drive. These machines have been used less than one year. Will be equipped with any phase motor. Thomas batch measures or regular batch cans will be furnished at the option of the purchaser. We also have several 40-qt. machines of different makes which have been completely rebuilt. Prices very reasonable for quick sale. Address Universal Shops, Binghampton, N. Y.

FOR SALE—5,000 pounds 100 per cent pure milk or butter fat equal to finest creamery butter for use in ice cream manufacture, packed in 50 pound tins. Apply R-64, The Ice Cream Review. 6-25tf

FOR SALE—A No. 1 De Laval emulsor and No. 8 Chilly King cooler. Cheap for cash. Columbus Ice Cream Co., Columbus, Nebr. 6-25

FOR SALE—New and second hand ice cream freezers, homogenizers, glass lined tanks, coil vats, etc., at low prices. Address H. G. Davis, Lakeside and Stanley Sts., North Chicago, Ill., Telephone Waukegan 3151. 6-25

FOR SALE—D. A. Matot six compartment Everkeep brick cabinet, cost $120. Good as new. Will take $50. Six gallon tub freezer, cost $75. Cherry make. Good order, will take $20. Sanisco sandwich machine, cost $90, is good as new, will take $40. One Northwestern Eskimo pie cabinet, cost $35. Good as new. Will take $15. Address O'Neil Dairy Co., Ames, Ia. 6-25

FOR SALE—Brick molds, good condition: 8-qt. sectional single lid; 4-qt. sectional single lid; 2-qt. sectional double lid; 1-qt. sectional double lid. Address Asselin Creamery Co., Norway, Mich. 6-25

FOR SALE—40-qt. combination freezer and crusher. Motor drive. Used 6 months. Price $250 f. o. b. Sioux City. Address Peerless Ice Cream Co., Sioux City, Ia. 6-25

FOR SALE

A Big Bargain in Pfaudler Glass Lined Tanks

20 tanks, 9,000 gals., made of ½ in. steel, 4 sections. Welded seams. A-1 condition. Glass enamel lining guaranteed not to break in shipping. Will bear inspection as new tanks. Size 12 by 16 ft. $550 each f. o. b. Columbus. Lots of 5 or more, $525 each.

13 tanks, 6,000 gals. Same quality. 3 rings. Adjustable supports. Lining in perfect condition. Outside slightly corroded. Will sell on certified inspection. Suitable for milk, cream, water, gasoline or oil. Size 9 by 11 ft. $250 each f. o. b. Columbus. Lots of 5 or more $225 each.

Heider Industrial Chemical Co.
116 East Lafayette St. Columbus, Ohio

FOR SALE—Five Miller, horizontal, 40-quart, direct connected, brine freezers, with or without motors. Address Sharpless Hendler Ice Cream Co., Wilmington, Del. 6-25

FOR SALE—One 20 h.p. James Leffell Scotch marine type return tube boiler, A. S. M. E. code. Two 4-ton York compressors with high side complete. Address Farmers Creamery Company, Inc., Fredericksburg, Va. 6-25

FOR SALE—Small second hand viscolizer in good condition. Address Underwood Candy Co., Oskaloosa, Ia. 6-25

FOR SALE—Several hundred 20-quart Eastern style packing tubs.

FOR SALE—Five Miller horizontal, 40-quart, direct connected, motor driven, brine freezers, with or without motors. Reason for disposing of these, replacing with 8-quart freezers. Sharpless-Hendler Ice Cream Co., Wilmington, Del. 6-25

FOR SALE—Ice cream tubs, 400 12-quart at $2.00 each. 400 20-quart at $3.00 each. Made of white cedar, new. Address H. Loeb and Son, 33d and Master Sts., Philadelphia, Pa. 6-25

The Sale and Advertising of Dairy Products

The only book of its kind for dairy products manufacturers. Order a copy today and learn of a hundred ways to increase the sale of your products and make more money out of your business.

Sent postpaid anywhere on receipt of $2.00

The Olsen Publishing Company,
5th & Cherry Sts., Milwaukee, Wis.

FOR SALE

Ice Cream Business, in suburb of Cleveland of 55 thousand population and within four miles to Cleveland public square. Only factory in suburban city. Wholesale and retail with store. Modern Equipment, refrigeration machine and hardening room. Old established trade name which could be used, if desired. Opportunity for enlargement unlimited. Million population to sell to. Owner retiring on account of health. A real buy, about $20,000 takes it. Enquire W. J. B., 3506 Bosworth Rd., S. W. Cleveland, Ohio.

WANTED TO BUY

WANTED TO BUY—I am interested in purchasing a milk and ice cream business which is well established anywhere in the United States. Address A. L. Stern, 70 Summer St., St. John, N. B., Canada. 6-25

WANTED—3 and 2-gal. ice cream tubs. Must be in A No. 1 condition and priced right. Address Asselin Creamery Co., Norway, Mich. 6-25

WANTED—40-qt. motor drive freezer, single phase; also belt drive. Please state condition, type, price, etc., in first letter. Address Peerless Ice Cream Co., 4012 Morningside Ave., Sioux City, Ia. 6-25

An advertisement placed in "The Review" Want Department will put you in touch with just the kind of help you are looking for. Give "The Review" a trial—it's the best way to get results.

Trade Marks Department

Conducted by National Trade Mark Co., Washington, D. C.

The following are trade-mark applications pertinent to ice cream pending in the United States Patent Office which have been passed for publication and are in line for early registration unless opposition is filed promptly. For further information address National Trade-Mark Company, Barrister Building, Washington, D. C., trade-mark specialists.

As an additional service feature to its readers. The Ice Cream Review gladly offers to them an advance search free of charge, on any mark they may contemplate adopting or registering.

SER. NO. 194,446. (CLASS 46. **FOODS AND INGREDIENTS OF FOODS.**) The Hendler Creamery Company, Baltimore, Md. Filed March 26, 1924.



No claim is made for the descriptive words "The Velvet Kind" or "Ice Cream." The trade-mark comprises an oval background in yellow, upon which is distinctly printed the word "Hendlers" in blue, with a flourish beneath said word also in blue, the words "Ice Cream" appearing in yellow on the flourish, and the words "The Velvet Kind" are printed in red on the lower part of the yellow background. The background has an elliptical margin in blue, with radiating bands and lines in stippled blue and white, and on this margin is an elliptical band of stippled blue and white.

Particular description of goods.—Ice Cream.

Claims use since 1916.

BRANCH PLANT FOR DIXIE CREAMERIES.

The management of Dixie Creameries has completed arrangements to establish a branch ice cream plant at Camden, Ark., according to Clarence Ford, general manager of the Hope, Ark., plant.

The corporation started less than five years ago on a small capital and is now a $100,000 enterprise, having plants in Hope and Magnolia, Ark., and in Minden and Homer, in Louisiana.

The plant located at Hope, which is said to be one of the best equipped plants in the state, manufactures more than 2,000 gallons of ice cream daily and operates an eight-ton ice plant.

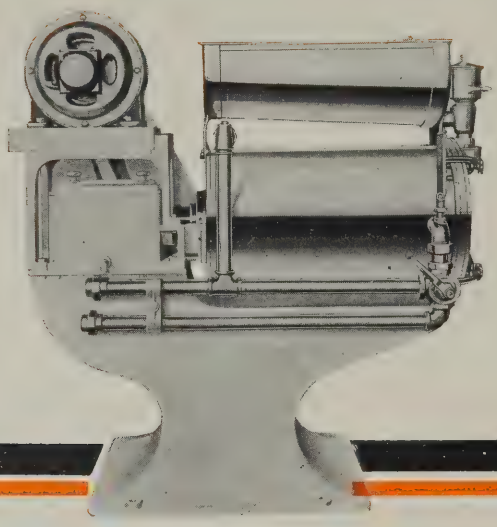
It is reported that the company paid approximately $85,000 to farmers last year for cream and milk. It reports a yearly average business of about $200,000.

If stone work is well put together, it means that a thoughtful man planned it, and a careful man cut it, and an honest man cemented it. If it has too much ornamentation, it means that its carver was too greedy of pleasure; if too little, that he was rude, or insensitive, or stupid, and the like.—Ruskin.

The ICE CREAM REVIEW



July 1925



Cherry Freezers

Over Capacity
Removable Cylinders
S. K. F. Ball Bearings
Hinged Heads
Easily Cleaned

What a story the above five descriptive phrases tell!

They mark the difference between Cherry freezers and just mere freezers. The keen competition in the ice cream manufacturing field makes it essential that manufacturers keep costs low—but never stint quality.

Cherry Freezers are the answer—they have been foremost leaders in the ice cream industry for years.

You will find Bulletin 2063 a real help in deciding on which freezer to buy. Write for your copy today.

J. G. CHERRY COMPANY
CEDAR RAPIDS IOWA
St. Paul, Minn. Tama, Iowa Peoria, Ill.

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Many representative, many leading ice cream manufacturers have reserved hotel rooms for the National Convention-Exposition.

Many of them today are choosing one, two, four, a dozen, from their company rosters to accompany them to Detroit.

There could not be a bigger National Convention--Exposition than 1925's, unless there were a bigger ice cream industry!

Hotel Statler accepts ONLY ice cream manufacturers' reservations. Other hotels, for general occupancy, are: Book-Cadillac, Tuller, Wolverine, Fort Shelby.

NATIONAL
CONVENTION
N. A. I. C. M.
EXPOSITION
A. I. C. S. M.

WEEK OF
OCTOBER 19TH
DETROIT

The Seal

THE ASSOCIATION OF
ICE CREAM SUPPLY MEN
1328 Broadway New York City

of Safety

AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS — READ THEM.

The ICE CREAM REVIEW

PUBLISHED THE FIRST OF EACH MONTH BY

THE OLSEN PUBLISHING COMPANY

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OFFICIAL ORGAN
Ice Cream Division Indiana Manufacturers of Dairy Products
North Carolina Ice Cream Manufacturers' Association
Minnesota State Association of Ice Cream Manufacturers
South Dakota Ice Cream Manufacturers' Association
North Dakota Ice Cream Manufacturers Association
Oklahoma Association of Ice Cream Manufacturers
Louisiana Association of Ice Cream Manufacturers
Wisconsin Association of Ice Cream Manufacturers
Mississippi Ice Cream Manufacturers' Association
Nebraska Association of Ice Cream Manufacturers
Michigan Association of Ice Cream Manufacturers
Southern Association of Ice Cream Manufacturers
Kansas Association of Ice Cream Manufacturers
Association of Ice Cream Manufacturers of Iowa
Colorado Association of Ice Cream Manufacturers
Illinois Association of Ice Cream Manufacturers
Arkansas Ice Cream Manufacturers' Association
Texas Ice Cream Manufacturers' Association
Poodle Dog Association of Iowa
National Order of White Caps
The Nebraska Cornhuskers
Michigan Dairy Boosters
Oklahoma Wolfhounds
Kansas Jack Rabbits
Mississippi Magnolias
Minnesota Gophers
Arkansas Travelers
Hoosier Wild Cats
Texas Longhorns
Missouri Mules
Badger Flyers
Dixie Flyers

JULY 1925

"I DID it to meet competition" is the excuse advanced in an attempt to justify about all of the evils that have grown up in the ice cream manufacturing industry. It is the excuse for poor ice cream. It is the excuse for trade practices—some of which are honest.

Most of the men who employ this excuse are sincere. They honestly believe that things done to meet competition need not be measured by the Golden Rule. They believe that the law of equity doesn't apply in competitive channels.

If the man who seeks to punish a competitor would be content with returning as much as he received then it would not be so serious. In such case conditions would remain as they are. They would not grow worse. But the man who feels that a competitor is "putting something over" is seldom content with returning as good as sent. He is only satisfied when he can go the competitor at least one better. That keeps both hunting for new schemes and new weapons. What started as a pillow fight leads to hair pulling, then rocks and finally guns.

These competitive battles cost money and the ice cream manufacturers are the ones who pay. More and more men in the industry are realizing this fact and the general trend is, we are confident, toward better conditions.

The ice cream industry is a young industry. It has grown so fast during recent years that men and money have been attracted into it. Some of these men expected too much. When anticipated profits failed to materialize they blamed competition and they started out to revolutionize trade practices. Revolutions always cost money whether pulled off in the ice cream industry or in Mexico or in Guatemala.

As we see it, this industry is about due to emerge from its youthful period of growing pains. It is about due to settle down in its manhood of strength and understanding. The men in it who have passed through, or at least viewed, one bad competitive battle after another, are convinced that the industry can continue to grow only as trade practices are dictated by good sense and understanding instead of hate and foolishness.

These men would not eliminate competition in the industry. They would only discourage ruinous competition—dishonest competition if you please. They would encourage real honest-to-goodness competition, the kind that is based on sound business principles and good salesmanship.

Yes, we see better times ahead. There are unmistakable signs of a sound development of this industry. The spirit of true co-operation is working. We are just at the threshold of the greatest development that any industry has ever experienced. "Them's our sentiments," based on our knowledge of what is transpiring among the men who are leading the industry.



NEWS stories in the metropolitan press recently emphasized the fact that a number of children in New York City were made ill by eating "hokey pokey ice cream." One little seven-year-old girl died. Investigation proved that the "ice cream" was shaved ice flavored with an extract of wintergreen.

The business of the manufacturer of good ice cream suffers because of the prevailing ignorance of his product. Anything that is cold, flavored and sweetened is termed "ice cream" by many people and reporters from metropolitan newspapers are among them. Whether sold from a peddler's push cart or in a gilded cafe "ice cream" may be anything as long as it is flavored and sweetened, is frozen and melts readily. If it kills some child, "ice cream" gets another black eye.

Public ignorance regarding legitimate ice cream is widespread. It will prevail until education dispels it—until the men in the ice cream industry tell the consumers of this country the true story of their product.

The individual ice cream manufacturer can't tell this story. When he sounds the praises of his product he is adopting the same tactics that the push cart peddler uses. Everything he says about his product is tinged with selfishness. The consumer is susceptible to his advertising appeals, to be sure, but no standard for ice cream is fixed in his mind. He accepts any claims made for the manufacturer's particular brand of ice cream as so much advertising, nothing more. He may be pleased with his purchase but his confidence in "ice cream" is not strengthened very much. He is still ready to believe damaging statements about the product.

An industry is no stronger than the confidence that the public places in its product. The milk bottlers in this country went through an experience in establishing public confidence in their product similar to what ice cream manufacturers are going through. They are now enjoying the results of a widespread advertising campaign in which the true story of pasteurized bottled milk was told over and over again.

What is the result? No longer is the city milk supply blamed for every epidemic that arises. City people now buy bottled milk with confidence in its purity and wholesomeness.

What has been accomplished in establishing public confidence in a bottle of city milk can be accomplished for commercial ice cream. Instead of striving so hard to gain public preference for certain brands of ice cream the men in this industry should strive for public confidence in all ice cream, at the same time fixing in the public mind a standard for the product.

The right sort of an educational campaign, persistently followed, will do it. It's the big thought behind the co-operative advertising campaign sponsored by the National Association of Ice Cream Manufacturers.



THE men who were at Waldenwoods at the conference have a different conception of this great ice cream industry than they ever had before. They gained an inspiration that only such a meeting can give. These men are going to think in terms of an industry in the future, and they are going to be instrumental in building an ice cream industry that only "dreamers" have dared to think about heretofore..

These men left their businesses during the busy season of the year to plan for bigger things—not how to build tonnage for their plants, but how to stabilize and popularize an industry. True, they will profit individually in the years to come, but it takes a lot of faith and love for an industry to pass up local business problems and spend time and money to build up the other fellow's business, along with yours.

That's the sort of spirit that led men to Waldenwoods. It's the sort of spirit that we will wager our last dollar on. It's the sort of spirit that will build this industry.

AT THE Waldenwoods meeting President Hovey of the National Association of Ice Cream Manufacturers said that the big problems confronting the ice cream industry are uniform cost accounting, destructive competition, educational publicity, standards, and selling by weight. That statement just about sums up the whole situation. Now it's up to the men in this industry to solve them. They will do it, too.



LET'S Meet in Detroit in October" is proving to be a popular slogan. From all parts of the country come evidences of unusual interest in the big doings in the Motor City next October. Make up your mind right now to be there when the gavel sounds, and lay your plans accordingly. With another year's experience in dealing with some of the big problems which made last year's convention so interesting ice cream manufacturers should find the 1925 convention very much worth while.



WE MOVED last week. It came as a climax to several weeks' fretful contacts with masons, carpenters, plumbers, painters, electricians and other willing recipients of our hard earned savings. On the day before moving day the weather man prophesied cool weather for the following day. We planned accordingly, and then the weather man turned on the heat and we sweltered and fumed like a fat man digging ice out of an old ice house. The only thing that kept us going was the thought that out in the ice cream factories, in hamlet and in city, our friends were happy. We knew that they were sweating, too, and were happy in it. Some folks don't like hot weather. We admit that we don't like it on moving day, but we can bear it even then with magnificent equanimity because our friends are happy. Come on, Summertime, do your durndest, you can't make us mad.

BULLETIN OF EVENTS.

National Dairy Exposition—Indiana State Fair Grounds, Indianapolis, Ind., October 12 to 18, 1925. Secretary, W. E. Skinner, 910 South Michigan Ave., Chicago.

National Association of Ice Cream Manufacturers—Twenty-fifth annual convention to be held at Detroit, Mich., the week of October 19, 1925. Convention headquarters, Hotel Statler. Secretary, Fred Rasmussen, Telegraph Bldg., Harrisburg, Pa.

Pacific Slope Dairy Show—Oakland, Calif., November 14-21. Manager, Frank T. Murphy, 216 Pine St., San Francisco.

Texas Ice Cream Manufacturers' Association—Annual convention, Houston, November 18, 19 and 20. Secretary, A. J. White, care Mistletoe Creameries, San Antonio.

Oklahoma Association of Ice Cream Manufacturers—Annual convention, November 23 and 24, 1925. Hotel headquarters will be announced later. Secretary, W. M. Hawk, Tulsa.

Southern Association of Ice Cream Manufacturers—Annual convention at Lexington, Ky., December 1, 2, 3 and 4, 1925. Convention headquarters, Phoenix Hotel. Secretary, J. W. Clopton, Decatur, Ala.

Kansas Association of Ice Cream Manufacturers—Annual convention, Kansas City, December 8, 9 and 10. Convention headquarters to be announced later. Secretary, B. T. Perkins, Pittsburg.

Pacific Ice Cream Manufacturers' Association—Second joint convention with the California and Southwestern States Ice Cream Manufacturers' Association, Portland, Ore., January 12, 13, 14 and 15, 1926. Secretary, Bert H. Walker, Royal Ice Cream Co., Tacoma, Wash.

California and Southwestern States Ice Cream Manufacturers' Association—Annual convention to be held jointly with the Pacific Ice Cream Manufacturers' convention at Portland, Ore., January 12, 13, 14 and 15, 1926. Secretary, Jay H. Kugler, 57 Post St., San Francisco, Cal.

Ohio Association of Ice Cream Manufacturers—Annual convention, during last week in January, 1926, at Columbus. Convention headquarters not yet named. Secretary, W. A. Wentworth, 509 Outlook Bldg., Columbus.

Industrial Information Bureau Approved for Ice Cream Industry

Ambitious Plans Laid Toward Protecting and Advancing Industry's Welfare on National Scale

AVENUES toward intensive development of the ice cream industry on a national scale were opened up as a result of far-reaching lines of action set in motion following a conference of members of the executive committee, directors and directors-at-large of the National Association of Ice Cream Manufacturers June 6, 7 and 8 at Waldenwoods, Mich.

Characterized by association officials and directors as "one of the most inspiring and purposeful meetings in the industry's history," the Waldenwoods conference was marked by the greatest enthusiasm in discussing plans to promote the ice cream industry.

Assured of the whole-hearted support of representative leaders, the executive committee, at the conclusion of this noteworthy meeting, went in session with the way open to lay plans for financial co-operation that will enable members of the ice cream industry to stay in touch at all times with matters vital to their welfare—legislation, relations with other industries, statistical data, publicity data, etc.

An industrial information bureau that will keep members of the association in touch with everything relating to their business will be established under the plan approved by the national executive committee. The bureau will be under the direction of Executive Secretary Fred E. Rasmussen at Harrisburg, Pa. The bureau will be maintained with the co-operation of The Association of Ice Cream Supply Men, officials of which organization attended the meeting to pledge their organization support.

The bureau will be a part of the National Association of Ice Cream Manufacturers' Headquarters at Harrisburg.

IN ANNOUNCING definite steps toward establishing the bureau, Executive Secretary Rasmussen went before the general meeting of directors and directors-at-large, following the executive committee meetings with the following statement:

"The executive committee today has approved the policy of establishing a common source of information for the two associations. Last night was the most wonderful meeting that I ever attended. It means that this industry will develop a co-operative publicity campaign. You may think about it in the way of increased sales of your product. I think of it in an additional light. I see in that movement something ahead which will mean more to the industry in the future than the money you might be able to make the next few years from increased sales. A co-operative publicity campaign, backed by the entire industry is going to eliminate the 'Civil War' which is going on in the ice cream business today.

"The co-operative publicity work will be an important factor in having the uniform cost accounting system generally adopted by the industry when ready for distribution."

The Plan

The following statement in regard to the executive committee meeting held at Waldenwoods has been issued by Fred Rasmussen, executive secretary, National Association of Ice Cream Manufacturers:

"At a meeting held by the executive committee of the national association at Waldenwoods, it was moved and carried that the executive committee approve the general plan outlined for financial co-operation between the National Association of Ice Cream Manufacturers and The Association of Ice Cream Supply Men for establishing a common source of information for the ice cream industry, including a national legislative information service for members of the two organizations, a statistical service dealing with all phases of the ice cream industry, gathering information on trends of the industry and stimulating public interest in ice cream; which whole service will eventually bring about an industrial reference library for the ice cream industry.

"It is understood that after information has been gathered and distributed the two organizations reserve the right to independent action.

"It was also voted that a report including the addresses and discussions at the Waldenwoods meeting be published for distribution to the ice cream industry."

An outline of the working plan for the bureau may be summed up as making the following provisions:

1. An up-to-the-minute record of legislation, federal, state, and in some degree local, affecting ice cream or the ingredients going into it or the products used in manufacturing it, will be maintained with particular current reference to such matters as sale by weight, butterfat content, pasteurization requirements, uses of colors, etc., etc. This legislative information in full detail will be available through The Association of Ice Cream Supply Men to all its members.

2. Statistics will be gathered and collated, concerning:

(A) Gallonage production.

(B) The relation of the ice cream industry to other industries (for example, relationships of ice cream and sugar refining industries, ice cream and various milk products industries, etc., etc.)

(C) Trends of processes and methods in the industry (iceless cabinet status and trends, hopper system use and trends, "central station" mix preparations, results and trends, university research results and trends, etc., etc.)

The Association of Ice Cream Supply Men, through its membership, will assist in the collection of many of these statistics; all the statistical information obtained by the bureau will be available through the association to its members.

3. A regular organized publicity campaign (other than that of paid advertising) will be carried on; that is, the bureau will constitute a source of information, facts, features, photographs, etc., etc., for presentation in newspapers and magazines, by radio, in addresses, etc., throughout the country, to the end that misunderstandings in the public mind concerning ice cream may be removed and the general consumption of ice cream stimulated. Data suitable for such uses will be collected in part by our association through its members; all the publicity data which the bureau obtains will be available to our members for use by them in the ways mentioned.

4. An industrial reference and record library will be built up by the bureau. This library will be accessible to members of our association.

IN THE words of the supply association officials, developments at the Waldenwoods conference mean

(Continued on page 25)

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Need More Cans ?

Write or Wire Us

There is a stock of Electric Weld cans near you

Electric Weld

John Wood Mfg. Company

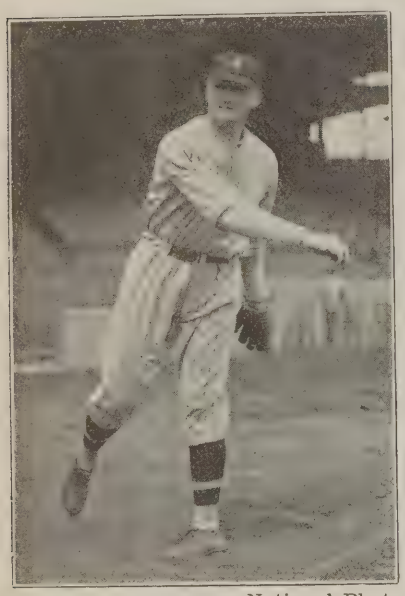
Conshohocken, Pa.

Ice Cream for Men Who "Get Up" Again

Walter Johnson, Baseball Super-pitcher, is One of America's Greatest Ice Cream Fans, Ice Cream Helping to Keep Him Fit Through 19 Years of Gruelling Service

"And then spoke up Sir Isaac Barton:
'Fight on, my men, with might and main;
I'll lie down and bleed awhile—
And then get up and fight again."

SEVERAL years ago they said he was through—all in. A good man while he lasted, but now ready for the discard. He showed 'em different. Last fall he went before the mighty men of Gotham—once, twice and three times. Twice they beat him; twice he went down; twice they crushed him under bombardments of base hits. Wearied and worn from his exertions, disappointment gnawing heavily at his heart over the prospect of failing to realize a life's ambition to pitch a winning game in a world's series, he strode out for a third effort—and won!



National Photo

WALTER JOHNSON.

Walter Johnson is great, not simply because he has for 19 years been one of baseball's wonder men, undoubtedly the greatest pitcher in baseball history. He is great, not only because he has more speed and more control than any other baseball pitcher in the world, with eyes as sharp as an eagle's and with a physique remarkably preserved after his many years of service.

Walter Johnson is great, for the reason that he is among those mighty men who, going down for a time, have the grit to get up and fight on again.

THERE is an interesting story to Walter Johnson's success. It is a story of clean living, of wholesome habits, of temperance, moderation. It is a story of ice cream and dairy health. Walter Johnson was "brought up" on dairy products, and he has been a friend of ice cream, milk, butter and cheese for these many years.

"What does he eat?" so many say, in remarking about a great man's health. Johnson has a good, wholesome appetite, but he does not gum up his body with unwholesome, indigestible foods. He is particularly careful on the day before he is going to pitch. He makes no engagements for the evening preceding that day; he goes to bed and gets plenty of sleep. Then, before game time he makes away with a quart of ice cream —and nothing else. Just ice cream. That's good enough for the best baseball pitcher in the world.

Johnson does not wait until he is to pitch to eat ice cream; he always has been fond of the product and knows its food value. He was "brought up" to appreciate the value of milk and milk products.

He was reared on a farm at Humboldt, Kans., and lived there until he was fourteen years old. When asked about dairy products by The Ice Cream Review he immediately waxed enthusiastic, and this is what he had to say:

"During all those years (while he was "coming up" at Humboldt, Kans.) the principal article of food was milk and its products—plain milk, buttermilk, butter, cheese—and ice cream, when I could get it. I feel that they gave me the foundation for the wonderful health and endurance that I have always enjoyed.

"I have four healthy children, who drink plenty of milk. They are all above the average in weight and height. I feel that any child who is deprived of good milk and ice cream, is, indeed, to be pitied."

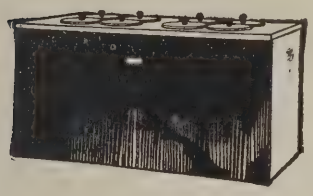
(Continued on page 80)



Walter Johnson's Family—the Wife and Kiddies, All Ice Cream and Dairy Fans.



Make Your Best Ice Cream Months *Still Better*



Frigidaire Cabinets are made in four and six hole single row models, and in four, six and eight hole double row models. All double row models are 30 in. wide and 30 in. high to conform with standard fountain interiors.

The next three months are *ice cream months*—torrid days and nights, when the retailer who sells *good* ice cream is going to sell lots of it, and is going to build up a reputation that will hold patronage during the fall and winter months. That's why *now* is the time to install Frigidaire Electric Ice Cream Cabinets. They assure *constant* and *dependable* refrigeration—temperatures *always* low enough to prevent softening, shrinkage and waste—firm, cold, delicious ice cream from the first spoonful in the can to the last one—freedom from the annoyance and muss of packing and repacking.

By increasing the production of Frigidaire Ice Cream Cabinets more than 300 per cent in 6 months, we will be in a position by July 15th to make immediate deliveries. You can begin at once to get the increased sales, the real savings and the larger profits that come with the installation of Frigidaire Ice Cream Cabinets.

Frigidaire is approved by the National Board of Fire Underwriters

DELCO-LIGHT COMPANY, *Subsidiary General Motors Corporation*, Dept. J-15 DAYTON, OHIO

The World's Largest Manufacturers of Electric Refrigerators

Frigidaire

ELECTRIC ICE CREAM CABINETS

DELCO-LIGHT COMPANY,
Dept. J-15, Dayton, Ohio.
Please send complete information about Frigidaire Ice Cream Cabinets.

Name .....

Address .....

Town ..... State .....

(Mfr. or Dealer) .....

Weight Question Unsettled

Increased Cost to Consumer and Additional Handling Cost Would Result from Adopting Weight System, It Is Shown at Washington Probe

By UTHAI VINCENT WILCOX*

WHETHER the consumer really will be benefited through selling ice cream by weight was a point not settled in the conference at the bureau of standards of the department of commerce at the eighteenth annual conference of weights and measures, May 25 to 28.

The public, concerning whom all were anxious, figured largely as the unknown quantity. Jos. G. Rogers, secretary of the department of weights and measures of the state of New Jersey, presumably spoke for the average citizen, W. W. Skinner, chairman of the committee on weights and measures, definitions and standards, and Harry Klueter, assistant dairy and food commissioner of the state of Wisconsin, whose paper was read by George Warner, chief inspector of weights and measures of the same state, presumably spoke for the public as well, as did V. F. Hovey and Fred Rasmussen, president and executive secretary, respectively, of the National Association of Ice Cream Manufacturers, and E. A. G. Intemann, representing the New Jersey Retail Ice Cream and Candy Manufacturers' Association.



VERNON F. HOVEY,
President, National Association of Ice Cream Manufacturers.

Mr. Rogers, New Jersey, whose paper was read by A. W. Schwartz, was most emphatic in advocating some sort of legislation based on weight. He stated that the experience of New Jersey indicated that the overrun, or the swelling due to the presence of air, or carbon dioxide in some cases, caused the original material placed in the freezing rooms to swell in some instances to 120 per cent of its volume. This was a hardship on the dealer, he claimed, because of the shrinkage due to repacking.

IN New Jersey alone some 40,000,000 quarts of ice cream were sold last year, a wholesale price valuation of $13,200,000 paid to the manufacturers. Shrinkage of 20 per cent claimed by the manufacturers makes a difference of $2,640,000 of this total.

Contrasting sales by weight with the present system, there would be increased cost to the consumer and also add to the handling cost. Several hundred thousand dealers who handle ice cream in the summer months, including 61,000 druggists and 41,000 confectioners, would have to undergo many expensive hardships in making such a change, while the manufacturer and distributor would be subjected to increased opportunities for the dishonest employee.

Mr. Intemann of the Retail Candy and Ice Cream Dealers was also much exercised regarding this loss of profit due to the shrinkage of ice cream. He declared that unscrupulous practices in over-fluffing, due to price competition has brought about a condition demanding regulation of some kind in the interests of the public as well as the retailer.

Lack of knowledge of this shrinkage and just how much to expect, and lack of understanding of the business of making ice cream were serious factors for many retailers. "We old-timers understand and get along all right," he said, "but the new fellows get pinched."

He was as emphatic in his appreciation of the manufacturers' side as the difficulties of the retailers, and having no specific suggestions urged that the officials and manufacturers make a very complete study of the situation and then draft some regulations fair to all.

THAT there are weighty arguments on the other side all who have to do with the manufacturing of ice cream know. While weights of cans can be standardized, perhaps, there is still the difficulty in marking cans because of freezing rooms and the handling of tins—no markers can survive, and nothing will stick to the cans. This was a real problem, declared both President V. F. Hovey and Executive Secretary Fred Rasmussen.

Labor in handling ice cream in the factory would be greatly increased through adopting the system of selling ice cream by weight, it was brought out by Mr. Rasmussen. Showing that 80 per cent of the ice cream is handled during the summer months, Mr. Rasmussen said:

"In the flush of the season, thousands of packages leave the factories daily. In selling ice cream by weight, all empty cans must be weighed and marked and, when filled, marked again with the net weight. This may seem a simple operation but it is a fact that it is almost impossible to mark tin cans. Paint, crayon and pencil cannot be used. Tags are impractical because they are difficult to attach and frequently get lost in the hardening room and on the trucks. The weighing of the can with its difficulty of marking at the time they are filled is not the only additional work, but the weight of each can going from the hardening room must be recorded and checked on the trucks. The weights on the cans, which are returned from the routes, must be checked before again placed in the hardening room. All records in and out of the hardening room and the checking in and out of the driver's load at present is kept by the number of cans or packages. In the busy season, the work can be handled under this plan more rapidly and at less cost than when obliged to check each can by weight.

"Brick ice cream is made from slabs of ice cream cut by machine. It is impossible to make them all uniform in weight. Bricks are wrapped in paraffined packages and it is practically impossible to mark the weight on paraffined paper. Bricks of ice cream decrease in weight during storage which will further complicate the problem.

"There are numerous cups and packages which are now machine filled and which it is not possible to fill with such machine to exactly the same weight. Hence each package if required to be sold by net weight must be weighed individually, the expense of which would make the sale of such

(Continued on page 72)

* Special correspondent to The Ice Cream Review.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

PROOF!

YOUNG MEN'S CHRISTIAN ASSOCIATION
OF PITTSBURGH
Downtown Branch

February 23, 1925.

The Russ Manufacturing Co.,
Cleveland, Ohio

Dear Sirs:

We have been operating since September 15, 1924, one of your Walker-Mizer type soda fountains. The results obtained are satisfactory in every way.

I do not hesitate to recommend similar equipment at any time.

Sincerely yours,
Building Superintendent

EMS:DL

HOOK DRUG COMPANY
MARKET AND NOBLE STREETS
INDIANAPOLIS

April 8, 1925

The Russ Manufacturing Co.
E. 58th & Walworth Ave.
Cleveland, Ohio

Gentlemen:

We wish to express our appreciation of the prompt and careful installation of the thirty-five-foot Russ "Bilt-Rite" fountain just made at our Meridian & Washington Store. Not only was the work well done but the installation is one of the most beautiful we have ever seen.

The first installation, the 20-foot job, was made the early part of March, 1924, and except for a few minor adjustments to regulate the temperature has given us no trouble whatever. We have been able to maintain a temperature that would keep soda and drinking water as cold as we desired and a zero temperature on ice cream, if we wish it.

There is a great economy in the dipping of the ice cream due to the fact that it is always hard - besides the many other advantages that the fountain offers.

Sincerely yours,
President

JAB/ts

WHATEVER a manufacturer may say for his product, or his competitors may say against it, counts for little in the final analysis. The important thing is what the buyer or user has to say, based on actual experience.

The Russ WALKER-MIZER PATENTS **Bilt-Rite** *Fountain*
3 temperatures without icing

has proved its true worth to many users throughout the country. It is saving them money, labor, time, bother, mess. It is increasing their business and profits by enabling them to serve perfectly conditioned ice cream, refreshingly cold fountain drinks and bottled goods, and stopping all shrinkage losses.

BILT-RITE Fountains MORE than earn their way. Catalog on request

THE RUSS MANUFACTURING CO.
5700 Walworth Ave., CLEVELAND, O.

BERT A. SMYSER
PHARMACIST
14TH STREET AND PENNSYLVANIA AVENUE, S. E.

WASHINGTON, D. C., Feb. 14th, 1925

The Russ Manufacturing Company,
5700 Walworth Avenue,
Cleveland, Ohio.

Gentlemen:

I am glad to answer your inquiry as to the service rendered by the new Walker Type mechanically refrigerated fountain which you installed for me.

At the outset let me say that the appearance of my store alone would justify the expenditure. The muss of ice and salt packing is gone and my store is always clean. The ice cream is in perfect condition day and night. The bottle goods are very cold and the labels are always on the bottles, as the bottle compartment is perfectly dry.

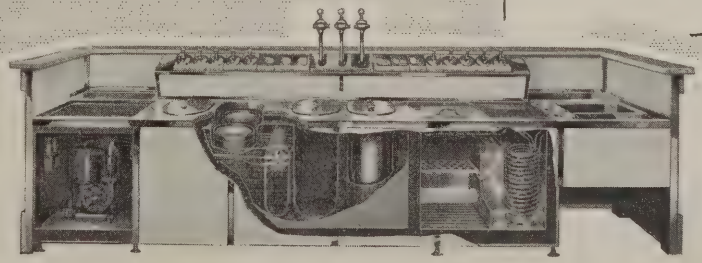
Now comes the important part; the soda and drinking water is colder than I have ever been able to draw from any other type of fountain and I have eliminated entirely the use of chipped ice in drinks. My customers comment daily of the coldness of the drinks and tell me that my sodas have improved greatly.

The ice cream manufacturer has made me a better price by ten cents per gallon on the ice cream and this, together with the saving in shrinkage and ice purchases will soon pay for the fountain.

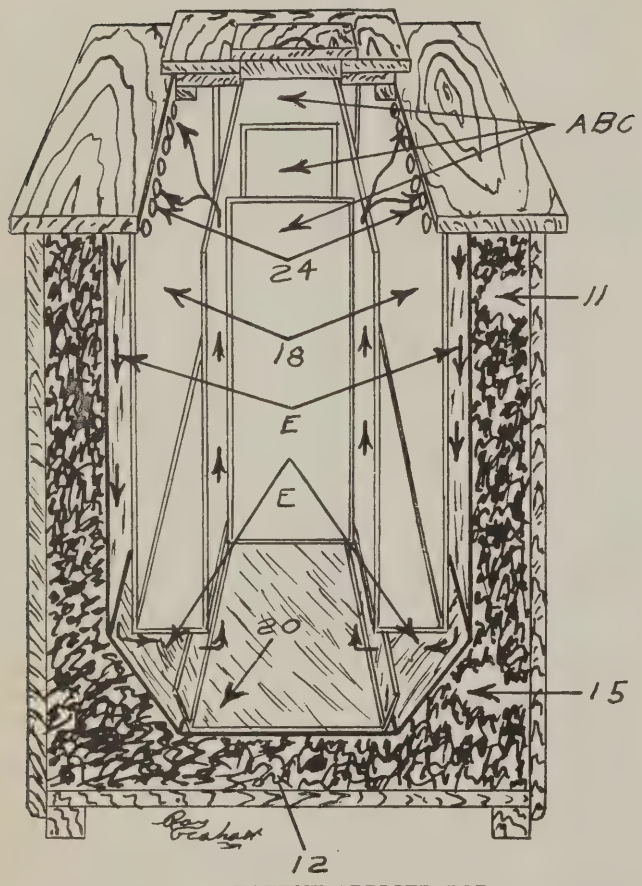
It will be a pleasure to answer any inquiries from prospective purchasers and I will recommend that they purchase the Walker Type fountain which does the work one hundred percent.

With best wishes for your success, I am,

Respectfully yours,
Bert A Smyser



Hats Off! It's Here



PATENT APPLIED FOR

Short arrow heads indicate direction of air circulation

11. Three inches two-ply Corkboard, one layer insulation paper.
15. Six inches Corkboards.
12. Four and one-half inches Corkboards. ABC Storage Compartments.
18. Ice and Salt Chamber.
E. Air passage between Ice and Salt pan and insulation walls.
24. Air holes admitting air to air passage "E."

What we mean by COLD BLAST

1. A continuous circulation of cold air through the Storage Compartments.
2. No warm air can come in contact with the Ice Cream.
3. The top layer of Ice Cream will not soften as it does in other Cabinets.
4. A uniform temperature through the entire depth of Storage Compartments.
5. The temperature of the air is maintained at a closer proximity to the temperature of the cooling medium (the brine) than in other Cabinets.
6. The "Cold Blast" will hold cream in good condition for two to three days on one icing when necessary. Fifteen to thirty pounds of ice and salt daily (owing to size of Cabinet) will maintain a uniform temperature and keep cream in good condition.
7. The "Cold Blast" is a Dry Storage type. No ice or salt comes in contact with the Ice Cream cans.
8. The Ice and Salt pan is made in four standardized sections. Remove one or all sections in a few minutes for repairs or replacement, makes the Cold Blast a permanent fixture. It will last a life time.

The air being admitted to the air passage "E" in less volume than the capacity of the Storage Compartments cools more quickly and becomes colder causes the air to settle downwardly, and under the Ice and Salt pan and thence upwardly through the Storage Compartments. When the lids are replaced a continuous circulation is established.

COLD BLAST CABINET CO.

The "Cold Blast"

A Real Dry Storage Ice Cream CABINET

Requires no Electric Power and very little Ice and Salt, but she is sure a "cold baby." You never saw one like it before and will never see a better one. The Air Circulation feature (patent applied for) of this Cabinet puts it in a class by itself. It is a new breed.

The same amount of air comes in direct contact with almost three times the number square inches of the cooling surface of the Brine Pan than any other Dry Storage Cabinet, which results in the same effect as adding more expansion coils to your hardening rooms. A much colder temperature can be produced with the same amount of Ice and Salt than in other Cabinets. The directed air circulation feature (patent applied for) puts the cold air where you want it, in the storage compartments. The air is thoroughly refrigerated before it can enter the Storage Compartments.

Will ship a "Cold Blast" on thirty days trial. *It is the best little salesman we can send you* for "Actions speak louder than words."

Puts the small dealer on an equal footing with a competitor who may have mechanical refrigeration.

Write for circulars describing more fully the details of this Cabinet.

Ottumwa, Iowa

Ice Cream Advertising

THE ADVERTISING BUDGET
How to Lay Out a Complete Year's Campaign



Questions answered for readers of The Ice Cream Review
by MILES D. ALLEN

WHENEVER the word "budget" is mentioned we invariably think of the family budget, with its usual run of funny stories. For this reason, perhaps, the subject of an Advertising Budget is an unwelcome one and is conscientiously side-stepped by most ice cream manufacturers as being something outside of their business and beyond the realm of comprehension. However, an Advertising Budget is most essential in coordinating the advertising effort of any concern, and it is, positively, the first and most important step in laying out an advertising campaign.

It is the intention of this article to explain in simple detail just what steps are necessary in making up the Advertising Budget and the best ways to secure information for its formation.

In figuring an advertising budget never allow the cost of the campaign to be your first consideration. The item of cost is the last part of the budget, not the first.

The first step is to consider what different forms of advertising to use. Past experience will readily indicate what forms are best and which forms are the weakest. If you are a new concern, just starting in with no past experience in advertising, the best and quickest way is to learn of the past experience of manufacturers in your same line of business. What will work for one should work for another, but remember that results should be obtained in your own original way. Results and application are two different things. If you take the results of other manufacturers as your working basis, remember that the matter of geographical location plays an important part, and what may work for one manufacturer may not prove successful for another a great distance away.

Of the several forms of creamery advertising, the following mediums seem to be the most successful:

(1) Newspapers
(2) Trade Publications
(3) Billboards and Sign Walls
(4) Street Car Advertising
(5) Direct-to-Dealer Advertising
(6) Direct-to-Consumer Advertising
(7) Package Inserts
(8) Radio
(9) Display Signs and Material

Questions Answered

This new department has been originated by The Ice Cream Review with a view to answering the many complex questions which arise concerning Sales and Advertising problems. Mr. Miles D. Allen, an advertising man with years of practical advertising experience, has been retained by this magazine to answer any questions or to give suggestions on any kind of problem. Send your questions direct to The Ice Cream Review and they will be answered immediately.

AFTER you have selected the mediums, you are then prepared to take the next step, which is laying out the campaign itself. This part of the budget takes time and careful attention. You must figure out about how much of each medium you will use, and then construct layouts for it. Work ahead with the definite idea in mind of putting all your lay-outs and dummies in a portfolio, which will be neat, attractive and easily referred to. If you use newspaper copy, lay out several pieces of copy just the way it will appear when published, and if you use art illustration, get an artist to make the layouts for you. This may seem a needless expense, but it is the logical way to get a budget into working form.

Follow the same procedure for your other types of advertising. Figure out your ideas on display material, street car cards, billboard designs — in fact, everything you intend to use. Wherever color is to be used, use color in your budget. Make it exactly like the finished advertising is going to be.

After all these steps are taken you are prepared to take the last and final step—that is, figuring cost.

BUDGETS are usually confined to a set amount, that amount usually being figured as a percentage of the gross sales of the preceding year, or a percentage of the anticipated gross sales of the ensuing year. In specifying the amount you will expend for each particular item of the budget, you are absolutely safe in figuring the largest percentage of it to go to help your dealer, and a small percentage of it to go to the public. By this statement, do not get the erroneous impression that the public is not important, but they can be advertised to more cheaply than the dealer. A small amount of money will go a long ways in advertising to the public.

And finally, do not expend your entire appropriation for the various budget items without leaving quite a substantial amount for an emergency fund. There are always items of an unexpected nature which the most carefully prepared budget cannot foresee, that will have to be taken care of.

The value of a well-planned budget is manifold, but probably its greatest usefulness, as far as time-saving

(Continued on page 78)



No Ice
No Salt
No Packing

The CAN-PRO-CO Shipping Bag when packed with cream, weighs approximately 45 pounds

Saving in express and handling charges is over 50%.

Cleaner — Quicker and Better Service can be made with these bags.

Only tested proven materials are used in the make up of Can-Pro-Co shippers.

FEATURES

Double Waterproof Canvas and Rope Bottom.

Waterproof Inner Lining. Can be washed out with hose and brush.

The webs in between the flaps strengthen the corners and completely close the bag when it is buckled.

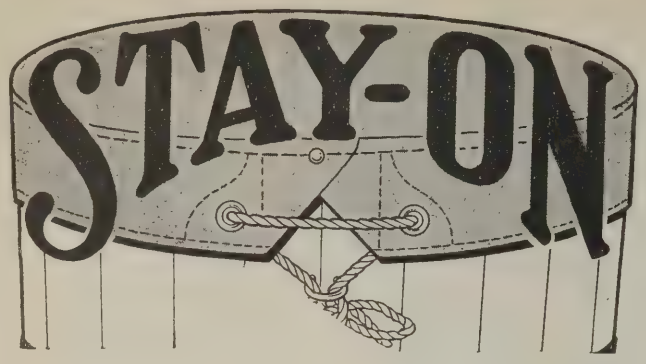
20 Qt. size, ea. $6.50
100 lots, $5.85

12 Qt. size, ea. $6.00
100 lots, $5.40

ORDER NOW!
before the big final rush.

CANVAS PRODUCTS CORPORATION
CAN-PRO-CO

19-21-23 E. McWILLIAM ST. FOND DU LAC, WIS.



TUB COVERS

STAY-ONS
Never Shrink

Scientifically treated by our own process, waterproofed and shrunk before they are cut, they have always represented the greatest value in Tub Covers.

CAN-PRO-CO

Large Stock Ready for Prompt Delivery.

CANVAS PRODUCTS CORPORATION
CAN-PRO-CO

19-21-23 E. McWilliam St., Fond du Lac, Wis.

"Illini" Special to the National Convention

Ice cream manufacturers of Western points have been invited to be guests of the Illinois Association of Ice Cream Manufacturers on a special trip to go to the national convention at Detroit from Chicago, this train leaving the Chicago Dearborn station at 12:30 noon, Sunday, October 18, over the Wabash Railway, reaching Detroit at 7:30 p. m. (Detroit time) on the same day.

Secretary N. Loewenstein of the Illinois association has issued a circular in which it is stated that this train will be operated under the auspices of the Illinois Association of Ice Cream Manufacturers, and that all manufacturers traveling by way of Chicago are cordially invited to join the Illinois manufacturers "as we want this ice cream special to pull out of Chicago 100 per cent strong."

The train will consist of high grade all-steel equipment, carries two diners to serve luncheon leaving Chicago, and also an observation car.

The circular follows in part:

"Beginning September 1, reservations may be made at this office, or by writing the Wabash Railway Company, 144 South Clark St., Chicago, Ill., advising the number of seats required on the special train.

"Our object in sending out notice at this early date, is to enable you to make your hotel reservations at Detroit, fixing your arrival date in that city, Sunday evening, October 18.

"Make up your mind early to join us so that we will be ONE BIG HAPPY FAMILY to the national convention. Be sure to have your ticket agent route your ticket 'WABASH RAILWAY FROM CHICAGO.'"

THE DAIRY COW AS A BIBLE CHARACTER.

If we go back 4,200 years before Christ was born and as we were told today, before the word brother was ever formed or understood, we find those people back there in that remote time groping for some means of symbolic expression of their valuation and dependence upon the dairy cow. And back there in those remote times we find those early people deified the dairy cow, and we come down to modern times, and we find when we turn to the Great Book, that milk is mentioned in the Bible from Genesis to Revelations 49 times.—From remarks by M. D. Munn, president of the National Dairy Council, speaking before Waldenwoods meeting of ice cream manufacturers in June.

FALL OUTING FOR NEW ENGLAND MANUFACTURERS.

The regular fall outing of the New England Association of Ice Cream Manufacturers will be held in September at the Forest Hills Hotel, Franconia, N. H., it has been announced by Secretary W. P. B. Lockwood. The meeting was held last fall at Poland Springs, where accommodations were not available for next September.

A baseball game between the Charlestown branch of the Turner Centre System and some other team to be decided will be one of the features of the outing.

Don't be without a position, when at a small cost you can locate one through the Want Department in "The Ice Cream Review."



DIXIES!

5¢

easy to handle–
easy to sell–
profitable–

Look ahead a little to next Fall when the first chill winds quiet the call for ice cream—when gallonage drops and when you will be puzzling your brain for something to keep your hardening room full, your drivers busy, and those yawning cabinets filled.

Then you will want 5c Dixies. They have been proved to be the greatest off-season boon ever offered to the ice cream industry. These attractively packed little portions of your best ice cream for 5c sell ice cream when folks shiver at the thought of an ordinary plate of cream.

The name Dixie itself suggests the sunny clime of Dixie Land.

5c Dixies will carry your overhead this Winter. This is a strong statement! Ask us where it has been done.

Cool weather will be here in 90 days. You will need some preparation to handle Dixies. ***Look ahead.*** Write now to



DIXIE
CONTAINER DEPT.

INDIVIDUAL DRINKING CUP COMPANY, EASTON, PA.
Incorporated

Original Makers of the Paper Cup

VANESSA

[CONCENTRATED]

One-half ounce gives a *strong* flavor to 50 lbs. of mix, ten gallons of ice cream. Cost ¾ cent per gallon.

PURE BEAN VANILLAS

COMPOUND VANILLAS

at lowest prices compatible with strength and quality. The Red Seal Label on goods is your best guarantee.



Certified Food Colors

Liquid, Powder, Paste in all required shades.

We are the only manufacturers of Certified Colors West of the Mississippi.

MARSHMALLOW TOPPING

FRUIT FLAVORS

WARNER-JENKINSON CO.

SAINT LOUIS

Detroit Convention and Show Committee now at Work

Local Ice Cream and Supply Men Co-operate on Big Scale to Insure Success of Entertainment and Local Arrangements

REPRESENTATIVES of Detroit ice cream companies and supply houses at a dinner at the Detroit Golf Club on June 5 organized a general committee to assist in local arrangements and entertainment for the week of the National Convention and Exposition, October 19-24, inclusive.

Jack Harris of the J. B. Ford Co. was elected general chairman. On the committee are representatives of the following companies:

Consumers Ice & Creamery Co., Arctic Dairy Products Co., Stroh Products Co., Absopure Ice Cream Co., Kelvinator Corp., Menasha Printing & Carton Co., John W. Ladd Company, Buhl Stamping Co., C. E. Rogers and Dairy Products Merchandising.

Messrs. N. J. Dessert and John W. Ladd are acting as joint chairmen of the local hotel committee. Messrs. Dessert and Ladd are also organizing a committee of Detroit ladies to assist in ladies' registration and entertainment.

Glen Cowan is chairman of the transportation committee.

A. Fernald is chairman of a committee to put in operation a unique and educational luncheon and catering feature, further details of which will be issued later.

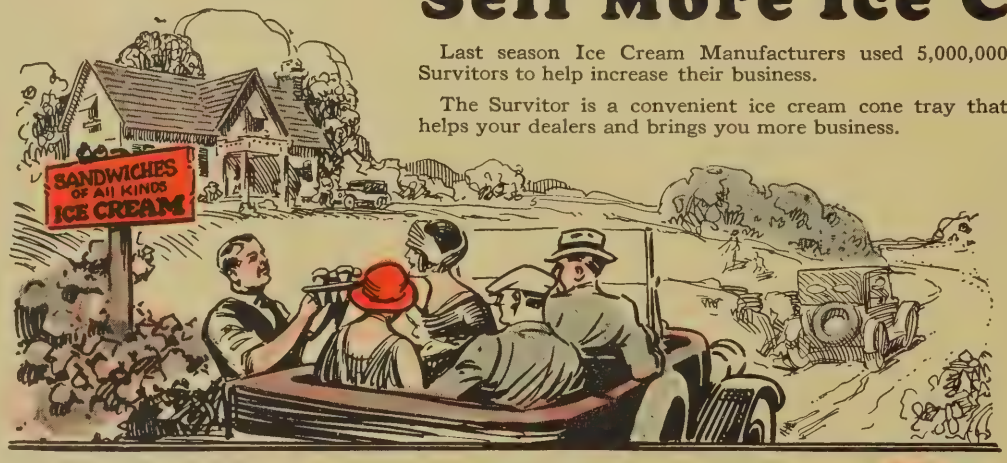
The Association of Ice Cream Supply Men has announced the receipt of communications from representative ice cream manufacturers in all parts of the country definitely indicative of a record-breaking attendance at the 25th annual convention of the latter organization and the third national exposition for the industry managed by the supply group.

Some of the names included in this advance list of attendance certainties are: Wm. A. Schwindeler, St. Louis, Mo.; S. M. Ross, Columbus, O.; W. R. Cammack, St. Paul, Minn.; S. N. Sutton, Vicksburg, Miss.; B. H. Walker, Tacoma, Wash.; Chas. G. Morris, New Haven, Conn.; A. H. Graeszel, Milwaukee, Wis.; S. T. Nivling, Rochester, N. Y.; F. J. Bridges, Chicago, Ill.; H. K. Geist, Grand Forks, N. D.; and E. B. Geisel, New Orleans, La.

Wm. E. Hoffman of the W. E. Hoffman Co., Tyrone, Pa., will attend with five of his company's representatives; L. S. Wilson, with four representatives of the Wilson Ice Cream Co., Port Huron, Mich.; Morden Neilson, Wm. Neilson, Ltd., Toronto, Ont., Canada, with two; Geo. L. Boedeker, Boedeker Manufacturing Co., Dallas, Tex., with four; E. N. Hershey, Hershey Creamery Co., Harrisburg, Pa., with four; C. S. Hutchinson, Hutchinson Ice Cream Co., Des Moines, Ia., with three; Thomas Hall, Russ Brothers, Harrisburg, Pa., with three; Imperial Ice Cream Co., Parkersburg, W. Va., with twenty; H. Hughes, Hughes Ice Cream Co., Lexington, Ky., with three; Hoeffler Ice Cream Co., Buffalo, N. Y., with six; M. T. Cochrane, Altus, Okla.; A. J. White, San Antonio, Tex.; H. Cuscaden, Cuscaden Ice Cream Works, Louisville, Ky.; H. T. Pangburn, Pangburn Co., Ft. Worth,

(Continued on page 25)

Sell More Ice Cream—



Last season Ice Cream Manufacturers used 5,000,000 Survitors to help increase their business.

The Survitor is a convenient ice cream cone tray that helps your dealers and brings you more business.

This New Way

PATENTED

BEWARE OF INFRINGERS

The Survitor is made from sturdy 55 point cardboard with your ad imprinted. It will hold 5 ice cream cones. Outside dimensions are 5½" x 7¾".

The Survitor stand is made of white enameld metal and is an effective Survitor Display.



THE DAIGGER CORPORATION
215 W. SCHILLER STREET
CHICAGO, ILL.

MENASHA PRODUCTS
The Imprint of Quality

An announcement—
of interest to the Ice Cream Industry

FOR many years Menasha has supplied the Ice Cream Industry with most of its packages.

Your present brick cartons and pails with multi-colored advertising designs are Menasha developments. The white-lined round container is Menasha's idea. In many other ways both the quality and character of packages have been improved by Menasha.

Through more than twenty-five traveling representatives in touch with ice cream manufacturers in all parts of the country, we have considered problems of the ice cream industry as our own problems and have made our organization a clearing house of trends and ideas.

It now seems certain that we shall see a steadily increasing use of the factory-filled package brought about by conditions over which the trade has little control.

Our contact with the ice cream industry has made us firmly believe in the future of packaged business and convinced us that in the development of package and carry-out trade lies one of the greatest possibilities for increased sale of ice cream.

We have constituted ourselves package engineers to the industries with whom we do business. In line with this policy of research and development we are offering the

NEW MENASHA SNAPPY-PACKIT

a handy 10c package complete with spoon and napkin. Other Menasha packages in half-pint, pint and quart sizes are the logical solution of your package problems.

Whatever your package and carton requirements may be, we invite you to discuss them with us.

MENASHA PRINTING AND CARTON CO.
Factories and Mills
MENASHA, WIS., BALTIMORE, MD., WAUSAU, WIS.
General Offices
MENASHA, WISCONSIN

© M. P. & C. C.

Ice Cream Weeks are Successful

Wisconsin Will Follow Examples of Indiana and Ohio Manufacturers With Ice Cream Week In August

ICE cream manufacturers are taking more interest in special ice cream weeks this year than ever before. Different states have either held or are getting ready to hold an ice cream week. Wisconsin will put the frozen product in the limelight in the Badger state the first week of August.

Plans for the occasion, which will be in connection with dairy week, were discussed at a conference of ice cream and dairy leaders at Madison on June 11.

Indiana and Ohio manufacturers are highly satisfied with results of campaigns of one week's duration conducted in those states.

Ohio ice cream week was planned and sponsored by the Ohio Association of Ice Cream Manufacturers. All over the state, from June 5 to 12, urged by the slogan, "It's Ice Cream Week in Ohio," everybody was invited to eat ice cream.

The announcements of the Ohio association say that "This association is organized for the promotion of good fellowship among the manufacturers of ice cream within the state and for the interchange of modern ideas and methods," and the association has a reputation all over the country of living up to its creed. For more than a year the idea of a week of stimulation and general education has been under consideration by a special committee, and early in the year this committee set out to crystallize the idea and make it work.



One of the Posters in Connection with Ohio Ice Cream Week.

FIRST of all ice cream advertising specialists were called in and invited to submit ideas for a campaign that would completely cover the state, and the date of the experiment was determined. Then, when the campaign had been approved and its exact cost determined, Secretary W. A. Wentworth set out to cover the state and submit the plan to the members.

The association divides its membership into eight districts, and meetings were held on successive days in every one of these districts. Any doubts the committee or its secretary may have had as to how the proposition would be received by the membership were quickly dispelled after the first meeting. The idea went over with a bang everywhere, and the various quotas were subscribed in record-breaking time, and then everybody got together to boost the campaign and do his part.

THE first step in advertising was a broadside folder, addressed to ice cream dealers, carrying the caption, "We'll Tell 'Em, You Sell 'Em," telling them about the campaign, when it was to commence, what was to be done by the manufacturers, and inviting co-operation. The folder was so designed that after it had served its purpose in enlightening the dealer it could be used as a full sheet window poster announcing that "Next Week is Ice Cream Week in Ohio," coupled with a secondary slogan, designating Ohio as "The State O' Happiness." These broadsides were ordered by the manufacturers in large enough quantities to supply every dealer, and were distributed by drivers, sent through the mails or delivered as each manufacturer thought best.

One week later each dealer received a supply of big colored window streamers, showing the line, "It's Ice Cream Week in Ohio," printed across an outline map of the state, and inviting the passerby to "Get Some Now." These streamers were first displayed on the morning of June 5, and were given prominence all through the week.

In addition to these forms of publicity, wagon banners, three feet wide, in full colors, carrying a design that tied up with the broadside and the window streamer, were furnished to each manufacturer and were put on each side of every truck or delivery wagon he owned.

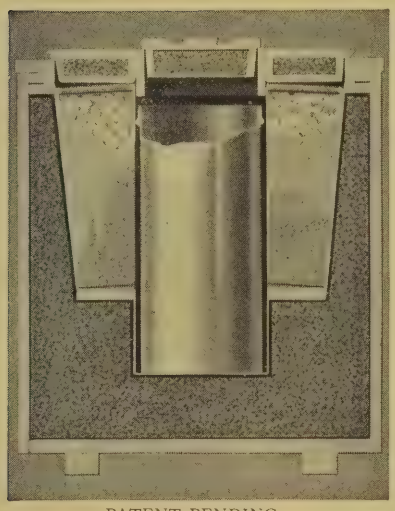
BUT the backbone of the campaign was the newspaper advertising. Seventy-five different newspapers were used in 47 cities and towns, and a liberal amount of country newspaper advertising was planned. Six-column space was used for the opening announcement with proportionate daily advertisements as the campaign went along. Each advertisement featured the same illustration as was used in other publicity, carrying the line, "It's Ice Cream Week in Ohio," and calling the state itself, "The State O' Happiness." Some of the head-

TREMENDOUS POPULARITY Indicates OUTSTANDING VALUE of

TRAY-PACK

The 100% Dry Pack Cabinet — Style 10

In only six months time after being placed on the market TRAY-PACK has won national acceptance; and its popularity continues to increase by leaps and bounds.



PATENT PENDING

To service TRAY-PACK, remove trays, carry to street or other suitable place and dump brine, repack at truck, replace trays—that's all—no slop or muss in the dealer's store.

There can be just one answer to such an amazing success—*Outstanding Value*—value that is expressed in advantages and economies so apparent that it has won the enthusiastic approval of practically every manufacturer who has investigated it.

From coast to coast, in the service of hundreds of manufacturers, TRAY-PACK has proved that it thoroughly combines in one cabinet the cleanliness of the mechanical unit with the low cost and absolute reliability of ice refrigeration. Certainly then it offers the most logical solution to your service problem.

In justice to yourself get better acquainted with this remarkable cabinet and the perfect service it makes possible. Write for free literature or better still place your order for a sample cabinet.

Grand Rapids Cabinet Company

55-59 Alabama Avenue **Grand Rapids, Michigan**

New England Sales Office and Warehouse
MERROW BROS., INC.,
117 Atkinson St., Boston, Mass.

New York State Sales Office and Warehouse
CHERRY-BASSETT-WINNER CO.,
10 E. 16th St., New York, N. Y.
400 Canal St., Syracuse, N. Y.

MEMBER

South Eastern Sales Office and Warehouse
CHERRY-BASSETT-WINNER CO.,
33 So. Charles St., Baltimore, Md.
1918 Market St., Philadelphia, Pa.

Central Sales Office and Warehouse
CHERRY-BASSETT-WINNER CO.,
1139 Penn Ave., Pittsburgh, Pa.

Northwestern Sales Office and Warehouse
A. C. BLACK,
603 Lumber Exchange, Minneapolis, Minn.

WORLD'S LARGEST MANUFACTURERS OF ICE CREAM CABINETS

lines were, "All Around Ohio They're Eating Ice Cream for Dessert," and "This Week Every Ohio Home Backs Ice Cream to Win." Brief mention was made of the food value and wholesomeness of ice cream and a general appeal was made to eat more of it. Each advertisement was signed by the Ohio Association of Ice Cream Manufacturers, no individual manufacturer's name being mentioned.

All told, more than two hundred advertisements were inserted during the week, and this was supplemented with a series of newspaper stories stressing food value, importance to state of dairy products, wholesomeness, nourishment for children and grown-ups, etc.

From start to finish of the campaign Secretary Wentworth kept in close touch with every district and with each individual manufacturer, seeing that he was properly supplied with advertising materials and was given information of every new development. At this writing it is impossible to compile results in gallonage figures, but sufficient is known to say that the campaign was a complete success. The special committee of the Ohio association in charge of the campaign consisted of S. M. Ross, Moores & Ross Milk Company; Everett Antrim, Furnas Ice Cream Company; Bert Milliken, Milliken Ice Cream Company; David Schlagel, Cleveland Ice Cream Company, and Barker, Duff & Morris of Pittsburgh handled advertising details.

* * *

INDIANA'S SUCCESSFUL ICE CREAM WEEK.

By R. L. Hammond.*

ONE HUNDRED AND SEVENTY-FIVE THOUSAND pieces of advertising material was distributed throughout the state during May 3 to 9, which was known in Indiana as "Ice Cream Week." During this period sixty manufacturers of ice cream in the state co-operated in a co-operative advertising campaign. This campaign was sponsored by the Ice Cream Division of the Indiana Manufacturers of Dairy Products Association, at which time an effort was made to focus the attention of the consuming public on ice cream and to create good will for the industry.

The plan of the campaign, in brief, was as follows:

1. Ice cream manufacturers throughout the state used uniform advertising materials.
2. These materials were furnished by the association.
3. The materials used were:
   (a) Posters—22x28 inches in size and made in four colors. These were used on wagons, trucks and in dealers' stores.
   (b) Window Strips—7x22 inches in size, and also made in four colors. Four different window strips were used, one during each week in May.
   (c) Newspaper Ads—For those who desired to use this type of advertising, copy was furnished. In most instances two newspaper advertisements were run, one announcing "Ice Cream Week" and the other calling attention to the essay contest.
   (d) News Items—These items also called attention to "Ice Cream Week" and were published by the papers free of charge.
   (e) Booklets—The booklets told of the food value of ice cream, how it was made, and gave numerous ways in which it might be served.

One of the special features of the campaign was an essay contest for children under sixteen. In this connection the association offered one hundred dollars in prizes for the best essays written on the subject, "Why I Should Eat Ice Cream Every Day." Through this contest we hoped to acquaint the children and their parents with the fact that ice cream was a real food and deserved a regular place in the diet. Rules of the contest were distributed by the ice cream dealers. It was necessary for each child to go to some store where ice cream was sold to get a copy of the rules. In this respect it was found that dealers were very willing to co-operate as it brought people into their stores. At the last minute many calls were received from dealers buying ice cream from manufacturers who did not co-operate, asking for material. These calls were the result of inquiries being made and the dealer having no information to give out. That a great deal of interest was taken in this contest is shown by the fact that nearly four hundred essays were received, representing 107 towns within the state. The three winning essays are here reproduced.



One of the Posters in Connection with Indiana Ice Cream Week.

WINNER OF FIRST PRIZE.

A generous serving of ice cream each day
Makes any child willing to work as well as play.

I think I should eat ice cream every day because it is food, and I eat food every day.

Ice cream contains the materials and forces necessary to help make the body healthy. Of what is ice cream made? I mean plain, wholesome, palatable ice cream. It is made of milk, eggs, sugar, flavoring, fruits and nuts.

Milk is a complete food because it contains all the necessary food properties in such a form that the body can readily digest and make a part of it.

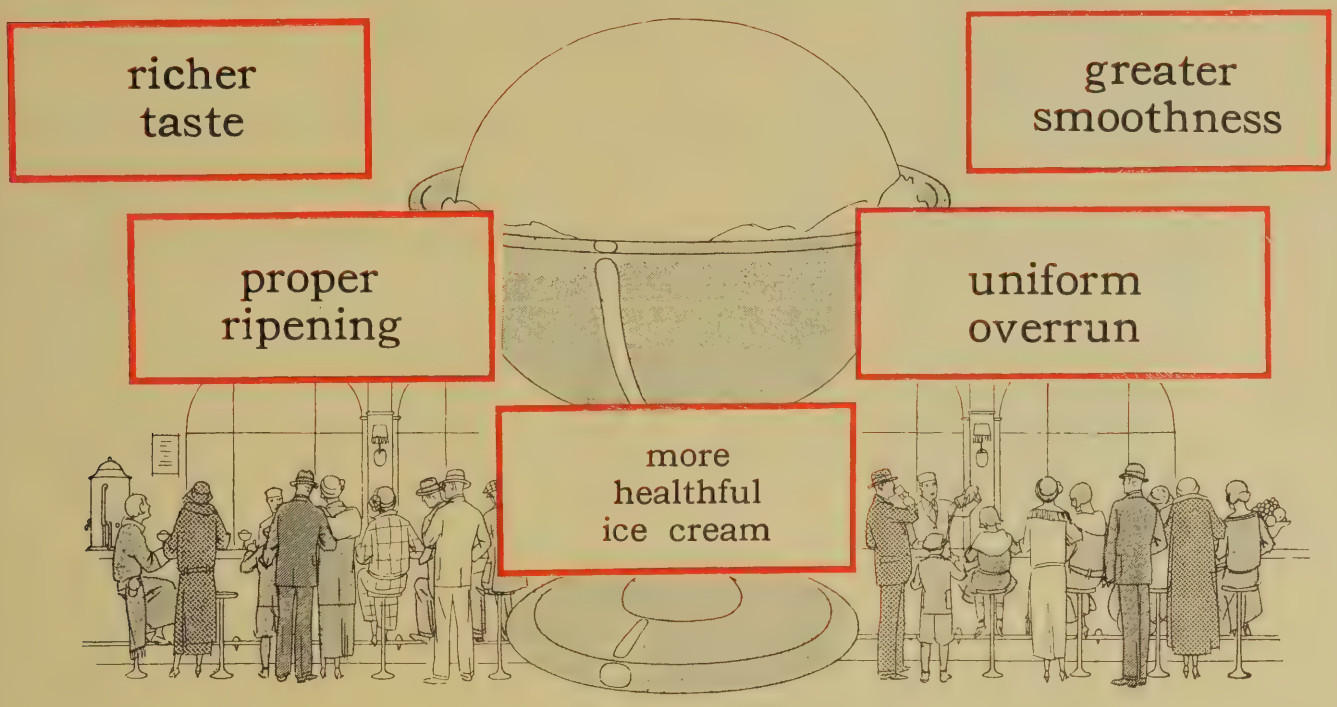
It contains water, fat, sugar, mineral matter, and proteids. Proteids are tissue building substances.

Eggs, like milk, contain some of the most necessary properties to feed and build up the body. They contain water, fat, mineral matter, albumin and proteid. The body needs all these things in making tissue, muscle, bone and good rich blood.

Sugar is pleasing to the taste. It has a wonderful food value. It gives heat and strength to the body. That is why children, who are more active than grown-ups, like sweets so well.

(Continued on page 67)

* General secretary, Indiana Manufacturers of Dairy Products.



The RICHNESS and FLAVOR That *Increases* Ice Cream Sales

is *economically* given to your product with Junket Ice Cream Rennet.

It not only *costs less* than powdered improvers, per 100 lbs. of mix, but it also produces a *richer, tastier ice cream.*

Junket
REG U.S PAT OFF
Ice Cream Rennet
TRADE MARK

offers you a *double* advantage. It is one of the few articles that combine superior quality in results obtained, with lower price.

Will *you* pass up the larger profits to be gained by its use?

Order a trial gallon from your supply house and *prove* its double advantages to your own satisfaction.

If you want suggestions for its use, write us. Also—ask for authoritative booklet—"Some Ice Cream Problems Solved"—by W. W. Fisk.

CHR. HANSEN'S LABORATORY, Inc.
Little Falls, N. Y.

Western Branch:
Milwaukee, Wis.

Canadian Factory:
Toronto, Canada.

The most coloring power per dollar invested from Hansen's June Cream Color. Strictly vegetable.



THE BROOKS DRYPAK CABINET

48 hours
on one icing

Drypak—because the ice cream cans do not come in contact with the ice or salt. A uniform volume of cold dry air surrounds the ice cream.

Less Ice and Salt because the packing space is smaller and the cabinet better insulated.

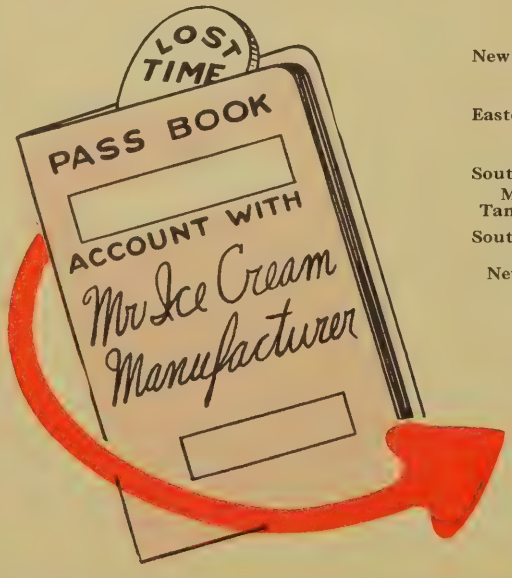
Brine drains to separate compartment prevents corrosion of cans and preserves the ice pack longer.

Valves are Smith & Mann one-piece construction eliminating leakage and drainage troubles.

All features that will save you money. Investigate.

Brooks Cabinet Co., Inc.

1030 West 27th Street :: Norfolk, Virginia



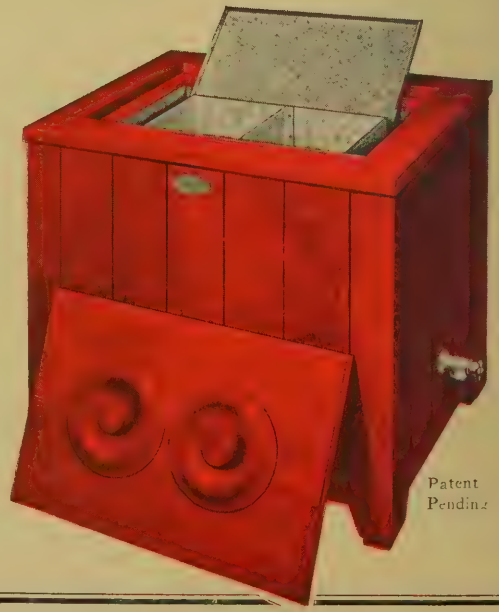
DISTRIBUTORS

New England—
H. A. Johnson Co.,
Boston, Mass.

Eastern—
James M. Decker Co.,
Baltimore, Md.

Southern—
Miller-Lenfestey Supply Co.,
Tampa, Jacksonville, Miami, Fla.

Southeastern—
Charles Dennery, Inc.,
New Orleans, La., Dallas, Texas



INDUSTRIAL INFORMATION BUREAU APPROVED FOR ICE CREAM INDUSTRY.

(Continued from page 6)

"that The Association of Ice Cream Supply Men and the National Association of Ice Cream Manufacturers have definitely joined hands to 'chart' the economics of the ice cream industry."

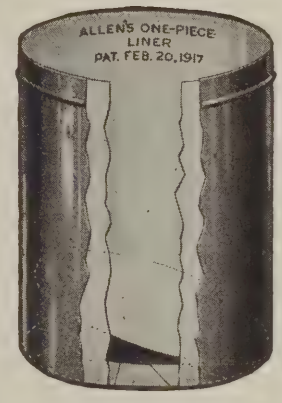
The meeting gave every assurance that the ice cream industry is on the threshold of the greatest degree of perfection in organized efforts to protect and further the welfare of the industry. The plans of the association mean that the public will be made better acquainted with ice cream, adverse newspaper publicity will be curtailed, wholesome publicity will be given to this industry, members of the national association will stand closer together and work with greater harmony and understanding.

The spirit of the conference was all summed up in the words of Mr. Rasmussen when he went before the last session of the meeting and said:

"There isn't a man here who isn't going to remember this meeting to his dying day."

THIS step will put the National Association of Ice Cream Manufacturers on the same plane with the ranking industries of the country that have established comprehensive research bureaus for their members. Mr. Rasmussen will occupy in the ice cream bureau virtually the same position of "official mouthpiece for the ice cream men of the country. But—

"I can only help you to the extent to which you make it possible," he said with much feeling. "I feel, in speaking for the ice cream industry of this country, a great responsibility. Sometimes I don't even want to think about the responsibility because it looks so great and I should so hate to make a mistake, but when I think of the fact that I am only to give expression to how you feel, then I know I cannot fail because you will back up that to which you have given expression."



DETROIT CONVENTION AND SHOW COMMITTEE NOW AT WORK.

(Continued from page 18)

Tex.; and A. P. Schneider, Peters & Jacoby Co., Allentown, Pa.

The Association of Ice Cream Supply Men announces that from the physical point of view the third national exposition daily increases in anticipated scope, with a scale exceeding that of the great 1923 Cleveland exposition already assured.



WANT ICE CREAM FILM SHOWN IN CAROLINA.

Secretary A. E. Dixon of the North Carolina Association of Ice Cream Manufacturers has asked his membership to co-operate toward inducing theater operators in their state to present the film that the New England Association of Ice Cream Manufacturers recently introduced with such signal success—"The Winning Way." This film will be released to different state and regional associations at a nominal cost. It is educational, and has proved its ability to hold the interest of members of the public in showing facts concerning ice cream.



Quality is never an accident; it is always the result of high intent, sincere effort, intelligent and skilled execution. It marks the quest of an ideal after necessity has been satisfied and utility achieved.—An Exchange.

Making Discarded Cans Do Extra Service

After all your good cans are pressed into service there is still a possibility of using many discarded cans for extra trips with an

ALLEN
One - Piece Sanitary
CAN LINER

Nobody questions the condition of your cans when your ice cream is protected with an Allen Can Liner.

Far cheaper than new cans for peak season service.

Prompt deliveries.

Send for Some Samples and Prices.

Your Jobber can supply you.

The Allen Candy Co.
PONTIAC, ILLINOIS

Co-operation Means Ice Cream Industry's Salvation

Ice Cream Bodies and Dairy Groups Have Important Points of Relationship

By FRED RASMUSSEN*

PRESIDENT HOVEY, when asking me to accept the position as executive secretary of this association, and after outlining some of the problems of the ice cream industry, concluded by saying: "We want the national association to become a clearing house for all the problems of the industry." For three months I have been trying to visualize what the problems of the ice cream industry are, and I doubt whether a single day has passed without a new problem or a new phase of an old problem coming to light.

The problems of the ice cream industry may be classified for convenience under two general heads:

1. The relation of the ice cream manufacturer to other groups.
2. Problems relating to the manufacture and distribution of ice cream.

No industry today can be sufficient unto itself. Each year every phase of our commercial life becomes more and more complex. Each industry is constantly increasing the number of contacts with other industries and other agencies. New contacts mean new problems, and unless an effort is made for a mutual understanding and a spirit of co-operation and tolerance is shown by all parties, misunderstandings will arise resulting in loss of temper, time and money, and, what is more, inevitably delay progress.

One of the most important functions of the National Association of Ice Cream Manufacturers is to develop a spirit of co-operation and a spirit of tolerance with all other industries and agencies with which the ice cream manufacturers come in contact. In dealing with other groups there are two viewpoints which we must constantly keep before us: first, we as manufacturers, must be prepared to enlighten others about our problems, and we should, as far as possible, anticipate our problems and be prepared with facts and figures to make our position clear; secondly, we should keep in mind that, in most cases, we are ignorant about the other fellow's problems and viewpoints and we should, therefore, give to him the same courtesy and consideration that we expect to be given by him; in other words, let us always keep before us the Golden Rule.

THIS association is surrounded by a group of similar associations and groups. We are a part of a certain neighborhood. As an association, we will be judged by our actions and our attitude towards others, the same as individuals are judged. An association develops individuality, character and reputation, based upon its attitude and action.

It is impossible to enumerate or classify all the different industries and agencies with which the ice cream manufacturer comes in contact, but the following deserve our most careful consideration:

1. Co-operation with state association.
2. Other branches of the dairy industry.
3. Manufacturers and dealers in machinery and supplies.
4. Educational and experimental institutions.
5. Regulatory officials.
6. The public and publicity.

THE greatest asset of ice cream, as a food, is the fact that it is classed as a dairy product; the fact that it has all the elements of nutrition in easily digested form; the fact that it contains vitamines essential to life and growth. Those life-giving qualities were imparted to the ice cream by the dairy cow. It is to the interest of the ice cream manufacturers, therefore, to help promote the dairy industry, to get the viewpoint of the farmer and to understand his problems and difficulties. The butter, condensed, evaporated milk and milk powder industries are inseparably linked with the ice cream industry and the closest relationship exists among them all. The interest of the dairy farmer and the ice cream manufacturer does not always appear to be the same. There is competition between the different groups of dairy interests; nevertheless, all have many fundamental problems in common where mutual welfare can be promoted by co-operation. The American Dairy Federation and the National Dairy Council merit the support which the ice cream manufacturers are giving to these two general dairy organizations.

The National Association of Ice Cream Manufacturers and the International Association of Milk Dealers are at present co-operating in working out a uniform cost accounting system for the ice cream industry. Other groups, with which we should cultivate a closer relation, are the American Association of Butter Manufacturers, the Association of Evaporated Milk Manufacturers and the Association of Dried Milk Manufacturers.

State and regional associations are members of the national association. We need strong, active state and regional associations as well as an active national association. The one does not take the place of the other

(Continued on page 60)

* Executive secretary, National Association of Ice Cream Manufacturers. Address at the Waldenwoods conference, June 6, 7, 8.

"Watch Rasmussen!"

It is not often, these days, that The Ice Cream Review can make space just for one man's speech. This exception is made because of an exceptional condition and an exceptional speech. The exceptional condition comes about from the highly inspiring conference of representative ice cream men at Waldenwoods early in June. The exceptional speech was the one delivered by Fred Rasmussen, executive secretary of the National Association of Ice Cream Manufacturers.

Probably no one ever so hit the nail on the head so many times, as regards conditions in this industry, as did this man who lately has taken over the direction of the most important lines of action ever undertaken in the ice cream industry.

Several times prior to the Waldenwoods meeting the word was passed around by wise men in the industry—"Watch Rasmussen." There is no doubt that a very great deal is expected of this singularly useful man who has been drafted to the ice cream industry after so many constructive years in the fields of dairying and, later, finance. His is the hand at the electric plugs of the great national program now in the making for the ice cream industry. In contact with him you will readily recognize that he does not waste words. And there are a lot of words in his speech at Waldenwoods—quoted here. And none of them are wasted. Read them—all of them. Familiarize yourself with what he has to say, keep in touch with his activities. In other words—

"Watch Rasmussen!"



What Will a Garrett Do?

Hold cream in perfect condition longer than any other cabinet with only one icing!

Hold a more even temperature than any other cabinet on the market!

Cut down your servicing costs materially!

Cut down your repair bills and service equipment investments!

Go anywhere it is necessary to keep cream!

Require very little more room than the old style cabinets and that only in height!

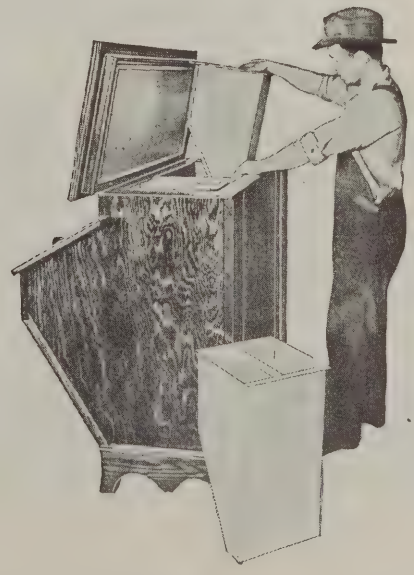
Increase the good will of your dealers and the sale of your ice cream!

MAKE US PROVE IT.

Write Now!

Garrett Cabinet Company

607 Citizens Bank Building
Evansville, Indiana



National Advertising Program Scores Big Triumph at Waldenwoods

Enthusiasm Rampant at National Executive Conference Last Month

UNANIMOUS endorsement of the national advertising program launched by the National Association of Ice Cream Manufacturers was a development at the Waldenwoods conference of officials and directors of the association which has been hailed as an outstanding triumph in efforts to advance ice cream in public popularity. The fact that this remarkable conference brought forth wholesome evidence of nation-wide support to the advertising program is all the more reassuring in view of the fact that some of the staunchest supporters of the program at Waldenwoods were manufacturers who previously had been opposed to the program.

Development at the Waldenwoods "session extraordinary" leaves the way open for the carrying out of the ambitious undertaking for which Will A. Schwindeler, chairman of the association's advertising committee, and others have made the most earnest kind of fight. This stamp of approval follows the taking of the advertising program to state and regional conventions in all parts

(Continued on page 144)

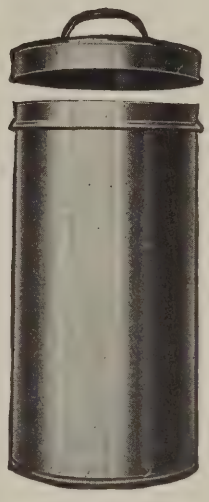


SNAPSHOTS FROM THE WALDENWOODS CONFERENCE OF ICE CREAM OFFICIALS.
The first row shows them talking things over. The second row: "Bob" Larmore, Larmore Ice Cream Co., St. Louis, and Louis Chamberlain, St. Louis, first and second prize winners of the Horse Shoe Contest. Center: President Vernon Hovey and Executive Secretary Fred Rasmussen, a real team. Right: J. Robert Crouse, generous host of Waldenwoods, and Lester Olsen of The Ice Cream Review.
Below are groups snapped while loitering around the grounds at Waldenwoods.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

K-W TYPE A ICE CREAM CANS

Tinned on all surfaces — inside and out.



(Patented)

Soldered in just one essential place — where the bottom is set in.

—are made from the best grades of RUST RESISTING Steel obtainable,

—carefully constructed by skilled workmen who have had from twenty to thirty years' experience in the line,

—built under that direct personal supervision which has been the dominant factor in establishing the K-W Can in the trade,

—and finished with that same process of tinned coating which has always characterized the K-W product.

WE ALSO MANUFACTURE
MILK CANS AND SODA WATER TANKS

Keiner Williams Stamping Co.

8746-81 123rd Street **Richmond Hill, N. Y.**

MEMBER

Hoo's Hoo and How

E. B. LEWIS, J. M. Horton Ice Cream Co.

By J. PAUL ATWOOD*

THE business offices of J. M. Horton Ice Cream Co. are not the coolest place that can be found in the summertime. When the thermometer registers 50 in the shade it may not be difficult to work enthusiastically, but when it shoots up to 100 degrees, or thereabouts, work is not the most popular thing in the world. Yet, on an exceptionally hot August afternoon, when other bookkeepers were trying to get finished with their accounts as quickly as possible so that they could go to beaches and to parks, one of them was planning a little extra work.

Down in the manufacturing plant there was a great rush of orders. Everyone wanted ice cream, and there were not enough men to fill the orders. So the bookkeeper finished his own work and then started to chop ice, and to shovel salt. The other men joked with him over his ambition. One of them suggested sarcastically that some day he would be president of the company. But E. B. Lewis did not mind the joking. He was not thinking much about the possibility of becoming president. That, according to him, was sheerly incidental.

Ten years ago Mr. Lewis was made president of the company. He had served it for twenty-two years before he rose to the highest position. And every one of those years he worked in the same way that he did when he first started as a bookkeeper.

He is rather a short man and he is inclined to be thin. His hair is grey, but that only emphasizes the sharpness of his eyes. There is nothing pretentious about Mr. Lewis. Other men in his position, separate themselves from the public by dozens of secretaries and elaborate office systems. When I went to see Mr. Lewis he came out to greet me in the big central office. Several other people were waiting to see him, and he attended to all these interviews himself. Private secretaries may be all right, but Mr. Lewis believes in doing as much work himself as is possible.

HIS office is a plain room in which pictures of the company's plants hang in prominent positions. For thirty-two years now, the Horton plant has been a great part of his life, and he is not able to talk very long about his own career without introducing his business.

"I've been working all my life," Mr. Lewis said, "and I have been connected with the Horton company for the greater part of my business career. It has developed greatly in that time. I remember when the wheels were turned by hand, and then when we put in the first machinery. It has been wonderful. I have enjoyed every minute of my work."

That is probably one of the reasons why Mr. Lewis has been so successful. He believes in enjoying work, and in doing it as though he were enjoying himself. But, according to him, that is the way it should be, instead of something that is exceptional enough to talk about. He did not go into the Horton company's offices because he had any particular desire to work for an ice cream concern. In those days, young men did not choose so much. He was a bookkeeper, and he got a job; most important, he did not keep that one, but made it into a better one.

"My father died before I was born," Mr. Lewis continued. "My mother was a school teacher and she was very anxious that I should have a good education, but I had to work from the time I was twelve years old. By the time I was twenty-four I was an expert bookkeeper, but that is all the education I got." He continued:

"I have often thought that if circumstances had been different I would have been able to go to college. Then, perhaps, I would have gone into some other business. Perhaps I would have been an architect.

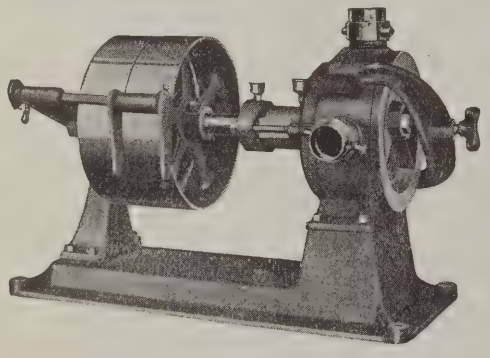
"When we were erecting some of our largest plants I had to depend on trained men to help me," he complained. "But I am becoming a little more reconciled to my lack of knowledge. Today is a time of specialization, and so I do not feel the need of wider skill as much as I did before."

WHAT Mr. Lewis does not say is this: When he was working for Mr. Horton, and some new buildings had to be planned, he was called upon to design them. He studied at night and used every book on architecture that he could find. After the plans were made, he was appointed supervisor of construction, and before he considered his job finished, the building had to be ready for occupancy.

This ability as an architect Mr. Lewis attributes to

(Continued on page 162)

* An exclusive interview for The Ice Cream Review.



The First VIKINGS are Still Going Strong

On the job, and serving as efficiently as when installed years ago, these first VIKING pumps are proving the durable service you may expect of them in your plant. Many of these pioneer VIKINGS have been at work for 12 years. Many of them have never required a single repair.

The VIKING is made even better today. Its adaptation of the rotary principle has been further perfected. The best obtainable materials are used. An immense factory with highly improved equipment helps to make the VIKING you buy today a truly great pump. It pumps faster, cheaper and with less attention than others. Its durability is remarkable. You'll be as delighted as are the 70,000 other owners.

FREE PUMP BOOK Our large, free catalog with nearly 50 illustrations will be mailed upon request. It contains much valuable pumping information. Write for it TODAY!

VIKING PUMP CO., Cedar Falls, Iowa

Today

Every ice cream manufacturer is driving for a product that will not only meet consumer approval but that will *win consumer preference.*

From the freezing room, **HUDSON'S Ice Cream Flavor** goes straight and true to the goal.

A smooth, fine-grained body of ice cream pleases, *but it is the flavor that fascinates and brings the consumer back for more.*

Besides a fascinating flavor, HUDSON'S Ice Cream Flavor is remarkably economical because of strength. It never goes flat because it will not freeze out.

Let us ship you a sample gallon of HUDSON'S Ice Cream Flavor No. 52 Concentrated, or a sample keg of HUDSON'S Ice Cream Flavor No. 52 Special – express or freight prepaid to your city. You may return it at our expense if not entirely satisfactory.

THE HUDSON MANUFACTURING COMPANY

Gabe S. Wegener
President & General Manager

INCORPORATED

Established 1888

VANILLA PRODUCTS

119-121 North Union Avenue, Chicago, U. S. A.



Hudson's No. 52 Special

Wisconsin Manufacturers Lay Plans For Ice Cream Week

Officials Approve Steps to Feature Ice Cream During Wisconsin Dairy Week—Further Plans to be Formed at Milwaukee Meeting, July 9

WISCONSIN ice cream manufacturers are making ready for the part they will play in Wisconsin Dairy Week, which will be observed in the state the first week in August. George D. Mansfield, head of the George C. Mansfield Co., Milwaukee, is chairman of the ice cream division of the Wisconsin Dairy Club, under whose auspices state-wide Dairy Week has been launched in Wisconsin.

The matter of funds to exploit ice cream during Dairy Week has been taken up by Chairman Mansfield and by A. H. Kramer, president of the Wisconsin Association of Ice Cream Manufacturers. Two checks of $25 each have been received from two members of the association, it is reported by the secretary. Mr. Mansfield has asked other members of the association to do likewise.



A. H. KRAMER,
President, Wisconsin Association of Ice Cream Manufacturers.

Dairy Week in Wisconsin will give the ice cream manufacturers the opportunity to help their dealers put ice cream to the front. There will be several hundred thousand visitors in the state of Wisconsin during Dairy Week, it is estimated by the Greater Wisconsin Association, which has given its co-operation to Dairy Week. This will mean that the exploitation given ice cream in Wisconsin at that time will be greatly more far-reaching than just among citizens of the Badger state.

Dealers will be aided in preparing attractive ice cream displays. A special Dairy Week brick will be presented by Wisconsin manufacturers. This will be advertised in newspapers.

Regarding the plans of the association, Chairman Mansfield, following an important meeting of the Wisconsin Dairy Club at Madison on June 11, issued an announcement of which the following is a part:

"In conference with the ice cream manufacturers attending the luncheon at Madison it was the consensus of opinion that we carry out our part of the program as regards a special dairy week ice cream brick and window posters advertising same, along practically the same line as we proceeded National Dairy Show week last year. It seems necessary that I appoint a committee for a conference on the general outline of the work that the state ice cream manufacturers are to carry out, and I hereby appoint the following:

A. H. Kramer, Madison; D. D. Smith, Fond du Lac; A. E. Sorge, Reedsburg; C. E. Wright, Beloit; J. D. Hughes, Milwaukee; Ralph Baker, Marshfield.

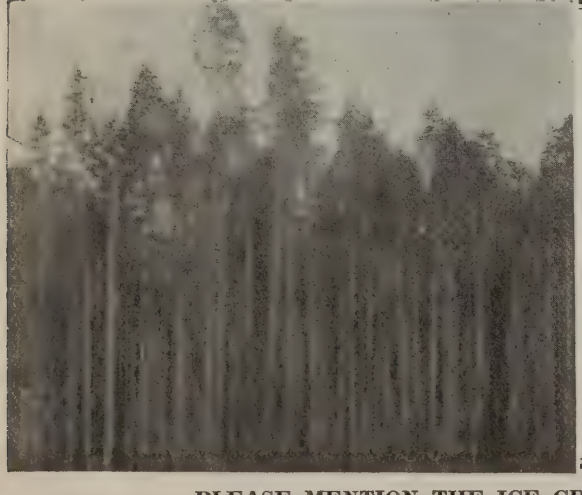
"I earnestly request that all gentlemen appointed on this committee, if possible, be present at the next dairy club luncheon at the Republican House, Thursday, July 9, at which time we will have to formulate and conclude fully our arrangements for Wisconsin Dairy Club week.

"This dairy week will benefit the ice cream industry through its being allied with other dairy interests to the end that it educate the people of the food value of ice cream."

THE July meeting is expected to bring about some definite lines of action toward pushing ice cream during dairy week. The Wisconsin association is no stranger to movements of this kind. A special brick was featured by the Badger manufacturers during the National Dairy Exposition in Milwaukee last year. There also was a special booth at which information concerning ice cream was available to visitors at the exposition.

The Madison meeting of the Wisconsin Dairy Club was attended by about 100 representative dairy and ice

(Continued on page 40)



From Forests Like This

Richmond White Cedar Tubs

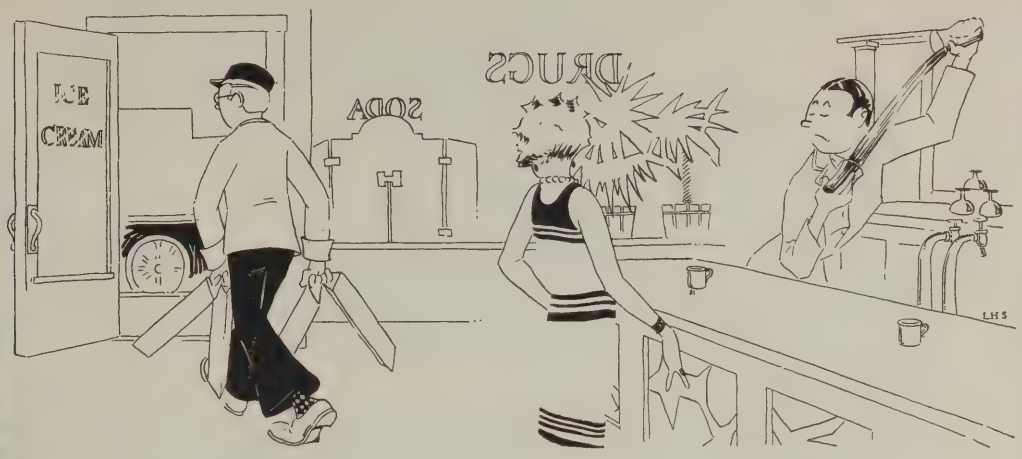
Only select logs of the best Virginia White Cedar are used in Richmond Tubs. This guarantees a quality product from the start, and the skilled labor and extensive factory facilities assure a high class finish.

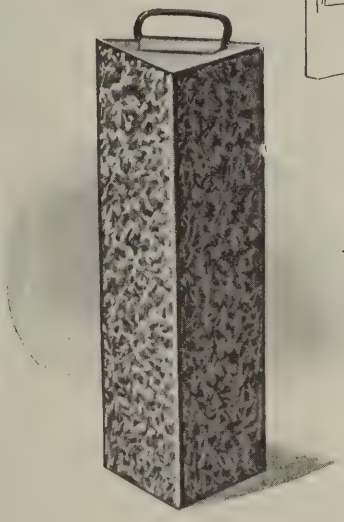
Send for Our Interesting Catalog

Richmond Cedar Works

Richmond, Virginia

Largest manufacturers of ice cream packing tubs in THE WORLD





This Cartridge is Standard for any Waltham Truck or Cabinet, and for any Soda Fountain.

THE Waltham System is extremely simple. Sealed inside these interchangeable cartridges is a special chemical compound, whose temperature can be reduced far below the freezing point. It is a routine matter to freeze these cartridges in your hardening room to ten below zero.

The driver, delivering cream at a store, simply leaves fresh cartridges at the same time. The used cartridges, still retaining most of their refrigerant, come back to the hardening room and stay there just long enough to drop the temperature by the few degrees that it has risen in the store. The freezing cost is obviously slight.

Cabinets, soda fountain inserts and truck bodies made by this company have been worked out to handle this system so that it yields remarkable profits.

Why Delay Your Dealer's Trade?

With no ice and salt to pack, your drivers can stop in each store a much shorter time. No interfering with the fountain's business, no mess to clean up, no salt to spoil the cream—and best of all, refrigeration that keeps it smooth and firm without excessive hardness.

These are the reasons why dealers are strong for the ice cream manufacturer with Waltham System Service.

The Waltham System gives complete refrigeration for cream distribution from your hardening room to the dealer's customer. Not only iceless and saltless it is non-mechanical, inexpensive to adopt and it cuts operating costs at once. Its superiority has already been proven in actual use.

Write at once for the facts regarding this revolutionary system.

Waltham System

Write Today for All the Information

HOUSING COMPANY, WAVERLEY, MASS.

Twenty-five Years of Development To Be Depicted at Detroit

Display of Ice Cream Machinery and Accessories in Use 25 Years Ago to be Shown at Detroit Exposition in October

AN HISTORICAL display of ice cream equipment and accessories used many years ago will be one of the features of the exposition at Detroit in October. Twenty-five years' development will be illustrated by this display, which will be under the auspices of The Association of Ice Cream Supply Men.

Officials of The Association of Ice Cream Supply Men are seeking the aid of ice cream manufacturers of the country in getting together old-time machinery and equipment. In addition to the mechanical end of the display, the association also is seeking ice cream advertising material of 25 years ago, including company letterheads, bill-heads, newspaper stories regarding ice cream and ice cream plants of that period.

This display will emphasize the strides made in the industry in the last several years, it is pointed out by officials of that organization, who add:

"Anything that visually can emphasize the difference in scope, methods, etc., etc., of the great ice cream industry of today and of its weaker, younger self of 25 years ago and more is desired by the exposition committee.

"Possibly it will not be able to use all of the historical material, that it may learn of through the co-operation of the manufacturers of the country. It will use enough to show, as has never yet been shown, the mighty strides ice cream has made since the century opened.

"It is believed that many manufacturers can let it be known where old equipment of the type described or of correlative types may be found today. They are asked to give exact information as to names, addresses, items of equipment, etc., etc.

"Many also, it is believed, will find or notify the association where it will find early printed matter, advertising material, etc., etc., relating to ice cream as a business."

* * *

The usual fare and half fare rates will prevail in connection with the Detroit convention-exposition, it has been announced. All railroad passenger agents have issued instructions for ticket agents from coast to coast to issue convention certificates with tickets purchased by delegates to the National Association of Ice Cream Manufacturers' silver anniversary convention.

* * *

Between 4,500 and 5,000 persons are expected to attend the Detroit pageant, it is estimated by railroad officials who have been making preparations to transport the large bodies of ice cream manufacturers from different parts of the country.

* * *

In connection with the display of ancient ice cream equipment at Detroit, an excerpt from an article by Roberts Everett, secretary-manager of The Association of Ice Cream Supply Men, for a trade publication, will be of interest:

"It was about 1903 when the first step toward the present day freezer was taken. It was about 1905 that an early, and for the times, effective method of hardening was developed. Ten years later it was replaced by the still-air method. It was nearly 1910 before homogenizing was made adaptable to ice cream. It was not until the same date that pasteurization came into the technology of ice cream. The brine freezer brought the mixing vat. Then came the glass-lined tank.

"Without any one of these developments in ice cream production—and consequently in distribution, in profits, in the general merit and standing of the industry and of the men in it—the present stature of ice cream as a business could not have been approached."

* * *

Notes on Coming Exposition.

(From the Exposition Extra.)

Many new flavoring specialties will be available for inspection and test. One, in the making of which are used fresh creamery butter and fresh, heavy cream, produces a flavor reminiscent of a childhood candy flavor, as well as enchanting texture richness.

Another is a novel chocolate specialty.

News to the ice cream industry will be a furnace, displayed at the show, used in heating soldering irons.

Cylindrical ice cream containers with colored printing on the curving sides, made possible by new offset printing methods, will be displayed.

There will be displayed an automatic ice cream can filler with a capacity of one 5-gallon can in each five seconds.

There will be displayed a wholesale type of ice cream delivery body, comprising several new improvements.

(Continued on page 40)

FOR SALE

At an Exceptionally Attractive Figure

One Carbondale Refrigerating Machine, complete. Capacity 20 tons, first-class condition.

For full particulars, address Purchasing Agent,

The Grasselli Chemical Co.

Guardian Building :: Cleveland, Ohio



The safest truck investment for you is to buy the truck which seasoned users habitually reorder.

For profitable deliveries on city routes—it's the Walker Electric Truck—whose users list reads like a Blue Book of American business.

WALKER VEHICLE COMPANY · Chicago

LEADING MANUFACTURER OF ELECTRIC STREET TRUCKS

New York Boston Philadelphia Buffalo St. Louis New Orleans

Distributors in Other Principal Cities

Load Capacities: ½ — ¾ — 1 — 2 — 3½ — 5 tons

WALKER ELECTRIC TRUCKS

LOWEST TRUCKING COST ON CITY ROUTES

Ice Cream Investment Was More Than 270 Million Dollars in 1923

More Than 222 Million Gallons Made That Year, It Is Shown by Tabulation, For First Time, of Production in Subsidiary Establishments

IN CONNECTION with the Census of Manufactures, 1923, the department of commerce, U. S. census bureau, has made a special tabulation showing the quantity and value of ice cream made both by establishments classified in the ice cream industry and by those classified in other industries. A table giving this information by states has been prepared by the department for the first time in the history of ice cream statistics. We were told a year ago that the 1923 production was 294,000,000, while the total production here is given as 222,104,773 gallons.

The difference between this total and the total production of ice cream in 1923, as estimated by department of agriculture, bureau of agricultural economics, 294,000,000 gallons, is accounted for by the fact that the census figures do not include data for establishments reporting products valued at less than $5,000 nor the ice cream made in hotels, restaurants, soda fountains, and homes, whereas the department of agriculture estimates cover such production.

Production of Ice Cream By Quantity and Value By States, 1923:

(Includes value of ice cream made as a subsidiary product by establishments classified in other industries.)

State	Total		Reported by establishments assigned to— Ice cream industry		Other industries	
	Gallons	Value	Gallons	Value	Gallons	Value
United States	222,104,773	$270,424,149	193,108,730	$238,191,785	28,996,043	$32,232,364
Alabama	1,776,470	1,909,905	1,670,109	1,801,716	106,361	108,189
Arizona	350,596	408,623	332,023	389,712	18,573	18,911
Arkansas	1,264,491	1,325,805	1,124,246	1,186,966	140,245	138,839
California	10,332,625	13,756,391	9,368,972	12,461,026	963,653	1,295,365
Colorado	1,858,842	2,075,070	1,086,361	1,227,773	772,481	847,297
Connecticut	3,302,294	4,879,196	3,258,889	4,815,056	43,405	64,140
Delaware	692,653	899,840	608,462	790,804	84,191	109,036
District of Columbia	2,625,213	2,868,914	2,485,279	2,715,253	139,934	153,661
Florida	1,275,654	1,225,873	1,261,093	1,210,193	14,561	15,680
Georgia	1,912,508	2,150,679	1,825,120	2,052,863	87,388	97,816
Idaho	323,751	359,417	67,290	76,421	256,461	282,996
Illinois	16,590,859	19,100,134	15,609,837	18,069,031	981,022	1,031,103
Indiana	6,507,351	6,929,049	5,166,976	5,381,037	1,340,375	1,548,012
Iowa	4,640,718	4,829,984	2,818,874	3,125,401	1,821,844	1,704,583
Kansas	2,795,774	2,915,588	1,482,012	1,537,766	1,313,762	1,377,822
Kentucky	2,184,280	2,489,291	1,852,891	2,139,876	331,389	349,415
Louisiana	1,385,452	1,925,449	1,357,366	1,858,119	28,086	67,330
Maine	1,397,534	1,731,018	1,037,694	1,349,381	359,840	381,637
Maryland	5,016,073	6,039,007	4,929,165	5,938,288	86,908	100,719
Massachusetts	9,611,801	12,841,730	9,427,846	12,585,786	183,955	255,944
Michigan	8,356,620	10,539,107	7,513,209	9,587,861	843,411	951,246
Minnesota	4,235,446	4,943,022	2,261,740	2,743,191	1,973,706	2,199,831
Mississippi	920,811	996,469	731,096	788,858	189,715	207,611
Missouri	6,804,079	7,246,951	5,463,290	6,220,120	1,340,789	1,026,831
Montana	667,918	722,540	124,823	139,974	543,095	582,566
Nebraska	2,311,304	2,691,249	1,276,056	1,452,014	1,035,248	1,239,235
New Hampshire	767,851	1,056,677	587,795	802,342	180,056	254,335
New Jersey	8,561,587	11,975,780	8,172,553	11,501,940	389,034	473,840
New Mexico	92,026	117,652	52,412	67,652	39,614	50,000
New York	25,115,553	36,211,182	23,930,328	34,549,104	1,185,225	1,662,078
North Carolina	2,359,595	2,238,945	2,288,729	2,161,666	70,866	77,279
North Dakota	559,983	563,021	172,154	174,582	387,829	388,439
Ohio	15,850,505	18,600,290	12,058,735	14,294,436	3,791,770	4,305,854
Oklahoma	2,174,649	2,418,496	1,884,754	2,140,683	289,895	277,813
Oregon	1,482,196	1,706,030	1,058,671	1,252,341	423,525	453,689
Pennsylvania	37,221,658	45,132,217	34,871,932	42,250,637	2,349,726	2,881,580
Rhode Island	1,472,238	2,137,254	1,458,341	2,112,774	13,897	24,480
South Carolina	708,124	809,722	704,661	802,795	3,463	6,927
South Dakota	817,689	832,933	203,432	214,759	614,257	618,174
Tennessee	2,519,565	2,665,593	2,158,463	2,233,604	361,102	431,989
Texas	5,190,559	6,039,632	4,217,046	4,966,286	973,513	1,073,346
Utah	631,178	793,951	533,230	670,617	97,948	123,334
Vermont	666,206	876,363	647,368	850,392	18,838	25,971
Virginia	3,553,076	3,303,181	3,246,599	2,987,861	306,477	315,320
Washington	2,941,212	3,336,053	2,029,982	2,301,971	911,230	1,034,082
West Virginia	3,273,111	4,162,952	3,220,108	4,090,417	53,003	72,535
Wisconsin	6,657,121	7,220,942	5,245,876	5,820,410	1,411,245	1,400,532
Wyoming and Nevada	347,974	424,982	224,842	300,030	123,132	124,952

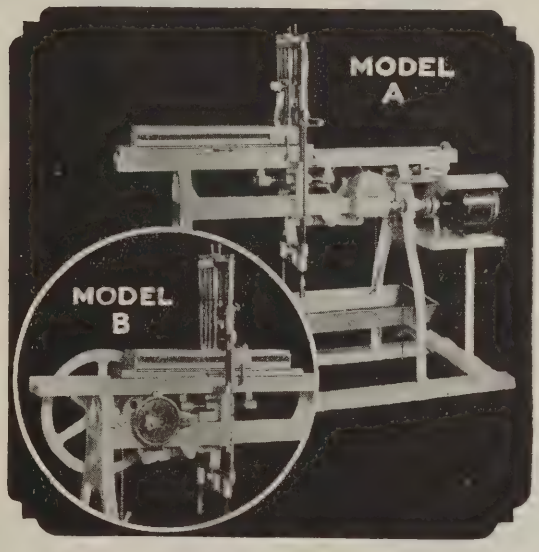
PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The Universal Ice Cream Cutting Machines

No One Can Cut Accurately By Hand.

You can save the price of the
UNIVERSAL
in cutting time alone.

No Waste



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EVERY CUT UNIFORM AND ACCURATE.

SPEED ACCURACY VARIETY

OUR NEW CATALOG IS JUST OUT.

Our terms are a 10-day trial.
Write now, don't wait.

The Kay Machinery Company

946 Hanna Building :: Cleveland, Ohio

Indiana's Great Secretaries

Hoosiers' Three Great "H's" — Harvey, Holly and Hammond

MUCH interest now centers around the Indiana Manufacturers of Dairy Products, an association that has had a very useful career. Interest in the association at this time grows out of the efforts that body is making in connection with the coming National Dairy Exposition, to be held at Indianapolis in October. One of the distinctive features of the Indiana association of dairy products is the number of high-class men that have served as general secretary.



J. J. HARVEY.



A. P. HOLLY.



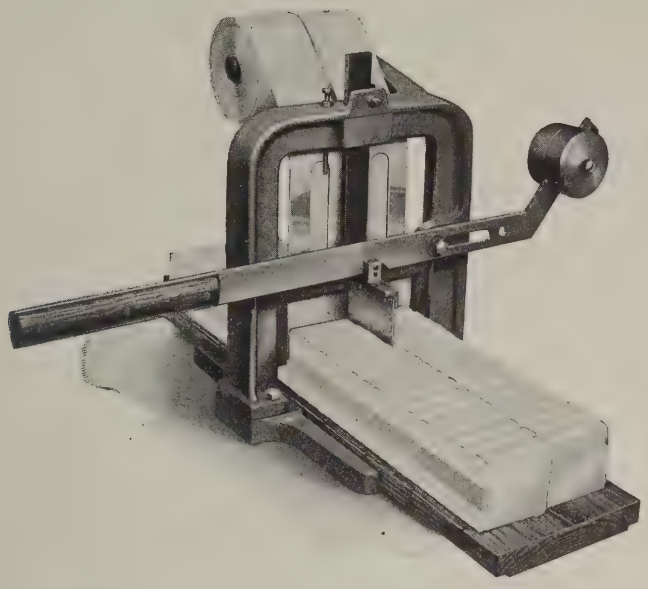
R. L. HAMMOND.

James J. Harvey, at this time one of the leading exponents of the Southern dairy manufacturing industry, became general secretary of the Indiana association in 1918, succeeding C. W. Hale, who had taken that post two years previously. Mr. Harvey rendered exceedingly valuable services to the association until 1921, when he was engaged by one of the leading supply houses of the industry, now being located in Atlanta. At that time he was succeeded by A. P. Holly, who held this important post until 1923, giving it up to become general manager of the City Dairies of St. Louis.

R. L. Hammond succeeded Mr. Holly last year, and has followed in the footsteps of able men who have done so much to build up the Indiana association to one of the most important in the industry. The "Indiana" always has had a good secretary. This thought has been voiced many times. It accounts for many things.

THE Indiana association comprises a milk division, ice cream division, and butter manufacturers' division. The association was organized in 1916. R. F. Miller was the first president. Other presidents since then were John A. Risch, E. A. Marple, Ed. S. Nance, Roy S. Atkinson, Bert G. Moore, L. H. Wilson, J. M. Antrim and P. P. Triller.

M.P.A. POWDERED SKIM MILK
FRESH EVERY DAY OF THE YEAR
FROM THE SUNSHINE DAIRIES OF CALIFORNIA
M.P.A. Powdered Milk provides the milk solids (not fats) necessary for a velvety, smooth, palatable ice cream of desirable body and texture.
Manufactured by MILK PRODUCERS ASSOCIATION of CENTRAL CALIFORNIA
FRESH STOCK CARRIED IN PRINCIPAL CITIES
R. A. McKEE CORP. 261 BROADWAY, N.Y.C.
GENERAL DISTRIBUTORS FOR ALL TERRITORY EAST OF THE ROCKY MOUNTAINS



Anderson "Cut-Wrap" Machine

"It Wraps Slices as it Cuts"

Simple—Practical—Fast Low Priced

In every plant there is considerable cutting done. You know, cutting by hand, with a knife, is a slow, tedious job—an expensive operation to you.

With an Anderson you will be able to work much faster and save enough time to quickly repay for machine, and it will be a big help on those days when you are rushed for time.

It will quickly cut quarts always of uniform size. It cuts pints two at the time so this, too, is done very rapidly.

The same machine also cuts slices quickly and of a size determined by you—one machine can be used for cutting any number of slices to the quart.

The Cut-wrap slice idea is a good one and appeals to plants large and small, and especially the Cut-Wrap quart idea which is ideal for serving Churches and Socials or large gatherings. Hundreds are being used all over this Country.

Send today for literature and price.

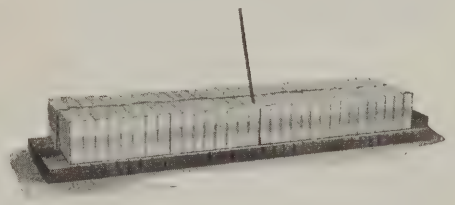
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Anderson Bros. Mfg. Co.

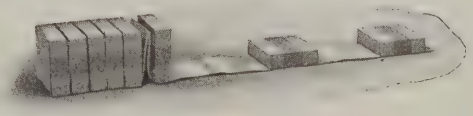
1923 Kishwaukee St.
Rockford, Ill., U. S. A.



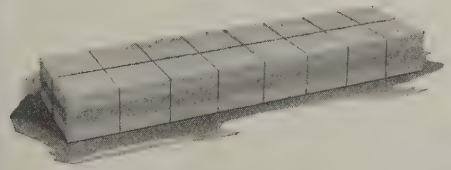
Sliced and Wrapped



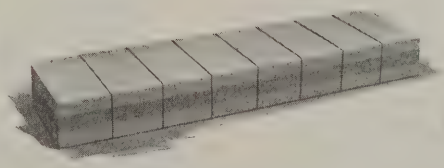
Quickly Slit for Individual Bricks



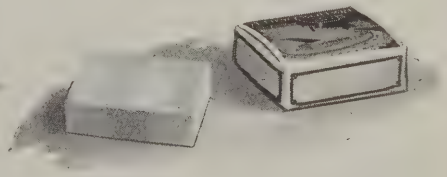
Ideal for Serving Large Gatherings



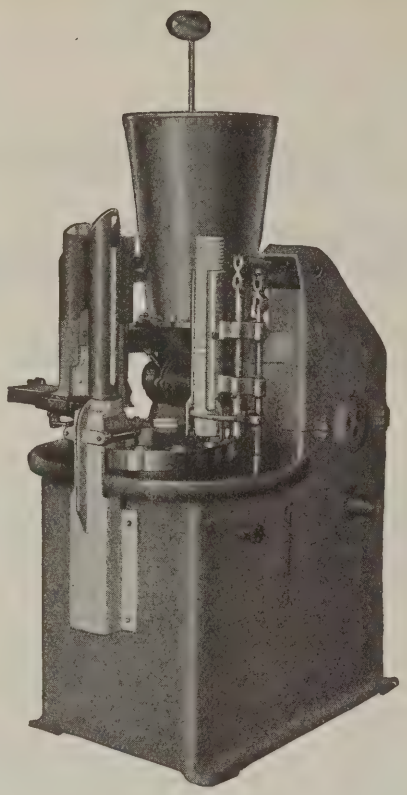
Pints Are Cut Uniform—2 at a time



Quarts Are Cut Uniform



Individual Bricks—Wrapped 3 Sides



Bergmann Ice Cream Packaging Machine—

The latest and most improved machine for packaging small units of ice cream. Rapid, self-contained, automatic, motor driven. Capacity only limited to speed of operator in keeping machine supplied with cups and lids and taking away filled cups with lid inserted. Fool proof and rustless. Easily cleaned. Strongly constructed.

If you are marketing packaged ice cream you are interested in this machine. Send for complete information covering this and larger size machine.

Bergmann Packaging Machine Co.
1838 HENRY W. OLIVER BLDG., PITTSBURGH, PA.
SALES OFFICES
487 ORANGE STREET NEWARK, N. J.

WISCONSIN MANUFACTURERS LAY PLANS FOR ICE CREAM WEEK.

(Continued from page 32)

cream leaders of Wisconsin. There was enthusiastic speeches regarding possibilities for increasing the consumption of dairy products through united efforts in getting over intelligent information. Officers of the association were highly pleased with the evidence of widespread co-operation in the movement.

Among the speakers were Dean Russell of the University of Wisconsin College of Agriculture, Dairy Commissioner J. Q. Emery, J. W. Jackson of the Wisconsin Bankers' Association, Mrs. C. E. Hatch of Milwaukee, who is in charge of the committee laying preparations for dairy week, and several others.

TWENTY FIVE YEARS OF DEVELOPMENT TO BE DEPICTED AT DETROIT.

(Continued from page 34)

Among displays of automatic refrigerated ice cream cabinets will be included those representing both the air and the water cooled types of compressor and condenser, reflecting various improvements not yet introduced to the industry.

One of the displays will be a mechanically refrigerated soda fountain with five separate temperature controls for brick ice cream, bulk ice cream, dry storage, water bath and water cooling, and syrup sections of the fountain.

An automatic ice cream cup feeder, filler and capper for sundae cup packaging, which handles one or two flavor ice cream, or sherbet and ice cream jointly, at a 4,500 cup per hour capacity, will be displayed.

Among various ice and salt cabinets will be a type having square cream compartments especially designed for holding all sizes of bulk containers, with the several compartments removable.

There will be displayed a slab slicer for splitting eight quart slabs into four smaller length-wise slabs, suitable for use in any coated bar handling machine.

Salt, handled at the mine by new machinery which practically eliminates the slight percentage of foreign substance to which ice cream manufacturers have necessarily been accustomed in rock salt, will be displayed.

Ice cream freezers, embracing new developments of design and construction resulting in more rapid discharge, will be displayed.

HOFFMAN COMPANY ENTERTAINS EMPLOYEES.

Employees of the W. E. Hoffman Ice Cream Co., Altoona, Pa., were guests at a jolly get-together at the Penn Alto Hotel. Plant managers and forces from the company's six plants enjoyed dinner and listened to some interesting speeches. L. G. Runk presided very creditably as toastmaster, we are told, and the chief speaker of the evening was President W. E. Hoffman, whose remarks were along constructional lines.

The occasion was enlivened with both vocal and instrumental music.

The Hoffman company is now a unit of the National Dairy Products Corporation, which maintains more than thirty ice cream plants. The plants represented at the dinner are located at Altoona, Phillipsburg, Tyrone, Barnesboro, Indiana and Mifflin, all in Pennsylvania.

CREMO CONES



NATIONALLY ADVERTISED

Highest *Quality*

AT ANY

LOW PRICE

CONSOLIDATED WAFER CO.

THE LARGEST MANUFACTURERS OF ICE CREAM CONES IN THE WORLD

2628 Shields Avenue
CHICAGO, ILLINOIS

515 Kent Avenue
BROOKLYN, N. Y.

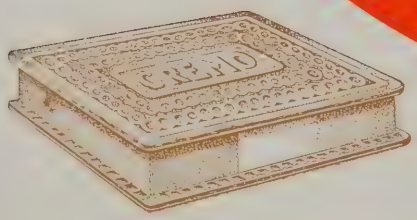
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Pacific Coast Trade Supplied by
Pacific Coast Cone Co., Portland, Oregon

Buy *the New*

CREMO WAFERS

CONSOLIDATED WAFER CO.
CHICAGO, ILL.



Recommended by Quality Ice Cream Manufacturers!

Sold by the "big fellows" in the industry!

ELEVEN years ago the 5c "Cremo" Ice Cream sandwich was originated by the Consolidated Wafer Company. We still make the most delicious wafers.

Made right and packed right they remain fresh and crisp for a long time. The price of "Cremo" Wafers is $1.40 per caddy for over six hundred count, packed twelve caddies to a case. Special discount to Ice Cream manufacturers will be quoted on request.

Southern Trade Supplied by
CONSOLIDATED WAFER CO.
DALLAS, TEXAS

Pacific Coast Trade Supplied by
PACIFIC COAST CONE COMPANY
PORTLAND, OREGON

CONSOLIDATED WAFER COMPANY
2628 Shields Ave., Chicago

515 Kent Avenue, Brooklyn

$60,000 PLANT IN FLORIDA.

The Seminole Ice Cream Co. is erecting a new plant at Miami, Fla., at a cost of about $60,000. The plant, which is to be modern in every detail, is being erected on N. W. Tenth St., and will be two stories high and will cover an area of 5,000 square feet. The new plant is expected to be ready for occupancy about August 1, and 1,000 gallons of ice cream will be produced daily.

The company was started in September, 1922, and has enjoyed a steadily growing business, according to W. A. Perry, president. The Seminole Ice Cream Co. has its own dairy, of 175 cows, the entire output of which is used by the compauy in the manufacture of ice cream.

The first floor of the new plant will accommodate the freezing department, hardening rooms and receiving and shipping departments, while the pasteurizers will be located on the second floor. Two refrigerated trucks, each with a capacity of 100 gallons of ice cream, and guaranteed to keep the contents cold for 24 hours, have been purchased. These trucks deliver the company's product to outlying towns.

DOUBLES CAPACITY IN ONE YEAR.

A 100 per cent increase in capacity since beginning business in February, 1924 is reported by S. P. Tracy, Tracy Creamery Co., Springfield, Mo. At the start the company was equipped with a 13-ton refrigerating machine and one 50-quart brine freezer. The management built two rooms of 1,500-gallon capacity each and only put coils in one. Before June 15 it was found necessary to equip the other hardening room. Early in June the company added another 13-ton compressor and a 50-quart brine freezer.

The plant is so arranged that with a minimum expense the company can again increase its capacity 100 per cent by building hardening rooms and adding ice tanks, compressors, freezers and other necessary equip ment.

DO YOU KNOW

That 21,000,000 letters went to the Dead Letter Office last year?

That 803,000 parcels did likewise?

That 100,000 letters go into the mail yearly in perfectly blank envelopes?

That $55,000 in cash is removed annually from misdirected mail?

That $12,000 in postage stamps is found in similar fashion?

That $3,000,000 in checks, drafts and money orders never reach intended owners?

That Uncle Sam collects $92,000 a year in postage for the return of mail sent to the Dead Letter Office?

That it costs Uncle Sam $1,740,000 yearly to look up addresses on misdirected mail?

That 200,000,000 letters are given this service yearly, and that it costs in one city alone $500 daily?

And Do You Know

That this vast sum could be saved and the Dead Letter Office abolished if each piece of mail carried a return address, and if each parcel were wrapped in stout paper and tied with strong cord?

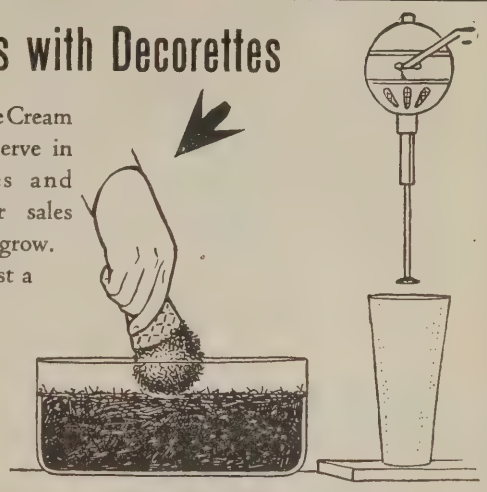
Moral: Every man knows his own address if not that of his correspondent.

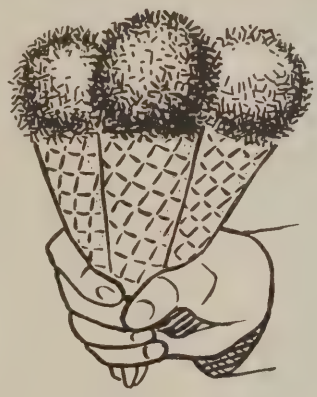
Put it in the upper left-hand corner!

DECORETTES

Do This with Decorettes

Dip each Ice Cream Cone you serve in Decorettes and watch your sales and profits grow. Requires just a second.





The Result

Surely you've heard of this Finest Pure Vanilla Chocolate Topping.

Gives class and character to Sundaes, and as for Ice Cream Cones—oh, boy!

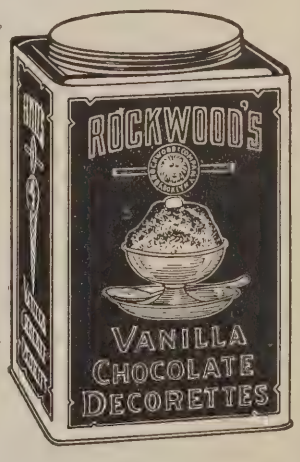
Pleases the eye, improves the taste, stands up under climatic changes.

Will Double Your Cone Business

A pure vanilla chocolate product. One pound will cover 200 cones.

Your jobber can supply you.

Prices and Samples on request



ROCKWOOD & CO.

Washington, Park & Waverly Aves.
BROOKLYN, N. Y.

Warehouses:
63 Beverly St., Boston, Mass.
1534 So. Peoria St., Chicago, Ill.
636 Clay St., San Francisco, Cal.

ROCKWOOD & CO.,
Washington, Park and Waverly Aves.,
Brooklyn, N. Y.
Gentlemen:—
Please send us samples of Decorettes

Our Supply House Is .....

.....

Name .....

Address .....

City .....State .....

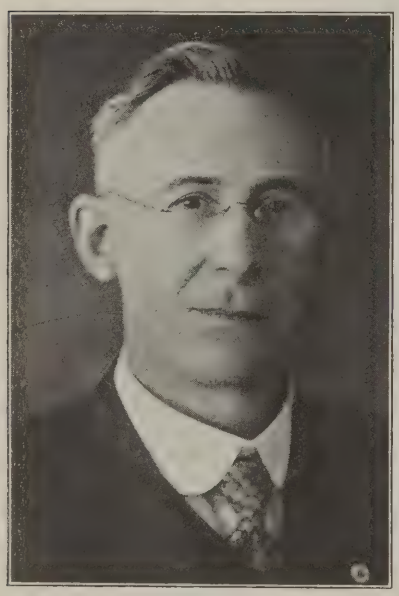
I. C. R., 7-25.

Dairy Refrigeration

Pipe and Pipe Erection

By F. B. FULMER

THE arrangement of the piping systems around the refrigerating plant is one which requires much careful consideration, both as to size and prospective additions and changes in the future. As a rule the suction and discharge lines which are directly connected to the compressor are governed by the size of the connections on the machine. Should there be any possibility of future increase in required capacity, it might be economical to make provisions for it when erecting the first part of the system. To illustrate, when installing the first compressor, which is of ample capacity to meet the present work, it will be assumed that a two inch suction line will be large enough to allow a margin above the immediate requirements.



F. B. Fulmer

However, the "unit system" of construction might be arranged so that an additional hardening room could be constructed along side of the present one, and the return flow of the ammonia gas could be through the same suction line, but the additional load might tax the capacity of the two-inch line, hence it might be well to install a two and a half inch line in the first place, as the cost of erection would be about the same and the added first cost of the larger size pipe would be very small and its capacity would be over 50 per cent greater.

In some cases future connections have been considered and tees placed in the lines and a plug put in one opening, with the intention of the plug being removed when the new connection is made. This is better than having to cut into the line, to place a tee where it is needed, but a better method would be to put a short nipple in the tee instead of the plug and put a valve on the exposed end of the nipple. While the first cost of the valve is much greater than that of the plug, the valve would eventually have to be placed on the line, and it is a positive insurance against having to shut down the operation of the plant when the new connection has to be made, with the loss of time, perhaps some loss of ammonia and the inconveniences which are associated with such occasions. This method will also apply if there is any possibility of another compressor being added at the other end of the suction line. In figuring the capacity of pipes, the rule of area of circles is followed, which is, the area of circles are to each other as the square of their diameters. Thus a two-inch pipe and a three inch pipe would stand to each other for capacity in the ratio of 4 is to 9.

IN LAYING out a pipe line for ammonia, the connections should be as direct as possible, with a few angular bends as is consistent with the requirements and no arrangement which will act as a trap for the liquid. This will also apply with steam and water lines. In the larger plants there will be a multiplicity of connections for ammonia, air, steam and water and it may require no little study for the installation as a whole to achieve the greatest convenience and accomplish the highest degree of efficiency.

The modern tendency with the larger installations of piping systems is to eliminate as many joints as possible and weld the various pieces of pipe into a continuous coil. For hardening room work, where the pipe shelf method is used, the scheme is to make each shelf a continuous coil and have flange connections with the pipes above and below.



View looking lengthwise of a hardening room, showing general scheme of pipe arrangement.

With the smaller installations the cost of securing a welding outfit might be prohibitive and in many cases it is convenient to have jointed connections, so there is considerable of the erection of ammonia pipe that is made by using the threaded joints, with companion flanges, one-half of the flange being on each pipe with a gasket in the groove and the joint made tight by drawing up on four bolts. This applies for the straight pipe line, and where there are tees and elbows the connection is usually made with the flange fittings rather than the screw fittings, as in the latter case any change made after the line is completed will necessitate either cutting the line or taking considerable of it down to accomplish what is desired.

To have a tight and serviceable threaded joint the threads on the pipe and fittings must be in good condition so that there will be a metal-to-metal contact. To secure this result the first essential is that the threads should be absolutely clean; and the next is that the very best lubricant be used in order to prevent friction, and they should not be screwed up fast enough to make any change in the temperature of the material. The friction is due to the large amount of bearing surface of the threads and when there is any grit on the surface of the threads the friction is greatly increased and the resulting heat produced causes expansion, and as the pipe is lighter than the fitting, it expands more, and when cooling takes place the pipe contracts more than the fitting and the tendency to leak is created.

The manufacturers of ammonia fittings are attempting to standardize all fittings the same as the manufacturers of sanitary pipe and fittings have adopted a na-

IN THE SWIM



The Ice Cream manufacturer who operates Emery Thompson Freezers is busy every minute of the day, weekends, and holidays. He knows that his own plant is "In the Swim" handling, efficiently and economically, the biggest business it has ever handled—making better profits for him this summer than ever before.

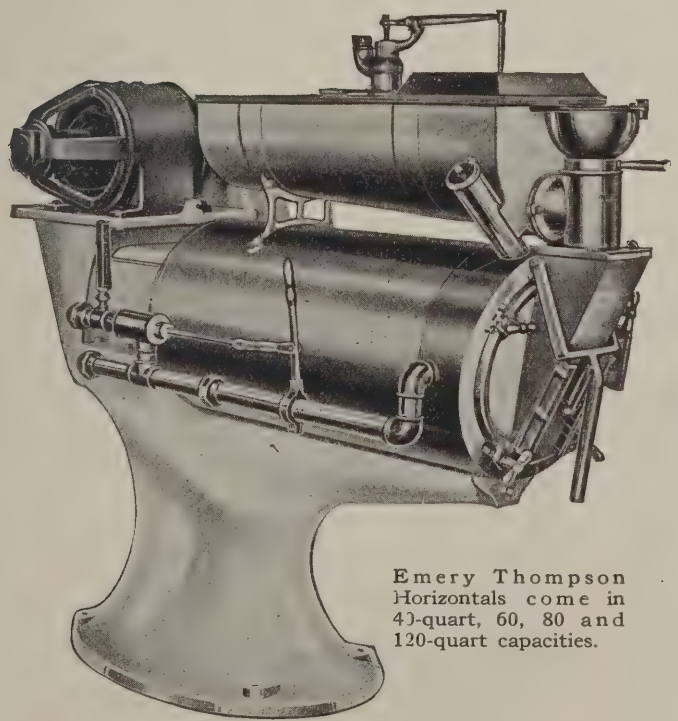
The simplicity and ease of operation, accuracy, dependability and durability of Emery Thompson Freezers make the rush season a pleasant season.

KEEPING COOL



when demand is the greatest and most insistent. When it's necessary to crowd them to the limit, you can rely upon the Emery Thompson Freezers delivering the goods. Send this coupon for prices on the Emery Thompson line of horizontal, direct expansion, and vertical Ice Cream Freezers.

Emery Thompson Machine & Supply Co.
271-275 Rider Ave. •• New York City



Emery Thompson Horizontals come in 40-quart, 60, 80 and 120-quart capacities.



Send This Coupon For Prices

Emery Thompson Machine & Supply Co.,
271-275 Rider Avenue,
New York City

Gentlemen:

You say that your customers and your machines are "In the Swim" more than ever this summer. Tell us how we may increase our profits. Send Catalog.

Personal Name_____

Firm Name_____

Address _____

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

tional standard. Practically all of the pipe threads used in America are the Brigg's standard, which were devised in 1834, but the fittings have not been of uniform size as regards length and one part of a companion flange of one make would not line up with the other part made in a different factory. The Brigg's thread has straight sides and a cross section of the thread will present an angle of 60 degrees and it is cut to almost a perfect point. The British standard is known as the Whitworth thread which forms an angle of 55 degrees and has slightly rounded points.

The threads on a pipe should be cut on a perfect taper so there will be a gradual tightening as they are screwed into a fitting. The taper should be not more than ¾-inch per foot and this is the standard that all fittings should conform to. It may not be absolutely necessary to have a taper thread to make a tight joint, but it is more convenient and far safer to use a standard taper thread for all work. The length of the thread depends on the diameter of the pipe that is being used, as will be observed by referring to the following abbreviated table of standard pipe dimensions. Also, it will be noted, that with the exception of the 2½-inch pipe, all of the actual sizes are slightly larger than the nominal dimensions:

Table of Standard Pipe Dimensions.

Nominal internal	Actual internal	Thickness of pipe walls	Metal square	No. threads per inch	Length of threads required
in.	in.	in.	in.	of screw	in.
⅛	.27	.068	.0717	27	¼
¼	.364	.088	.1249	18	⅜
⅜	.494	.091	.1663	18	⅜
½	.623	.109	.2492	14	½
¾	.824	.113	.3327	14	½
1	1.048	.134	.4954	11½	9/16
1¼	1.38	.14	.668	11½	⅝
1½	1.611	.145	.797	11½	⅝
2	2.067	.154	1.074	11½	11/16
2½	2.469	.204	1.708	8	15/16
3	3.067	.217	2.243	8	1

On the pipe which is larger than three inches, there are eight threads per inch of screw for all sizes, and for each additional inch in diameter, the increased length of threads required will average about 1/16 of an inch. It is well to observe that all standard pipe is measured for size on **the internal diameter,** up to and including the 12-inch size, and then the size is measured on **the external diameter** and is marked "O. D."

FOR ammonia work the standard pipe is used in most cases on the low pressure side, but for the high pressure side there is a stronger pipe used, which is known as the "extra heavy" or the "double extra heavy" as the case may be. All of these various pipes have the same external diameter, as the following table will show; this is necessary for threading and fitting the pipe. The internal diameter is less, as the pipe walls increase in thickness. The figures given are those connected with one-inch pipe for the three classes, and are used for purposes of illustration. Larger sizes are proportionately stronger.

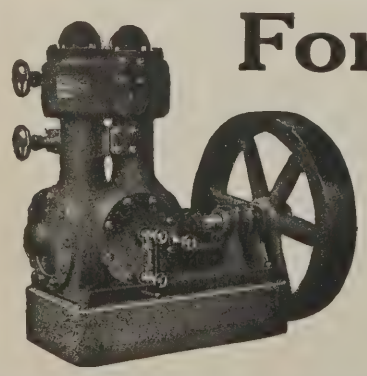
Table Illustrating Strength of Different Classes of Pipe.

	Standard pipe inches	Extra heavy pipe inches	Double extra heavy pipe in.
External diameter	1.315	1.315	1.315
Internal diameter	1.048	.957	.599
Thickness of wall	.134	.179	.358
Per cent of increase over standard pipe		34	168

As has been shown before, the length of the threads on a pipe is governed by its size. In ammonia work around a refrigeration plant it is usual to find considerable 1¼-inch pipe used, so this size will be taken to illustrate practical work. With a set of good pipe dies it is the usual practice to cut about ten threads on the pipe, but the last two threads will not be perfect, inasmuch as their crest will be wider than the crest of the perfect thread and the bottom of the groove will not conform to the thread on the fitting, so it is advisable to disregard the last three threads for practical use.

A PRACTICAL rule for pipe threading is to cut the threads so that the pipe will go into the fitting from two to three threads by hand and then go approximately four threads more when using a 24-inch pipe wrench, when it should be absolutely tight, thus giving seven effective threads in the joint. This will be compared to the table for "Standard Pipe Dimensions" and for the 1¼-inch pipe we find that the required length for the thread is ⅝-inch and that for this size there are 11½ threads per inch, so the mathematical calculation will give (⅝×11½=)7.1 threads required, which corresponds almost exactly with the practical rule of 7, just given.

Experience will demonstrate how much force to apply to have a perfect threaded joint fit perfectly tight. The practical advice of "put it home" when using a pipe wrench should be followed with considerable judgment, as the application of too much force may distort or break the pipe or the fitting into which it is being screwed. It is not an uncommon thing to see a pipe fitter bracing himself and pulling with considerable force when assembling pipe and fittings. Without careful measurements and knowing the composition of the metal used, it would be a difficult matter to compute the force required to injure the joint being assembled, but if



For Lasting Satisfaction

York
Refrigerating
Equipment

One reason why there are so many installations of York Refrigerating Equipment is that its satisfactory working condition does not pass with the seasons. York Equipment does not mean satisfaction until the first signs of wear show up, but a year in year out dependable service that stands the strain of rush seasons without injury to its long life.

Let us show you just why York Equipment lasts longer.

WESTERLIN & CAMPBELL CO.
CHICAGO, ILLINOIS
J. G. HAMMERSCHLAG, *Wisconsin Manager*
1016 Majestic Bldg. Milwaukee, Wisconsin

Grape-Pineapple

EVERYONE likes grapes, everyone likes pineapple, but just wait 'til you see how everyone takes to our rare blending of these two national favorites as an ice cream Special!

Read the actual experience of other ice cream manufacturers in their letters to us.

(Names submitted on request)

"Rush order for one barrel Grape-Pineapple. Entirely out and it is making a big hit here."

"Grape-Pineapple is a good seller and we shall probably use it in larger quantities as the season advances."

"Indeed pleased with way your Grape-Pineapple has taken with the trade."

Our exclusive blend of Grape-Pineapple is going even better than Orange-Pineapple in many territories, a sensation from the very start! It will pay for itself many times over if given a place in your 1925 line-up of Specials.

Use only two quarts for a 5-gallon mix. No color is needed. You will like the clean grape color as produced by our product.

See the coupon below, ready to return to us for either one No. 10 can (three quarts) or one dozen No. 10 cans of Grape-Pineapple.

The Cleveland Fruit Juice Co.
Cleveland, Ohio

Manufacturers also of Honeymoon Special, Nesselrode Pudding, Orange-Pineapple, Fruit Salad, Black Walnuts and many other flavors. Ask for complete list.

THE ASSOCIATION OF ICE CREAM SUPPLY MEN • MEMBER

Mail Coupon to THE CLEVELAND FRUIT JUICE CO., Cleveland, Ohio

☐ Ship one doz. No. 10 cans Grape-Pineapple @ $25.25 per dozen.

☐ Ship one No. 10 can Grape-Pineapple.

Company_____ Date_____ 1925

City_____ State_____



There's No Argument About It

Practical use has proved that DREW'S Egg Yolk makes better ice cream and increases demand. Your gallonage will prove it—Your profits convince you of its continued use.

Let the good judgment of the largest ice cream manufacturers guide you. Write for particulars today.

Certified Egg Yolk sold in original Cases

JAMES F. DREW & CO.

320 Broadway New York City

there is a force of 100 pounds applied on the end of a 24-inch wrench and the 1¼-inch pipe and fitting were placed in a vertical position, the theoretical weight which this set of conditions could lift is 158,733 pounds. From a practical standpoint it would be impossible to accomplish results anywhere near the theoretical figures, as the threads would strip long before such a force was generated.

IN MAKING up an ammonia joint the threads should be thoroughly cleaned. A good method is to have a wire brush to quickly clean off all of the coarse grit and dirt incident to the cutting of the threads and then use a paint brush two inches wide, which has been dipped in gasoline to clean off the oil that may remain after the wire brush has been used. The threads of the fitting should be cleaned likewise, and then one of three methods can be used in making the joint tight: The sweated soldered joint, the ordinary solder joint and the litharge joint.

The sweated soldered joint is made by coating the threads and adjacent surfaces of the pipe and fitting with a layer of solder and heating them by dipping into a pot of melted solder and, while they are hot, screwing them together, particular attention being given to the position of the bolt holes in the flanges and fittings, so they will line up in correct position when ready to be used. It is the usual practice to set the pipe and fitting in a vertical position and fill the recess of the fitting with solder. A joint made like this is really a shrink fit and is extremely tight and requires to be heated if it is ever taken apart.

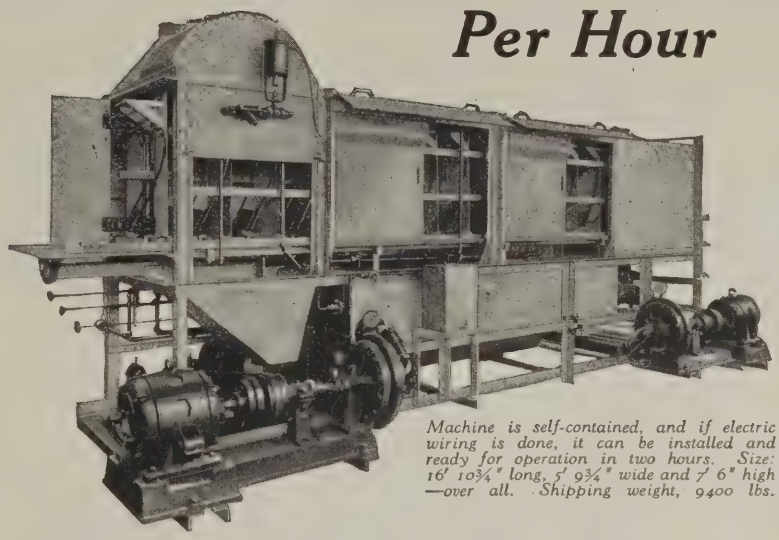
The ordinary soldered joint may be made by oiling the clean threads and screwing the pipe into the fitting to the correct position and then heating them to a temperature which will melt solder. This burns the oil off and the soldering acid is applied to the recess of the fitting and the pipe threads and the stick of solder applied until the recess is entirely filled and allowed to cool.

The litharge joint is made by applying a thin coat of the cement made by mixing dry litharge powder with enough glycerine to make a paste of the desired consistency. Only a small amount of the paste should be made up at any one time, as it will harden within a few minutes in ordinary room temperature, and when once set is useless for making tight joints. Enough of the paste is put on the pipe and fitting to have a small layer partially fill the recess in the fitting when the pipe has been securely screwed in and a small layer at the end of the pipe, inside the fitting, which acts as a seal when it hardens. Care should be taken that no considerable amount of the litharge cement is forced into the fitting, as it will form in lumps when set and prove to be a menace to the system. Litharge joints, when properly made, are very durable and are usually taken apart with difficulty. Heating the joint with a blow torch is the most effective way of taking it apart.

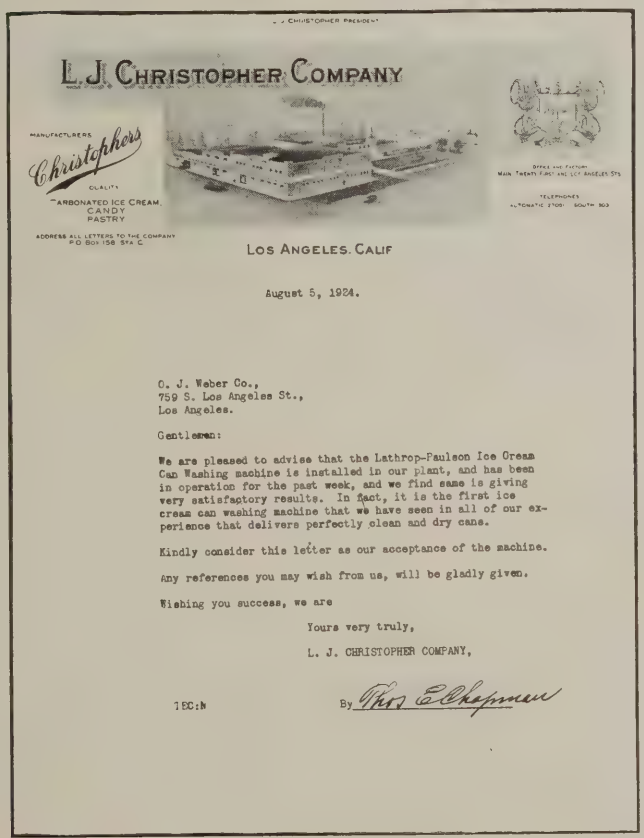
ALL pipe used for ammonia work should be cleaned from the dirt and mill scale which may be present. Placing the piece of pipe in a vertical position after threading and before it is screwed into the fitting, and giving it a few sharp blows with a hammer will usually remove the greater part, and should the pipe show evidence of having much mill scale the better practice would be to clean the inside with a wire brush placed on the end of a smaller size pipe, something after the manner of a boiler tube scraper. Pipe which is very dirty on the inside should be blown out with compressed air

600 Cans and Covers or Brick Pans *Per Hour*

Absolutely clean, sterile and dry. Washes all size cans and covers from 20 qt. down to 4 qt. Cans are fed in and delivered at the same end of machine. Small cans may be washed together with larger cans, increasing the capacity to 1200 per hour. Has two speeds. Each can receives 17 distinct intensive treatments.



Machine is self-contained, and if electric wiring is done, it can be installed and ready for operation in two hours. Size: 16' 10¾" long, 5' 9¾" wide and 7' 6" high —over all. Shipping weight, 9400 lbs.



L. J. CHRISTOPHER COMPANY

MANUFACTURERS Christophers QUALITY CARBONATED ICE CREAM, CANDY, PASTRY

ADDRESS ALL LETTERS TO THE COMPANY P O BOX 158 STA C

LOS ANGELES, CALIF

August 5, 1924.

O. J. Weber Co.,
759 S. Los Angeles St.,
Los Angeles.

Gentlemen:

We are pleased to advise that the Lathrop-Paulson Ice Cream Can Washing machine is installed in our plant, and has been in operation for the past week, and we find same is giving very satisfactory results. In fact, it is the first ice cream can washing machine that we have seen in all of our experience that delivers perfectly clean and dry cans.

Kindly consider this letter as our acceptance of the machine.

Any references you may wish from us, will be gladly given.

Wishing you success, we are

Yours very truly,

L. J. CHRISTOPHER COMPANY,

By Thos E Chapman

TEC:N

L.-P.

ICE CREAM CAN WASHER & DRIER

Only two men are required to operate the machine at maximum speed, and one man can handle the work efficiently at the 300 speed. Cans are washed on outside as well, freeing the cans, lids, pans and covers from brine. This machine eliminates the necessity of washing cans and covers separately. Cans which have beeu stored and coated with oil do not have to be brush washed. They come out ready for service, or may be piled in storage racks without danger of rust. Machine will also handle brick tanks up to 12 qt. size. All cans are placed in machine upright, and are delivered **absolutely clean, sterile and dry.**

The machine is sturdily constructed and heavily galvanized. Temperatures are thermostatically controlled. Soda solution is automatically controlled by L.-P. Patent Soda Regulator.

Machine is sold on a results-guaranteed basis. Names of users will be gladly submitted upon request. It will not obligate you to obtain full information and price. Send the coupon today.

THE LATHROP-PAULSON CO.
2459 W. 48th St. CHICAGO, U. S. A.

The Lathrop-Paulson Co.,
2459 W. 48th St., Date.....
Chicago, Ill.

Without any obligation on our part, please send us complete descriptive matter of L.-P. Ice Cream Can Washer and Drier, together with price.

Name .....

Address .....

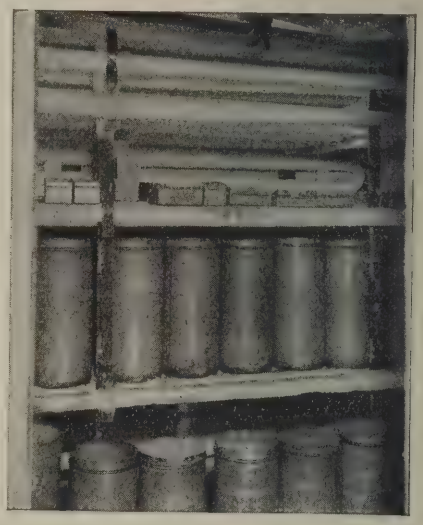
before being assembled. Steam should not be used for this purpose, due to the liability of moisture being retained inside after the pipe has cooled off.

The amount of pipe required for a cold storage room depends on the desired temperature. For hardening rooms experience has demonstrated that a liberal allowance of pipe contributes to the ultimate efficiency of operation. Good practice will allow one and one-half lineal feet of 1¼-inch pipe for each cubic foot of space in the hardening room. This allows 3.4 square feet of external pipe surface for each cubic foot of room space and other sizes of pipe used can be calculated accordingly.

In erecting ammonia pipe (or any other pipe for that matter) due consideration should be given for proper supports so that no unnecessary strains are thrown on the joints, otherwise the bolts may work loose and a leak will result. If the strains are of a severe nature, the pipe may break in the threads near where it enters the fitting and a severe leak will follow. These strains are the result of expansion and contraction as the temperatures change and care should be taken that the pipe is arranged as free as possible to allow for these changes. As an illustration, it will be assumed that the suction line coming back to the compressor is 50 feet long. The pipe when originally erected had a temperature of say 60 degrees and when it is conveying the cold gas from the hardening room it has a temperature of 15 degrees below zero, or a change of 75 degrees in temperature. The length is (12×50=)600 inches and the co-efficient of lineal contraction for the metal in the pipe can be taken a 0.000006 then we find that the pipe will contract (60×0.000006×75=)0.27 of an inch.

SOME idea of the force of contraction contained in the illustration just given can be gained from the following: It will be assumed that the suction pipe is 2 inches in diameter, and by referring to the table for "Standard Pipe Dimensions" it is found that the cross sectional area for 2-inch pipe is 1.074 sq. in. In a computation of this nature there is a factor used which is known as the "co-efficient of elasticity" and, for this particular pipe, this factor can be taken as 30,000,000. Then the force developed by the contraction would be (0.000006×75×1.074×30,000,000=) 14,499 pounds.

In placing a given amount of pipe in a hardening room it is the general plan to utilize a part of the pipe for the shelves to hold the ice cream. The shelving is usually arranged so that the largest sized cans of ice cream are located on the floor and lower shelves, and the smaller ones are placed higher up and the bricks are located on the top shelves, as is shown in the side view of a hardening room in the illustration.



TO get the required amount of pipe in a hardening room there are usually several layers of coils placed near the ceiling, supported by suitably arranged angle iron frames. The practice is to make up the shelves with continuous coils and use as few joints as possible. This also applies to the coils near the ceiling, and in order to get sufficient pipe in the room the pipe bends are made quite short. Pipe bends curved to a radius of less than four diameters of the pipe are undesirable for two reasons: First, a pipe curve with a smaller radius is very hard to make and retain its original strength, and second, the expansion and contraction strains on the small radius bend are more severe than with larger ones, and these strains will have a tendency to weaken the pipe in the weld and a leak may eventually develop. When 1¼-inch pipe is used the coils should be made with at least 5-inch centers.

Where flange joints are used care should be taken that the gasket recess is cleaned and a fiber gasket carefully fitted in and the bolts drawn up evenly and quite tight. Lead has been used for gasket material in many cases, but as it has but very limited elasticity it is not as desirable as fiber made for ammonia work.

Pipes and fittings are subjected to two classes of stresses; one the working stress, due to the pressure, and the other due to faulty design or improper erection. Practically all of the fittings used in ammonia work are made from soft steel or malleable iron and are very strong. It is desirable to use soft steel pipe in preference to iron pipe, due to the greater tensile strength.

The tensile strength of steel of this character is taken to be from 55,000 to 60,000 pounds, and the thickness of the pipe walls as shown in the table of "Standard Pipe Dimensions," for 1¼-inch pipe is 0.14 of an inch. Then the theoretical bursting strength of this pipe will be (55,000×.14=) 7,700 pounds, and as a factor of safety of 8 is used in calculating the working pressure we find that the pipe is safe up to (7,700÷8=) 962 pounds, and as this pressure is never obtained in practical operation it is easy to be seen that a failure in an ammonia pipe system must be due to some hidden defect in the pipe or fitting, or due to carelessness of erection or of operation.

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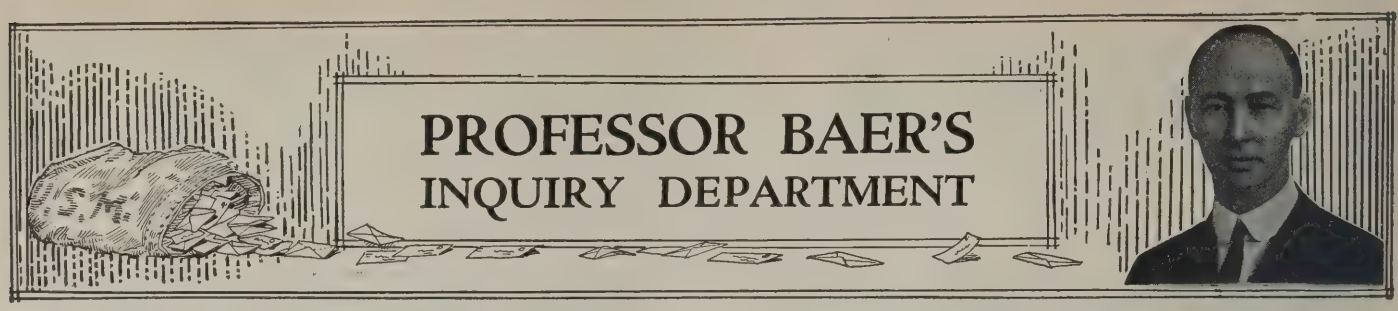
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The HOUSE *with the* GOODS *and the* SERVICE



Replies to Inquiries

Dear Sir:—We use in our present mix of one hundred gallons the following:

Sugar, 115 lbs.; butter, 107 lbs.; gelatine, high grade, 4lbs.; concentrated val., 40 drams; water 547 lbs.; Merrill Soule m. p., 103 lbs. This gives a total of 903 pounds.

We first put water in pasteurizer and then sift Merrell-Soule milk powder from original cans into cold water and thoroughly dissolve. Then we turn on steam and heat to 100 degrees. Sugar and gelatine is then added. The gelatine is mixed with 20 or 25 pounds of sugar first, and then we take about 10 gallons of heated water and powder and dissolve in it thoroughly, from which place it is transferred to the pasteurizer with the rest of the mix. Butter is then added and heated to 170 usually. It is held for thirty minutes. After being cooled down in pasteurizer to 130, it is homogenized at 2,500 pounds pressure. In this pasteurizer it is again cooled off to 35 degrees and kept for 18 hours before it is frozen. We get all the way from 200 to 208 gallons of finished cream. We have had no trouble at all. We are making a good cream. We continually hear some one say that some other place is putting out better cream than we are and we want to remedy our trouble, if any.

Reply: I have analyzed your ice cream mix as given in your letter. You will find the calculations given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
115.00 lbs. sugar	.....	.....	109.25
107.00 lbs. butter	89.88	.....	89.88
4.00 lbs. gelatine	.....	.....	3.80
103.00 lbs. milk powder	.....	97.85	97.85
574.00 lbs. water	.....	.....	.....
903.00 lbs. mix	89.88	97.85	300.78
Per cent	9.95	10.80	33.30
Per cent sugar	12.74		

You will notice that there can be nothing wrong with the percentage ingredients of your mix. I am, however, suggesting in table two another mix testing 12 per cent fat and containing about 35 per cent total solids. You can try this out and see if you think it will make you a better product:

Table 2.

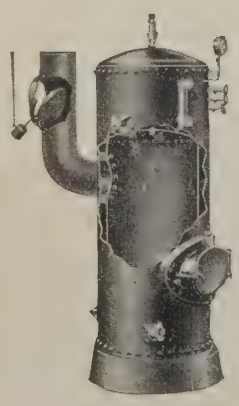
Ingredients	Fat	Serum Sol.	Total Sol.
117.00 lbs. sugar	.....	.....	111.15
4.50 lbs. gelatine	.....	.....	4.27
129.00 lbs. 84% butter	108.00	.....	108.00
100.00 lbs. skim powder	.....	95.00	95.00
549.50 lbs. water	.....	.....	.....
900.00 lbs. mix	108.00	95.00	318.42
Per cent	12.00	10.55	35.38
Per cent sugar	13.00		

I again want to assure you that the composition of your ice cream mix, as shown by table one, should produce a very satisfactory ice cream providing, of course, you are able to secure a very good quality of butter and a good fresh, soluble milk powder. The quality of ice cream which you can produce from day to day will depend more upon the quality of your raw material than on a high butterfat and solids content.

I have carefully reviewed your description of the method of processing your mix, and I am sure you should secure good results. I have just one criticism to make on your method of processing, and that is where you heat your mix to 170 degrees, holding it for thirty minutes. I am wondering just why you should want to heat the mix to this high temperature when a temperature of 145 degrees, held for thirty minutes, would give equally as good if not better results. I believe this lower pasteurizing temperature will result in removing the objections some of your customers appear to have made.

* * *

Dear Sir:—I note that I forgot to give the item of fat in my last letter to you. Just today one of our customers called up and made the same complaint—that the



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Factory, Gem City Boiler Co., Dayton, Ohio.

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To the Ice Cream Industry

ANNOUNCEMENT will soon be made of our 1925-1926 Advertising Campaign.

Never before has the merchandising of such a confection been planned on so wide-reaching and so broad a scale.

This campaign will reach millions of consumers via the eye and ear in every city, town, and village in the United States.

We heartily invite every established Ice Cream Manufacturer who desires to share in the increased sales of ESKIMO PIE resulting from this campaign to make the necessary arrangements with us now.

ESKIMO PIE CORPORATION
LOUISVILLE, KY.

ESKIMO PIE

"The Genuine Chocolated-Coated Ice Cream Bar"

cream will not stand up and needs so much icing. They do not complain about the flavor or texture.

Our mix is as follows: 1080 lbs. 3.6 whole milk, 38 lbs. skim milk powder, 22 gals. Libby's evaporated 8%, 258 lbs. sugar, 7 lbs. high quality gelatine, 208 lbs. sweet butter, 24 ozs. Gumpert's improver, vanilla to suit. The whole ingredients are heated to 145 degrees and held for 30 minutes, cooled to 110 and viscolized, then cooled to 35 degrees and held for 48 hours.

We get from 400 to 410 gallons finished product each time. Now please remember, the only complaint we have is that it requires so much more icing than other brands do. How can we correct this trouble?

Reply: I have made an analysis of your mix, which you will find below in table one. You will note that the butterfat is 12.8 per cent and the total solids 36 per cent, the sugar content being 14.4 per cent.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
1,080.00 lbs. 3.6% milk	38.88	92.65	131.53
38.00 lbs. skim milk powder....	.....	36.10	36.10
193.60 lbs. evap. milk 8%..	15.48	34.84	50.32
258.00 lbs. sugar	.....	.....	245.10
7.00 lbs. gelatine	.....	.....	6.65
208.00 lbs. sweet butter.....174.72		.....	174.72
1.50 lbs. improver	.....	.....	1.42
1,786.10 lbs. mix	229.08	163.59	645.84
Per cent	12.80	9.16	36.16
Per cent sugar.....	14.40		

Your sugar content is still quite high which, along with 22 per cent of milk solids, gives you a rather high total solids and that, along with your overrun, is possibly the cause of a little trouble in the hands of some of your dealers. I believe you could easily cut your sugar down to 13 per cent and still have a product perfectly satisfactory from the standpoint of flavor. It is also possible that if you were to eliminate the improver you would have a little less difficulty. You should have an ideal product from the standpoint of texture except that the rather high sugar content makes it necessary to have the holding temperature a little lower than possibly your competitor's cream.

* * *

Dear Sir:—We would appreciate very much if you could favor us with a formula for making a first class French ice cream. N. C.

Reply: I am indicating below in table one ingredients for ten gallons finished product of French ice cream, with suggestions as to the method of preparing the mix for this kind of ice cream.

Table 1.

Formula for French ice cream
For ten gallons ice cream.

33.00 lbs. 20% cream
10.00 lbs. sugar
3 oz. gelatine
3 doz. eggs
flavor

1. Separate yolks and whites of eggs. Add four or five pounds of the sugar to the yolks, beating until smooth.

2. Beat whites of eggs to a stiff froth and then mix with the yolks and sugar.

3. Add the eggs and sugar to about a gallon of the cream and heat to 160 degrees F. long enough until it begins to thicken. When thick add to remainder of mix and freeze either at once or after holding several hours.

4. The gelatine can be dissolved in a little water

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GUARANTY

Our purpose is to have every pound of Chocolate or Cocoa sold by us exactly as represented. We absolutely guarantee that if any product purchased is not satisfactory it can be returned and either it will be exchanged for other merchandise, or your money refunded, as you prefer.

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While activity is low at your plant there is plenty of time to single out the cans that are in need of retinning, rebuilding and repairs.

You can get a lot of profitable service from rebuilt and retinned cans and an investigation of our prices for the service will prove it.

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Ice Cream Cans
Electric Weld

will give you better service than any other can. That's why so many are in use today. Are YOU using them?

Get Our Prices.



and stirred while hot either into the custard mixture or to the batch when all ingredients are together.

* * *

Dear Sir:—Below I give you our mix. We have a little trouble with sandy ice cream in the winter months, principally the maple walnut, which seems to get sandy after it has been in stock for a while.

Twenty batch mix follows:

77 gal. 3 and 3¾% milk
20 gal. super-heated unsweetened condensed milk, 27% solids
140 lbs. sugar
6 lbs. gelatine (Essex)
116 lbs. fresh unsalted butter
15.11 lbs. skim milk powder

We viscolize and pasteurize our whole mix except flavoring, pasteurize to 145 degrees, then run over a brine cooler, cool it down to about 38 degrees, and hold at that temperature until ready to freeze.

We use a standardizer and pull every mix when it gets to 4½ pounds. After we pasteurize we hold same for 30 minutes, then cool down to 120 and viscolize at 2,200 pounds pressure.

Any information that you can give us will be greatly appreciated. C. B.

Reply: You will find the analysis given below in table one, where you will note the calculations indicate that your mix is very well balanced, except that it might possibly contain a little higher per cent of sugar.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
77 gal. or 662.20 lbs.			
3.75% milk	24.82	56.72	81.54
20 gal. or 180.00 lbs.			
27% condensed	.....	48.60	48.60
140.00 lbs. sugar	.....	.....	133.00
6.00 lbs. gelatine	.....	.....	5.70
116.00 lbs. 84% butter	91.44	.....	97.44
15.00 lbs. skim powder	.....	14.25	14.25
1,119.20 lbs. mix	116.26	119.57	380.53
Per cent	10.40	10.68	34.00
Per cent sugar	12.50		

You will note that the sugar content is only 12½ per cent while most all ice cream factories use 13½ to 14. The larger amount of sugar would also increase the total solids from 34 per cent to 35½ or 36 per cent.

I have carefully noted your description of the processing of the mix and it does not appear to me that your trouble is due either to the composition of the mix or your method of processing. I have noted that you are using a super-heated, unsweetened, skimmed condensed milk. It is possible that during the winter time you are keeping this condensed milk in too cold storage. Possibly your condensed milk has been frozen for some time before you use it in the mix.

There is no apparent reason why you should get a little sandiness in the maple-walnut cream and not in the rest of it. Perhaps if you can describe your method of holding the condensed milk and whether or not your skimmed condensed is always fresh or old, or any other conditions relative to your raw material, it is possible I can definitely suggest a remedy for your trouble. I am also just wondering whether the condition you describe is really a sandy condition or whether a coarse grainy condition of your ice cream.

* * *

Dear Sir:—We are making a mix as follows:

20 lbs. 25% cream
23 lbs. 4% milk
3 lbs. skim milk powder
6½ lbs. sugar
3 oz. gelatine

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An excellent combination of true Reyam Quality.

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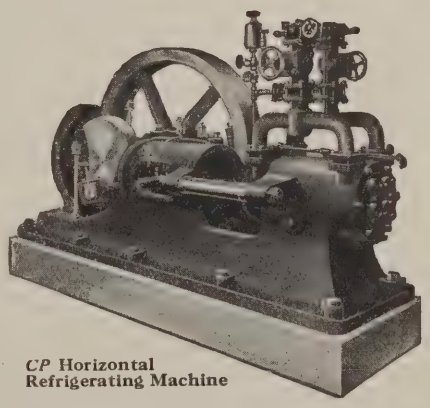
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is a pure vegetable compound that possesses all the appealing aroma of the sugar maple, yet is more practical for use in the manufacture of ice cream than true maple.

Its delicate flavor persists throughout the hardening process with no suggestion of that artificial taste characteristic of ordinary synthetic maple flavors.

ATLAS MAPLE FLAVOR contains the proper amount of coloring to produce a true maple shade and is the finest maple flavor on the market, proven by comparative test and popular choice.

ATLAS MAPLE FLAVOR as a part of your product means complete satisfaction, increased consumption and a growing business.

The ideal Maple Flavor for the Ice Cream Manufacturer.

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Write for Price List.

H. Kohnstamm & Co., Inc.

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ESTABLISHED 1851

Is this a well balanced mix? Do you recommend the use of condensed milk instead of skim milk powder? Or is it a "price" question? What suggestions could you make regarding this formula? Do you advise the use of rennet as a ripener?

Reply. You will find the calculations given below in table one:

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
20.00 lbs. 25% cream.....	5.00	1.34	6.34
23.00 lbs. 4% milk	.92	1.96	2.88
3.00 lbs. skim powder.....	.....	2.85	2.85
6.50 lbs. sugar	.....	.....	6.17
.25 lbs. gelatine	.....	.....	.24
52.75 lbs. mix	5.92	6.15	18.48
Per cent	11.20	11.70	35.00
Per cent sugar	12.30		

I would state that your mix is very well balanced and you should be able to secure very satisfactory results.

Relative to the use of condensed milk instead of skim milk powder I would state that there is no preference as far as results to be gained by using either one or the other. If you are able to get a very fine flavored, fresh skim milk powder you should be able to produce as good ice cream as with a fresh condensed milk.

Relative to the use of rennet or some sort of ice cream improver, I am glad to state that I am not opposed to the use of any of the improvers or to the use of rennet. These products, however, should not take the place of proper aging of the ice cream mix. In using the rennet or improvers I suggest that you use only half the amount as usually called for in the directions that come with the package, experimenting in this way until you arrive at the correct amount to use.

* * *

Dear Sir:—We want a mix to be figured as follows: Fat, 10 per cent, using only sweet cream of 40 per cent fat, or test, and asking you to what proportion of sweetened condensed milk as desired, as well as powder.

We wish to use both sweetened condensed and powdered, unless you suggest some better way.

Reply: According to your suggestions, I am indicating below in table one, an ice cream mix testing 10 per cent butterfat and properly balanced for serum solids.

Table 1.

Ingredients	Fat	Serum Sol.	Total Sol.
7.60 lbs. sugar	.....	.....	7.22
.50 lbs. gelatine	.....	.....	.475
16.00 lbs. sweet cond.....	.....	4.32	10.72
25.00 lbs. 40% cream.....	10.00	1.32	11.32
5.00 lbs. skim powder.....	.....	4.75	4.75
45.90 lbs. water	.....	.....	.....
100.00 lbs. mix	10.00	10.39	34.485

You stated in your letter that you had an opening for an ice cream maker from the first of April until the first of October. I just recently had a letter from A. E. Daddow, Loup City, Nebr., of the Ravenna Creamery Co. This man writes that he would like to come further south for a position.

I do not know Mr. Daddow personally nor anything about his work. I am just referring you to him in case you want to follow it up further.

JUNK IT.

"Junk something every day," said Orison Sweet Marden. "Junk your worries, junk your fears, junk your anxieties, junk your little jealousies, envies, and hatreds. Whatever interferes with your getting up and getting on in the world—junk it."

Rex Sherbets

Dehydrated

In 5 Fruit Juice Flavors

ORANGE ◆ LEMON ◆ RASPBERRY

CHERRY ◆ GRAPE

Just Add Sugar-Water and Freeze as Usual

E A & B Co

TRADE MARK

Possess all the Snappy—Juicy Flavor of Fruits

Rex Sherbet Powders contain ALL the ingredients for making sherbets and ices, reduced to a convenient dry form. Nothing need be added except sugar and water. Nothing but the usual method of freezing sherbets need be resorted to. [Rex Sherbet is an egg-white sherbet—not a milk sherbet.]

Through our process of dehydration, we reduce the fruit juices to a fine powder, preserving all the delicacy of the true flavor with all its natural strength and goodness.

The juices of the finest fresh oranges, lemons, raspberries, cherries and grapes are used for Rex Sherbet Powder, while an excellent pineapple sherbet may be made by adding fresh or canned pineapple to Rex Lemon Sherbet Powder.

A wonderful texture is produced with Rex Sherbet Powder with just the right smoothness and body. The quantity used is small and a great time saver over preparing fresh fruit.

PACKED IN 10 POUND CANS.
THE CARD WILL BRING A TRIAL QUANTITY ON APPROVAL.

Greater Economy ***Greater Time Saver***

E. A. BEAR & CO. ~ 317 W. AUSTIN AVENUE CHICAGO, ILLINOIS

CO-OPERATION MEANS ICE CREAM INDUSTRY'S SALVATION.

(Continued from page 26)

but each of them in its field supplements and strengthens the work of the other. The national association should be a clearing house for the activities of the local association and should be able to furnish local associations with facts and information gathered from all parts of the country, to assist them in handling local problems. It is, of course, out of the question for local associations to collect all information dealing with statistics, laws, practices and trends in the industry from all parts of the country, and the one place where all such information should be available for the use of local associations is the national association office. Plans are now under way for a conference of all state associations at the time of the national convention in Detroit and it is hoped at that time to have a discussion of ways and means by which a closer co-operation can be worked out between the state and national associations.



FRED RASMUSSEN.

The two fundamental principles to have in mind is that the national association can be made more effective working through local associations, and that the service of the national association to local organizations represents a great saving because each state association would have to establish a source of information at considerable expense.

THE Association of Ice Cream Supply Men occupies the same position within the machinery and supply field that the national association holds to the ice cream industry. About 65 per cent of the members of The Association of Ice Cream Supply Men are associate members of the national association. The two organizations are co-operating in the promotion of the national convention and show. Although the interests of the two associations are not the same in every respect, there are a number of fundamental activities in which their interest is identical. Both associations are interested in the general growth of the industry or, in other words, increased consumption of ice cream. They are interested in getting together and keeping on file all printed information in regard to the industry, and in all statistical and legislative information of the industry and in national publicity. There is an opportunity for additional and more definite co-operation between the two associations on the following points::

1. Establishing a national legislative information service for the members of the two organizations. The service should apply to federal, state, and, as far as possible, to municipal legislation. Classified records should be kept of legislation affecting ice cream, ingredients and equipment used in its manufacture. Innumerable laws enacted and innumerable laws proposed come under this heading, such as, butterfat standards, sale by weight, compulsory pasteurization, use of color, and gelatines, sanitary laws and many others.
2. Statistical information. The ice cream industry is

The same QUALITY SERVICE GOOD TREATMENT GUARANTEES will stand as heretofore—with

MEMBER

Havacone

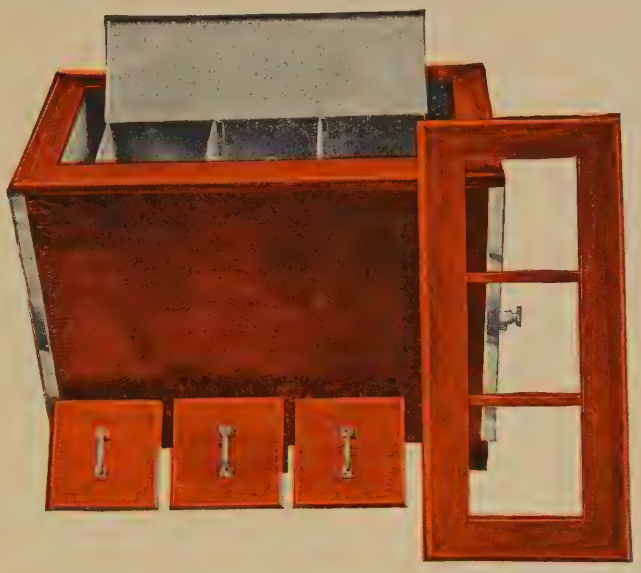
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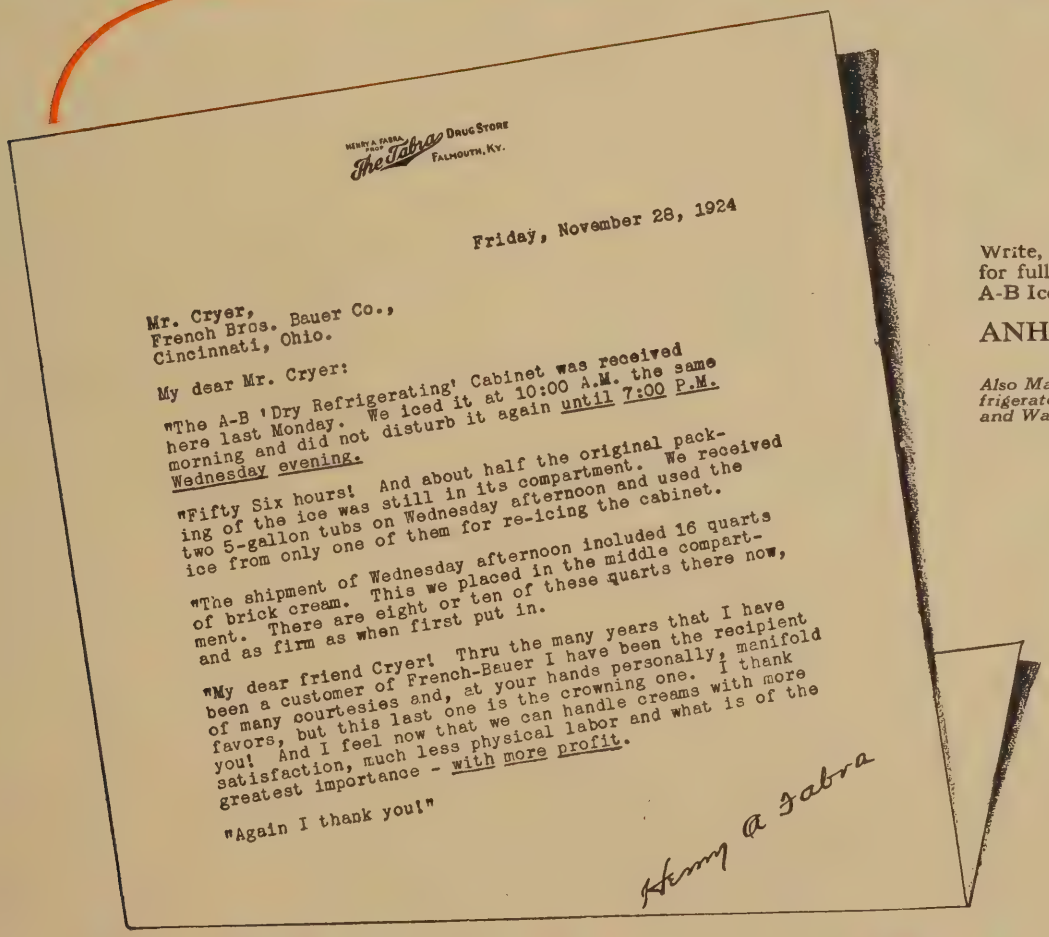
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56 hours' service from a single icing inspired this letter





HENRY A. FABRA PROP. The Fabra DRUG STORE FALMOUTH, KY.

Friday, November 28, 1924

Mr. Cryer,
French Bros. Bauer Co.,
Cincinnati, Ohio.

My dear Mr. Cryer:

"The A-B 'Dry Refrigerating' Cabinet was received here last Monday. We iced it at 10:00 A.M. the same morning and did not disturb it again until 7:00 P.M. Wednesday evening.

"Fifty Six hours! And about half the original packing of the ice was still in its compartment. We received two 5-gallon tubs on Wednesday afternoon and used the ice from only one of them for re-icing the cabinet.

"The shipment of Wednesday afternoon included 16 quarts of brick cream. This we placed in the middle compartment. There are eight or ten of these quarts there now, and as firm as when first put in.

"My dear friend Cryer! Thru the many years that I have been a customer of French-Bauer I have been the recipient of many courtesies and, at your hands personally, manifold favors, but this last one is the crowning one. I thank you! And I feel now that we can handle creams with more satisfaction, much less physical labor and what is of the greatest importance - with more profit.

"Again I thank you!"

Henry A Fabra

Write, or mail the coupon, for full details and prices of A-B Ice Cream Cabinets.

ANHEUSER-BUSCH
ST. LOUIS

Also Manufacturers of ABC Refrigerator Motor Truck Bodies and Wagons.

A-B Ice Cream Cabinets

Paul W. and Guy F. Minnick
Eastern Sales Representatives
280 Madison Ave., New York City

Canavan Motors Corporation
Western Sales Representatives

Westinghouse Bldg.
Los Angeles, Cal.

458 Natoma Street
San Francisco, Cal.

617 Pioneer Bldg.
Seattle, Wash.

216 U. S. Nat'l Bank Bldg.
Portland, Oregon

Anheuser-Busch, St. Louis. I. C. R. 7-25

Please send me copy of your booklet which illustrates and describes the A-B Ice Cream Cabinet, and lists prices and discounts.

Name .....

Address .....

.....

IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.



Million Dollar Tubes

THE Hudson Tubes, costing many millions, have saved many more millions of dollars in time and trouble to those using them.

The little steel tube, 4 inches long and ¼ inch thick, used as the positive element in the Edison Steel-Alkaline Storage Battery, cost Thomas A. Edison over three million to develop but it has saved storage battery users countless millions of dollars in longer life batteries, lower maintenance costs, and uninterrupted service,

Our nearest district office is anxious to prove to you the savings in delivery costs thru the use of Edison equipped electrics.

Edison Storage Battery Company

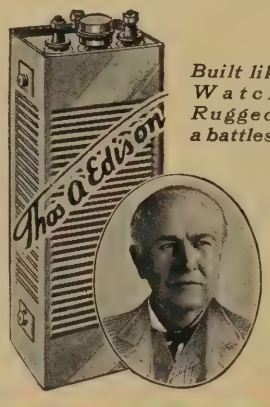
ORANGE, N. J.

Edison

STEEL-ALKALINE*

Truck Batteries

*Edison Batteries are the only batteries of commercial importance, regardless of trade name, which use iron or steel in their construction or elements. All other batteries are constructed of lead and sulphuric acid with hard rubber container.



Built like a Watch— Rugged as a battleship

HAUL MORE FOR LESS MONEY

ATLANTA BOSTON BUFFALO CHICAGO CLEVELAND DETROIT HUNTINGTON LOS ANGELES
NEW ORLEANS NEW YORK PHILADELPHIA PITTSBURGH SAN FRANCISCO SEATTLE ST. LOUIS WASHINGTON

Export: 26 West Broadway, New York *Canadian Distributors: International Equipment Co., Montreal, Quebec*

Here's Your Solution

to the cabinet question

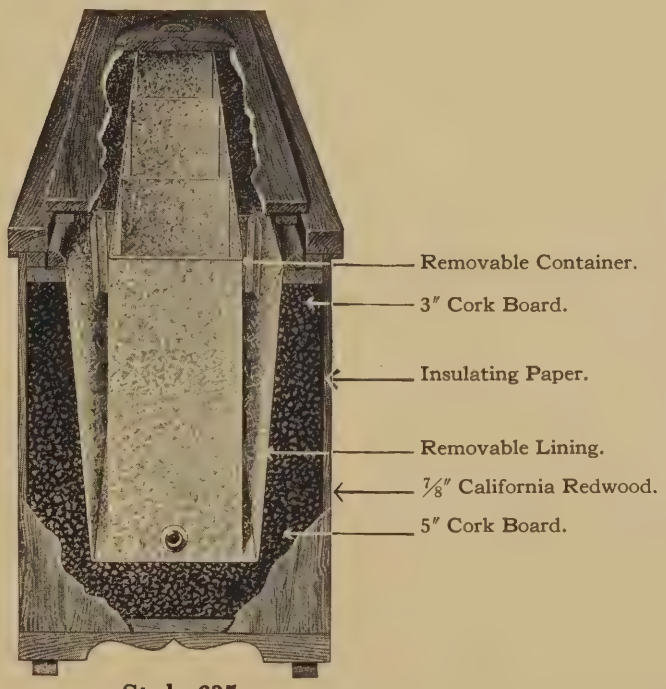
Nelson Duplex Zero

The last word in cabinet construction for Salt and Ice. Insulated with time proven insulator Sheet Cork—will not Settle or Change in texture—everlasting.

A Cabinet that is absolutely sanitary, has a water-tight container.

Will accommodate brick or bulk ice cream.

Compartments absolutely dry.



Style 635

"Confessed the best when put to test"

Write for prices—today!

C. NELSON MFG. CO.

2306 Division Street St. Louis, U. S. A.

woefully lacking in statistics. For an industry to be without statistics is like a ship to be without a rudder. Business today cannot be conducted economically without basic statistics. There is a mass of data which can be collected from other industries from the supply men and from the ice cream manufacturers, and if brought together, tabulated and interpreted will give a world of information in regard to the progress and trend of the ice cream industry. This information will not only be of great commercial value but it has a great publicity value in keeping the ice cream industry before the public in an interesting way. It is very easy to get stories woven around statistics into the newspapers.

3. Trend of processes and equipment in the industry. What is the actual status regarding the ice cream cabinet today? How many cabinets have been installed? To what extent is the Hopper system used? How many states have compulsory pasteurization, etc.? An industry never stands still. It is always possible to trace definite trends of development. A knowledge of trends in processes, in equipment and trade practices enables us to anticipate problems and prepare to meet them.

4. Establishing an industrial reference and record library. There has never been an attempt made to keep any files of the trade journals, bulletins, or other printed information at the office of the national association. There is not even a complete file of the annual report of the association. The place of all places to have on file a history and record of the ice cream industry is in our association. The carrying out of the activities mentioned above will automatically tend to create an industrial reference library. Files should be kept of all trade journals dealing with the ice cream trade, of all research and experimental publications, and such publications of allied industries which will bear directly on the ice cream industry.

5. Stimulating public interest in ice cream. Upon this important subject depends the future increase in sale of ice cream and increased sale of ice cream equipment and supplies. The two organizations are equally interested in educating the public to a realization of ice cream as a food. If working independently, there will be duplication of effects and likely misunderstandings. To make the work effective, they need the same source of information, and if working in co-operation the work will be far more effective.

Some may say the ice cream manufacturers are big enough to run their own business, and do the things mentioned without co-operating on a financial basis with other groups. Undoubtedly this is true, but the question is: Can we, through co-operation with the Association of Ice Cream Supply Men, do a better job, do it quicker and far more economically and to mutual advantage? None of the activities are being done by either association at present. It is agreed by both groups that there has been, and is, an increasing need for this work. By co-operating, better results can be obtained at a saving of at least $6,000.00 annually to the two associations.

THE activities mentioned above can be classed under one heading—"Establishing a source of information for the ice cream industry." This information to be at the disposal of both groups for their independent action. Such co-operation in no way would place the one association under any obligations to the other. It is purely a business proposition in the interest of economy and efficiency. Co-operation on a more definite financial basis is a question of policy of the two associations and is brought to your attention because it is believed to be worthy of consideration.

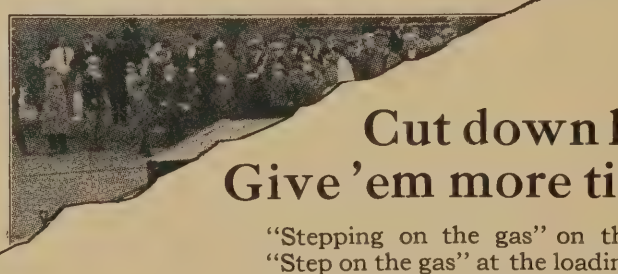
In discussing the question of co-operation with The Association of Ice Cream Supply Men, I would be remiss if I did not call attention to the affiliated group — The Salesmen's Club. The salesmen of the equipment and supply houses are the promoters and interpreters of new ideas from the shops and the factory. They are the connecting link between the ice cream manufacturer and the manufacturer of equipment and supply. This club numbers approximately 950 members who are daily in personal contact with the ice cream manufacturers. They are an integral part of the ice cream industry and this association is ready to furnish them information about the industry and the aims and purposes of this

(Continued on page 150)

34 THE ICE CREAM REVIEW May, 1925

Why So Many Delivery Accidents?

Growing Number of Wrecks



Cut down loading time
Give 'em more time on the road

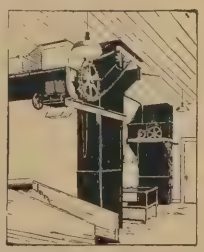
"Stepping on the gas" on the road breeds accidents. "Step on the gas" at the loading platform through the use of fast ice and salt handling machinery—lessen the necessity for excessive speed on the road.

Two forms of G-W Equipment for speeding the loading of trucks are shown at the left. Other types are available from the complete G-W Line. It includes Ice, Salt and Sugar Handling Equipment to meet the needs of every plant, large or small.

Practical engineers, with many years of experience, are located at each of the offices below. They are there to help you "give 'em more time on the road." Use this service. It costs nothing and may be the means of opening up new channels of profit through greater handling economies.



G-W Crushed Ice installation, showing ice crusher with crushed ice conveyor. Conveyor receives ice from crusher and carries it to wagon chutes at loading platform.



Vertical G-W Crushed Ice Elevator delivering ice to 12' screw conveyor. G-W Salt Elevator is shown at the back of the room.

GIFFORD-WOOD COMPANY
Main Office: 5 HILL ST., HUDSON, N. Y.
New York: 50 Church St. Chicago: 565 W. Washington St.
Boston: 222 State St. Pittsburgh: Peoples Bank Bldg.
Works: Hudson, N. Y.

Gifford-Wood BUILT STRONGER LASTS LONGER
ICE HANDLING MACHINERY AND TOOLS

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

The GLASS LINING

An Equipment and Service Magazine for the Dairy Industries

Vol. 2. No. 3.

Pfaudler Insulation Scores Again!



Photo taken shortly after the fire at the Hunding Dairy Co., Chicago, Ill.—The specially applied Pfaudler Insulation protected the milk in this tank against fire to the extent that 5 days later the cream was used for making butter. This butter was up to regular standards.

A severe fire! Walls and ceilings burnt out! Temperatures of at least 1000° F. Heat enough to break down ordinary equipment! But here Pfaudler Insulation (in the form of Armstrong Cork combined with glass lined steel and a special sheathing) offered such a resistance to the heat that the milk raised only a few degrees in temperature.

As the story goes, the temperature of the milk before the fire was 36°;—five days later in had risen to only 45° and was still sweet. This is an increase of only 11°, based on extreme temperature conditions.

If anything can be perfect in machinery manufacture, then the insulation of this tank was perfect. This is the same type of insulation which enabled a Pfaudler truck tank last October to make a run of 700 miles and a further holding of the product for a week, with a loss of only a few degrees F.

The milk in the Hunding Dairy tank could have been used for bottling purposes except for a slight off-flavor resulting from the entrance of smoke through the observation glass. However, the cream was separated and used for butter which was up to regular standards.

The only repair parts required for the tank were a couple of peephole glasses and an angle stem thermometer.

This is the first case of its kind on record, that we know of.

Insulin—What it Is, What it Does, How it is Made

The greatest medical discovery in 50 years is insulin. How the proper administration of this solution will undo many of the ill results of improper eating and how this product is being produced commercially to meet the widespread demand for it makes a very interesting story in this month's "The Glass Lining". This one article makes the whole issue more than worth while.

A Pay-Envelope House Organ Service for Small and Medium Sized Dairies

Do you sometimes feel that your organization needs "toning-up", that you would like some systematized method of showing your employees in a tactful yet forceful manner the correct attitude on such subjects as thrift, punctuality, courtesy, etc.? Here is a house organ service which may be purchased at a very low rate.



OVER 300 "C-GALS" IN OPERATION

Pfaudler's new 100-gallon Pasteurizer (Starter Can, Storage Tank, etc.) has been given an ovation by the trade. From all over the country the orders have come in—many of them by mail. The "C-Gal" has hung up a record for popularity which is unequalled in the history of dairying. Buy a "C-Gal".

Price

$325 F. O. B. Elyria, O.

The "C-Gal" is sold by all leading jobbers. Ask them about it.

—MAIL THIS COUPON—

Pfaudler

217 Cutler Bldg.,
Rochester, N. Y.

Gentlemen:—

☐ Put my name on your mailing list for "The Glass Lining".

☐ Send me literature on "The C-Gal".

Name_____ Street_____ City_____

I.C.R.-7-25

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

SUCCESS

FOR THE ICE CREAM MAKER TODAY MEANS CUTTING OUT COSTLY OLD IDEAS, AND PUTTING IN NEW ONES THAT SPEED UP THE PROFITS

QUICK WAY TO CUT COSTS

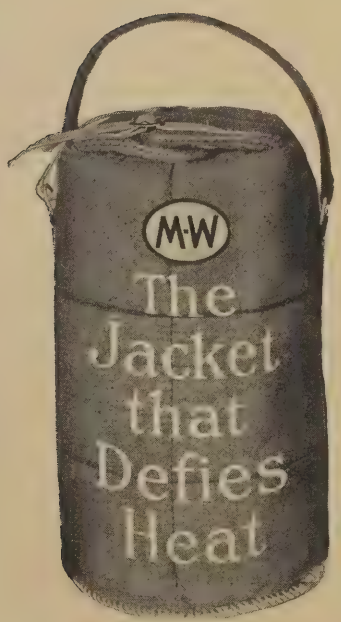
"M-W" Iceless Jackets

greatly lower shipping expense by eliminating ice bills, reducing weight, reducing labor, quickening delivery — and getting your product to your customer in perfect shape under all weather conditions.

TEST THIS SYSTEM AT OUR RISK AND NOT YOURS —

This will prove it is wise to make the change from ICE to ICELESS without waiting any longer. We want you to have these benefits, this saving — this better, easier, quicker, cleaner Shipping System RIGHT NOW!

Don't hesitate to fill out the coupon. It obligates US, not YOU. We must prove that **"M-W" ICELESS JACKETS** *are Money Savers for You!*



PATENT APPLIED FOR

Montgomery-Washburn Co.

SAUGERTIES, N.Y.

SHIP WITH "M-W" ICELESS JACKETS AND YOU PLEASE ALL

MONTGOMERY-WASHBURN CO.
Saugerties, N. Y.

Send me ..... "M-W" ICELESS JACKETS ..... *Quart size to make test. Measurements of cans are* ..... *high* ..... *diameter.*

If not satisfied, I can return and get credit for them.

Name .....

Street .....

City .....

We also manufacture Jackets for Square Cans. **Prices and samples submitted upon request**

ICE CREAM WEEKS ARE SUCCESSFUL.

(Continued from page 22)

Fruits contain water, sugar, acids and proteid. They help us to digest our food easily. The fruits most commonly used in making ice cream are bananas, different kinds of berries, pineapples, peaches and cherries.

Nuts add richness to ice cream and variety to its flavor.

Ice cream is so wholesome and nourishing. It is used one season just as well as another. It is in reach of all, because it is sold at the groceries just as potatoes, figs, rice, bread and milk are.

Ice cream is rich in vitamines. "Uncle Billy"—W. F. Roes—talked to the school children of our city in April about vitamines in foods. Vitamines put pep and vim into children and make them rosy-cheeked, give them graceful bodies, keen minds, sparkling eyes, and sturdy muscles.

Ice cream is an excellent health food for grown-ups, as well as for children. It is very nourishing for the sick. It is very pleasing to the taste, and helps to strengthen the body.

Ice cream is a food that is easily and quickly digested.

Even though I eat ice cream every day, the one thing that keeps me from tiring of it is because there is such a variety of it. We can get it in so many different flavors and kinds. We can get it in such a variety of shapes. We can get ice cream in shapes of rabbits, chickens and lilies for Easter; turkeys and pumpkins for Thanksgiving; Santas, trees, etc., for Christmas, and many other forms for other holidays.

That's why I say, with all the kiddies of America, that "Since ice cream is a food,—body-building and health-giving"—I SHOULD EAT ICE CREAM EVERY DAY.

Some kiddies don't like milk,
And others don't like eggs,
But do you hear of many
Who won't for "ice cream" beg?

And when they get their "ice cream"
They never stop to think,
That they have both the milk and eggs
They refused to eat and drink.

MARY A. P. MILLER, (age 9 years)
718 S. Fifth St., Evansville, Ind.

* * *

SECOND PRIZE,

The friendly cow, all red and white,
I love with all my heart;
She gives me cream, with all her might,
To eat with apple tart.

Milk has been the food of the races from the time of Adam and Eve, down to the present time. It is the food upon which we, as babies, started our climb to adult manhood and womanhood, and we must rely upon it when we are old and our digestive powers are no longer able to manage solid foods. It is Nature's all-round food, given to her hungering children to be their faithful, ever-ready friend.

Milk is rich in nourishment, and it contains three vitamines that have been found to be invaluable to the growth and vigor of the individual. Milk contains, in fact, all the necessary food values. The butterfat and milk sugar give heat and energy to the body, while the protein and lime are the building materials. Each, in its own way, makes the body bigger and stronger. Lime builds bones and teeth, even as the protein finds its way to the muscle and strengthens and rebuilds them.

Ice cream, a milk product, with all the above strong points, is a food supreme.

Ice cream may be eaten with the perfect assurance that it is pure and clean. The creamery buys the milk for ice cream from government inspected dairies only, insuring purity and cleanliness. From the time the milk is brought in, fresh from the country, by the hands of hardy farmers and dairymen, it is handled with the utmost care to protect it from contamination of any sort. Then, **all** ice cream is made from pasteurized milk. This process insures absolute freedom from germs. The cans and all containers from the very first are scalded, aired and sunned, and thus kept scrupulously clean.

Ice cream is the most delicious, pleasing and palatable milk product. It has a cool, soothing effect when eaten that makes it an ideal dessert. Once eaten, you invariably want more. It is quite possible to have as much of this nourishing dainty as the appetite craves, for the price is remarkably low, as compared with other foods of equal value.

Milk products are about the only foods that may be dupli-



Comparative Tests Prove

Mapleine's

Unmatched Quality

When an extract salesman tells you his maple flavor is as good as Mapleine, prove out his claims before taking a chance on impairing the selling quality of your ice cream.

Flavor two freezers of ice cream, one with Mapleine and the other with the supposedly "just as good" flavor.

Compare the two batches 24 hours later and again after 48 and 72 hours. Then you will be thoroughly convinced in Mapleine's favor.

A long stay in the hardening room, though an ordeal for synthetic flavors, never daunts Mapleine. The longer the ice cream remains in the cooler the more evident and outstanding Mapleine's superiority becomes.

Mapleine is made solely from vegetable ingredients—contains no chemicals or ethers to evaporate and change flavor in freezing and storing. It will not freeze out, fade out or change flavor a particle no matter how long the ice cream is stored.

Mapleine is a proven flavor that is building up sales for manufacturers in every part of the country and will do as much for you. Convince yourself.

There is only one Mapleine and it is always identified by the Crescent Trade Mark. Look for it.

Crescent Manufacturing Co.
1054 Railroad Ave., So.
SEATTLE, WASH.

800 No. Clark Street
CHICAGO, ILL.

105 Hudson Street
NEW YORK CITY



MAPLEINE

cated at every meal and yet not become tiresome. Ice cream is numbered among these, and one reason for its ever-novelty is the variety of ways it may be used. If the meal is a picnic, a cone just hits the spot. If a formal dinner is being served, there are many fancy ways it may be fixed. When the various fruits are in season, ice cream gives them an added flavor. In fact, it is one of the best desserts ever made and goes well with any dainty dish, or composes a dish by itself.

The pleasure alone that it gives would justify its place on the daily menu if nothing else was considered, but when we think of the real, sustaining food value that lies concealed in the gleaming frozen dish, we can appreciate its true worth.

Suffice it to say,
Eat ice cream every day.

RUTH FISHBACK, (age 15 years)
315 E. Sixth St., Bloomington, Ind.

* * *

THIRD PRIZE.

"One man's meat is another man's poison."

True of many things we eat, but not of ice cream.

Most people eat ice cream because it is such a dainty dessert, never thinking of the food value it contains.

Ice cream is made from cream, the richest and best portion of milk. Other ingredients used in the preparation of this delicious food are—sugar, flavoring extracts and sometimes fruit and nuts.

Until recently, ice cream was considered a luxury. Now, it is known as a real food for all ages. It is refreshing, invigorating and rebuilds the body and mind, carrying in delicious form the high nutritive values of milk.

I recently visited an ice cream factory and watched the men work. Everything is so nice and clean. I think I like ice cream better by seeing through the plant.

Throughout the entire process of making ice cream, it is never touched by human hands.

The ingredients are mixed in a great churn-like machine. After being frozen it is placed in the cooler until ready for use.

The building is then scrubbed and made clean and sanitary, ready for the next day's freezing.

Although ice cream was first made in Italy in 1756, Mistress Dolly Madison, wife of the fourth president of the United States, was the pioneer in serving the wonderful food product in this country. She served it at state dinners in the White House during her husband's administration in 1809.

For more than a century we have been using ice cream as a dessert in this country. Today nearly every civilized nation knows about ice cream as a dessert or a delicacy.

Ours is the only nation in the world that has officially proclaimed it as an essential food, now recommended by prominent physicians and leading food scientists.

Secretary of Commerce, Herbert C. Hoover, who had charge of feeding 1,200,000 children in devastated France and Belgium, makes the following statement in regard to dairy products:

"The foundation of child health lies in proper feeding. The white race cannot survive without dairy products."

During the war the National Food Administration placed ice cream in class three because they found it was exceptionally high in food value. One quart of ice cream equals two pounds of lean beef, 1.8 pounds of ham, 2.8 pounds of eggs or 5.2 pounds of potatoes. Therefore, even at its present price, ice cream is yet one of our cheapest foods.

A pint of ice cream contains as much iron as four ounces of raisins. Ice cream is high in minerals necessary for building bones and teeth. It is rich in nitrogen which builds up the muscles, rich in fats and sugar which produces energy.

Ice cream may be eaten freely by old and young, the convalescent and the sick, primarily because it is a milk product.

We should eat ice cream every day because it contains all elements of nutrition for life and growth, including vitamines. It contains lime, which we must have for bones and teeth, and some for our blood and other parts of our body.

Adults also need lime because our bones are constantly wearing away, little by little, and must be replaced. Milk is the chief food for lime.

Ice cream promotes health and growth. This has been proved by health experts who have given to children who were underweight, a dish of ice cream with their midday lunch. These children showed marked improvement in health, weight and vigor, also in their studies, as well as in physical activities.

All forms of athletic contests, whether in baseball, football, tennis, running, jumping or boxing, require alert minds, strong muscles, and bodily endurance.

Athletic trainers have ice cream regularly on the training table and the leading athletes eat plenty of it.

Food and nutrition experts pronounce ice cream one of

Get it now for 1926!

MOOKOW

SALES PLAN

The new sensational Selling Plan that Pays it's Own Way and Furnishes it's Own Advertising

EXCLUSIVE RIGHTS GIVEN TO ONE COMPANY IN EACH CITY



Here's what it does~

1st It appeals directly to those who are the largest consumers of ice cream—the children.

2nd It furnishes them a strong incentive to eat more ice cream. It appeals to the child whether he is rich or poor for in primary instincts all children are much alike.

3rd It insures the interest and co-operation of the parents. It insures the help of the mother in completing the series of pictures, and through the message conveyed to her, she is sold on ice cream as a necessary part of the child's diet.

4th It eliminates all waste of printed matter as it is a selling campaign going directly and exclusively to interested prospects.

5th It limits the benefits derived exclusively to the manufacturer who issues the books, his dealers, and their customers, and no part of the cost goes to help build up some other manufacturer's business.

6th It gives the manufacturer, practically without cost, the active help and co-operation of an army of children and their mothers—the greatest buying power in the world.

7th It affords a complete and perfect tie-up between manufacturer, dealer, and consumer, which is not possible with any form of *general* publicity known at this time.

FOR FURTHER PARTICULARS AND PRICES WRITE

CON. P. CURRAN PRINTING COMPANY - ST. LOUIS, MO.

"Largest Advertising Printers West of the Mississippi"



To Serve them Right

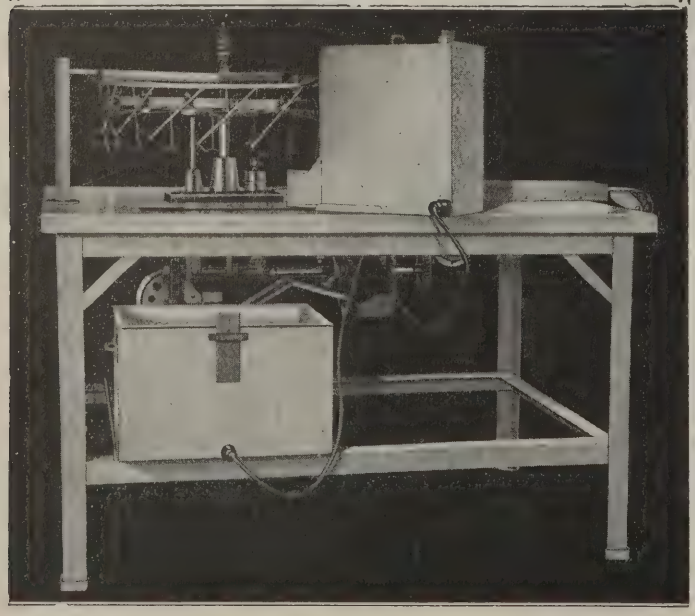
The Northwestern Bar Cabinet keeps the Eskimo pies in the right condition in all sorts of weather. Its neatness, attractiveness and practicability makes it an ideal sales medium that can be placed to good advantage in many places where ice cream can be sold in no other way.

Try a few.

More than 350 ice cream manufacturers are using the Northwestern Cutting and Dipping machine to make the popular Eskimo Pie or Chocolate Coated Ice Cream Bar, because its investment cost is only $375.00 complete and its production cost so low.

Full details of this equipment are contained in our special circular. Send for it.

NORTHWESTERN CORPORATION
MORRIS - ILLINOIS



our very best foods, highly nourishing and a very economical food.

We do not have to be coaxed to eat ice cream, as we often do other foods recommended for body building.

Ice cream is a refreshing health food for all out-of-doors lovers. It is readily obtained and easily carried.

Eat ice cream when golfing, motoring, on picnics or lunching parties.

It is a treat at any time and always a health food.

ADA MYRA YOUNG, (age 12 years)
Covington, Ind.

Weather conditions during the campaign were very unfavorable, but even in the face of this, those taking part in it are of the opinion that it was a success. On account of the splendid co-operation on the part of both the manufacturer and the dealer a very wide distribution of advertising material was obtained.

In the majority of cases the dealer appreciated the fact that this campaign would materially benefit him if it served the purpose for which it was intended, and sought to place the advertising material in his store in such places as it could be seen. Some dealers even co-operated to the extent of offering special prizes if the essay contest was won by a child in his city.

While it is not possible to say just to what extent this campaign influenced the sale of ice cream, we are of the opinion that it did cause some increase. The campaign did, however, draw a great deal of attention to ice cream and create much good will for the industry. Manufacturers for the most part are highly pleased with the association's first efforts along this line and by profiting by our experiences in this campaign we feel that any future campaign held may be made even more effective.



HYDROX ABSORBS ALLEN ICE CREAM CO.

The Allen Ice Cream Co., Rockford, Ill., has been absorbed by the Hydrox Corporation, with headquarters in Chicago. Plans are under way to make the Rockford plant one of the largest ice cream factories in that section of the country, with a distribution system that will cover northwestern Illinois and southern Wisconsin.

Officials say that arrangements are being made for the enlargement of the plant from its present capacity of 300,000 gallons of ice cream daily to 600,000 gallons daily. A corporation to control the Rockford plant will be organized with a capitalization of $250,000, it was announced.

Although the new company will be a part of a big corporation headed by John C. McInnerney of Chicago, and which is a subsidiary of the still greater and larger National Dairy Products Co., it is stated that the management of the company will be vested in Rockford men. George R. Courtright, for years secretary and treasurer of the Allen Ice Cream Co., will be manager of the Rockford plant. Burt M. Allen will retire from active service in the business, although it is understood he will retain some holdings in the new corporation, and may even accept a position on the directorate.

When the Allen Ice Cream Co. erected its new plant in 1918, provisions were made to take care of future expansion, and for this reason no addition will be made to the building although the capacity of the plant will be greatly enhanced.



Anyone who studies the advertisements in this magazine does not have to be told that it is a profitable habit. He collects the profits daily.

Save!

40% to 50% on Ice and Salt

48 hours



one icing

WHEN ice cream manufacturers write and tell us exactly what Dry-Zero Cabinets will *actually* do on their stops, then we know the *true value* of our product. Then we can, without an iota of doubt, say that the Dry-Zero Cabinet

will save 40% to 50% on ice and salt,

will keep ice cream hard and without shrinkage for 48 hours on one icing, and

will pay for themselves in only one season's use.

Write TODAY for complete information and prices about the *original* dry pack cabinet.

DRY-ZERO CABINETS

DRY-ZERO INSULATION COMPANY
50 EAST 42nd STREET, NEW YORK

HERCULES CORP., Sole Manufacturer
EVANSVILLE, INDIANA

"BESCO" CARRY OUT CANS
WE MAKE THEM



2 PINT 4 PINT 8 PINT 8 PINT SQUAT

Our Carry Out Cans are made of the very best quality of tin plate. They are well soldered and have no rough edges.

Let us give you a quotation on your next order.

WE CARRY A COMPLETE LINE OF
SUPPLIES
TOOLS AND MACHINERY
FOR ICE CREAM MANUFACTURERS

BESSIRE & COMPANY
INCORPORATED
INDIANAPOLIS - LOUISVILLE
MEMPHIS - COLUMBUS - ATLANTA

STOLLWERCK

MANUFACTURERS OF

Gold Brand Chocolate-Coatings, Liquors
AND
Cocoa Powders

SAMPLES AND QUOTATIONS UPON REQUEST

THE STOLLWERCK CHOCOLATE CO.
FACTORY: STAMFORD, CONN.
NEW YORK CHICAGO LOS ANGELES

WEIGHT QUESTION UNSETTLED.

(Continued from page 10)

packages impractical. It must be kept in mind that special packages can only be marketed at a reasonable price on the basis of quantity production."

He went on to explain that there would be many difficulties to face the retailers through this change in the dispensing of ice cream by weight. Regarding this confusion, he said:

"Every retailer would have to purchase at least two sets of scales, one for retail sales and one to check his purchases; for unless the retailer is going to purchase scales and weigh all cans received, there will be an increased opportunity for drivers to be dishonest with the dealer, charge for more than delivered and pocket the difference. Not only will there be an increased cost to dealers in purchasing scales but the retailer knows that on account of the viscous character it will take longer to dispense ice cream by weight than by volume and extra clerks will be needed during the rush hours."

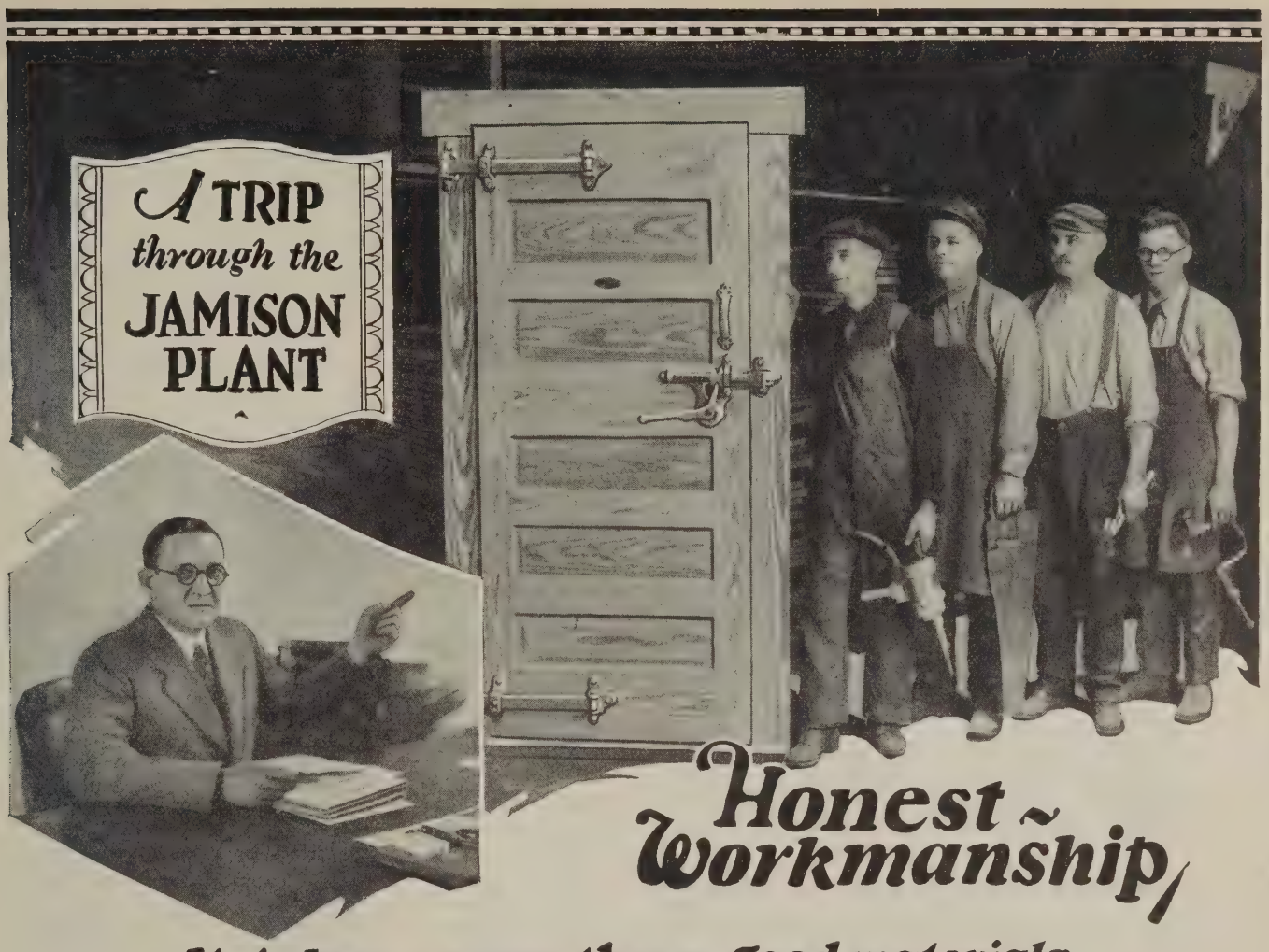
He went on to show that the public has always been purchasing ice cream by volume, "or we might say purchasing by the eye." In the house, he pointed out, ice cream is served by the eye at an estimated number of dishes to the quart. Although ice cream of different flavors vary considerably in weight, in most places all standard flavors are sold at the same price per quart. He added:

"In a large plant weights taken of 25 cans, each of different flavored ice cream, give the following weight per gallon — vanilla ice cream, 4.70 pounds; chocolate, 5.70 pounds; pineapple, 4.76 pounds; and nut caramel, 5.25 pounds. If a purchaser was to get the same volume of different kinds of ice cream, it would be necessary to figure out a weight scale by which this could be done. Also a difference in the condition of the cream when sold will cause a variation in volume for the same weight and customers will object to getting a less volume for the same price at different times.

"There is no doubt at all, that every housewife, when purchasing ice cream, has in mind a certain volume necessary to properly serve a certain number of people. If ice cream were to be sold by weight, this housewife might, at times, get two quarts for three pounds, and the next time only get a quart and a half for the same weight. This would cause immediate dissatisfaction, for there is no possible doubt that the purchaser of ice cream always has and always will want a certain volume for a given price, regardless of weight. A constant variation in volume for a given price would cause endless dissatisfaction, which the retailer would not want. This condition would result in a demand by the retailer for the lightest ice cream possible, so that he might give the greatest volume for a certain weight. There would be constant strife to get the lightest ice cream possible from the manufacturer and probable refusal to accept a can of ice cream that did not meet the views of the retailer for lightness. There would be constant haggling over weights, resulting in loss of confidence and good will."

EXPLAINING that this system had been tried without favorable results in California, Mr. Rasmussen read a telegram from Charles C. Johnson, California state treasurer, formerly superintendent of weights and measures, the telegram stating:

" 'Upon learning you will have a hearing on matter of defining proper butterfat and weight standard for ice cream and thinking my experience and investigations into question as former superintendent of weights and measures in California extending over considerable period might be of assistance. Can assure your committee that after spending over one year making investigations with assistance of all prominent dairy and food officials in California, we found that fixing a weight standard for ice cream entirely impracticable and abandoned any attempt of introducing regulations for such enforcement.' Upon inquiry of the California, Southwestern States Ice Cream Manufacturers' Association in regard to experiences of retailers selling by weight, the following telegram was received: 'Only California retailers who tried selling by weight were druggists Los Angeles and vicinity who abandoned idea three years ago. Too much trouble explaining to public why containers were not packed full. Several arrests



Honest ~ Workmanship

It takes more than *good materials* and *good intentions* to make *good Doors!*

THIS plant isn't so large but what the "boss" calls every man by his first name. If he wants to know what kind of a machinist Bill Smith is, he doesn't have to consult a card index. When the general manager steps out of his office and into the factory he isn't in a strange community. The faces of the workmen are all familiar. Most of them are the same faces that were there a year ago, and the year before that, and farther back.

It takes more than good lumber to make a good house. It takes more than good cloth to make a good coat. It takes more than good rubber to make a good tire. Plus these things, it takes sincere purpose on the part of the man who is "bossing" the job—and **interest** on the part of the man who is doing the work.

There aren't any kickers, or loafers or knockers in our busy little factory here in Hagerstown. Most of the men who wield the hammer and the saw and the drill have been here for years—and expect to be here a good many more.

We find that loose screws, damaged lumber, carelessly installed insulation and **repeat business** don't go together. But, we also find that satisfied workmen and satisfied customers DO GO TOGETHER. **We keep both.**

J. W. Jamison Jr.
President

Jamison Doors

JAMISON COLD STORAGE DOOR COMPANY
HAGERSTOWN, MARYLAND, U. S A.

"FORTUNE"

—a name that spells "Quality" in Chocolate Coatings and Cocoas.

FORTUNE "THINFLO"

the standard Chocolate Coating for Eskimo Pies and for all Ice Cream dipping. Pure Chocolate with a Chocolate flavor derived from carefully selected beans. Ready for use—no thinner needed.

FORTUNE "DARKO"

(Dutch Process Cocoa)

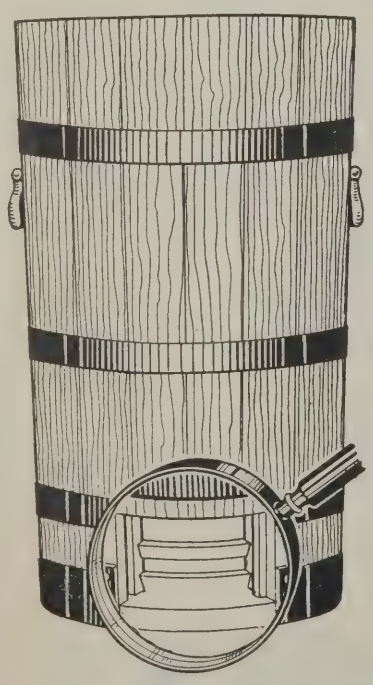
—a new and better Chocolate product for the making of Chocolate Ice Cream.

Liberal "Thinflo" and "Darko" samples sent on request.

Fortune Products Company

416-422 So. Desplaines St. :: Chicago, Ill.

Texas Barrel Company



announces another improvement in double bottoms in the manufacture of Ice Cream Shipping Tubs.

This double bottom will be a revelation to the Ice Cream Shipping Industry, and is amply protected by U. S. Government Patents. There is nothing like this tub on the market and it is vastly superior to the old-style double bottom tub which we have been manufacturing.

Durability and long service are the first consideration, and our guarantee goes with each tub.

Quality Packages and Prompt Shipment Our Motto.

TEXAS BARREL COMPANY

Box 665 Houston, Texas

for slack filled packages. Idea not popular with public. Dealers convinced of impracticability as demonstrated in tests by officials state department of agriculture and dairy division, University of California.' "

The weights system would be a burden directly bearing upon the public, he declared. It is estimated that this increased cost would be from five to seven cents a quart. The dealers would profit from this altogether.

THE unfairness of the system was brought out when it was explained that ices, which have the least food value, consequently being of less value than plain ice cream, really are heaviest in volume. Although the weight of a gallon of ice cream may vary considerably, Mr. Rasmussen brought out that the total percentage of food value may be quite the same.

Declaring that any retailer is privileged to sell ice cream by weight if he so desires, regardless of whether manufacturers sell by the weight or volume, Mr. Rasmussen explained that the total cost to the retailer of his week's supply would be the same. If, therefore—

"* * * a retailer buying ice cream by volume desires to sell by weight, all that it would be necessary for him to do would be to determine the average weight of ice cream purchased and from this establish a selling price per pound, which would net him a reasonable profit. The majority of ice cream dealers and manufacturers do not want to sell by weight.

"Different retailers frequently sell ice cream at prices varying from 40 to 70 cents per quart, and it is a well-known fact that some dealers who are not making a profit are trying to gain trade by underselling their competitors."

THERE are two states that had seriously considered regulation of ice cream—California and Wisconsin. The latter state was represented by Harry Klueter, assistant dairy and food commissioner, who sent George Warner, chief inspector of weights and measures. Mr. Warner stated that standards were fixed as to ingredients in quality, also methods for testing overrun. These tests were easily applied by field inspectors. An objection was made to weight as a basis, because some might give increased weight by the use of skim milk rather than other materials. He also urged uniform sizes of dippers and utensils for measuring small quantities, as an aid for the retailer in solving his problem of losses.

W. W. Skinner, chairman of the committee on definitions and standards, told how that organization seeks to arrive at intelligent control based on exact knowledge of the facts. The purpose was to fix limits for the protection of the consumer, rather than to bring up problems that would be troublesome all the way around. The committee's tentative proposal of weight standards was 4¾ pounds to the gallon and an overrun of 85 to 90 per cent.

The cry of some that ice cream was filled with air, and hence money spent for ice cream bought air, would be misunderstood by many. Yet the public would not buy ice cream that did not have air in it, for air gave the smoothness.

Weight measure was made more difficult because of a wide variation due to flavors. Figures cited were vanilla, 4.7 pounds to the gallon; chocolate, 5.7 pounds; pineapple, 4.76 pounds; nut caramel, 5.25 pounds. This fact would require some adjustment, or education, of the public to the fact.

There was also stressed the well-known fact that the housewife buys ice cream by bulk, seeking to serve a certain apparent quantity rather than by weight. She wanted so any dishes to go around, and would not be satisfied merely by weight.

Until another conference should come, the weights and measures officials would further study the matter.

ACCURACY PAYS

It pays to test and control your overrun

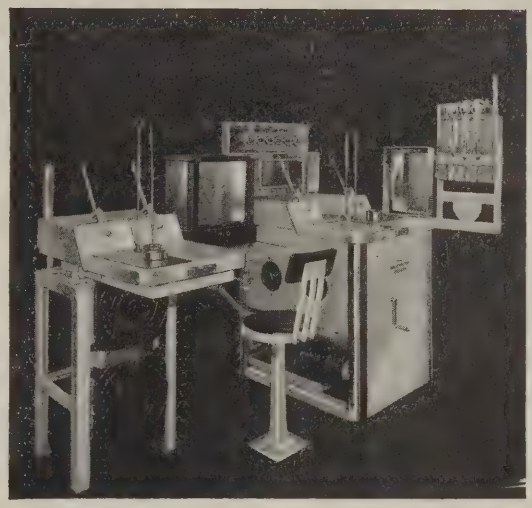
It pays to test your butter fat and solids



The operator cannot tell the overrun in his ice cream, no more than you can tell the weight of a potato by looking at it.

There are Seventeen Factors

that affect the overrun. Three freezers standing side by side of the same make, purchased at the same time and supplied with the same mix, the same brine, may vary 20 per cent in overrun.



Mojonnier Model D Milk Tester

To be able to buy your raw materials for your mix absolutely on the basis of actual butter fat received—to be able to standardize your ice cream mix to within .05% and eliminate all guess work, is a paying proposition for the ice cream maker.

WITH THE

Mojonnier Milk Tester

You can standardize the value of your butter fat in your mix to within a few hundredths of 1%. Then you can control to an exact nicety the total solids including milk solids not fat, sugar, gelatine, in addition to the butter fat. If your ice cream maker gives your laboratory analyst a sample of the complete mix including sugar at 8 o'clock, in a half hour the operator can tell him the exact butter fat and total solids content in the mix.

The Hydrox Corporation advise that the Mojonnier Tester pays for itself every month in the flush season.

The Mojonnier Ice Cream Overrun and Weight Tester

enables you to control your overrun absolutely. You do not have to guess. You can test and control it while the cream is still being frozen.

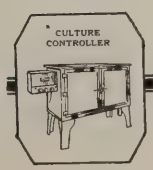
Used by the progressive plants throughout the country to insure their customers uniform ice cream.

Mojonnier Bros. Co.

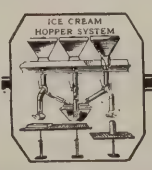
MILK ENGINEERS

4601 W. Ohio Street :: CHICAGO

SALES BRANCHES: ELMHURST, N. Y. - COLUMBUS, OHIO - ST. LOUIS, MO. - OAKLAND, CALIF.

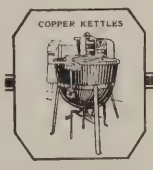






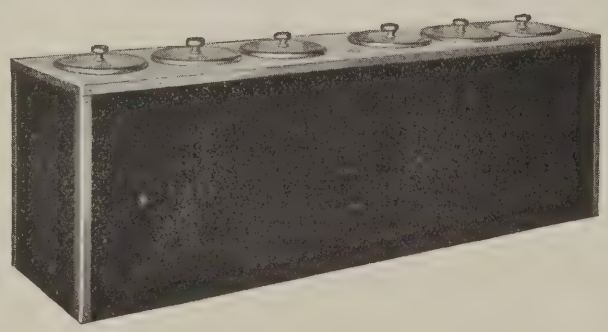
Mojonnier Scientific Dairy Equipment







Every one of all the 17,000
Nizer Iceless Ice Cream Cabinets
ever sold
has made good
—every one!
To our customers and to us
this is gratifying proof
that from the very start
Nizer engineering and construction
was fundamental and right.
Know the Nizer
before you buy Iceless Cabinets.



Visit the Nizer Plant when you attend the Convention of the National Association of Ice Cream Manufacturers, Detroit, Oct. 19th to 24th.

NIZER

Reg. U. S. Patent Office

Automatic Electric Ice Cream Cabinets

Made in 4, 6, 8, 10 and 12-hole sizes—water or air-cooled—single or double row—self-contained or remote.

Nizer Corp.: Detroit, New York, Atlanta, Chicago, St. Louis, San Francisco
A. P. McLendon, Waco, Texas. Linde Canadian Refrigeration Co., Montreal

Copyright, 1925, Nizer Corporation

To reduce ice cream shrinkage loss
2 quarts per 5-gallon can;
To save the cleaning up
of dirty, wet floors;
To eliminate the interruption of re-packing
when the store is crowded;
To be able to carry a full line of
flavors winter and summer;
To make sure the ice cream
will never be too soft or too hard;
To prevent its contamination
by salt and spoilage;
To build up your business
by serving a consistently better product;
—any good Iceless Ice Cream Cabinet
brings these great benefits to you
—but the Nizer costs the least to run.

NIZER

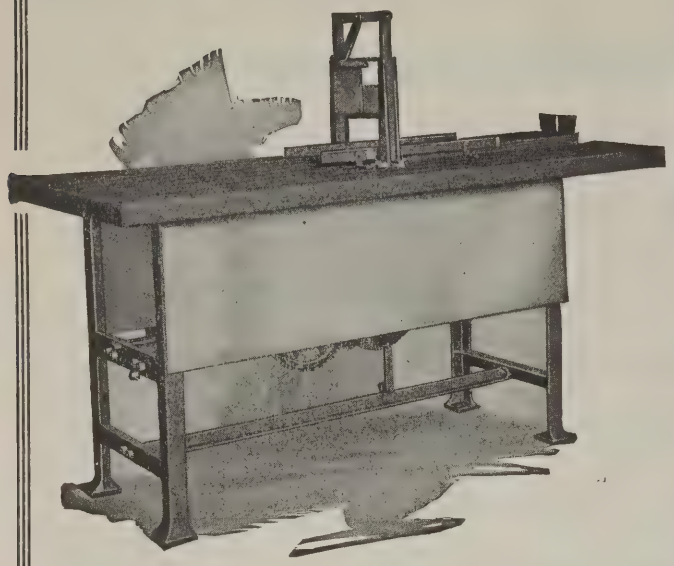
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Automatic Electric Ice Cream Cabinets

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Nizer Corp.: Detroit, New York, Atlanta, Chicago, St. Louis, San Francisco
A. P. McLendon, Waco, Texas. Linde Canadian Refrigeration Co., Montreal

Copyright, 1925, Nizer Corporation



Motor Driven—Works Automatically

THE NEW ERA
Ice Cream Brick Cutter

Is now equipped with two scale boards that have adjustable scale racks. Each board, with a simple adjustment, will make ten different cuts to the quart, besides cutting quarts and pints.

The feed plate is now equipped with a screw adjustment, making it possible to adjust machine so same will space with unfailing accuracy.

This machine is simple in operation, speedy, accurate, and very durable. It is easy to keep clean and takes up very little space.

The NEW ERA has revolutionized the Brick Ice Cream Industry.

Write for our leaflet showing the operation and construction of the NEW ERA.

Our representatives are the leading Ice Cream Supply Houses:

John W. Ladd Co.	Detroit, Mich. Columbus, O. Cleveland, O. Cincinnati, O.
Cherry-Bassett Co.	Philadelphia, Pa. Baltimore, Md. Pittsburgh, Pa. New York City Syracuse, N. Y.
J. G. Cherry Co.	Cedar Rapids, Ia. St. Paul, Minn.
Wright-Ziegler Co.	Boston, Mass.
A. H. Barber-Goodhue Co.	Chicago, Ill. St. Paul, Minn.

The New Era Company
146 Merritt St. Oshkosh, Wis.

THE ADVERTISING BUDGET.

(Continued from page 14)

is concerned, is that it gives the Advertising Manager a complete outline to follow and when the host of salesmen who try to sell every device to the creamerymen come around, your advertising manager can say with utter candor, "I like, or do not like, your proposition, but my hands are absolutely tied. I have but so much money to spend this year and our budget is all made up and all the money will be spent on already decided forms of advertising. Therefore, as much as I like your proposition I am compelled to say 'No'."

CENTRAL PENNSYLVANIA MANUFACTURERS MEET.

Forty members of the Central Pennsylvania Ice Cream Manufacturers' Association held their regular monthly meeting and luncheon at State College, Pa., May 26.

Altoona, Bedford, Portage, Tyrone, Johnstown, Philipsburg, Clearfield, DuBois, Punxsutawney, Ridgeway, Brookville, Somerset, Indiana, Barnesboro, and State College were represented by those in attendance. Talks were given by L. G. Runk, president of the association, Altoona; John M. Thomas, president of the Pennsylvania State College; Prof. A. A. Borland, head of the dairy husbandry department, and Professors W. H. Martin and C. D. Dahle of the ice cream manufacturing department at the college.

After the meeting the ice cream men visited the college creamery and watched the students making the frozen delicacy in the college ice cream plant. They were also much interested in the research work being carried on now by the dairy manufacturing staff on factors affecting the freezing point and rate of hardening of ice cream and the relation between gold number and other tests in the selection of gelatine for ice cream manufacture.

This latter project is very important due to the fact that 95 per cent of the ice cream manufacturers use gelatine in making the popular confection. The gelatine functions to prevent formation of ice particles which tend to cause the product to become coarse or grainy after a few days.

NO MERGER CONTEMPLATED.

Denial has been made by Henry W. Breyer, president of the Breyer Ice Cream Co. of New York City and Philadelphia, that his company will be merged with the National Dairy Products Co. The Breyer company has a new plant under construction in New York, which will have a capacity of 7,000,000 gallons of ice cream annually. It is expected to be in operation within sixty days.

Officials of the Supplee-Wills-Jones Company of Philadelphia, also state that there is nothing in the rumor.

As soon as we definitely convince ourselves that business is a form of public service and that the community is as much entitled to the results of experience and investigation in the field of business administration as it is to the realms of science, we shall have a new public regard for business activity and a notable strengthening in the business structure now too subject to the devastations of ignorance of progress in what is less an art than science. — Henry Bruere, vice-president, Metropolitan Life Insurance Co.

The BEST Vanilla Sells the MOST Ice Cream

This better vanilla pays in dollars and cents



Don't use Michael's Mexican merely because you insist on the best, but because it *actually sells more ice-cream.*

MICHAEL'S Mexican

"America's Flavorite"

makes a vanilla ice-cream so mellow-mild, so deeply delicious, that people unconsciously eat more of it. Records prove an average sales-increase of 25%. If you're "from Missouri", *make the test!*

DAVID MICHAEL & CO., Inc.
Front and Master Sts. Philadelphia, Pa.

Make This Test at Our Expense

Place a trial order. Use all you can to give it a full, fair trial. If MICHAEL'S Mexican Vanilla Bean, Vanillin and Sugar Pulverized does not produce the finest vanilla ice-cream you ever tasted, return the remainder at our expense, and we will cancel the charge. DO this, by all means.

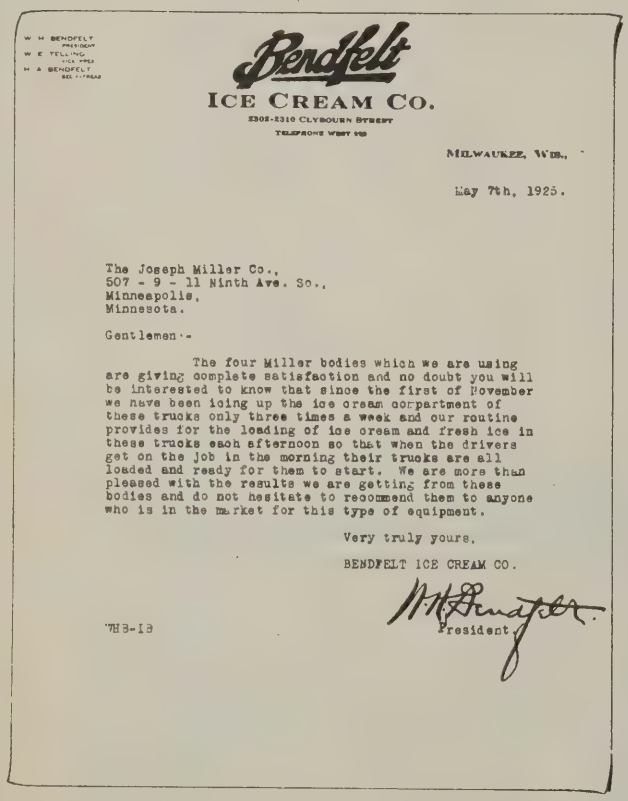


MILLER
Refrigerator Bodies

"We SELL You One—You BUY More"



Read what Mr. W. H. Bendfelt says about the four Miller Bodies that his company is using:



Bendfelt
ICE CREAM CO.
2302-2310 CLYBOURN STREET
TELEPHONE WEST 420

MILWAUKEE, WIS.,

May 7th, 1925.

The Joseph Miller Co.,
507 - 9 - 11 Ninth Ave. So.,
Minneapolis,
Minnesota.

Gentlemen:-

The four Miller bodies which we are using are giving complete satisfaction and no doubt you will be interested to know that since the first of November we have been icing up the ice cream compartment of these trucks only three times a week and our routine provides for the loading of ice cream and fresh ice in these trucks each afternoon so that when the drivers get on the job in the morning their trucks are all loaded and ready for them to start. We are more than pleased with the results we are getting from these bodies and do not hesitate to recommend them to anyone who is in the market for this type of equipment.

Very truly yours,

BENDFELT ICE CREAM CO.

WHB-IB

President

The Joseph Miller Company

507-9-11 Ninth Avenue South
MINNEAPOLIS, - MINN.

Manufacturers of Refrigerator Bodies and Ice Cream Storage Cabinets—Using Miller Patented Tanks for Refrigerating.

ICE CREAM FOR MEN WHO "GET UP" AGAIN.

(Continued from page 8)

IT IS generally understood that a very large percentage of the athletes who lose out in the major leagues do so by "eating themselves to death." Veteran newspaper observers are unanimous in this opinion.

The great John L. Sullivan, conquerer of all the mighty men of his kind, and today believed by many to have been the greatest fighter who ever lived, was, in turn, conquered—conquered not so much by the fast, lithe, tricky Jim Corbett, as by his own unconquerable appetite. John Barleycorn and an unchecked appetite for unwholesome foods played the important part in the great Sullivan's downfall.

The story is told that following his defeat at the hands of Corbett, Sullivan, suddenly coming to himself and resolving to cut out booze and immoderate living, quickly became fond of ice cream in turning to a new diet. From then on, to his dying day, the mighty John L. was a friend of ice cream.



DAKOTA PLANT HOLDS FORMAL OPENING.

Formal opening of the modern plant of the Langenfeld Ice Cream Co., Watertown, S. D., was held on June 25 by inviting the public to inspect the plant while in operation, as well as a complete program for the entertainment of the visitors. The entire community seemed to enter into the spirit of the occasion and a parade emphasizing the importance of dairying, races, short addresses, band concert, and in the evening a big pavement dance, all these were numbered among the attractions on the program. Souvenirs were given to all who attended, and special souvenirs were offered to farmers bringing in cream on that day.

The building now occupied by the Langenfeld Ice Cream Co. is located on Kemp Ave. W., and was formerly occupied by the Park & Grant Mercantile Co. The plant has been entirely reconstructed to meet the requirements of the up-to-date ice cream manufactory, and it is now one of the most modernly equipped and sanitary ice cream and creamery buildings in the Northwest, according to announcement. Cement and tile floors have been laid throughout the building, replacing the wooden floors, and the walls have all been reconstructed with cork insulation in the remodeling process.

The front of the remodeled building is divided between the business office and the ice cream manufacturing room. New electrically operated machines are located in the latter, and the operation of these can be viewed from the street through large plate glass windows looking in on a "spotlessly white, cool room, finished in tile." The plant has a capacity of over a thousand gallons of ice cream daily. The two hardening rooms have a storage capacity of 3,000 gallons.

Among the labor-saving and efficiency devices that attracted the attention of the visitors was the rapid handling of cream cans as they are delivered full to the plant. There are two unloading ports opening into the alley at the height of the ordinary delivery vehicle. One is for express or other large consignments of cream and the other is for single can deliveries such as are made by farmers in the vicinity of Watertown. The cans are received on a long chain of rollers down which they glide to the scales for weighing.

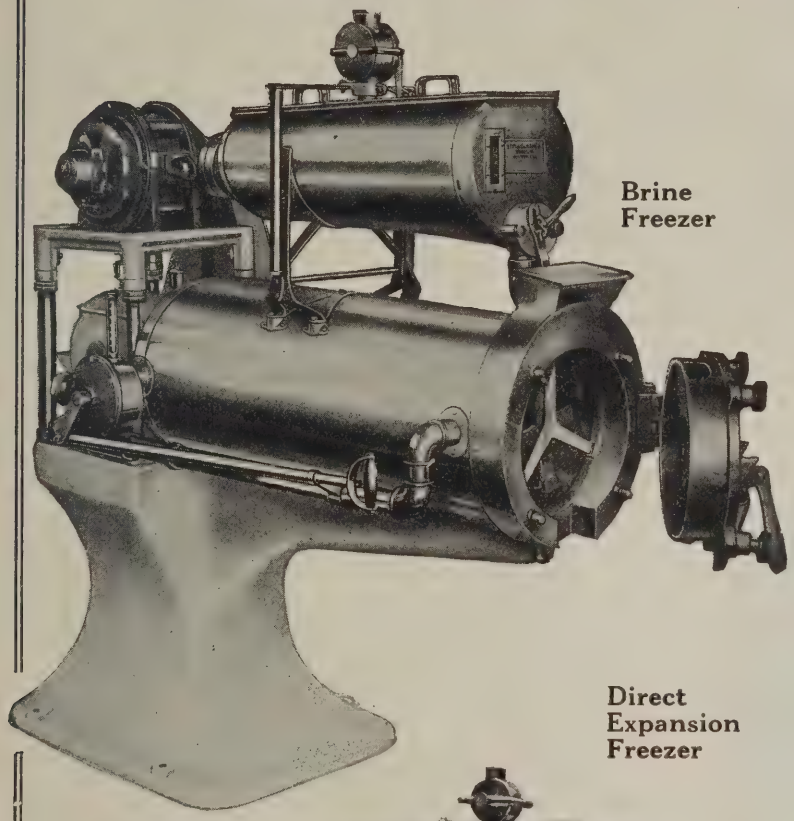
New boilers have been installed in the basement. Nearly 2,000 feet of coil, through which ammonia is pumped, is contained in the two brine tanks, which are part of the new refrigeration system installed.

It is said that the Langenfeld plant represents one of

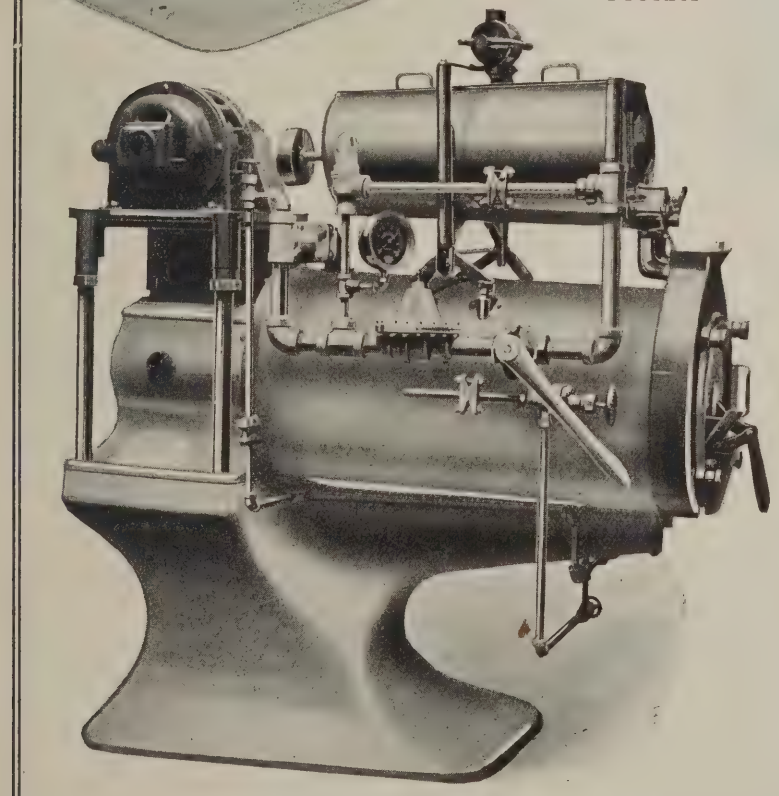
U. S. HEAVY DUTY ICE CREAM FREEZERS

BRINE — DIRECT EXPANSION

Universally Appreciated---because of the following exclusive features:



Brine Freezer



Direct Expansion Freezer

POWER SAVING:—Effected through the exclusive use of the famous Hyatt Roller Bearings in the U. S. Heavy Duty Freezers.

SMALL UPKEEP:—Effected through the use of finest materials obtainable.

REDUCES LABOR COST:—Effected through the exclusive use of the U. S. Automatic Batch Weigher.

MODERN CONSTRUCTION:—Effected through the exclusive use of the Patented Whipping Device, which is another exclusive U. S. feature.

VERTICAL DISCHARGE:—Another exclusive U. S. feature.

SANITARY:—No soldered or braised joints on the inside; all Nickel Silver. No brass coming in contact with the cream in any shape, manner or form.

LEAK-PROOF BRINE CYLINDER:—The brine coils are very ample and have nothing to obstruct the free flow of the brine.

PRESSURE CONTROL:—Effected through the use of the exclusive U. S. Pressure Regulator.

OVERRUN CONTROL:—Exclusive U. S. feature.

SAVES REFRIGERATION:—Effective through the exclusive use of U. S. features.

SPEED OF OPERATION:—The U. S. Heavy Duty Direct Expansion Ammonia Freezer can be started up the same instant that the compressors are started.

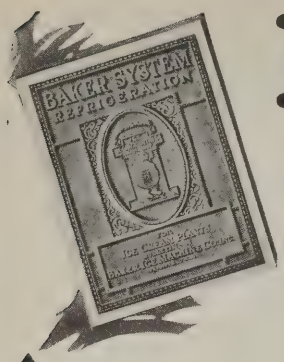
ADAPTABILITY:—There is no special equipment necessary in the installation of U. S. Heavy Duty Direct Expansion Ammonia Freezers.

Distributors Everywhere

U. S. FREEZER & MACHINE CORPORATION

General Offices: **241-243 W. Broadway** *Factory:* **North 11th St. and Driggs Ave.**

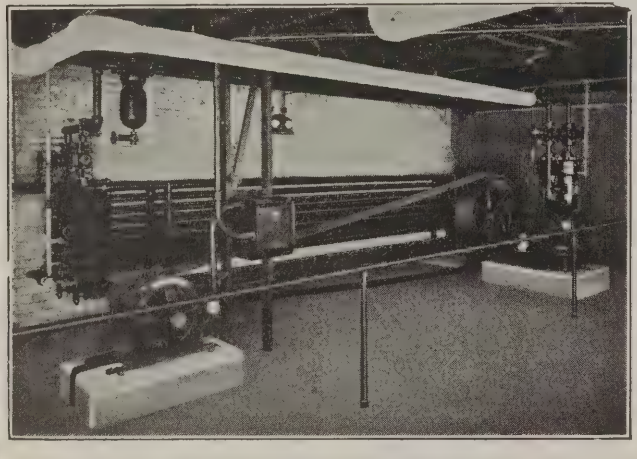
BROOKLYN, N. Y.



FREE

Send the Coupon for Valuable Refrigeration Facts

Our new booklet for ice cream manufacturers is ready for you. Send for it now and get all the facts and information about mechanical refrigeration. Read how you can cut your manufacturing costs from 50 to 75%. Besides containing very valuable refrigeration facts, our new booklet completely describes the principles and superiorities of the Baker System Refrigeration.



These Facts Should Interest You

Some of the first Baker Plants built 20 years ago are still in daily service.

Over half the Baker Plants sold are sold on the recommendation of satisfied owners.

A Baker Plant will pay for itself in 1 to 3 years.

Send for our free booklet today. Decide for yourself the increased profit that comes with perfect refrigeration. No obligation.

BAKER ICE MACHINE CO.
OMAHA, NEBR.

CLIP NOW!

Baker Ice Machine Co.,
Omaha, Nebr.
Please send me your new booklet on More Profitable Refrigeration for Ice Cream Manufacturers.

Name .....

Street .....

City..... State.....

the finest equipped plants of its size in the Northwest, with every modern facility and convenience in the manufacture of ice cream.

REDUCED FARES TO NATIONAL DAIRY EXPOSITION.

The regular one and one-half fare rate will be granted to visitors attending the National Dairy Exposition, Indianapolis, Ind., October 10 to 17. In Indiana, Ohio, most of Illinois, St. Louis and Hannibal, Missouri, Keokuk, Ia., Louisville and adjacent Kentucky points, the open excursion rate will prevail. In all other sections of the United States and Canada arrangements have been made or are pending for granting a one and one-half fare on the certificate plan. To gain advantage of the reduced fare under the latter agreement, visitors pay the regular full fare on the going trip and procure from their local railroad agent a proper certificate—not a receipt — for the half-fare rate on the return journey. Immediately upon arrival in Indianapolis this certificate must be presented to the endorsing officer at the show headquarters. When properly endorsed, it will entitle the holder to the one-half fare rate on the return trip.

Dates of sales under both plans are October 9 to 14, inclusive, in Middle Western states. In more distant states selling dates vary according to location. Purchasers of excursion tickets have until midnight October 23 to reach their original starting point. Holders of validated certificates are entitled up to and including October 21 to return tickets.

FIRE DESTROYS TENNESSEE PLANT.

The Clarksville Pure Milk Co., Clarksville, Tenn., was destroyed by fire a short time ago, and plans are now under way for the construction of a new building to house its dairy and ice cream plant. George L. Castner, Jr., manager, in speaking of his future plans, stated that he will erect a fireproof milk plant.

Some of the machinery and equipment in the old plant was saved from destruction, and Mr. Castner estimates his loss between $10,00 and $15,000. In addition to the portion of equipment rescued from the fire, there was also rescued 100 gallons of milk and 150 gallons of ice cream. These products were stored in a refrigerator and were still cold, the ice cream even being nicely frozen, despite the fact that the fire had raged for some time and had nearly completely destroyed the plant. In explaining this, Mr. Castner said the refrigerator was cork lined and heavily reinforced on both outside and inside with concrete.

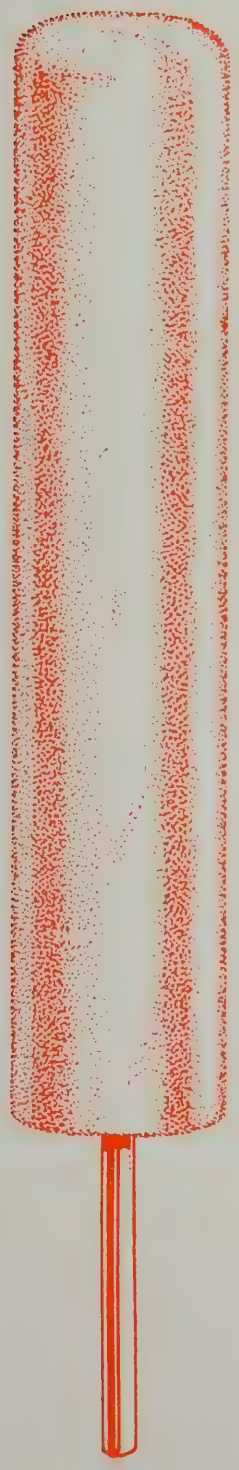
ARKANSAS PLANT "COMES BACK."

Arrangements have been completed by the Velvet Ice Cream Co. for the leasing of a two-story brick building at 825 Main St., Pine Bluff, Ark. The building will be completely remodeled and reconstructed into a modern ice cream manufactory.

It will be remembered that the plant of the Velvet Ice Cream Co. was destroyed by fire not so long ago, and Charles Hooberry, manager, states that work will be rushed on the leased property to completion as rapidly as possible. The front will be of plate glass and the floors of concrete and white enamel interior, which will make the place an exceedingly attractive as well as sanitary factory.

SPECIAL SECTION

The ICE CREAM REVIEW





FROZEN SUCKER

JULY 1925

Frozen Sucker Hailed As the Missing Link of the Ice Cream Industry

Successful Advent of New Frozen Product in Middle West and Other Sections Impress Manufacturers that Suckers Will Enable Them to Win Back Ground Lost to Beverage Industries

IS THE frozen sucker the missing link in the ice cream industry? There are reasons to believe, in the opinion of many ice cream manufacturers queried by The Ice Cream Review, that this comparatively newcomer will put the ice cream industry in position to step forth and claim a very great volume of business that has been lost to other industries, notably the manufacturers of soft drinks.

Although it is too early definitely to predict as to the future of the frozen sucker, there are striking evidences that, thus far, it has enabled several ice cream manufacturers to attract new business that previously was unattainable. This conviction has grown, not from results in any particular locality but after first-hand investigation by a member of the staff of The Ice Cream Review in different parts of the Middle West, particularly in southern and central Illinois and southern Missouri; and also after checking up on reports from other Western states and Eastern centers.

The frozen sucker, according to The Ice Cream Review's investigation, has resolved itself into the matter of being a by-product of the ice cream plant, not in the strictest literal application of the word, but in the purpose it serves. That purpose seems to be pretty well fixed; the sucker is a line of defense for the business that has been slipping through the hands of the ice cream men into the tills of the manufacturers of soft drinks. The situation regarding the frozen suckers seems to simmer down to these points:

1. It gives the manufacturer a profitable five-cent seller.

2. It appeals principally to children, who do most of their buying with nickels.

3. It appeals strongly to those adults who have highly developed appetites for soft drinks.

4. It does not appear to interfere with ice cream sales, though there are indications that it deflects some business from the ice cream cone.

5. There is no great investment involved; no great risk of money in costly equipment and materials.

6. It does not conflict with the manufacturer's regular run of business.

7. It has been very profitable where promoted with only a fair amount of advertising and a reasonable bit of encouragement to the dealers, though it has been most successful in vicinities where it has been well advertised and where there has been close co-operation between manufacturer and dealer.

Summed up, the sucker has been notably successful in attracting considerable additional profits to those manufacturers who have made reasonable efforts to promote the product, even with just fairly good co-operation with the dealer.

WEIGHING different angles of the matter, the effort has been made to bring out conditions that might be termed unfavorable to the sucker. Thus far no manufacturer interviewed by The Ice Cream Review has brought out any point that might be termed unfavorable. However, after all is said and done, the frozen sucker, at the present time, is a novelty. Manufacturers have learned to move cautiously, with regard to novelties. It is pointed out by some members of the industry that its very newness makes it a novelty, but the same gentlemen, in arguing for the permanence of the product, point out that ice cream itself at one time was a novelty.

Will the frozen sucker repeat? Even manufacturers who have made very great profits from the product this summer do not show much concern over this question.

"So far as investment is concerned, what difference does it make?" suggested a manufacturer doing business in a large city in the lower part of the Middle West. "Naturally, all of us who have made money on the sucker hope it will come back strong next year, and there are reasons to believe that it can, indeed, be made to come back stronger than ever. But it doesn't take but a few hours of sales for a manufacturer to pay for all

Pulling Chestnuts Out of the Fire

THE advent of the frozen sucker reminds us that for many years the problem in the ice cream industry has been to establish the link or links that make for closer connection with the potential business that never has been developed for our industry. The Ice Cream Review repeatedly has pointed out that the biggest business the ice cream manufacturer handles is the business for which he receives no money—the business that burdens our industry with a share of the expense without yielding any returns to us.

We are in the soft drink business; whether we know it or not, whether we wish it or otherwise, the fact remains that we have been drawn into a position where we actually have to help the men who are competing with us—the men who are getting the very nickels and dimes for which the ice cream industry is striving.

"The soft drink people must be laughing up their sleeves at what great asses we ice cream men are in furnishing icing service with which their products are kept cold and refreshing at no expense to them, with the ice cream manufacturer holding the bag while they get the bulk of the profits. We are pulling their chestnuts out of the fire," declared a Western manufacturer recently.

Is the frozen sucker the ice cream industry's missing link? Will this new product enable the worm to turn and claim some of the business that he has been helping others to get? Will the sucker enable ice cream manufacturers to come forth and crack through the surface of that vast, heretofore unscratched market to which we have just as much right as anyone else? Will it enable us to develop among more people a liking for frozen products?

The Ice Cream Review has made an attempt to answer these questions through a general and first-hand investigation of possibilities through the frozen sucker. This investigation is given careful discussion, beginning on this page. The matter is worth a little reflection.

initial expenses in producing the sucker, and whether or not the sucker repeats, there is no danger of our being 'stuck' at any place. Our regular ice cream business is going on all the time, even growing in proportion to weather conditions this year." He continued:

"We are told that the frozen sucker will be with us again next summer and the next, and so on. Maybe so. We nearly always have something new every season and it may be that something new will come up next season. I am of the opinion, however, that if there is something new to keep the sucker out of the limelight, it must be a product with great merit and with exceptionally good profits as a five-cent seller.

"The sucker is the only really good nickel seller with substantial profits that our company ever has handled. It looks like a repeater. The idea certainly is all there. The person who likes pop—and a comparison of the ice cream industry's volume with the volume of the soft drink people shows that a very great many people do like pop—can immediately recognize the superiority of the frozen sucker over the unfrozen soft drink. It is more refreshing, more appetizing. It is particularly popular because of its refreshingness. It has linked us up with a very large volume of trade that otherwise we never should have gained with any amount of advertising the food value of ice cream.

"As I see it, the sucker has attracted to us not only the kiddies and the people who have the soft drink appetite, but it has reached a large class of people that once were hopelessly—very hopelessly—lost to the ice cream industry—the men and women who don't want to get fat.

"For once we have a talking point without the necessity of mentioning food value. That always has been a harassing score for the ice cream manufacturer. On one hand we have to contend with the people who look at ice cream as a delicious luxury for the wealthy. While seeking to prove its value as a food product for the masses, we have had to defend a flank attack from the men and women who say they cannot afford to eat ice cream for the reason that its food value makes them grow fatter. And if there is any person hard to move from a position, it is the fat person who is determined to reduce."



Here is the way the sucker was heralded in dozens of cities.

"The frozen sucker," this gentleman added, "strikes me as being the ice cream industry's missing link. I know of no reason why it should not abide with us forever."

IT WAS pointed out to this gentleman that his records showed a very considerable falling off in sales. His first day's sales amounted to some several thousand dozen suckers, while on the day of the interview, some two weeks after the first day's production, sales had dropped to something less than one thousand dozen suckers a day.

"Surely sales have dropped off," this man countered. "I should have been foolish not to expect it. I suppose there will be a further drop, but if consumption should fall off two or three hundred or so, I still would be making good money—darn good money—on a product that is just incidental to my regular business," he added.

"But regarding the drop in sales, it will be noticed that the heavy drop came three days after the introduction of the product. For two or three more days there was a gradual decline. Then for the last week or so sales have held their own. The first drop was due entirely to reaction, which is just the same with human nature in any sort of matter—ice cream or Irish potatoes; shoes, ships or sealing wax.

"But has it occurred to you that we have an excellent opportunity not only to win back consumers who have dropped out but also to attract many, many thousands of grown people who must be educated to the sucker? It is true that many grown-ups now are consumers of suckers, but the vast majority are people who feel too dignified to be seen munching a product that always has been associated with the child.

"We must expect to do some missionary work with the grown-ups in connection with the suckers the same as we have had to do with regard to ice cream, the same as the bottlers of soft drinks had to do in their industry, the same as the candy manufacturers had to do for their product, and so on. We didn't get grown people to eating ice cream over night, except in the case of young ladies.

"The candy people, except in the case of courting swains, did not get much patronage from grown-ups for many, many years. The soft drink people, however, have had it easier, and we can have it just as easy because of them. The ice cream industry for many years has been 'carrying' the soft drink man by furnishing the dealers the ice with which our very competitors' products have been cooled. Now we can profit greatly from the ground work the soft drink people have accomplished; we can take advantage of the running start we have toward winning new adult customers to frozen suckers. Turn about is fair play.

"On this point, we shall do well to keep in mind that our product is a frozen beverage. There is nothing to gain by advertising anything except the fact that it is refreshing, appetizing and wholesome. As a beverage we can attract many customers; associating it with candy means that we shall encounter prejudice from the fellow who regards the sucker as a thing for the child.

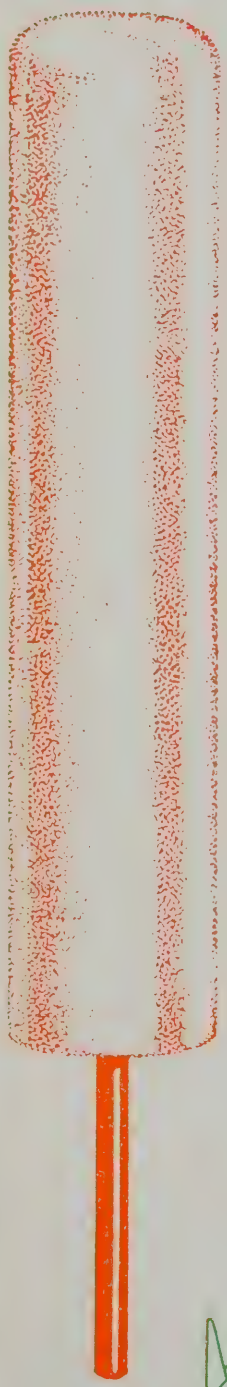
"I insist upon believing that the frozen sucker is the ice cream industry's missing link—the go-getter of new business—the opener-up of new sales avenues."

"THE missing link." This thought was voiced in different ways by several other manufacturers visited by The Ice Cream Review's staff man. Surprisingly enough, some manufacturers are unshaken in the belief that the sucker not only does not operate against ice cream sales, but actually serves to develop among many people the habit of eating a frozen product in cases where this habit never before had been developed. Different manufacturers told of people known to have eaten a dish of ice cream a few minutes after partaking of a frozen sucker.

As to developing the "habit," it is generally recognized by merchandising experts, advertising men, and so forth, that habit very largely controls sales in virtually every industry, particularly regarding delicacies and drinks. A certain popular soft drink brand has become the world's greatest seller in the line of beverages simply for the reason that it has certain properties which

(Continued on page 126)

— — — LET'S MAKE PERMANENT BY HIGH AND ADVERTIS-



ONE of our executives made a trip through the midwest in the middle of June. Wherever he went, Frozen Suckers were the rage. But he found traces of dissatisfaction among the public in some places — always due to *just one cause* — a letting down of the Quality!

He also reported this: Where the advertising on Frozen Suckers was best, sales were best. To this there was not a single exception.

This is the first year the Frozen Sucker has become a truly national item. It is being made in almost every city and town in America, and the Ice Cream Industry, without disturbing its ice cream sales, is winning a splendid profit which heretofore has gone to the beverage industry.

Yet, even in this short time, the bugaboos of cheapened quality and unwillingness to advertise are creeping in here and there, threatening the present and future of this highly profitable, easy-selling specialty.

Our plea is, let us keep Frozen Suckers as a permanent profit-maker for the Ice Cream Industry by shutting out these bugaboos *right now*.

In advocating Quality we do not mean every firm must use "Kist" flavors. Under our "Friendly Agreement" plan,



Kist

REG. U. S. PAT. OFF.

FROZEN SUCKERS HOLDING QUALITY ING THEM PROPERLY

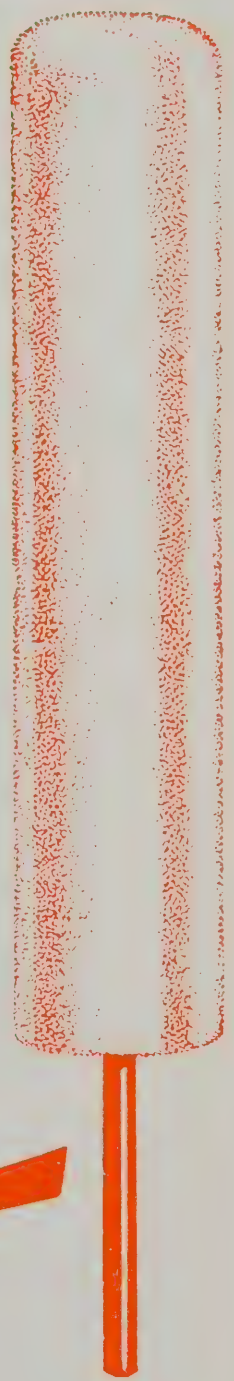
we ordinarily franchise only one firm in a town, hence other flavors naturally obtain a considerable part of the business. And even though we believe "Kist" flavors have been accepted as standard in the Industry, yet we know there are other good flavors which, if used, will hold up this ideal of Quality good and high!

Good flavors cost money just as good ice cream does. The ingredients used and the processes employed must bring a fair price. Yet the Flavor is almost a negligible factor in the cost of finished products put out by the Ice Cream Manufacturer, whether Frozen Suckers or Ice Cream. *And it is the flavor and color which make or break the sales to the public.* Surely this is the last place to economize!

The cost of the proper amount of the best flavors made (including our own), to flavor and color a dozen Frozen Suckers is only 1 1-10 cents. If a cheap flavor is used, costing half as much, the saving would be only 11-20ths of a cent per dozen. *We repeat, this is the last place to economize.*

Use the best flavors, acids and sugar you can buy—then watch your mix, your freezing, your wrapping, your hardening and your delivery and the public will never complain. On the other hand, the public will continue to *want* Frozen Suckers whenever it is thirsty and will buy them season in

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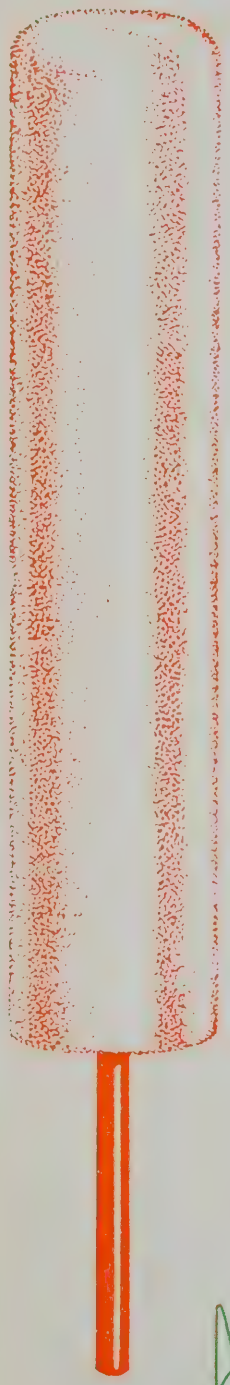




Kist

REG. U. S. PAT. OFF.

BEST FLAVORS ADVERTISING ARE FROZEN SUCKER



[Continued from preceding page]

and season out just as is happening in the South today, where Frozen Suckers are in some towns in their third season.

On the subject of advertising, keep in mind that all low-priced confection specialties, which the entire public buys, must be widely advertised. Examples are gum, candy bars and beverages. Frozen Suckers come into this class and cannot realize full sales possibilities unless advertised in a way comparable to these other competitors for the public's nickels.

Posterettes and other display material should always be kept up wherever Frozen Suckers are sold, just as the beverage and candy makers keep up their signs. When a person goes into a store to buy a drink, see that an ad hits him in the eye inviting him to quench his thirst with a Frozen Sucker.

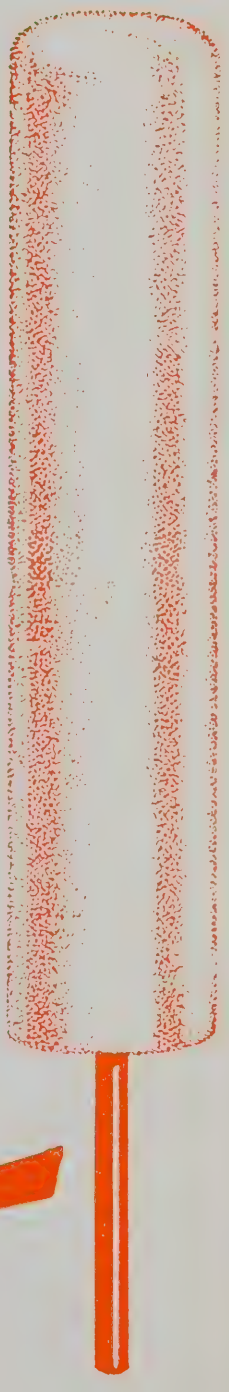
Newspaper space should be used generously, two to three insertions a week, to keep the Frozen Sucker idea before the public, and also to play up the quality, flavor and purity. Advertising of this nature will create a general acceptance of the Frozen Sucker in any territory which will maintain sales on a steady plane long after the first novelty of Frozen Suckers has worn off. Your sales should stabilize to a place as steady and sure as those of the beverage maker. This cannot be accomplished without advertising.



Kist

REG. U. S. PAT. OFF.

AND CONSISTENT NECESSARY TO KEEP SALES STEADY



THE KIST PROPOSITION

We have tried to combine in the Kist proposition the two important elements of quality flavors and adequate advertising. It has been highly gratifying to us to merit the wonderful list of customers that have long been using Kist flavors in Brick and Bulk Specials, and this year in Frozen Suckers. Included among our customers are a high percentage of the leading firms, large and small, in this country. But we are seeking representation in all cities and towns, and if there is not already a Kist manufacturer in your town, we urge you to get in touch with us at once.

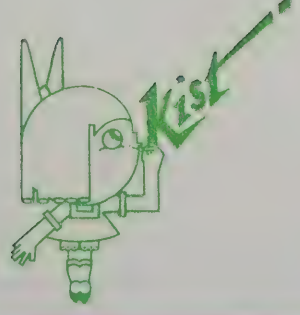
You can make Kist Frozen Suckers at a material cost, including everything, of less than 7c per dozen. We have made everything available for our customers in the shortest possible time—molds, wrappers, formulas, advertising, plans for freezing equipment—all complete to the finest detail.

If interested, write, wire or phone and your inquiry will be completely handled the same day it is received.

Citrus Products Company

54 EAST KINZIE STREET

Chicago, Ill.



Kist

REG. U. S. PAT. OFF.

Fifteen Thousand Suckers a Day in St. Louis Territory

Sixteen Manufacturers Making Suckers in Southwestern Metropolis, with Gross Daily Receipts of Approximately $6,000

A STUDY of the situation in the St. Louis territory impresses the belief that the frozen sucker is serving a useful purpose. Sixteen manufacturers in St. Louis proper, who engaged in this business on May 20, three weeks later were virtually agreed in their statements as to the success of the sucker business.

It is estimated that approximately $12,000 worth of suckers, figuring on the basis of wholesale price, were sold on May 20 in the city of St. Louis. Virtually all of the manufacturers engaged in the sucker business were



One of the ads that helped to sell thousands of suckers.

selling from one thousand to twelve hundred dozen suckers a day each, three weeks later.

"The only reason we did not sell more than 1,500 dozen suckers the first day," said Will A. Schwindeler of the Carpenter Ice Cream Co., "is because we did not have the capacity to make more. Our business has held up around 1,200 dozen suckers a day since the product was introduced. We are increasing production capacity to 2,500 dozen suckers a day. We did not do any newspaper advertising, but gave our dealers window strips and co-operated with them in every way we could. The future of the sucker business looks very promising to me; from results so far I believe it will become the greatest thing ever introduced in the ice cream industry."

Mr. Schwindeler could not see any injury to the regular ice cream business through the sucker. On the other hand, he could not see that the sucker was helping increase ice cream consumption. But when it was suggested that the sucker might be the means of winning over new customers to the ice cream "habit," he said he "saw possibilities."

THE frozen sucker business at this time is principally a business among children. Possibilities of developing greater consumption among adults were not commented upon by St. Louis manufacturers beyond the opinion that such development seems reasonable.

Seventy-five per cent of the Carpenter Ice Cream Co.'s trade were handling suckers on June 20. This represented the stores in the city neighborhoods, around the schools, parks, etc. The bulk of the sales for that company, therefore, are among the children, and the same condition seems to hold good for the other St.

(Continued on page 93)

VELVET fruits and flavors
MEMBER
perfect for
FROZEN SUCKERS



Be it Pineapple, Cherry, Strawberry, Grape, Lime, Raspberry, Orange or any of the many combinations such as Grape-Pineapple, Orange-Pineapple, Lime-Pineapple, or Maraschino-Pineapple.

Ask for samples and prices of Fruits and Concentrated Flavors.

The International Company
VELVET FOR FRUITS & FLAVORS

LOMBARD & COMMERCE STS.
BALTIMORE MARYLAND



now! Double Duty Flavors

They Flavor as They Color — Better, too, the GUMPERT WAY

WITH the new Gumpert Frozen Sucker Flavors *you color and flavor at the same time—the color controls the flavor.* Every batch of mix is uniform in color and in flavor. You make Frozen Suckers perfect in taste, brilliant in color this new way. Over 30 years' experience in making flavors of finest quality is back of the superior quality of these new Gumpert Frozen Sucker Flavors. That's why Frozen Suckers, flavored the Gumpert way, *look better, taste better and sell better.*

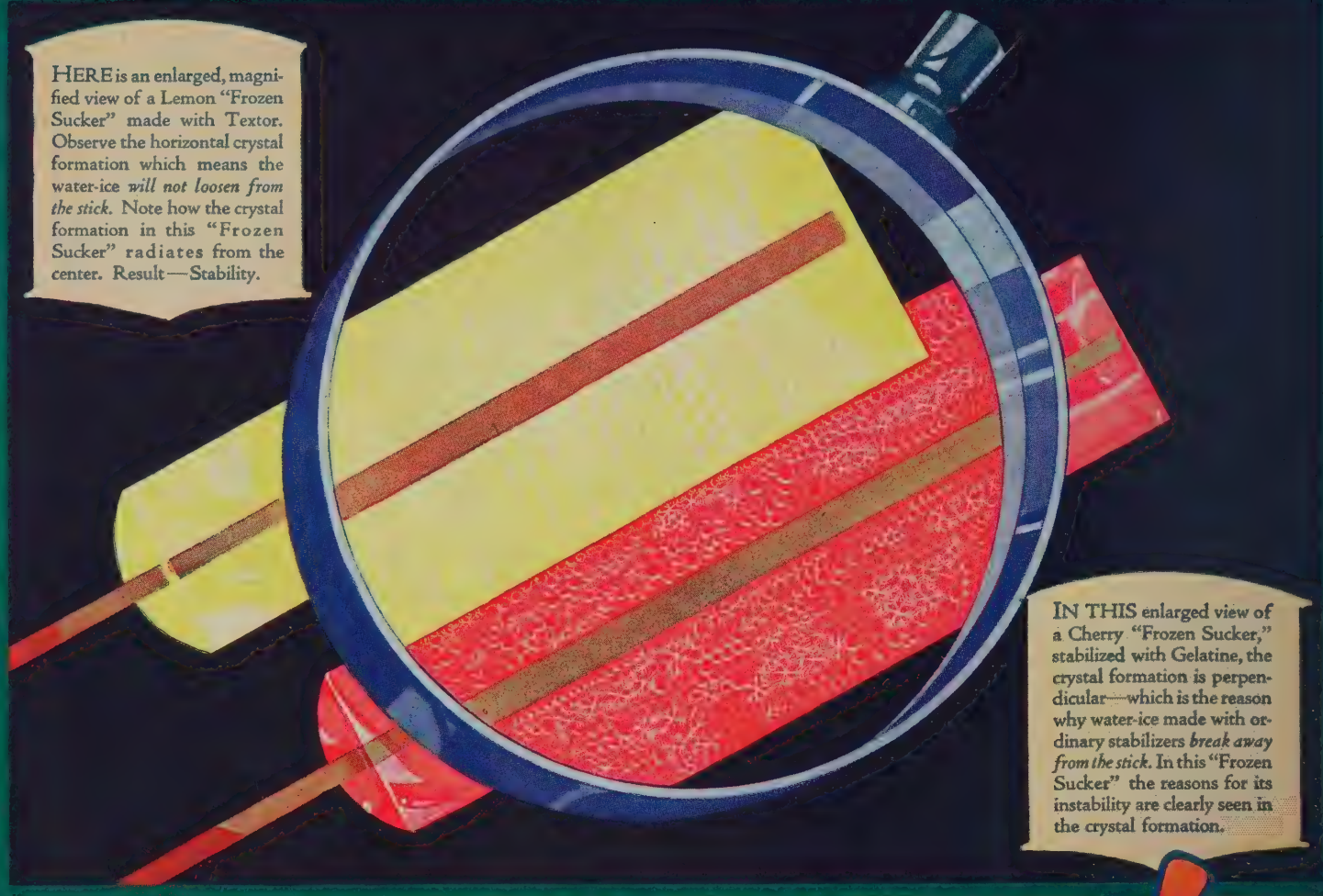
Six ounces of Gumpert's Frozen Sucker Flavors *will both flavor and color 10 gallons of mix.* You can obtain them in Orange, Lemon, Lime, Grape, Cherry and Fruit Punch flavors. Gumpert's Frozen Sucker Flavors come packed six one-gallon bottles to a case—assorted flavors if desired.

We will be glad to send a case of assorted flavors on trial, or if you prefer, a 12-ounce sample of any or all flavors will be sent you on request, without cost or obligation. One 12-ounce sample is sufficient to flavor and color 20 gallons of mix. Try these superior flavors. Write today!

Gumpert's Frozen-Sucker Flavors

A Product of S. Gumpert Co. *Inc.* Brooklyn, N. Y.

HERE is an enlarged, magnified view of a Lemon "Frozen Sucker" made with Textor. Observe the horizontal crystal formation which means the water-ice *will not loosen from the stick.* Note how the crystal formation in this "Frozen Sucker" radiates from the center. Result—Stability.



IN THIS enlarged view of a Cherry "Frozen Sucker," stabilized with Gelatine, the crystal formation is perpendicular—which is the reason why water-ice made with ordinary stabilizers *break away from the stick.* In this "Frozen Sucker" the reasons for its instability are clearly seen in the crystal formation.

Here's The Proof!

Scientific Reasons Why You Make Better and More Profitable "Frozen Suckers" with TEXTOR

SCIENTIFIC experiment has shown that when the popular "Frozen Suckers" are made with ordinary stabilizers, the water-ice separates easily from the stick. This is due to the fact that *the crystal formations run perpendicularly, which allows the water-ice to break away from the stick. With gelatine stabilizers this is especially true.*

But *with Gumpert's* TEXTOR, *science has shown that the crystal formations run horizontally. Thus they hold the entire mass in one homogeneous unit.*

In addition, TEXTOR eliminates the formation of coarse ice crystals—insures smooth, velvety texture.

Compare "Frozen Suckers" made with ordinary stabilizers and those made with TEXTOR.

TRIAL OFFER

We will ship you a 60-pound drum of Textor, at 70c per pound, or a barrel at 65c per pound. Use 10 pounds, and if you are not perfectly satisfied, return the rest to us. Try Textor NOW!

Gumpert's *Textor*

A Product of S. Gumpert Co. *Inc.* Brooklyn, N.Y.

FIFTEEN THOUSAND SUCKERS A DAY IN ST. LOUIS TERRITORY.

(Continued from page 90)

Louis manufacturers, as well as for manufacturers in other cities. The Carpenter company late in June had not placed the suckers with the downtown stores.

The cost of producing suckers, St. Louis manufacturers agree, is around 7 and 8 cents a dozen; all were sure it is less than 10 cents a dozen.

Among the companies in that city promoting the sucker in June were:

The Arctic Ice Cream Co., Carpenter Ice Cream Co., Banner Ice Cream Co., St. Louis Ice Cream Co., Union Ice Cream Co., Purity Ice Cream Co., Kirkwood Ice Cream Co., Larmore Ice Cream Co., Arrow Ice Cream Co., Jersey Farms Dairy Co., Kramer Ice Cream Co., Liberty Ice Cream Co., Wellston Ice Cream Co., Baden Ice Cream Co., Blue Ribbon Ice Cream Co., and the Southside Ice Cream Co.

FROZEN suckers were not introduced by manufacturers of East St. Louis and Alton, Ill., just across the river from St. Louis, until June 13. On that day the Home Ice Cream Co., East St. Louis, sold about 2,500 dozen suckers. The average daily sales of that company now have settled down to about a thousand dozen suckers a day, according to Claude H. Ozier, secretary-treasurer of the firm. "It looks like good business to me," stated Mr. Ozier. "I can't see anything wrong with a proposition that enables most any manufacturer to pick up several thousand dollars worth of business a month that would not be reached otherwise. None of us can say how well the consumption of the product will hold up, but so far it has stood up well for us. If it should vanish entirely we could have no complaint.

"Our cone business has fallen off slightly, but no matter how many suckers we sell, our regular ice cream business keeps on growing."

The Highland Ice Cream Co., East St. Louis, is making an average of 300 dozen suckers a day. The manager of the Highland company would make no comment for publication. There was no evidence of any dissatisfaction with the sucker business.

THE three ice cream manufacturers of Alton, Ill., were making suckers in June. It is estimated that approximately 2,500 dozen suckers are made there every day.

The Walnut Grove Dairy Co. and the Noll Baking & Ice Cream Co. were taking care of a large part of the sucker trade in that vicinity, with a third company holding up its end of the business. Alton is largely an industrial city, and the local manufacturers believe there are possibilities of developing sucker consumption there.

* * *

The Larmore Ice Cream Co., St. Louis., has one of the best equipped and best organized frozen sucker departments of any company in the country.

The Gem City Ice Cream Co., Dayton, Ohio, was host to more than 60 employees at a dinner given in the Broadway M. E. church. The dinner was followed by a meeting at the employees' club room at the West Third St. plant. L. E. Ellis and George Antrim, proprietors of the company, delivered short addresses. Other speakers were A. Welty, superintendent; E. Warwick, sales manager; S. M. Sloman, advertising manager, and John Smith, treasurer.

UCOPCO WHEEL TRADE MARK DRIED GELATINE

BEST BY TEST

Purity · Uniformity · Quality

Ucopco Gelatine

United Chemical & Organic Products Co.
4200 South Marshfield Avenue
Chicago, Ill.

NEW YORK
607 West 34th Street

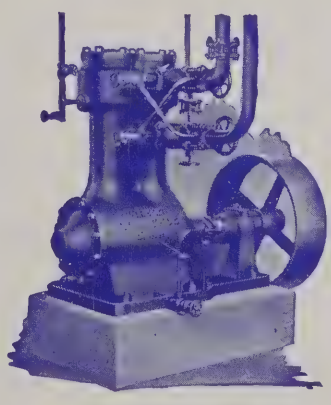
BOSTON
39 Commercial Wharf

NEW ORLEANS
P. O. Box 1576

SAN FRANCISCO
311 California Street

Vilter

Enclosed Type Ammonia Compressor



An ideal ice machine for the moderate size plant. Modern in design, made of high grade materials and thoroughly inspected and tested. Let us send a copy of our Bulletin No. 29R to you. It tells of the force feed lubrication to the piston pins, the easily operated Vilter plate valves, the oil sealed stuffing box and gives other information of value.

Let us Submit quotations on your requirements —no obligations to you.

The
Vilter Manufacturing Company
ESTABLISHED 1867
830 Clinton Street Milwaukee, Wis.

Frozen Sucker Meets Soft Drink Competition

Washington, D. C., Firm Finds That Suckers Attract New Business Without Injuring Regular Ice Cream Sales

THE frozen sucker has splendid possibilities toward enabling the ice cream manufacturer to meet soft drink competition, it is shown by the experiences of the Carry Ice Cream Co., Washington, D. C., which company markets frozen suckers under the name of "Carries." Although this name is not descriptive of the goods, it helps "to tie them up to our business." Thus the frozen sucker is individualized.

As for the money-making propensities of this product, it is, "with any sort of quality production, the best money-maker we know of harmonizing with ice cream," to quote E. H. Daniel, president of the company. The only difficulties thus far encountered, according to Mr. Daniel, are those difficulties "such as will naturally arise from increased volume of business."

After manufacturing these goods for a week, the following figures of production were compiled:

Beginning May 16, 3,409 dozen "Carries" were sold. The company sold, the following day, 4,128 dozens; the next day, 2,317 dozens; the next day, 1,963 dozen; the next day, 1,880 dozens; the next day, 1,749 dozens; the next day, 1,849 dozens; the next day, 2,305 dozens; and on the ninth day, 2,277 dozens.

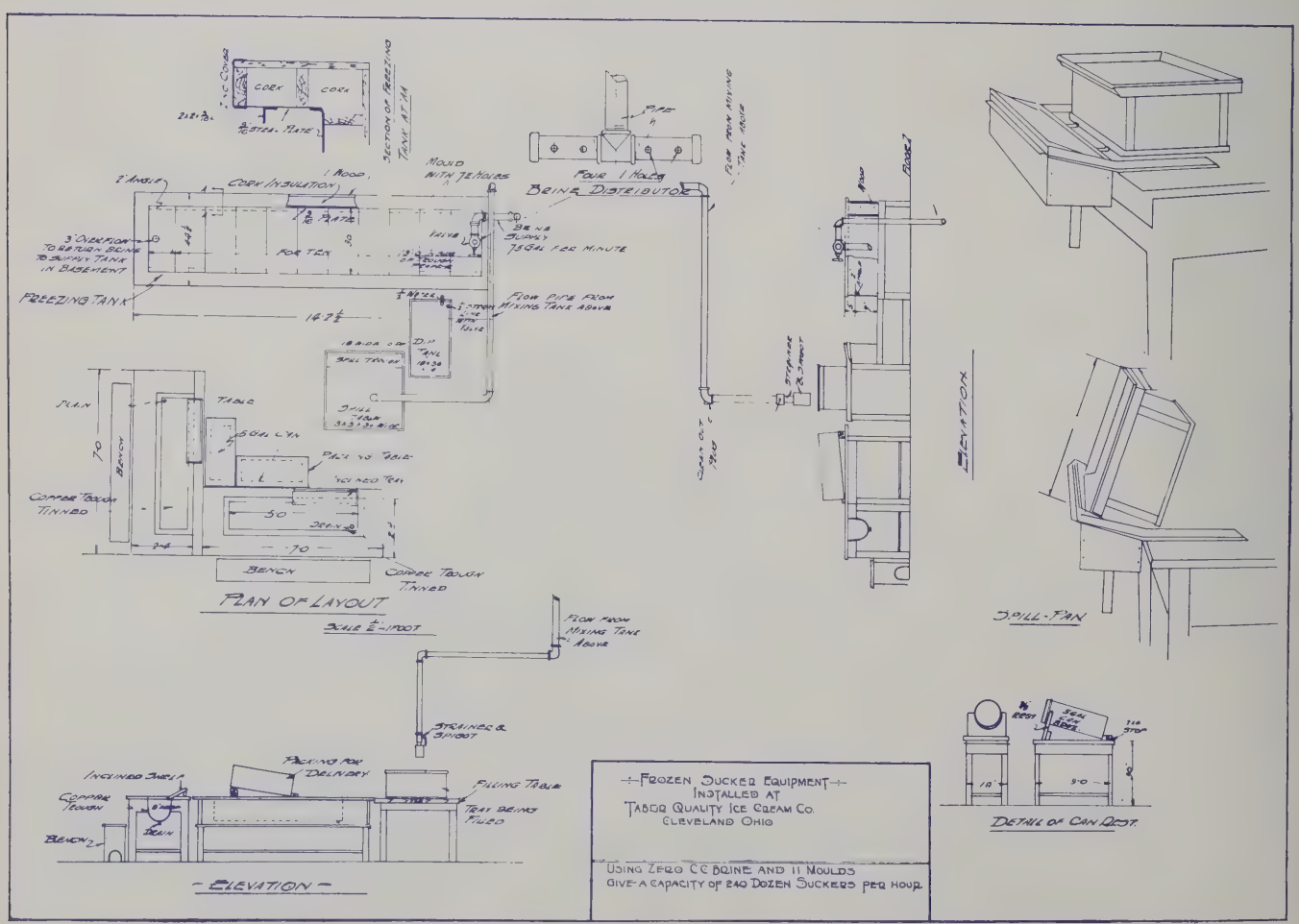
Mr. Daniel is of the opinion that sales will increase during the summer.

"We already notice the encouraging effect of a little hot weather," he says.

THE frozen sucker, from this firm's experience, will have no effect upon the sale of regular ice cream. Mr. Daniel declares that it "certainly does not decrease the sale of ice cream. However, our dealers report that the sale of 'Carries' materially decrease the sale of candies and soft drinks." Just the same, though, he reports that the frozen suckers are welcomed by the dealers.

His company finds it convenient to deliver frozen suckers with the regular deliveries of ice cream.

As for efforts to increase sales, the company has run newspaper ads, and has provided strips for auto drivers, and window strips. The auto strips were put on automobiles and were driven all over the city, "arousing a great deal of interest." This was all done before the sales began, however, and the company has done no advertising since that time.



EVERYWHERE!

572

LEADING ICE CREAM MANUFACTURERS of the U.S.A. are MAKING THEIR FROZEN SUCKERS with 8 RADFORD BRANCHES



RADFORD
Frozen Sucker Molds

UNITED STATES PATENTS PENDING

ROLL CALL [PROMINENT ICE CREAM MANUFACTURERS USING TEN OR MORE RADFORD MOLDS]

Baker-Evans Ice Cream Company, and two allied plants	Cleveland, O.
Ohio Toledo Ice Cream Co.,	Toledo, O.
Page Dairy Co.,	Toledo, O.
French Bros.-Bauer Co.,	Cincinnati, O.
Gem City Ice Cream Co.,	Dayton, O.
Mistletoe Creameries,	San Antonio, Tex.
Bodeker Mfg. Co.,	Dallas, Tex.
Pangburn Ice Cream Co.,	Fort Worth, Tex.
Cuscaden Ice Cream Co.,	Louisville, Ky.
National Ice Cream Co.,	San Francisco, Calif.
Benham Ice Cream Co.,	Fresno, Calif.
New Orleans Ice Cream Co.,	New Orleans, La.
Peerless Ice Cream Co.,	Kansas City, Mo.
Terry Dairy Co.,	Little Rock, Ark.
Rieck-McJunkin Dairy Co., and eight allied plants	Pittsburgh, Pa.
Tech Food Products,	Pittsburgh, Pa.
F. M. Slater Ice Cream Co.,	Pittsburgh, Pa.
Horn Ice Cream Co., and two allied plants	Baltimore, Md.
Union Ice Cream Co.,	Nashville, Tenn.
Huber Ice Cream Company,	Bridgeport, Conn.
Somers Dairy Co.,	Springfield, Mass.
St. Louis Ice Cream Co., Liberty Ice Cream Co., Larmore Ice Cream Co., Union Ice Cream Co.,	All of St. Louis, Mo.
Huber Ice Cream Co.,	Indianapolis, Ind.
Lily Ice Cream Co.,	Memphis, Tenn.
Peerless Creamery Co.,	Chattanooga, Tenn.
Olympic Ice Cream Co.,	Tacoma, Wash.
Cline Ice Cream Co.,	Charleston, West Va.
Chapin-Sacks Ice Cream Co.,	Birmingham, Ala.
Columbia Ice Cream Company,	Chicago, Ill.
Proctor & Co.,	Winchester, Ky.
Decatur Ice Cream Co.,	Decatur, Ala.
Zero Products Co.,	Washington, D. C.
Frederick Dairy Co.,	Youngstown, O.
Kinnett-Odom Co.,	Macon, Ga.
Hughes Ice Cream Co.,	Los Angeles, Calif.
Producers Milk Co.,	Cleveland, O.
M-B Ice Cream Co.,	Dallas, Tex. & Waco, Tex.
Houston Ice Cream Co.,	Houston, Tex.

AND **MORE THAN 500** OTHER SATISFIED CUSTOMERS

Radford Sheet Metal Works

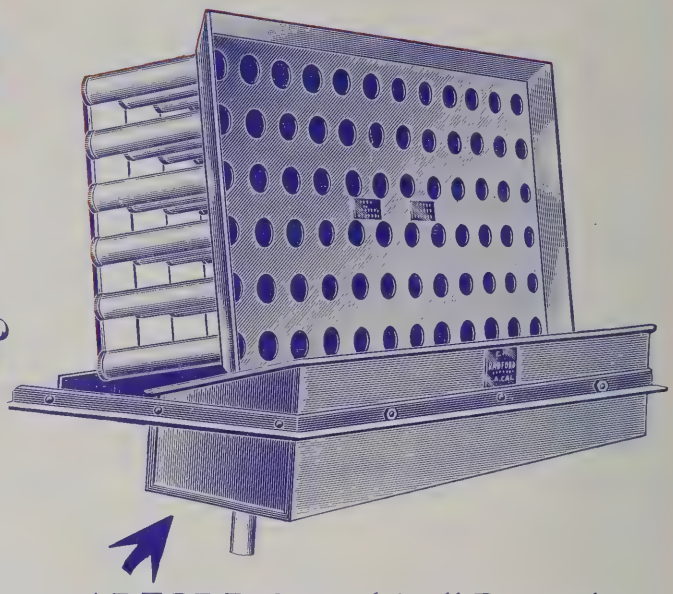
LOS ANGELES, CALIFORNIA

LDR

SEE NEXT PAGE

$29.50

RADFORD Frozen Sucker MOLDS ACCEPTED!



as the only standard equipment for making **Frozen Suckers.**

Because RADFORD MOLDS are honestly made of the very finest rust proof dairy tin. Heavily tinned brass filling pan (built right into the construction of the mold itself.) All parts of tinned brass. **Rust and Acid Proof.**

Because RADFORD MOLDS produce **"Frozen Suckers"** economically, rapidly, profitably, in a clean, efficient, sanitary manner.

The RADFORD Process is Simple. 30 seconds to fill the mold, drain excess mixture into the **Radford** special spill pan and place the mold in the brine freezing tank.

15 minutes later 72 delicious **Frozen Suckers** are ready to wrap and sell at a **Big Profit.**

RADFORD Special Spill Pan only **$8.50.** Made of heavy tinned copper — **Strong!**

Only one spill pan needed. No extra filling pan required.

The amazing speed, unusual simplicity and superior excellence of the **RADFORD** process is truly wonderful.

Most **important** of all to both producer and consumer is the positive assurance that each **RADFORD Frozen Sucker** is **100% pure.** Brine cannot get into the syrup and spoil the flavors nor can the syrup possibly get into the brine and lessen its freezing qualities.

The RADFORD Process insures positively clean and sanitary production. **No Waste! No Mess!**

RADFORD SHEET METAL WORKS

LOS ANGELES, CALIFORNIA

LDR

Immediate Shipment

All orders are shipped immediately upon receipt. **45 minutes** after your order is received the shipment is rushing towards your plant by **fast express**—

that's **Service!**



PRICES REASONABLE

THE MOLDS

$29.50 EACH

THE SPILL PAN

$8.50 EACH

Only one RADFORD spill pan is required and will provide rapid drainage for any number of molds.

TERMS GENEROUS

SOLD ON OPEN ACCOUNT

2% TEN DAYS 30 days net.

The 72 tubes of the **RADFORD Mold** are completely submerged in brine during the freezing process. A special **"Radford"** feature—insuring rapid and uniform freezing. (The tubes have NO side drain holes.)

RADFORD Frozen Sucker Molds have a **double** pouring edge. The excess syrup may be drained off into the spill pan from **either** side of the mold, an exclusive **RADFORD** feature. (No twisting and turning of the mold to obtain correct filling and draining position.)

Universal, RADFORD Molds produce **Frozen Suckers** with either the brine or hardening-room method of freezing.

GUARANTEE

All RADFORD equipment is sold on a money back guarantee. Full cost plus all transportation charges promptly and cheerfully refunded to any customer who is not completely satisfied with

RADFORD
Frozen Sucker Molds

RADFORD SHEET METAL WORKS

7612 South Vermont Avenue **LOS ANGELES, CALIFORNIA**

SEE NEXT PAGE

RADFORD

[THE ORIGINAL]

Frozen Sucker Molds

[PATENTS PENDING U. S. PATENT OFFICE]

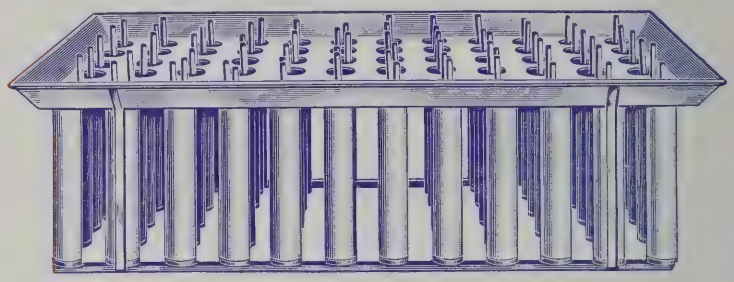
SOLD to YOU!

On a wide open, friendly businesslike basis.

No Royalties!
for you to pay.
High Priced Flavor

No Contracts!
for you to sign.

No Strings!
or "trick agreements"



When you buy a RADFORD Mold it's YOURS for Progress—Prosperity—Profits

Send your **Order Today** for a RADFORD FROZEN SUCKER OUTFIT

Immediate Shipment

EIGHT RELIABLE SELLING REPRESENTATIVES:

H. A. Benners,
Southern Selling Service
New Orleans

The Zipp Mfg. Co.,
Cleveland, Ohio.

Standard Milk Mach. Co.,
Louisville, Kentucky.

Fred K. Higbie Supply Co.,
Chicago, Illinois.

Paul W. & Guy F. Minnick,
New York City.

Haines-Carpenter Co.,
St. Louis, Missouri.

Bessire & Company,
Memphis, Tennessee,
Atlanta, Georgia.

Cosner Selling Co.,
Denver, Colorado.

A N D

CONCERNING INFRINGEMENTS Already the RADFORD "FROZEN SUCKER" equipment is being infringed by inferior imitations. RADFORD'S molds are the original and are fully protected by United States Patents Pending. BEWARE OF IMITATIONS. Play safe and insist on the GENUINE **RADFORD "Frozen Sucker" Molds**

• WE THANK YOU •

Radford Sheet Metal Works
7612 South Vermont Avenue
LOS ANGELES, CALIFORNIA

The Frozen Sucker Has Been Nationalized

In Nine Months This Most Salable and Profitable of all Novelties Has Spread to Virtually All Plants in America*

ROSZELL of Peoria is a conservative firm. Roszell advertises stably. Roszell is not easily budged from the straight and narrow road leading to the safe goal in business. Yet Roszell, the end of May, introduced frozen suckers by publishing a huge introductory ad **in no less than 150 central Illinois papers.**

National Dairy Products Corp. has been in the throes of great organization during the past nine months. James G. Lewis, general manager, with the other executives, have had big things to consider—the biggest things so far known in the industry. Comparatively, the frozen sucker seems trivial—lowly. Yet, way back in February, Rieck-McJunkin, Pittsburgh, commenced to turn



them out—and in great volume, too, even though the weather was chilly. At present, all the numerous plants which are a part of the National Dairy Corporation—Hydrox (both Chicago and New York), Castles, Hoffman-Runk, Erie Dairy Milk Association, and the rest of them—are making frozen suckers, and advertising them, selling them, **and cashing in on them.**

French-Bauer, Cincinnati, decided to take them on in February, then decided not to in April, then decided favorably again in May, and finally made a start on Wednesday, May 13. They phoned for more supplies. The muster showed: Wednesday, sold 4,380 dozens; Thursday, sold 6,375 dozens; Friday, sold 5,738 dozens. More than 16,000 dozens those first three days, with the demand only partially supplied, and the switchboard operators almost ready for the hospital.

CARRY of Washington, piloted by a far-seer, D. H. Daniels, ran a big bunch of teaser ads in all the Washington papers for a week prior to May 16 and then blossomed out with a full page one day in May—a wonderful, compelling ad. In a moment, it seemed, frozen suckers were over in the District of Columbia. Carry delivered 4,000 dozen for the first day. Physical limitations on such a new venture prevented more.

E. W. Schlegel, president of the Cleveland Ice Cream Company, says the profits he made during the first three days entirely paid for his 22-mold brine tank and all equipment installed to make frozen suckers. In Cleveland today every plant is making frozen suckers. The equipment in the Tabor plant alone will turn out 7,500 dozen each 10 hours.

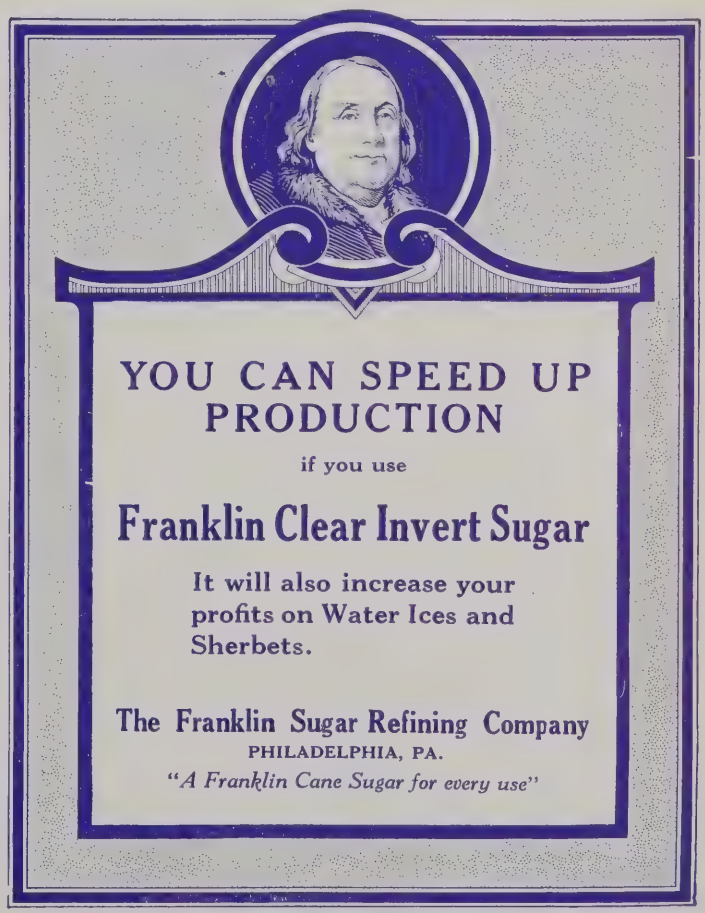
Yes, I hate novelties.

But the frozen sucker—is it different?

It is—in two very interesting respects: First, it is a natural seller; second, it permits a remarkable profit. This combination has never before been seen in the ice cream industry, and in very few other industries either.

The frozen sucker just simply sells. You don't have to educate people to buy it or want it; you don't have to wheedle them or coax them or offer them any inducement whatever. They just buy them—that's all. Day in and day out, even in cool weather, the demand and volume are ever surprising. And we can now add, year in and year out, too, for in some of the Texas plants the frozen sucker is now in its **third** season.

MANY persons have tried to analyze why the frozen sucker is such an easy, a large and a permanent seller. They argue that everyone likes lollypops, and the frozen sucker is similar; or they advance the theory



* Contributed to The Ice Cream Review.

To All Of You Who Are Making, And Who Intend To Make,

Popsicles --- Frozen Suckers

IT IS SAID:

"There never was anything made but what someone else could make it worse and sell it for less."

Just as true is the fact that the man who makes a thing "best" and sells it for a fair profit is the one who overcomes cheap competition, stays in the "game" and is recompensed therefor by operating a profitable business.

Read This Letter:

A Little Coloring, a **Lot of Acid** and **Some Flavoring** mixed into **Cheap Simple Syrup** will **Not** win the business for you against keen competition. The users of our fruit syrups will gain and keep more business than their competitors.

The **Three Biggest Selling Soft Drinks** are **Orange, Lemon** and **Grape.** You will find this also true with "frozen suckers."

Imperial Fruit Products Co.,
3725 Central Ave.,
Los Angeles. Calif.

"It may be of interest to you to know that since using your **Orange Juice Syrup** for two weeks, in the manufacture of Popsicles, we have found it to be everything you claimed for its quality, and that it makes a very satisfactory product. Before purchasing your orange syrup, we had tried several of the best known orange syrups on the market and none of them proved at all satisfactory in comparison with yours.

"Furthermore, in connection with your **Lemon Juice Syrup:** We have been making Popsicles with this syrup and have found it to be positively the best lemon juice syrup we have ever used.

"We also find that your **Italian Red** Citrus Fruit Punch with Grape Flavor has proven to be a favorite as a Popsicle, and perfectly satisfactory from a manufacturing point of view."

(Signed) CALIFORNIA POPSICLE COMPANY.

PROFIT?

When buying small quantities, a 1-ounce "sucker" will cost you less that ½c.

Samples of these wonderful syrups, as FULL OF FRUIT as they can be made, syrups that will NOT ferment in transit or storage, that are delicious beyond comparison, will cost you NOTHING.

WRITE FOR THEM!

These are the famous "**Cold Fruit**" brand of citrus fruit syrups, made by the manufacturers of the "**Eatem**" brand of fruit confections.

They Make Wonderful Sherbets.

When using our syrups, you will be making the best kind of suckers. You will be using products approved as to formula by the **United States Bureau of Chemistry,** and you will be selling the "kiddies" suckers that will not eat the lining from their little "tummies" but suckers made of frozen fruit juices (real orangeade and lemonade) that are **Delicious** and **Healthful.**

Imperial Fruit Products Company

3725 Central Avenue :: Los Angeles, California

that sucking ice is a primitive instinct; or they cite the frozen drink idea as the real reason. I do not believe the surprising salability of this novelty is capable of analysis. It sells, "just because ————" and there you almost have to stop. We can only be sure of this much —its universal salability, and enormous volume everywhere, are now proved absolutely.

And how sweet the profit! The chocolate-coated bar



Another View of Frozen Sucker Department in Roszell Ice Cream Co.'s Plant.

was a natural seller, but when made a five cent item became a serious problem to the ice cream manufacturer from a profit standpoint. No such problem with the frozen sucker. With materials costing less than seven cents a dozen, and every other cost you could think of less than fifteen cents more, there is a generous, **desirable** net.

The profit on the volume which is so quickly and easily attained by any plant is so unusual and so alluring as to be unbelievable. Yet we have seen the figures over and over again during the past few months. This is going to be a good year for a lot of ice cream firms in this old U. S. A. (Canada, too, for many Canadian plants are making 'em now.)

Ask Roszell. Ask Telling. Ask Sansing of the Gate City Ice Cream Co., Atlanta. Ask Horn of Baltimore. Ask Brown, New Orleans. Ask Brown, Chattanooga. They all know, for they have all used a lot of this strong and attractive material.

⚜

HAS THIS HAPPENED TO YOU?

"It's awful! Can't understand why that batch went wrong!" The speaker was an ice cream manufacturer unburdening his soul to a Reyam salesman.

It developed that he had been using crushed peach with good results. Then he bought a quantity of peach extract with a laudable ambition of "making it a little bit better." The result was depressing, to say the least. The flavoring extract had neutralized the natural peach flavor; the extract had taken the "kick" out of the ice cream.

Do not, under any circumstances, add extracts to crushed fruits. Strawberry extract will not blend with nor help strawberries; it will ruin their flavor. If you feel it necessary to have more flavor in your cream, use three quarts instead of two to a batch.

Occasionally we hear of a manufacturer using vanilla in addition to crushed strawberry in making strawberry ice cream. Even though the result is passable, it's wasteful; for vanilla kills the best part of the true fruit flavor. Use vanilla for vanilla ice cream and chocolate ice cream—but in no others.—The Reyam News.

"Ax"

Quality--the Highest

(Inquiries Invited)

ESSEX GELATINE COMPANY
MANUFACTURERS
40 NO. MARKET STREET, BOSTON, MASS.

NEW YORK 54 Washington St. | CHICAGO 94 Board of Trade | ST. LOUIS 400 So. Broadway
PHILADELPHIA 708 South Delaware Avenue | ATLANTA 169 Haynes Ave.
SAN FRANCISCO Second and Brannan Sts. | LOS ANGELES 731 Terminal St. | PORTLAND, ORE. 403 Hoyt Street

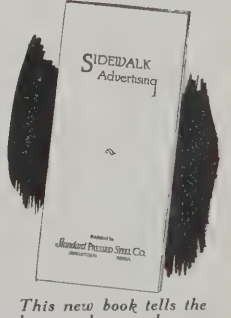
THE ASSOCIATION OF ICE CREAM SUPPLY MEN MEMBER



This type of Hallowell sign frame is inexpensive but very effective. We furnish, also, the steel feet only for wood frame signs. Write for our surprising prices.

Speed Sales by Sidewalk Advertising

Sidewalk signs help sell more ice cream because they speed sales.



This new book tells the how — when — where and why of using "Sidewalk Advertising."

HALLOWELL steel sign frames cost less per year of use. Send for free book "Sidewalk Advertising" which tells how to make such advertising profitable.

Standard PRESSED STEEL CO.
Box A JENKINTOWN, PA.

How Suckers Are Not Sold

Some Manufacturers Give Excellent Ideas on How Frozen Suckers Are to be Handled—If You Don't Want to Sell 'Em

THE ICE CREAM REVIEW has made an exhaustive study of possibilities of the frozen sucker; that is, of the various products now being featured that come under this classification. There is no special wish to sponsor this product, but to give the readers of this publication an insight into possibilities through this newcomer. If the frozen sucker is not to the best interest of the ice cream manufacturer, it is nothing to the interest of this publication, but if the possibilities are all that some manufacturers believe them to be, there is every reason why the industry should be made acquainted with the facts in the case.

Different sales ideas are touched upon in this issue concerning the suckers. As a general rule the methods employed are pretty much the same; the sucker is advertised in the newspapers, the dealers are given window and poster material, the matter is explained to the dealers, and every effort is made to co-operate in getting these products over the dealer's counter. Different manufacturers, however, introduce individual ideas that help sales.

Manufacturers in some parts of the country give us some very excellent ideas on this subject; they give us a thorough understanding of how the frozen sucker should be handled and distributed—if you don't want to sell it.

There could not be a better demonstration of how not to capitalize upon a specialty than the practices that have been employed in certain parts of the country, and it is just as important to our readers that they be made acquainted with the other side of the picture.

IN THE first place some manufacturers have not been sold on the frozen suckers. They have been induced to give the idea a trial—a "thorough" trial, they term it—but they really never have been persuaded that there are any possibilities to this business. That is the spirit in which the proposition has been launched at certain points. It is very likely that they will succeed in their plan—if their plan is to keep frozen suckers from being sold in their communities, which seems to be the case.

The first step in the art of how not to sell a product is to convince yourself that you don't like the idea; to sell yourself on the thought that you are not going to gain on this proposition. The next is to make careful plans about your newspaper advertising; to be sure that you keep your product a secret—not to let the public know anything about it. It also is advisable, in following the high art of how not to sell, to take pains to see that the dealers are not given any encouragement and are not allowed to put their hands on advertising ma-

(Continued on page 108)

We have ready for Prompt Shipment

STICKS

for

FROZEN SUCKERS

FLAT and ROUND

Manufactured from Sweet Birch and Sugar Maple.
Orders shipped day received — this we Guarantee.

SAMPLES SUBMITTED ON REQUEST.
Yours for Quality and Service.

FOR PROMPT DELIVERY WE CARRY WAREHOUSE STOCK AT ST. LOUIS, CHICAGO, PHILADELPHIA AND SAN FRANCISCO.

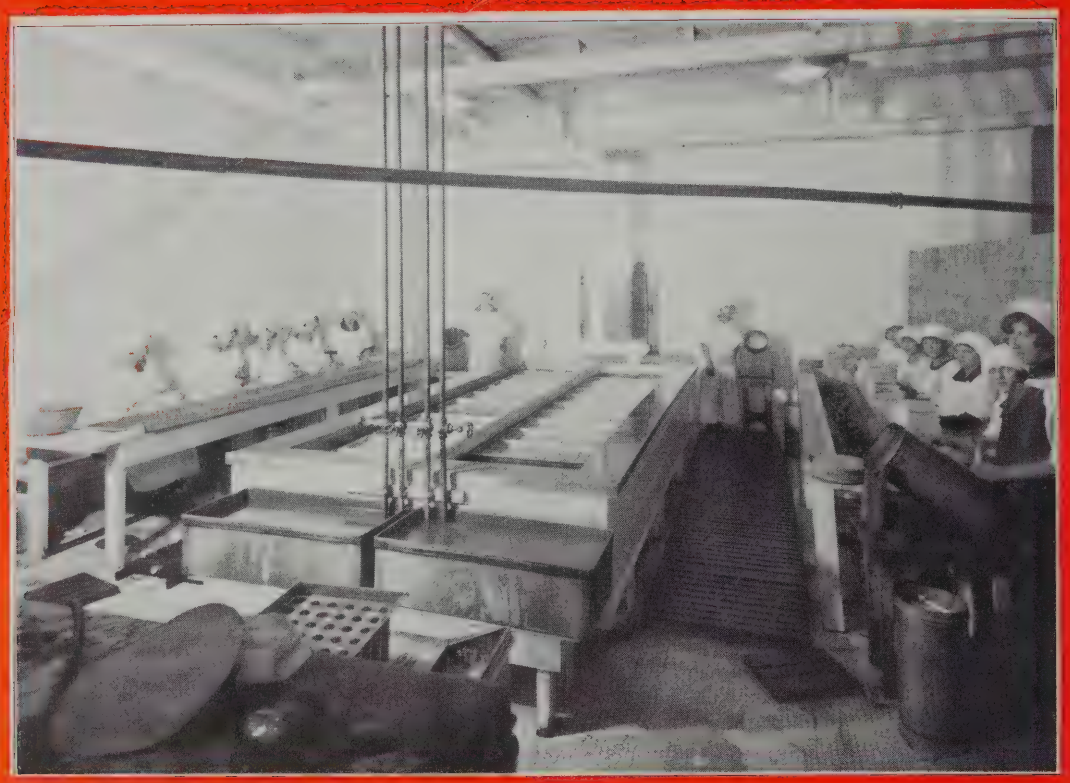
HARDWOOD PRODUCTS CO.
MAYVILLE, MICHIGAN
Eastern Factory: GUILFORD, MAINE

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

VALENTINE FROZEN SUCKER MOLDS



have been accepted by the leading Ice Cream Manufacturers of this country as the ONLY rapid, sanitary and satisfactory method of making Frozen Suckers!



When freezing, the tubes of the Valentine Frozen Sucker Mold are completely submerged. No syrup can get into and spoil the brine — nor can any brine by any possibility get into the syrup.

"You can't go wrong with Valentine Equipment"

(*Continued from preceding page*)

that genuine Valentine Molds and Spill-drains are as easy to get, cost no more and are safer to buy.

The illustrations on these pages picture the story of the equipment and method better than words. Could anything be simpler or more fool-proof? Only a few molds are required—two or three in small plants, up to thirty or forty in the very largest.

Valentine Molds are not standing still. The *basic principle* of the Valentine Method is worthy of the finest materials and workmanship known in the Ice Cream Industry, and this goal is rapidly being reached. Perfection of equipment of this kind takes time, experience and large facilities. Before another



The speed, simplicity and uniform excellence of the Valentine method is absolute. It takes less than 15 seconds to defrost the Mold and dump the Suckers on the wrapping table.

"You can't go wrong with Valentine Equipment"

season rolls around, plans already under way will bring special new materials and unusual workmanship into the construction of both Molds and Spill-drains which will insure a matching of the quality of the equipment with the excellence of the Valentine Method. Announcements of these noteworthy improvements will be made later.

At present, immediate deliveries of Valentine Molds and Spill-drains will be made on all orders. The price for Molds is $29.50 each; Spill-drains, $8.50 each; F. O. B. Chicago. Terms 2% 10 days, net 30 days. One Spill-drain will take care of from twenty to thirty Molds. Write or wire your order.

VALENTINE MACHINERY & SUPPLY CO.

552 Wrigley Building - - - CHICAGO, ILLINOIS

HOW SUCKERS ARE NOT SOLD.

(Continued from page 102)

terial which may tip off some members of the public to the secret that there are some frozen suckers behind that counter which the dealer will be duty bound reluctantly to pass over the counter and sell if the customer insists.

WE GET these impressions from different manufacturers who are doing their best to keep frozen suckers from being sold. They are good ice cream manufacturers. They make excellent ice cream—some of the best made in this country. They have built up splendid businesses in their several communities. They are loyal association workers—none better. They play fair with each other—they keep faith.

For this reason who is there to quarrel with them in their campaign to keep from selling frozen suckers.

In one part of the country the suckers were introduced on one of the coldest, wettest, dreariest days of the year, almost as dreary as some of the winter days. Each manufacturer released to a small number of his dealers—less than half—a small volume of frozen suckers. There was no newspaper advertising, no particular instructions, no particular encouragement. It was sort of —

"Here you are. You see 'em. Put 'em behind the counter. Somebody may come along and call for 'em."

As a matter of fact, a few people did "come along," but the mystery of the thing is, how in the world did they ever think to call for 'em! It sounds like free advertising for the frozen sucker when we make it clear that somebody did call for them. But, oh, well, the best laid plans o' mice and men aft gane astray, as Robert Burns partly said.

You can't always depend upon a secret being kept. Somebody was bound to find out that there were frozen suckers to be sold, and since the customer did not exactly have to use a jimmy and a black jack to get at them, the dealers sold a few dozen suckers—actually sold a few!

But these manufacturers accomplished their purpose well. They started out with the thought that they didn't like the idea and that they were not going to do much with it—and the chances are they won't.

They are good high-grade business men, too, and who is to say whether they are right or wrong in their plan?

They may be right as rain, so far as this observer can definitely say, but this discussion has nothing to do with what is right; it has nothing to do with whether frozen suckers are worth-while in the ice cream industry; it has nothing to do with whether you ought to take hold and try to promote frozen suckers.

This discussion simply regards the gentle art of how not to sell.

⚜

PENNSYLVANIA SHORT COURSE DATE CHANGED.

May 28, 1925.

In sending out the announcements for the dairy supply salesmen short course of the Pennsylvania State College, the date was given as August 15 to 18. Announcement was made recently that the course will start on Monday, August 17, and continue until August 28.

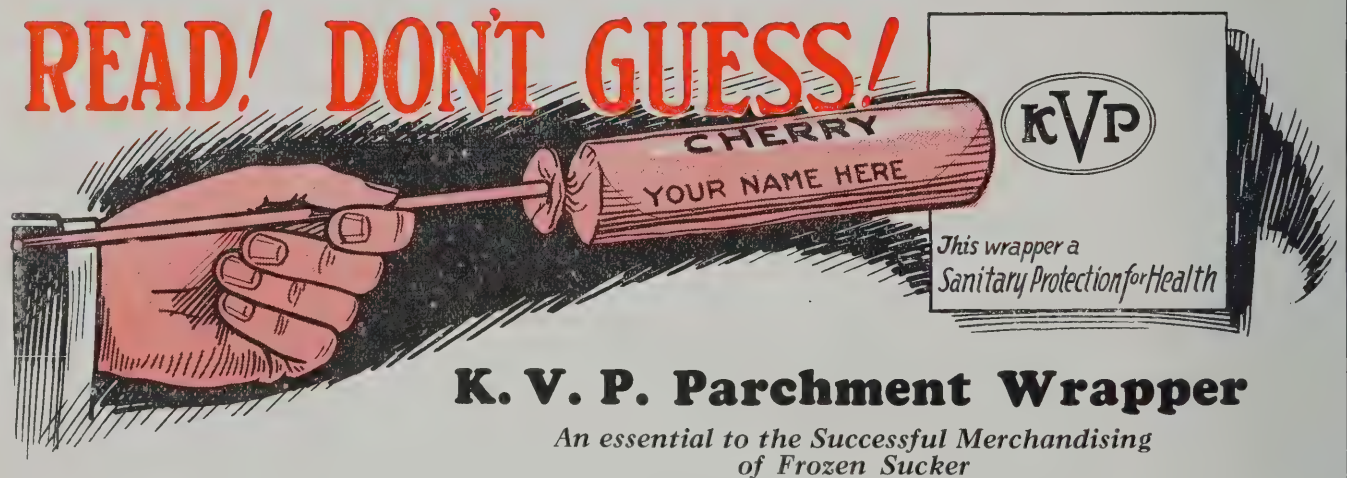
Very truly yours,

W. H. MARTIN,

Associate Professor of Dairy Manufacturing.

⚜

Opportunity may call, but it hasn't got the same bell as an alarm clock.



K. V. P. Parchment Wrapper

An essential to the Successful Merchandising of Frozen Sucker

The purchasers of dainties are always influenced by appearance. Dress your Suckers in Kalamazoo Vegetable Parchment — soft and flexible as silk. It will not go to pieces and leave fibre sticking to the sucker.

Kalamazoo Vegetable Parchment is particularly suitable for Sucker wrappers. It is tasteless, odorless and colorless. They can be furnished in one, two, three colors. Write for samples and prices.

KALAMAZOO VEGETABLE PARCHMENT CO.

Manufacturers of PARCHMENT, WAXED and BOND PAPERS

Kalamazoo, Michigan



Every Child A Booster!

LOOK at the clear cut easy to read advertisement on this balloon and then consider its value as a sales and advertising stimulant.

The appeal of the Toy Balloon is insistent and constant. Children love them —— often prefer them to a more expensive toy. Grown-ups will gladly accept them to pass on to their youngsters.

These Toy Balloons imprinted with your advertisement can be furnished you in assorted colors and ranging in prices from:

$7.00 per M. to $20.00 per M.

Look for our broadside to be mailed you June 29th.

The Perfect Rubber Company

DEPARTMENT OF ADVERTISING

Mansfield, Ohio

Sucker History Dates Back to 1872

Introduced in its Present Form in 1923. Sucker Has Become Popular In Mexico, Panama, South America and Australia

THE history of today's frozen sucker goes back to June, 1923. Credit for the idea goes to W. M. Thompson of the National Ice Cream Co. of Los Angeles, who called in a man to look at some glass test tubes in which a sugar and water solution was being frozen around a stick for a handle. The glass tubes were not proving exactly satisfactory and Mr. Thompson wanted to know if someone could make up some tubes out of tin that would serve the same purpose.



E. H. Radford and the Original Frozen Sucker Mold.

The first order for these tubes was small, but required the development of special machinery to make them, according to Leonard D. Radford, E. H. Radford Sheet Metal Works, which company undertook this assignment. "We spent about three times more money for getting up the special machinery for making the tubes than we obtained for the first order," says Mr. Radford, who describes the early mold as follows:

"At first the tubes were placed in holes bored in a large flat board; the next step was placing the tubes in a small crate built of light wood strips a great deal like the present milk bottle crate. The frozen sucker became so popular in a very short space of time that a faster method of production soon became an absolute necessity.

"The next step was the arrangement of a series of tubes in a metal frame and the development of a pan whereby the tubes could be quickly filled. From the time we made our first tin molds, we experimented with continuous changes and improvements until the first real frozen sucker mold was delivered in December, 1923. At that time we produced about 20 mold units which were placed in service by the Hughes Ice Cream Co. of Los Angeles.

"Our next step was an effort to interest the rest of the southern California ice cream manufacturers in the frozen sucker proposition but in this we were very much disappointed as we failed to interest any of them to the slightest extent. The general opinion being that frozen suckers were only a temporary novelty and would soon die out."

MEETING with such poor success locally, the company was "just about to give up any further development of the proposition." But then—

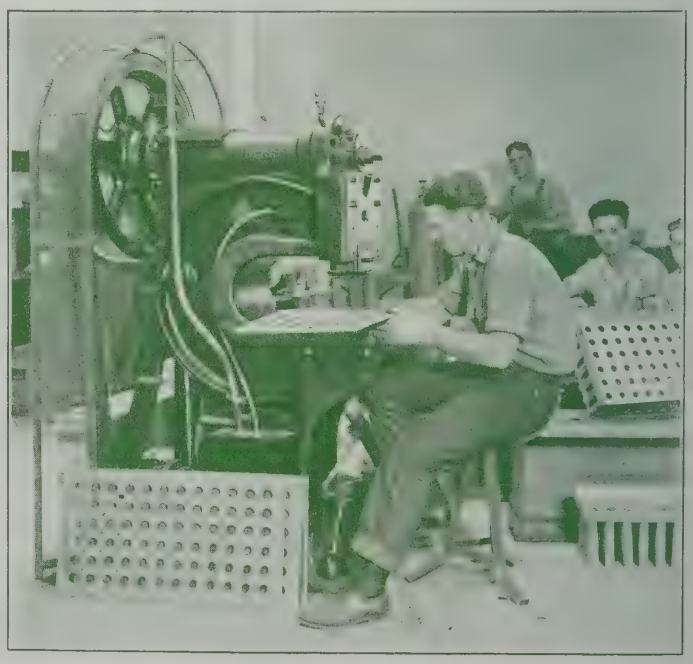
"A. B. McLendon, president of the M-B Ise Kream Co. of Dallas and Waco, Tex., one of the largest and most prominent and progressive ice cream companies in the country, came out to Los Angeles on a vacation and during his stay here visited several of the local ice cream plants. When out at the Hughes plant, Mr. McLendon saw the frozen sucker molds and the next day placed a large order for equipment for both his plants at Dallas and Waco. The order was for immediate express shipment.

"Mr. McLendon's order caused considerable excitement around the shop and succeeded in waking us up to the future possibilities of frozen suckers. The equipment had only been in the M-B plants and in use for about a week when orders and inquiries began to come from all over Texas. At that time Harry Benners of New Orleans, one of the best known ice cream supply men of the country and connected with the industry for over 25 years, saw our molds in the M-B plant and got in connection with us regarding the sales.

"We lost no time in making sales connections with Mr. Benners, with the result that, through his efforts, the frozen sucker soon became known over the entire southern section of the United States. More than to anyone else, the credit for the popularity and rapid development of the sucker proposition must go to Mr. Benners."

At first a great many ice cream men were very much skeptical regarding the sucker and its possibilities. For the first time in history suckers were served at the convention of the National Association of Ice Cream Manufacturers at New Orleans last November. Prior to the national convention, frozen suckers were shown and distributed at the convention of the Southern Association of Ice Cream Manufacturers.

During convention week in New Orleans more than 10,000 frozen suckers were distributed to the visiting delegates and their wives and families, it is estimated.



Punch Press Department

The frozen sucker, according to this source of information—

"...has opened up an entirely new field for the stick and skewer manufacturers. One hardwood stick manufacturer reports that the frozen sucker supply division of his business is now the most important department and is doing



This Sucker was wrapped in WEST CARROLLTON GENUINE VEGETABLE PARCHMENT and delivered to the ULTIMATE CONSUMER in a Clean, Sanitary and appetizing condition.

More Suckers are wrapped in WEST CARROLLTON Genuine Vegetable Parchment than all other makes or grades combined. It costs no more to get the best.

Write for Samples and Prices on Frozen Sucker Wrappers, Ice Cream Brick Wrappers, Circles, Can Tops and Liners.

PLAIN OR PRINTED.

The West Carrollton Parchment Co.

WEST CARROLLTON, OHIO

more business than the butcher and candy stick supply combined. This has also been a big opportunity for the manufacturers and dealers of parchment paper wrappers. It has been a golden opportunity to the ice cream manufacturer for progress and profits and a pleasing and delicious novelty to the public, especially the children."

THE business of making the sucker molds had an extremely modest beginning. From a remodeled barn in a back yard with three workmen to a $50,000 plant employing more than 50 skilled workmen is the story of progress told by Radford officials, who add:



Shipping Department

"One year ago, ice cream manufacturers who would not touch the frozen sucker proposition with a ten-foot pole are now sending in their orders by extra special rush telegrams. One year ago, two or three frozen sucker outfits were shipped by freight each week. Now, a large shipment of frozen sucker equipment for all points of the United States are rushed to the express office several times a day."

Although we think of the frozen sucker in its present form as a product of 1923, the actual origin of the idea goes back as far as a half century. Two men doing business as Ross & Robbins in 1872 produced a confection frozen on a stick which was then known as the hokey pokey. A great many of the old-timers will recall the hokey pokey with extreme pleasure.

In Mexico sherbet is frozen on a stick and has been sold there in that form on the streets for a good many years. However, the first knowledge of the frozen sucker as being frozen in a mold was from the National Creamery Co. in June, 1923. To the best of the knowledge of the Radford Company, this was the very first company to use the name frozen suckers.

The fame and popularity of this wonderful novelty is not confined to the United States alone, we are told as—

"At this time our export department has shipped frozen sucker outfits to England, Australia, South America, Mexico and Panama.

"The little ice cream manufacturer, located in a country cross-roads town where the trains stop only on signal and who has only one freezer, is just as enthusiastic over the frozen sucker division of his business as the large ice cream and dairy corporation of the larger cities whose production of frozen suckers is numbered by the millions."

(Continued on page 118)

Window Strips Are Boosting Sucker Sales



Yes, We Have Them!

(YOUR AD HERE)

PREISLER'S FROZEN SUCKERS 5c

Attractive Strips—Low Prices
Immediate Shipments

No. 402
YOUR NAME ON EACH STRIP

Strips are 6"x18", printed in Two Colors—Orange and Blue, (your name in Orange ink.)

500 ..... $ 7.00
1000 ..... 9.50
2000 ..... 15.00

Price includes printing your name on each strip.

Write for prices on quantity lots.

GOODY! GOODY!

5c FROZEN SUCKERS Sold Here

No. 400 These stock Window Strips are printed in orange colored ink on white paper stock. Printed same copy as shown. *Without your name.*

SIZE 5" x 25"

500 Strips.....$4.00 1000 Strips.....$6.00

Send for a Sample of our Changeable Flavor Sign, Window Strips and Menu

SAN-DEL PRINTING COMPANY
"Printers for the Ice Cream Trade"
602-4-6-8 Gratiot Street St. Louis, Mo.

All Prices F. O. B. St. Louis
Mail Your Order Now
New Firms or Firms not rated send check less 5% discount with orders.

Our Sweet Gum Frozen Sucker Sticks

Are distinctly different from all others, having many points of merit that should appeal to every ice cream manufacturer striving to improve the appearance of his product.

Our Sweet Gum Frozen Sucker Sticks

Are in a class by themselves as to color, being all white and they are absolutely odorless and tasteless.

Our Sweet Gum Frozen Sucker Sticks

Are straight-grained, uniform in size and free from all defects and are guaranteed to be entirely satisfactory in every respect.

Our Sweet Gum Frozen Sucker Sticks

Are made in two sizes, one size being 6″ long by 11-64 diameter and packed in tightly sealed fibre shipping containers holding 10000 each; the other size is 6″ long x 7-32 diameter and packed in similar containers holding 5000 each. Guaranteed full count and they reach you absolutely clean and free from dust.

FROZEN · SUCKER · STICKS

Our Sweet Gum Frozen Sucker Sticks

Will please you in every way with their superior quality. Send for samples and compare them with any other frozen sucker stick you may be using.

Remember the Name!

Sweet Gum Frozen Sucker Sticks

We carry large warehouse stocks and guarantee shipment either by freight or express same day order is received.

If other sizes are required or if you prefer sticks made from any other kind of wood we can furnish same.

Morgan-Hitchcock Company

MUNCIE, INDIANA

Factories and Mills: JACKSON and SERLES, TENNESSEE

How Long Will The Frozen Sucker Last?

Is It a Novelty or a Staple? If a Staple, What Must Be Done to Maintain Permanent Sales With Resulting Profits to the Ice Cream Industry?

By ERIC SCUDDER*

HOW long will the frozen sucker last? Just about every ice cream manufacturer in America is interested in that question at this time. Never was a "novelty" known to go over as quickly. Never was the profit on a "novelty" as excellent and desirable. A money-maker; a volume seller; a natural hit; how long will it last?

The response of the public during the days of introduction of the frozen sucker in most cities has been beyond belief.



ERIC SCUDDER

Take Cincinnati, for example: French Bros.-Bauer sold 36,000 dozen the first week.

From the Cleveland Ice Cream Co., Cleveland, O., comes this statement:

"Figuring a net profit of 25 cents per dozen gives us over $3,100 for five days."

Frank B. Tabor, president of the Tabor Ice Cream Co., Cleveland, O., published the following advertisement April 28, 1925, in the Cleveland Plain Dealer - Press and News:

"In the first three days of its introduction last week, a total of 605,712 frozen suckers were marketed from the Tabor ice cream plant."

The following enthusiastic message was sent by Carry Ice Cream Co., Washington, D. C.:

"Everybody happy! Sold over 4,000 dozen suckers first day—one Woolworth store sold 305 dozen May 16, 1925."

The Crystal Ice & Cold Storage Co., Portland, Ore., wired:

"Put suckers on market Saturday, sales to Monday night were over eleven thousand dozen, consider this phenomenal when weather conditions are considered, rained almost continually."

The same sort of weather—with the same sort of results on frozen sucker sales—was encountered by Ashley Ice Cream Co., of Charleston, S. C. They say:

"Put suckers on market Saturday (June 13th). Literally poured rain all day. Sold over two thousand dozen, biggest thing ever hit the South."

The Rieck-McJunkin Dairy Co., of Pittsburgh, Pa., released frozen suckers on March 11, 1925. They say:

"Our sales first day ran over 8,000 dozen." They have since installed equipment to produce 20,000 dozen per day.

The Gate City Dairy & Ice Cream Co., of Atlanta, Ga., installed improved freezing facilities and operate twenty-four hours daily, enabling them to produce 4,000 dozen each day, to meet the steadily increasing demand.

THE Carpenter Ice Cream Co., of St. Louis, Mo., make this statement: "We have built up business on our suckers, which is increasing every day and this in spite of the fact that practically all of the large ice cream manufacturers are making them." It is interesting to note that the Carpenter Ice Cream Co. put frozen suckers on the market May 15, and on May 16 were having a hard time explaining to their dealers why they could not make and supply enough.

The Horn Ice Cream Co. of Norfolk, Va., put out frozen suckers in Newport News, Saturday, May 9, 1925. Sales for Saturday and Sunday amounted to 3,500 dozen.

These examples are typical. There is something about the frozen sucker which causes it to make an instant hit with the public. It goes over without any forcing, and with a minimum of advertising and introductory effort. Where most new commodities take weeks, months, and even years to get over with the public, it takes only hours—or rather minutes—for the frozen sucker to obtain almost universal acceptance in a community.

Inasmuch as we have one or more customers making and advertising frozen suckers in nearly every city and town in the United States, we have been in a particularly good position to observe and study the actions and re-

*President Citrus Products Company.

Hardwood Sucker Sticks

—FOR—

Ice Cream Pops

WRITE FOR SAMPLES

Manufactured by

New England Wood Products Co.

c/o ICE CREAM REVIEW

R-298

Colored Foil Wrappers

RED • GOLD • BLUE • GREEN • SILVER

THERE'S a freshness, a daintiness, an air of purity and cleanliness about foil-wrapped pieces that attract buyers.

Imagine a Rainbow Assortment of suckers, each flavor in an appropriate colored foil wrap. How this will appeal to youngsters whose eyes are always caught by bright, sparkling colors!

Colored Foil Wraps cost a little more than paper, but you'll soon agree they are worth the difference. They are easy to wrap and cling closely and snugly.

Write for samples and prices.

UNITED STATES FOIL COMPANY
LOUISVILLE, KY., U. S. A.

RAINBOW
COLORED FOIL

Adds the crowning quality touch

actions in the marketing and advertising of this great specialty. The facts developed during the past year point to this unmistakable conclusion: **Although the amazing novelty of the frozen sucker wears off after a few weeks, yet volume sales can be sustained week in and week out during the warm season through the consistent application of a reasonable amount of sales and advertising effort.**



This ad has been used by several different manufacturers in introducing the frozen sucker.

WHAT are the facts? Last year, the frozen sucker made its national start in certain cities in Texas and other Southern states—in cities like Waco, Dallas, Houston, New Orleans and others. Sales started off big in these cities and were later sustained to some extent by advertising. While there were some reactions on cool days, yet taking the season through, right up to the latter part of the fall, sales were uniformly excellent, usually up to the utmost capacity of production of the plants making the novelty. Hundreds of dozens per day, month in and month out, were sold in each of these towns, and before the end of the season, the frozen sucker had taken its place as a consistent, advertised staple.

In these same Southern cities, frozen suckers started off on their 1925 career many weeks ago. While there have been no startling sales sensations, neither has there been any diminution in sales as compared with 1924. The advertising has been better organized and more consistently carried out. On warm days the demand has been greater; on cool days the sales have fallen off somewhat; but the total has been surprisingly steady and gratifying, and the year's sales will undoubtedly average up much better than 1924. Because of the excellent profit, this regular demand and sale of frozen suckers will be leading factors in the annual profits of these firms.

Let us turn to the North, for other examples. Although the frozen sucker is primarily a summer item, yet many plants in the North, both large and small, started making and advertising frozen suckers during the cold days of spring. Some started as early as February and March. At first, despite the cold weather, the novelty of the frozen sucker created immense interest among young and old, and sales were unbelievably large. (The wonder is that they sold at all on such raw days.) Then, after the first curiosity had been satisfied, sales fell off to some extent, especially during the cool days of spring after the furnace fires had been put out and before the sun's warmth really amounted to anything. But when the advertising was continued, sales have come back on every reasonably warm day with astounding volume, and from one end of the country to the other the industry has breathed a deep satisfaction, **and welcomed a big bunch of new profits which have never come the way of the ice cream man before.**

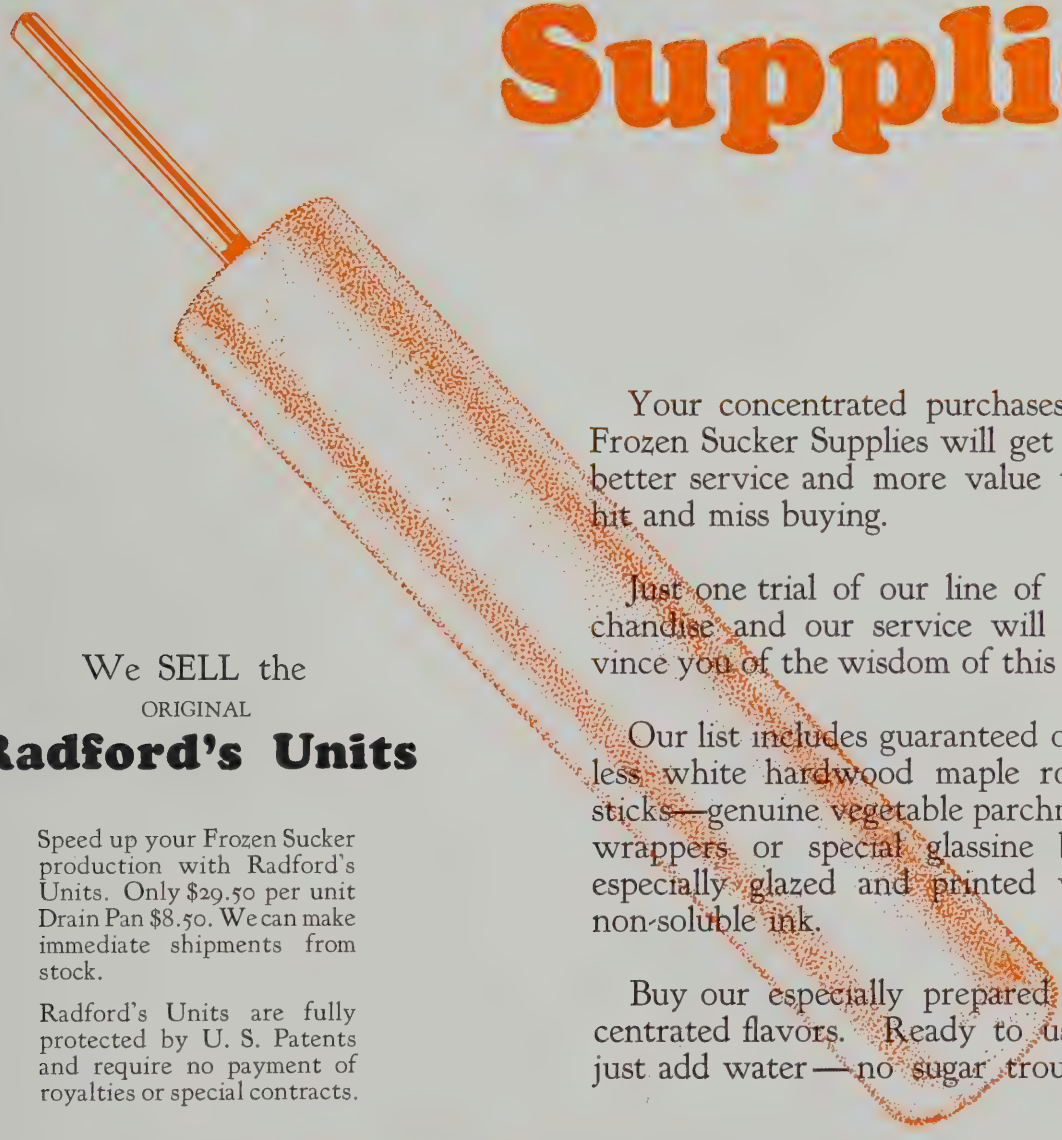
WHAT does all this call to mind? The soft drink business! We may as well put this frozen sucker in its proper class right at the start of its national career, and call it a soft drink—only a soft drink attractively and appetizingly frozen into an icicle. A soft drink more refreshing, more delicious, more appealing, more cooling and more convenient than any yet known. That's what the frozen sucker is, and it simply means that the ice cream industry, almost in spite of itself, has been precipitated headlong into the soft drink business.

Not so bad, either, when it is considered that the competition of the frozen sucker is with soft drinks, and not with ice cream. A person buys and eats a frozen sucker—not when he wants ice cream—**but when he wants a drink.** That is why this great volume of frozen suckers now being turned out daily in this country is not interfering with ice cream sales, but actually increasing them because of the greater contact with the dealer resulting from the frequent delivery of frozen suckers.

Probably the average ice cream man has no conception whatever of the magnitude of the beverage industry. There are 14,000 bottlers of carbonated beverages in the United States, selling to more than 200,000 retail dealers. There are more than 100,000 soda fountains. The sale of bottled beverages alone, computed by Dr. W. W. Skinner of the U. S. bureau of chemistry, was nine billion bottles in 1924—a per capita of nearly 90 for every man, woman and child in the country. Soda fountains probably enjoyed twice this volume. One beverage alone —Coca Cola—averages six million drinks per day.

And now, all of a sudden, almost without trying, the ice cream man is getting a share of this vast volume, just because he is offering a drink in a form which everyone

Frozen Sucker Supplies



We SELL the
ORIGINAL
Radford's Units

Speed up your Frozen Sucker production with Radford's Units. Only $29.50 per unit Drain Pan $8.50. We can make immediate shipments from stock.

Radford's Units are fully protected by U. S. Patents and require no payment of royalties or special contracts.

Your concentrated purchases for Frozen Sucker Supplies will get you better service and more value than hit and miss buying.

Just one trial of our line of merchandise and our service will convince you of the wisdom of this fact.

Our list includes guaranteed odorless white hardwood maple round sticks—genuine vegetable parchment wrappers or special glassine bags, especially glazed and printed with non-soluble ink.

Buy our especially prepared concentrated flavors. Ready to use—just add water—no sugar troubles.

WRITE FOR OUR PROPOSITION. 300% PROFIT TO MANUFACTURER. WE SUPPLY EVERYTHING

SPECIAL PRICES ON STICKS

Fred K. Higbie Supply Co.

360 N. MICHIGAN AVENUE

Chicago, Ill.

likes—the form of an icicle. Nothing new, to be sure, but now universally available, universally sold and universally liked.

THE nationalizing of frozen suckers has really been the adaptation of approved soft-drink marketing methods to the ice cream industry. A great many vistas are at once open to our gaze. We can draw several accurate conclusions and make several accurate predictions. We can chart a course which will lead us just



This is a particularly attractive sucker ad.

about as safely to our goal of profits as the courses which have been so profitably and successfully laid out by the soft drink men ever since Coca Cola was a weak little infant 'way back in 1886.

The conclusions we can safely draw are: First, that the frozen sucker is and will remain principally a hot-weather item, just as soft drinks; second, that the demand for frozen suckers is going to remain universal among all classes of people (not just children) as in the case of soft drinks; third, that if the frozen sucker is to get its share of the soft drink business, it will have to be advertised and merchandised along the same splendid, constructive lines which have built the beverage business to what it now is. (Need I mention such successes as Coca Cola, Orange-Crush, Blue Bird, Cliquot and Canada Dry—all the direct result of some of the finest advertising and merchandising known in this country?)

THE predictions we can safely make are: First, that if the **quality** is maintained up to the standard of the best soft drinks, the frozen sucker can remain a permanent factor in America; second, the permanency will be in direct proportion to the consistency and intelligence with which the frozen sucker is advertised and merchandised; third, the ice cream firm that sells and advertises the quality frozen sucker most thoroughly is going to get the largest share of business and profits in each territory.

By recognizing the frozen sucker for what it is—a soft drink—we can immediately turn to a world of interesting precedents in advertising and selling—sure fire plans which have made certain beverages in this country as stable and widely used as wheat. There will be opportunity to present some of these plans in greater detail after this heavy pioneering work is over—and, if one will observe, some of these plans are in effect already.

All that can be attempted in this short article is to lay down the indispensable fundamentals in soft drink marketing without which no beverage ever has been successful, either locally or nationally. These cardinals are:

First: A good display of advertising matter inside and outside every place in which the drinks are sold. This is the absolute foundation stone of beverage advertising, especially the bottling end, which the frozen sucker much more nearly resembles than the soda fountain. Using Coca Cola as an example again, this has been the principal reason for its unparalleled success. No matter where one goes for a drink, he is met with an inviting Coca Cola sign just as the place he is ready to pass over his nickel. Other national beverages have done and are doing likewise—and frozen suckers must follow suit if they wish their share of the business on a permanent basis;

Second: A good campaign each season of general advertising, utilizing such mediums as the newspaper and the billboard. While these forms of advertising are not as indispensable as the place-of-sale advertising, yet no successful drink has gone over in this country without them. The choice today seems to be in favor of the newspaper simply because the average person, be he rich or poor, goes out of his way every day to buy and read a newspaper, and an attractive ad, run consistently, simply cannot be missed;

Third: Active, vigorous, intelligent sales effort, comparable to that put forth by the numerous successful bottlers in America. In other words, as time goes along, the frozen sucker must be sold just as hard as any other competitive "soft drink" on the market;

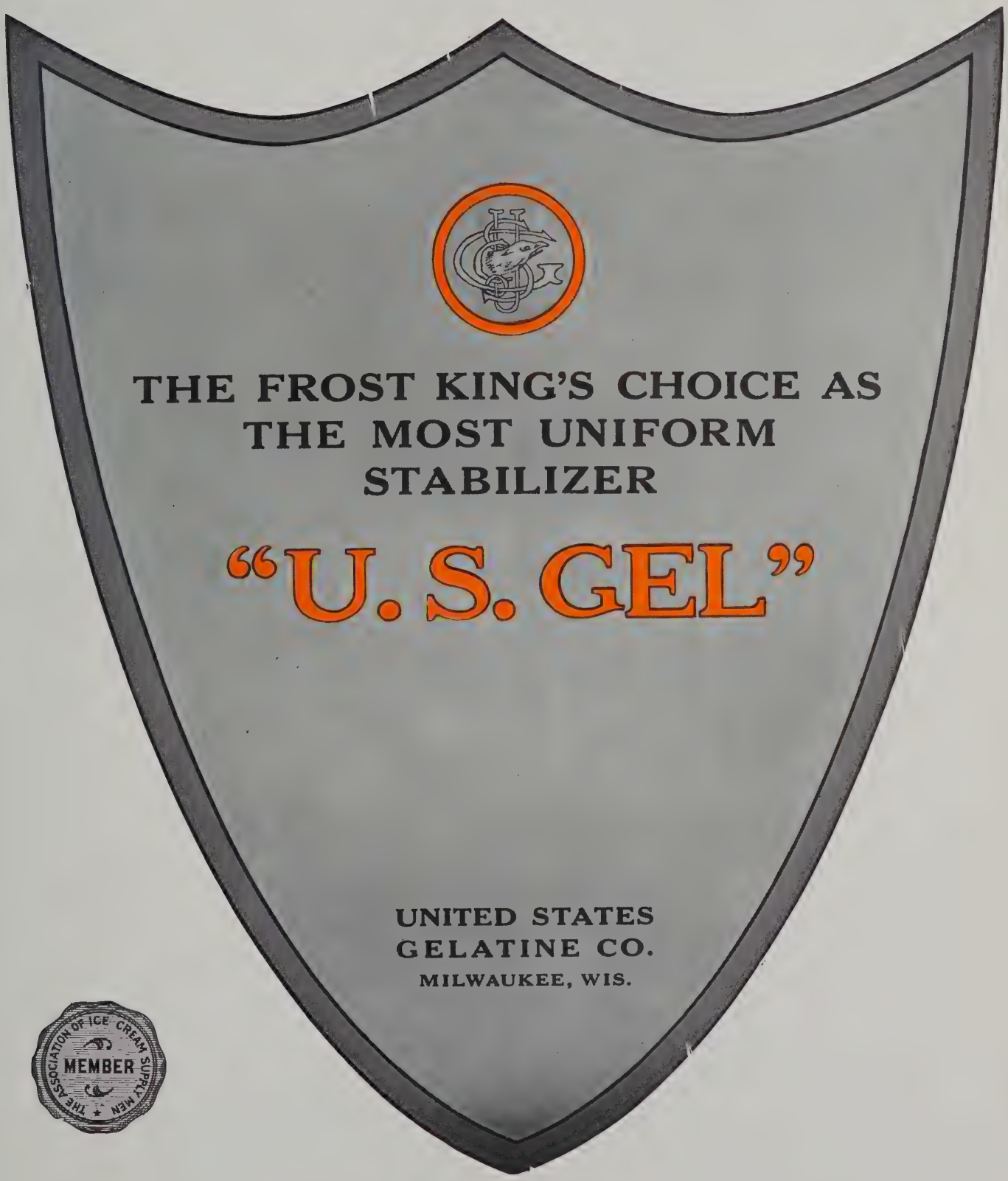
Fourth: Above all, quality, purity, sanitation, neatness and attractiveness as a never failing rule.

TO COME back to the question at the head of this article, "How Long Will the Frozen Sucker Last," the answer would seem to be "As long as soft drinks, provided quality and merchandising are maintained as has been done with the successful soft drinks.

All novelties wear off.

The frozen sucker is a novelty **at first** and **as such,** tends to wear off. But in place of the **novelty** comes a delicious and desirable soft drink staple in frozen form —a commodity which is bound to take its place as a distinctive feature of the great **beverage** industry—only with the ice cream men this time on the profit end.

The career of the frozen sucker to date proves the truth of the foregoing estimate. The only prerequisites are to make, sell and advertise the frozen suckers for what they are.



AMONG THE BRIGHTEST THINGS IN THE REVIEW ARE THE ADS — READ THEM.

FROZEN SUCKER HAILED AS THE MISSING LINK OF THE ICE CREAM INDUSTRY.

(Continued from page 85)

make for habit-forming—that intangible quality that makes for a desire for more. Many advertising experts have pointed out that a very large number of people are not ice cream customers for the reason that they never have developed the habit, the custom, the inclination.

"Developing the ice cream habit through advertising ice cream alone—its food value, deliciousness, etc.—means many years of the most earnest and most carefully regulated sort of advertising efforts," points out one manufacturer in a southern Illinois city. "We have been coming to this matter of national advertising for some time, and it is work that surely must be done. The frozen sucker, I firmly believe, will be an important auxiliary force in winning more people to frozen products—it will be a great supplementary agent in our efforts toward exploiting our industry."

IS THE sucker profitable in every community—in every part of the country? The effort to answer this question brought forth nothing of a definite nature. It is partly answered, however, by the fact that the investigation of The Ice Cream Review did not bring to light any manufacturer who had abandoned the manufacture of suckers as an unprofitable venture.

One manufacturer in southern Illinois was frank to say that his fondest hopes were not realized. He was selling more than 500 dozen suckers a day. This volume, he admitted, made his sucker business quite profitable—"very, very good business." He had hoped, however, that the business would prove "extraordinarily profitable."

A little arithmetic shows that his net profit is something more than $200 a day. His city is less than 100,000 in population. Near him, in a city much smaller, was found a manufacturer selling approximately one-half this amount of suckers who was "tickled to death and praying for it to keep up."

This is related simply for what information it may be to manufacturers debating as to whether it is worth while to engage in the sucker business. What some of us call exceptionally good business may be regarded as "just pretty good" by others; there doesn't seem to be any standard yardstick for measuring net profits in the ice cream industry. Other manufacturers are doing considerably more business in suckers than are the manufacturers just mentioned. No manufacturer interviewed considered that he had made a mistake by making suckers.

In the upper part of the Middle West, north of Illinois and Missouri, were encountered some manufacturers who, two days after introducing the suckers, would not express any opinion as to their expectations. They did not advertise and did not give the dealer any special co-operation. They stated, however, that they had sold many more than they had expected—"several of them." They had no sales figures.

A MANUFACTURER in a large Middle Western city whose company had settled down to a business of approximately a thousand dozen suckers a day was of the opinion that it "is the greatest thing that ever struck the ice cream industry." Virtually the same statement was echoed by other manufacturers in his city.

A manufacturer in another city was sure that it "is the only nickel seller that has been worth a hill of beans

COMFORT'S

VANDOR

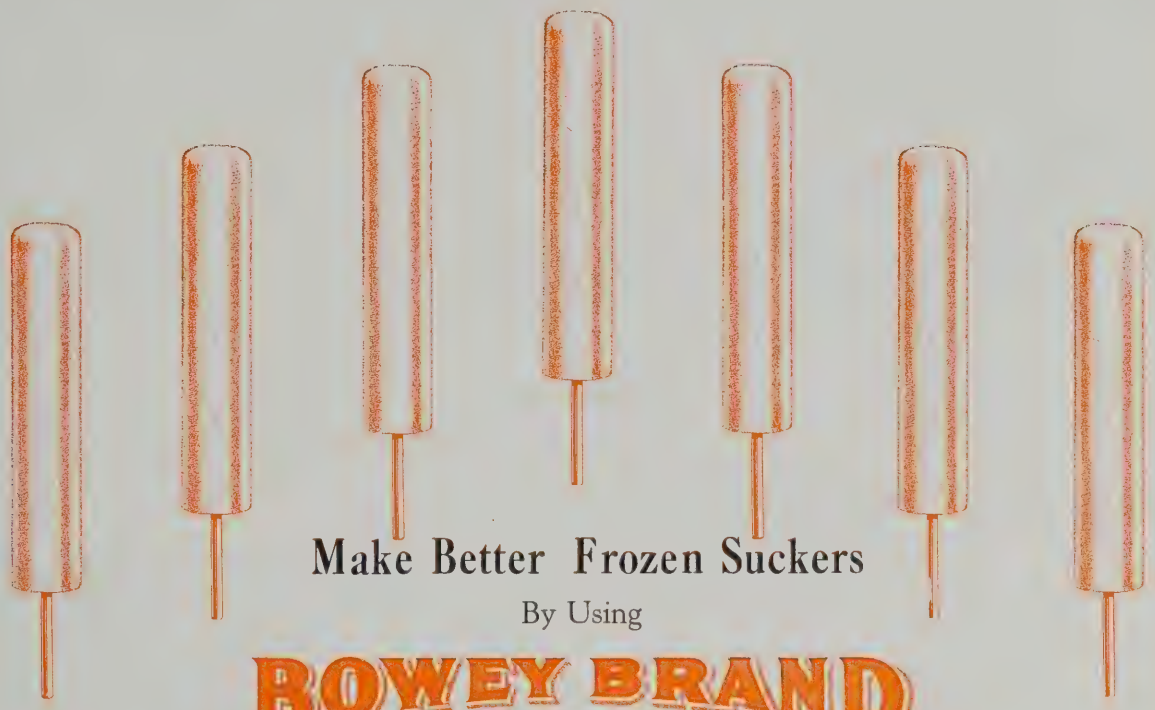
POWDER

A MASTERPIECE

THE SUPERLATIVE VANILLA FLAVOR

The POWDER *is* RIGHT, *so is the* PRICE.

ASCHENBACH-MILLER, Inc.
400 NORTH THIRD STREET
PHILADELPHIA, PA.



Make Better Frozen Suckers

By Using

BOWEY BRAND TRUE FRUIT

Orange, Lemon and Lime Creme Flavors Wild Cherry, Pineapple, Strawberry, and Raspberry Aromas

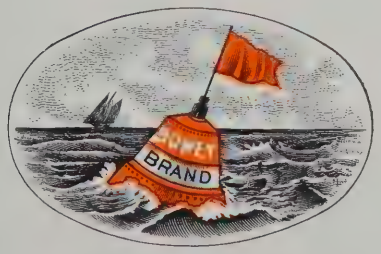
Just as these wonderful flavors make the most delicious Sherbets, Water Ices, Etc., so do they also make

Frozen Suckers of Distinctive Quality

Your sales on Pure Fruit Frozen Suckers will far outstrip those who are content with ordinary imitation flavors.

Write for our special Formula using Bowey's Pure Fruit Creme Flavors and True Fruit Aromas. We do not sell equipment but can tell you where to get it.

There are big profits awaiting the Ice Cream Manufacturer who will supply Frozen Suckers of outstanding quality.



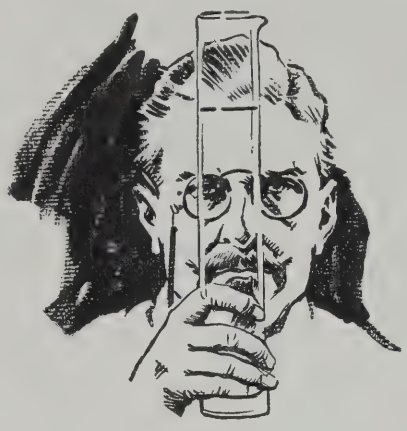
Write for your 1925 Ice Cream Price List

MANUFACTURED AND GUARANTEED BY

HORINE & BOWEY CO.

401 W. Superior St. CHICAGO, ILL.

Established 1895



Make This Test

We know, as do many of the country's best candy and ice cream makers, how reliable and yet how economical is Atlantic Super-Clarified Gelatine. We want you to know.

Make this test. Let us send you, on memo order, a barrel of Atlantic Super-Clarified Gelatine. Note its clarity—test its high viscosity and purity—note that the price is lower than that charged for gelatines of so-called corresponding grades. Then use five or fifteen pounds in your production. Watch results closely. If it doesn't measure up to our claims for it—if it doesn't satisfy you absolutely—send the unused portion back. We will pay the freight both ways and your test will have cost you nothing.

We believe that you, too, will standardize on Atlantic Super-Clarified Gelatine after this test, as have many of the best candy and ice cream manufacturers.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 1019 Woolworth Bldg.

ATLANTIC
Super-Clarified
GELATINE

At the National Ice Cream Convention Detroit, Oct. 19-24, don't fail to see our exhibit booth 203.

to the ice cream industry, with the exception of the cone."

It is generally agreed by those in the business that the net profits in the frozen sucker are all that could be desired.

A noticeable feature in the investigation was the fact that no price troubles have arisen over the sucker.

Frozen Sucker Notes

ADVERTISING Manager Martin of the Roszell Ice Cream Co., Peoria, which firm seems to have made "a killing" on the suckers, was discussing the merit of the product when he suddenly paused for a moment and then added with a sigh:

"I'm just hoping that some darn fool doesn't come along and advertise the food value of them."

He was thinking about the fat people who won't eat ice cream.



Frozen sucker exhibit at Southern convention last December.

Charlie Stewart will begin the manufacture of frozen suckers at Decatur, Ill., July 4, together with several other manufacturers in that part of Illinois. Equipment has been purchased. The Capitol City Ice Cream Co., Springfield, Ill., has had its brine tank and equipment on hand for several weeks and, late in June, had been too busy taking care of increasing ice cream business to engage in the manufacture of suckers.

* * *

Will Schwindeler of the Carpenter Ice Cream Co., St. Louis, Mo., at all times a most conservative man, is surprisingly frank in voicing his views on frozen suckers.

"There seems to be every reason to believe they will be the greatest proposition in the way of a novelty we have ever had," he said. "The future? I can't say about that; I'm too much concerned with the present. We are doing a bigger business this year than ever before. When we are selling more ice cream than in the past, and then find a very profitable business in something that is merely a sideline, we have every reason to be happy with the present. Next year will take care of itself."

* * *

A. P. Holly, the erstwhile popular secretary of the Indiana Association of Dairy Products Manufacturers, is well entrenched in his duties at the City Dairies, St.

ZERO
REFRIGERATOR
BODIES

STANDARD
of the WORLD

We can make immediate delivery on standard bodies.

John J. Grothe Co., Inc.
Zero Building • • Woburn, Mass.



CUT WOOD SPOONS

JUST OUT—our HEAVY SHAPELY CUT WOOD ICE CREAM SPOON with Chamferred Edge

It is Sanitary, Strong, Handsome, Convenient, Moderate in Price. Plain or Branded with Name or Trade Mark.

Write for prices and samples of our Frozen Sucker Sticks.

JOHN LEWIS
Brownville - Maine

Dependable Used Equipment

2—40-qt. Cherry brine freezers, belt driven.
1—40-qt. Emery Thompson brine freezer, motor driven.
2—40-qt. Emery Thompson brine freezers, belt driven.
1—300-gal. Cherry model No. 1 I. C. batch mixer.
1—300-gal. Cherry coil pasteurizer, steel body.
2—De Laval Alpha No. 1 cream separators.
2—Champion No. 11 H ice crushers.
15 ton—60 ton——140 ton shell and tube brine coolers.
25 ton and 90 ton shell and coil brine coolers.
5 stds. York double pipe brine coolers.
Refrigerating machines, condensers, etc.
25,000 lineal ft. of 2" hardening room piping.

SPECIAL OFFER — 5 ft. dia. copper vacuum pan complete with condenser, piping, vacuum pump, copper hot-wells. Good condition.

Send us your inquiries

ROBERT P. KEHOE
7 East 42nd St. :: New York, N. Y.
Telephones: Vanderbilt 9594 - 9595

Louis, to which post he was drafted more than a year ago. His company has not yet engaged in the manufacture of suckers, but it has made a surprising growth in business since Mr. Holly's connection.

* * *

Charley Vahlkamp, formerly president of the Kentucky Dairy Products Manufacturers, expects to begin the manufacture of suckers at his plant at Paducah, Ky., "right away."

"I'm moving cautiously," Mr. Vahlkamp told The Ice Cream Review staff man. "I've seen novelties before and have been stung my share. But if the frozen sucker is all that other manufacturers claim for it, I owe it to my business to go into the matter. It looks good to a lot of good men, and it looks good to me."

* * *

"I didn't have anything to lose," declared Claude H. Ozier, secretary of the Home Ice Cream Co., East St. Louis, Ill. "It's no risk at all getting into the frozen sucker business, and I was sure that there was no way to get hurt even if I didn't sell anything. The very beauty of the thing is the fact that there is no heavy investment, no worrying about what results will be, and no conflicting with the regular run of business. I don't see any reason to quarrel while my business holds up to around 800 dozen suckers a day. If there is any catch to it, I haven't found it. It hits the cone business a little, no doubt, but the cone has stood up in the face of everything new that has come about in the last several years. It will stand up in the future, and in the meantime, the sucker is giving us some very nice new business." This company does a large ice cream business in its territory.

* * *

The Telling-Belle-Vernon Co., Cleveland, leads the ice cream manufacturers of the country in the number of frozen sucker molds purchased. This firm late in June had installed 243 molds. This makes it possible to freeze 1,498 dozen suckers at one time.

* * *

Canada is entering the frozen sucker business. The western part of the dominion was the first to order the most molds, but the eastern manufacturers were maklarger orders in June.

* * *

"Whatta mean something new?" queries Ben C. Brown of New Orleans. The New Orleans Ice Cream Co. has been manufacturing frozen suckers for three years. Mr. Brown, one of the pioneers in the business, served frozen suckers at the New Orleans convention last year.

* * *

The bottlers of soft drinks don't think much of the sucker. At Peoria, Ill., salesmen of bottled beverages began to tease their dealers—druggists and fountain men—about this product, declaring that others had been stung on the proposition. The Roszell Ice Cream Co. only had to refer to records to reassure their dealers as to how many dozens of suckers were being sold every day by different dealers.

But it remained for the dealers in an Ohio city to furnish the best evidence of the frozen sucker's competition with soft drinks. Dealers in that city who did not have suckers began pouring beverage goods into test tubes, placing them in ice cream cabinets to be frozen around a stick, thus making an effort to hold some of the trade they were losing to the dealers with suckers. The cost of this sort of business, however, does not indicate that it could last long.

(Continued on page 134)

Californge



PURE, CONCENTRATED

Orange Juice

Made by the actual growers of the fruit.

Containing all of the Vitamines of the fresh fruit so essential to health.

UNEQUALLED FOR YOUR

Frozen Suckers
Orange Ice
Ice Cream

STOCKS CARRIED
NEW YORK CHICAGO
SAN DIMAS, CALIFORNIA

Write for prices and full information

EXCHANGE ORANGE PRODUCTS CO.
SAN DIMAS, CALIFORNIA

Wall Super Service Steel Cylinders



Made to last longer. From one piece of 16 gauge galvanized steel, with only one seam, securely riveted. Other gauges to specification. Top and bottom have smooth one inch bands formed by rolling the metal tight back upon itself.

Made to specifications for replacements or for new cabinets. And both first cost and yearly cost are less than that of inferior cylinders made in local tinshops or in your own plant.

WALL SUPERIOR PRODUCTS SINCE 1864

P. WALL MFG. SUPPLY COMPANY

3058 - 3098 Preble Ave., N. S.
PITTSBURGH, PA.

SINCE 1864

For FINE FLAVOR

Specify

ELPAM

(IMITATION MAPLE FLAVOR)

1 oz. flavors 9 to 10 Gallons Cream (5 gal. Mix.)

Manufactured by

G. W. Wardrop Company, Inc.

Specialists in Fine Flavors

450 Broadway
South Boston Station
BOSTON - MASS.

G. W. Wardrop Co., Inc., 450 Broadway, Boston 27, Mass. Send Sample of ELPAM for trial purposes.
Name .....
Address .....
.....
Cut off this tab and mail.

A LITTLE CHAT ABOUT STICKS.

The sticks commonly used in the making of frozen suckers are not born, neither do they grow on trees or vines and collect themselves nicely in bundles and cartons in the form they reach the frozen sucker manufacturer. John M. Allen, president of the Maine Skewer & Dowel Company, Vienna, Maine, manufacturers of skewers, dowels and confectionery sticks, recently made a few interesting remarks regarding the making of frozen sucker sticks.

"It is hard to imagine," said Mr. Allen, "what great logs we have to cut and the effort required to collect together 1,000 cords of wood, which is our average yearly consumption, and all this to make some very small sticks. Then, too, little is realized of the amount of labor involved in the process of manufacture, as the log must be cut and recut, and eventually the sticks are dried, polished, sorted and packed, going through many departments.

"The manufacturer of frozen suckers can get an idea of what a task it is to keep unruly sticks in order at some time when a carton of a thousand or more is thrown on the floor and the sticks become scattered. A great deal of time is required to replace them in the package in their proper order. Try to imagine converting large logs into such sticks, sorting them, packing them, etc."

Mr. Allen's company is at present making and selling five different sizes of sticks, each requiring a different size carton and case. Standardization of sizes required would greatly facilitate matters among the stick manufacturers and probably reduce cost. It would enable the rendering of better service. A stick three-sixteenths by six inches is recommended as being heavy enough for practically all purposes and requiring less timber to manufacture which naturally reduces the price. The cost to manufacture the smaller sticks, so far as labor, handling, packing, etc., is concerned, is practically the same.



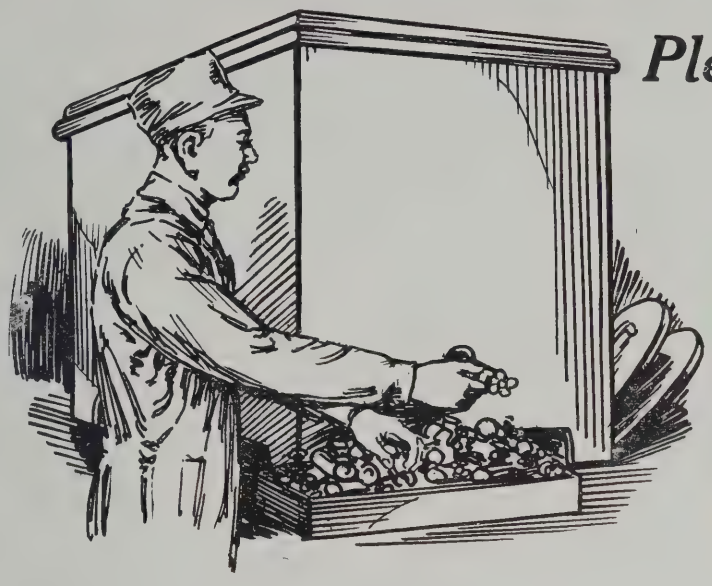
CO-OPERATION.

Today business organization is moving strongly toward co-operation. There are in the co-operative tendencies great hopes that we can even gain in individuality, equality of opportunity and an enlarged field for initiative and at the same time reduce many of the great wastes of over-reckless competition in production and distribution. Those who either congratulate themselves, or those who fear that co-operation is an advance towards socialism need neither rejoice nor worry.

Co-operation in its current economic sense represents the initiative of self-interest blended with a sense of service, for nobody belongs to a co-operative who is not striving to sell his products or services for more or striving to buy from others for less, or striving to make his income more secure. This phase of development of our individualism promises to become the dominant note of its twentieth century expansion. But it will thrive only insofar as it can construct leadership and a sense of service, and so long as it preserves the initiative and safeguards the individuality of its members.—Herbert Hoover.



Authorization of a vigorous campaign asking Congress to remove the special wartime excise taxes on motor vehicles was voted by the National Automobile Chamber of Commerce meeting on June 4.



Plenty of VALVE Parts Yet None Will Fit!

STANDARDIZE

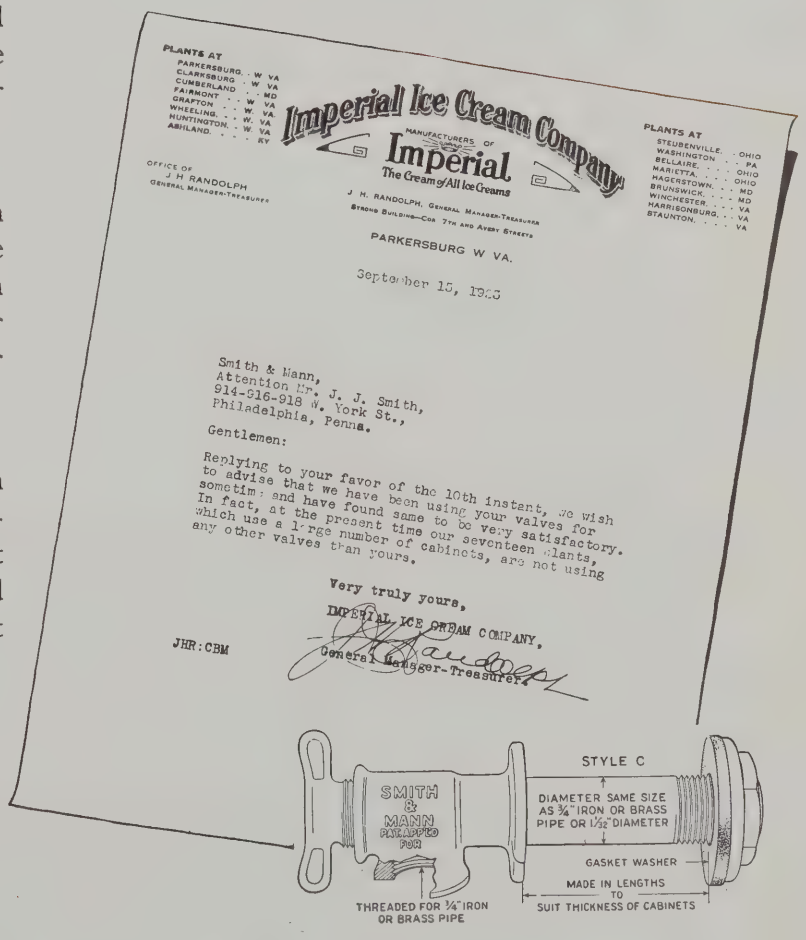
on SMITH & MANN One Piece Cabinet Valves

Start Now to Eliminate this Common Trouble

The longer you keep on buying all sorts of valves the more trouble you are wishing on to your repair department.

You hesitate buying an auto from a maker out of business because parts may not be obtainable when needed most, yet finding repair parts to odd valves is just as poor policy.

While repair parts to Smith & Mann one piece valves are seldom necessary, they are standardized so that all parts are interchangeable and always carried in stock for prompt delivery.



PLANTS AT
PARKERSBURG, W VA
CLARKSBURG, W VA
CUMBERLAND, MD
FAIRMONT, W VA
GRAFTON, W VA
WHEELING, W VA
HUNTINGTON, W VA
ASHLAND, KY

Imperial Ice Cream Company

MANUFACTURERS OF
Imperial
The Cream of All Ice Creams

PLANTS AT
STEUBENVILLE, OHIO
WASHINGTON, PA
BELLAIRE, OHIO
MARIETTA, OHIO
HAGERSTOWN, MD
BRUNSWICK, MD
WINCHESTER, VA
HARRISONBURG, VA
STAUNTON, VA

OFFICE OF
J H RANDOLPH
GENERAL MANAGER-TREASURER

J. H. RANDOLPH, General Manager-Treasurer
STROHS BUILDING—COR. 7TH AND AVERY STREETS

PARKERSBURG W VA.

September 15, 1925

Smith & Mann,
Attention Mr. J. J. Smith,
914-916-918 W. York St.,
Philadelphia, Penna.

Gentlemen:

Replying to your favor of the 10th instant, we wish to advise that we have been using your valves for sometime and have found same to be very satisfactory. In fact, at the present time our seventeen plants, which use a large number of cabinets, are not using any other valves than yours.

Very truly yours,
IMPERIAL ICE CREAM COMPANY,
General Manager-Treasurer

JHR:CBM

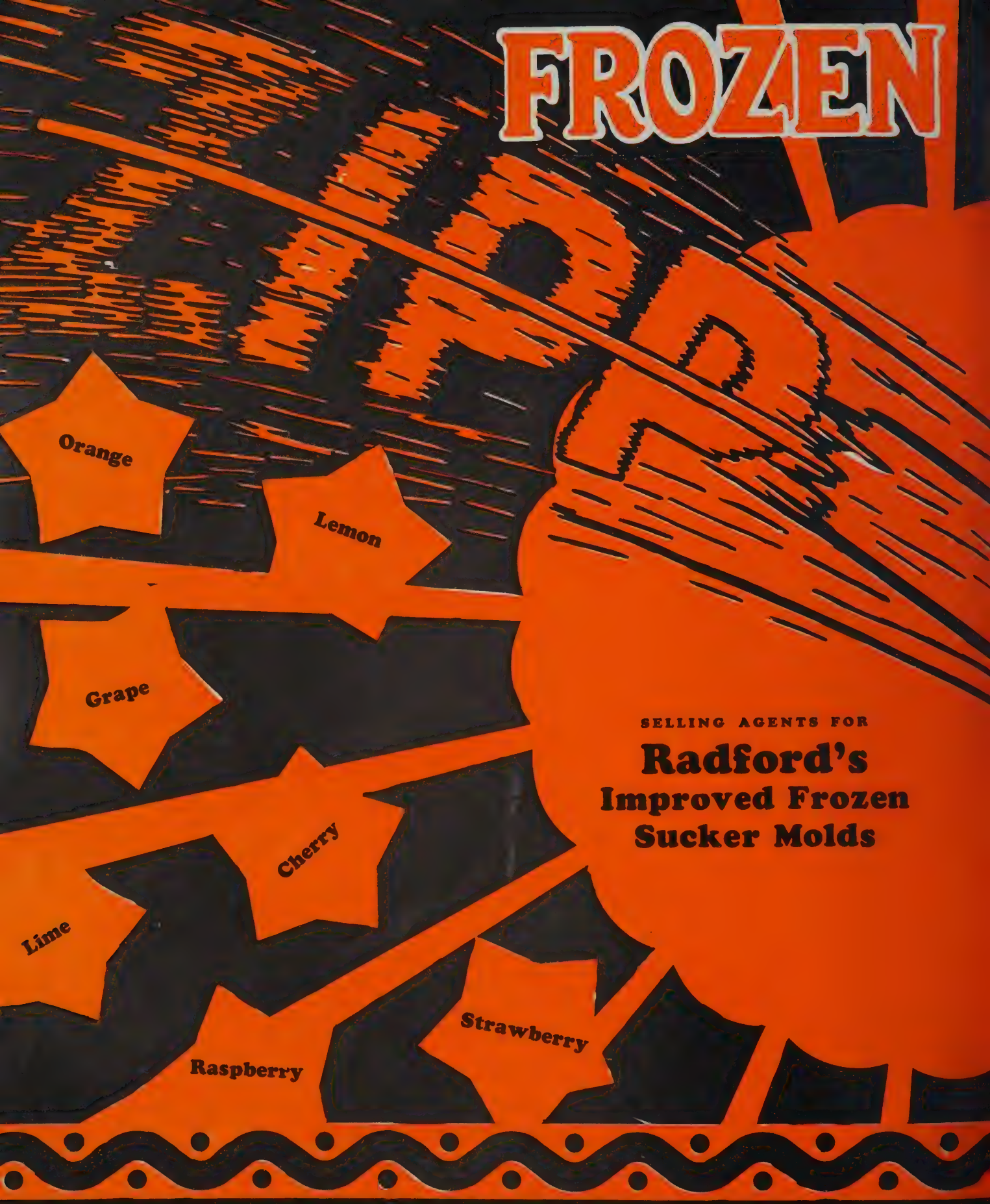
Leading Cabinet Manufacturers have found it wise to standardize on Smith & Mann One-Piece Valves.

So will you.

Smith & Mann Company

914 W. York Street

Philadelphia, Pa.



SELLING AGENTS FOR

Radford's Improved Frozen Sucker Molds

ZIPP MFG.

CLEVELAND, OHIO

Established 1885

SUCKER FLAVORS

Root Beer

Pineapple

Cinnamon

Vanilla

Anise

ZIPP'S

And like a bolt from a clear sky, a real profit-maker struck the ice cream industry.

But unlike other novelties, frozen suckers DO PRODUCE a good net profit for the ice cream manufacturer.

Make this novelty a steady seller by using the best flavors. Make your appeal to the palate so strong, it will come back again and again for more. Use ZIPP'S twelve varieties of the highest quality Freezes for Frozen Suckers.

Backed by a house with over 40 years experience manufacturing flavors and extracts—**that's your assurance of quality.**

ZIPP'S Flavors are used where Frozen Suckers have sold most successfully. Let us tell you why.

Write, wire or phone today.

COMPANY

Office and Laboratory — Cleveland, Ohio
Factory — North Dover, Ohio

Make The Frozen Sucker Permanent

Success of New Product Depends Upon Fairly Consistent Advertising

By E. STEVENSON*

THE future success of the frozen sucker, like all new products, depends upon the forethought given its presentation to the public.

If its sponsors are indifferent to the opinion the public will form, if they depend upon the novelty of the idea, its success will be short-lived. If, on the other hand, a vigorous effort is made to win the good opinion of the public and to emphasize its good qualities, it is bound to grow from year to year.

If presented shabbily, its reception will, of course, be shabby for the public is quick to judge new products by its advertising. Advertising agencies, whose business it is to put new products before the public, know full well the value of first impressions on the public mind. If this new confection is, as it should be, presented as a delectable ice, dainty enough for the most fastidious, its desirability is not only increased, but its market, the number of its potential buyers, is at once enlarged.

Such frozen sucker advertising as we have seen so far has merely been the announcement that it is a drink on a stick. The mere mention of the name and its repetition is not enough. Its enjoyment by people of different ages and classes should be illustrated as well as its use under different circumstances, such as picnics, parties and the like. The novelty of it must eventually wear off and unless an effort is made to sustain public interest and maintain continuous sales by suggesting new uses, it will be smothered by the continuous advertising of the ice cream maker.

Its life, therefore, depends upon its advertising. The most logical need is displays at the point of sale that will continue to advertise day in and day out, that will make an appeal not alone to novelty, but to daily usefulness. Its purity should be emphasized, its daintiness stressed, its delightful cooling and refreshing enjoyment shown in as many ways as possible.

It is true such advertising is expensive, but failure is more costly and advertising that lasts is always profitable. The same principles that have made successes of such ordinary products as beans, soups or macaroni can be applied with equal force to frozen suckers—with the added advantage that every normal child is an enthusiastic missionary salesman.

Whether it will make serious inroads into the business of the ice cream manufacturer depends entirely on how he meets this new competition, but there seems to be plenty of room for both. Being a plain ice, without nutritive value, it is a cooling agent only and does not necessarily displace ice cream which has in addition to coolness, nutrition and a social use and prestige which frozen suckers in their present shape cannot possibly displace.

The frozen sucker people have a real golden opportunity ahead of them. If snowballs—a cup of shaved ice and a spoonful of syrup, served on a torn piece of wrapping paper—can be successfully sold, who can tell what success will attend frozen suckers put out with organized effort and intelligently applied advertising?

Just now the frozen sucker is only in its swaddling clothes. Sooner or later a far-seeing individual will bring them out in all the colors of the rainbow, with scintillating moulds that rival Jell-O, with a name that will be much more euphonious and with a well equipped selling and advertising organization. And he will find a pot of gold.

Undoubtedly they will succeed, but intelligent and sustained advertising is the most important contribution to its success.



OPEN HOUSE HERE.

The Northern Creamery Co. recently held open house at its plant at 314-318 Third Ave., Great Falls, Mont. The public was invited to inspect the plant as a means of demonstrating the scope of activities carried on at the new plant, it was announced by the management. The inspection program follows the installation of $15,000 worth of new equipment, which became necessary to accommodate the business after a year and a half of operation.

Among the new equipment that that was installed is a 1,200-pound churn, a 400-gallon forewarmer, flash pasteurizer, and ripening vat, which is glass-lined and of 1,350-gallon capacity. The company also doubled its capacity for manufacturing ice cream, having put in another hardener. The new storage rooms have a capacity of 10 cars of eggs, 10 cars of butter, two cars of cheese and one car of poultry.

* Manager ice cream division, Brueker & Kessler Company, Philadelphia.

OUR EXPERIENCE IN GELATINE HAS
BEEN ACCUMULATIVE
SINCE 1868

WHY NOT SEND FOR SAMPLES

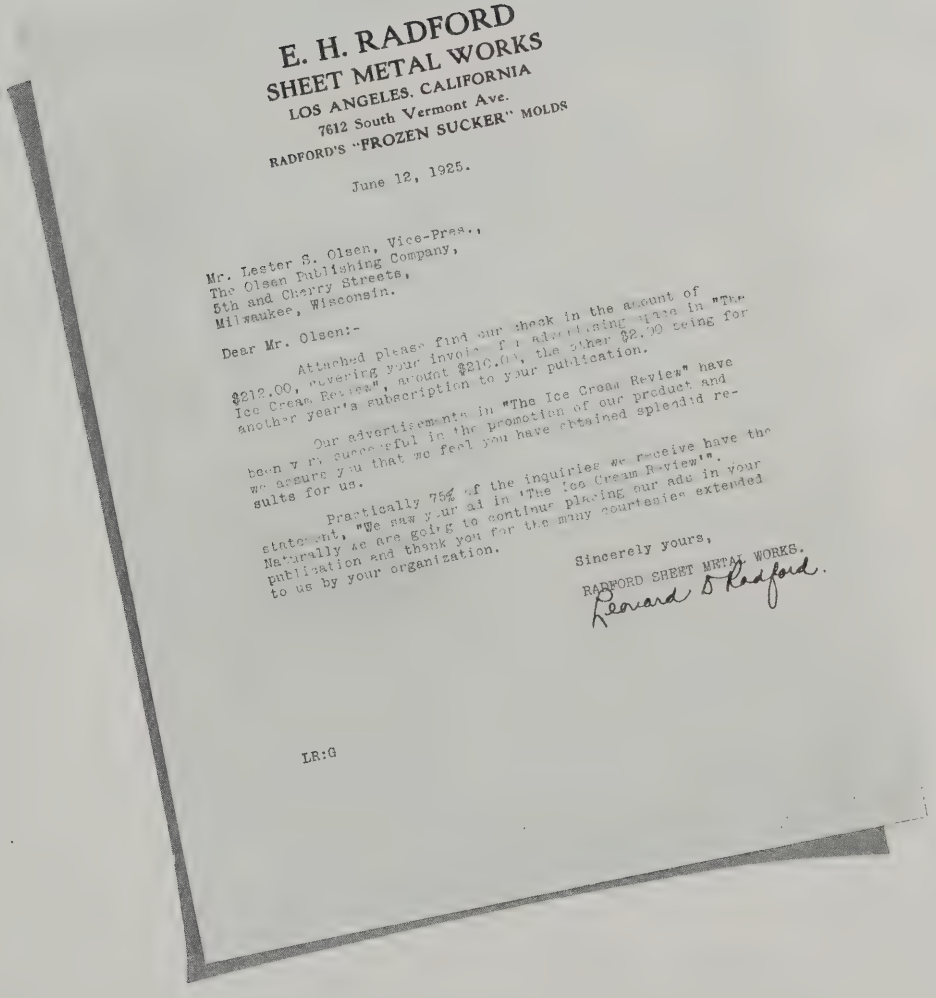
MILLIGAN & HIGGINS
GELATINE CO.

222-224 FRONT STREET
NEW YORK, N. Y.

QUALITY SERVICE ECONOMY

Dairyink

Published by the Advertising Dept. of The Ice Cream Review



E. H. RADFORD
SHEET METAL WORKS
LOS ANGELES, CALIFORNIA
7612 South Vermont Ave.
RADFORD'S "FROZEN SUCKER" MOLDS

June 12, 1925.

Mr. Lester S. Olsen, Vice-Pres.,
The Olsen Publishing Company,
5th and Cherry Streets,
Milwaukee, Wisconsin.

Dear Mr. Olsen:-

Attached please find our check in the amount of $212.00, covering your invoice for advertising space in "The Ice Cream Review", amount $210.00, the other $2.00 being for another year's subscription to your publication.

Our advertisements in "The Ice Cream Review" have been very successful in the promotion of our product and we assure you that we feel you have obtained splendid results for us.

Practically 75% of the inquiries we receive have the statement, "We saw your ad in 'The Ice Cream Review'". Naturally we are going to continue placing our ads in your publication and thank you for the many courtesies extended to us by your organization.

Sincerely yours,

RADFORD SHEET METAL WORKS.
Leonard S Radford.

LR:G

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.

Suckers on the Coast—and Elsewhere

California Manufacturer Says Sucker Has Little or No Effect on Sale of Ice Cream

IT WOULD seem likely that the frozen sucker would have made more progress on the coast than in other sections, since it was in that territory that it was first introduced. In some of the large Eastern cities, however, available statistics show sales to be highest.

The Gloria Ice Cream Co., Stockton, Cal., has found that the gross margin of profit is "very good."

L. Diamond, manufacturing superintendent of that company's plant, advises The Ice Cream Review that the sucker does not interfere with his regular run of business, "aside from occupying some part of our hardening room space. He continued:

"Figuring on the basis of 100 dozens for the first week, our sales have continued to remain at this figure. We believe that the sales will increase during the summer, as each exceptionally warm day has materially increased the sales.

"The frozen sucker has little or no effect on the sale of ice cream. We believe that it materially affects the sale of soft drinks, especially when purchased by adults. Our dealers seem to welcome frozen suckers, as there is no trouble in dispensing them to the consumer.

"The frozen suckers remain in very good condition in all of our cabinets at the temperature cold enough for bulk ice cream. As to delivery of the suckers we have found no inconveniences to date.

"To increase sales we are using newspaper space and window strips."

A GENTLEMAN in St. Louis made a discovery concerning the frozen sucker that was startling:

"Want a ice cream sucker," said one of his children while he and his family were driving through the city.

"Well, that's cheaper than buying four dishes of ice cream," this man thought, and he bought the suckers. After they had been eaten and the drive had been continued for a few minutes this gentleman discovered that he had a craving for a dish of ice cream. The other members of his family, surprisingly enough, felt the same way about it, although they had only a few minutes before each eaten a frozen sucker. They stopped at a drug store and bought ice cream.

"I don't know whether there is anything to the thought that suckers actually create an ice cream appetite," this man explained to a member of The Ice Cream Review's staff, "but I certainly can say it does not cut down the ice cream appetite."



NORTH DAKOTA PLANT NEARS COMPLETION.

The new factory of the Advance Ice Cream Co. is now under construction at Fargo, N. D. The plant is being erected, at a cost of $12,000, on First Avenue and Fourteenth street.

The new plant will be 56 feet wide and 58 feet long, a one-story structure, fireproof throughout. The ice cream plant is being erected on a lot next to the bottling works, which the company purchased from the American Bottling Works last fall.



MISSOURI PLANT CHANGES HANDS.

The Barnes Ice Cream Co. of Blytheville, Mo., has taken over the Lawson ice cream factory and is now operating that plant at Caruthersville, Mo., as a hardening and storage plant. Most of the machinery from the Lawson plant has been moved to Blytheville, but the freezing and hardening rooms have been left intact.



We cannot be ostriches and hide our heads in the sand when trouble comes to us.—John Cunningham.

Now You will Know

Just how adequate your refrigerating equipment is to take care of your peak loads.

And now is as good a time as any to learn how

Sterling
Refrigerating Equipment

can serve you better during the peak season.

Send for the Sterling Bulletins today.

The United Iron Works, Inc.
Branches in all Principal Cities
Kansas City, Mo.

A Magic Transformation

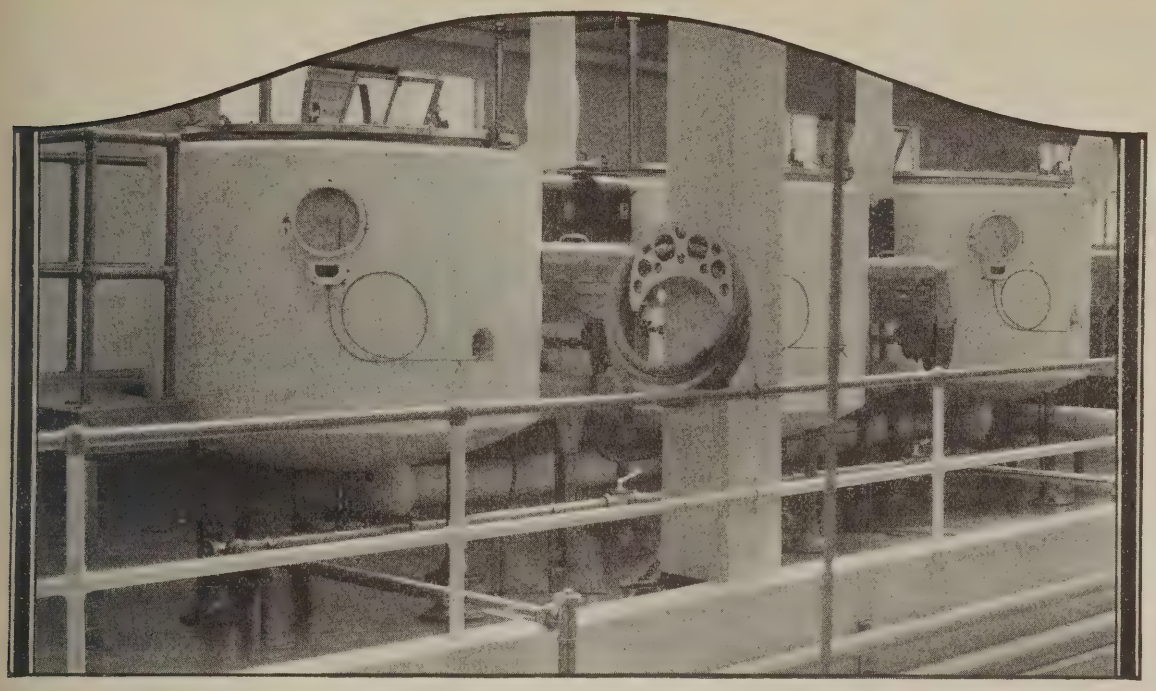
A better description in so few words is hardly possible for our process of

Retinning Ice Cream and Milk Cans

But differing from magic, the results of the sanitary triple coating process are lasting. : : : :

Send us a sample can for retinning and let us show you what we can do and how profitably for you.

SANITARY TINNING & MFG. CO.
3753-63 E. 93rd Street CLEVELAND, O.



Three 500-gallon Pfaudler ice-cream mix tanks insulated with 3 inches of Nonpareil Corkboard plastered, canvassed and painted. National Ice Cream Company, San Francisco, Calif.

Insulation de Luxe

The picture shows how insulation can be "dressed up" when used where a sanitary, spick-and-span appearance is desired.

These mixers are insulated with three inches of Armstrong's Nonpareil Corkboard, plastered, then covered with canvas and painted white. The Nonpareil Cork Covering on the lines is also canvassed and painted.

Armstrong's Nonpareil will take this kind of finish and *keep it* because its high insulating value prevents condensation, and because it is so perfectly nonabsorbent that, when applied properly, there will be no warping, bulging or staining due to moisture or frost.

This canvas and paint finish—clean, fresh and sanitary—is especially effective in dairy and ice cream plants. It is a finish you can safely use on Armstrong's Nonpareil Corkboard and Cork Covering because the insulation under it is permanently efficient and moisture-proof.

ARMSTRONG CORK & INSULATION COMPANY
Division of Armstrong Cork Company
164 Twenty-fourth Street Pittsburgh, Pa.

Offices:
Albany, 82 State Street
*Atlanta, 1224 Candler Building
*Boston, 275 Congress Street, Station 9
Buffalo, 623 Genesee Building
Charlotte, N. C., 210 Johnston Building
*Chicago, 120 West Illinois Street
*Cincinnati, 1015 Broadway
*Cleveland, 2207-2221 East 14th Street
*Dallas, 705 Santa Fe Building
*Denver, 720-721 Symes Building
*Detroit, 453-457 West Fort Street
Grand Rapids, Mich., Building & Loan Building
Hartford, Conn., 50 Lewis Street
*Houston, 903 Keystone Building
Indianapolis, 1128 Hume-Mansur Building
Jacksonville, Fla., 720 Professional Building
*Kansas City, 410 West Sixth Street
Louisville, Ky., 1614 Inter-Southern Building
*Memphis, 1812 Exchange Building
Milwaukee, 911 Majestic Building
*Minneapolis, 316-318-320 Third Avenue, North
*New York, 50 Church Street
Omaha, 532 Peters Trust Building
*Pittsburgh, 164 Twenty-fourth Street
*Rochester, 205-209 West Main Street
*St. Louis, 204 South Third Street
Tulsa, Okla., 1112 South Carson Street
*Montreal, Que., Can., 902 McGill Building
*Toronto, Ont., Can., 11 Brant Street

Representatives:
*Baltimore—John R. Livezey
*Los Angeles—Gay Engineering Corporation
*New Orleans—H. T. Steffee
*Philadelphia—John R. Livezey
*Portland—Gillen-Cole Company
*San Francisco—Van Fleet-Freear Company
*Seattle—D. E. Fryer & Company
*Spokane—D. E. Fryer & Company
Tacoma—D. E. Fryer & Company

**Armstrong's Nonpareil Corkboard in stock.*

Armstrong's Nonpareil Corkboard Insulation

For All Cold Storage Rooms

FROZEN SUCKER NOTES.

(Continued from page 124)

Harry Helmar and S. A. Sansing have been very busy young men at Atlanta, Ga., after beginning production of frozen suckers at the Gate City Ice Cream Co. Three shifts were necessary to supply the demand.

* * *

The French Bros.-Bauer Co., Cincinnati, takes a place high among the leaders in promoting frozen suckers. With proper advertising and encouragement for the dealers, this company for a time was selling 36,000 dozen suckers a week, a gross business of $14,400 a week.

* * *

Orange and lemon lime seem to be the most popular sucker flavors in the Middle West while the grape flavor is more in demand in the South. However, much of the orange is made in the South and much of the grape is made in the West.

* * *

The Clover Farms Ice Cream Co., Memphis, Tenn., has brought out ice cream suckers this season, many flavors and designs in block ice cream and chocolated milk products.

* * *

As in all other products of the ice cream trade the sale of frozen suckers depends upon its attractive appearance to the customer but more important than that must be its purity. Most any kind of a frozen sucker will sell once but for it to be a repeater, the quality and flavor must be kept up to the highest point at all times.

* * *

One other most important point in the production of frozen suckers is the use of the stick which serves as a handle. The highest quality of sticks should be used at all times. A pure sweet gum stick or hardwood stick is to be preferred because this type of stick is light colored and attractive in appearance and does not impart a woody flavor to the sucker.

* * *

The relation of the production cost of frozen suckers to the selling cost and the comparison of the net profit thereof is quite interesting. Unless the ice cream manufacturer is going into the frozen sucker production on a large scale, the amount of overhead charges is seldom taken into serious consideration.

* * *

In the majority of plants the employees of the cutting and wrapping department (that is in the brick and Eskimo pie and cup division of the business) have considerable time to spare and this time can easily be utilized in the wrapping of the frozen suckers.

* * *

It has been our experience that the majority of the manufacturers do not charge any overhead against the storage, delivery and selling of frozen suckers as they report that no extra sales effort is required and also that they have been successful in marketing a large number of frozen suckers without the addition of extra help or extra trucks.

* * *

The average cost for the material for producing frozen suckers is approximately seven or eight cents a dozen while the selling price to the dealers is from 35 to 40 cents a dozen. A comparison of these figures will show the enormous profit possibilities.

⚜

PERMANENT INEXPENSIVE SIGNS.

A suggestion for inexpensive lettering or pictorial designs of frozen suckers for wagons, trucks, windows, etc., is made by S. B. Gorham, vice-president of Palm, Fechteler & Company, 67 5th Ave., New York.

Decalcomanie transfers can be used for this purpose without a great deal of expense, giving a uniformity of design which is of great importance. It is especially adapted for large ice cream companies employing a fleet of fifteen or more trucks. They will save a good deal each year by using the wagon transfers. Skilled labor is not required to apply them and there is no necessity of laying up the wagons or trucks to have the work done. Because of the brilliant colors used the designs stand out attractively and they are impervious to weather conditions and fading.

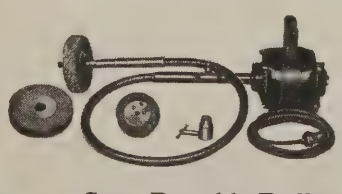
These transfers make it possible for ice cream manufacturers to use interesting advertising effects for frozen suckers or for ice cream, providing good general publicity and acquainting the public with the new product.

A similar method is used for putting identification on dealers' windows and have the like quality of being easily applied and very durable. This is one of the most effective "dealer helps."

⚜

AS REGARDS SIZES.

Sticks varying in size from five-thirty-seconds of an inch to nine-thirty-seconds of an inch, and varying in length from four and one-half to six inches are being offered by the F. W. Peterson Company, 113 Greene St., New York, at prices varying from 50c to 70c per thousand in lots of twenty-five thousand. These sticks are packed in cases of twenty-five to one hundred thousand in a case. This company is manufacturing a great variety of small wood products.



Clean Your Cans and Metal Parts

Stow Portable Buffers with wire brush remove rust and make like new.

All sizes, types, and designs.

STOW MANUFACTURING CO., Inc.
Binghamton, New York

General Motors Trucks

1, 1½, 2½, 5 Ton Truck Chassis

5, 10, 15 Ton Tractor Truck Chassis

GMC General Motors Truck Company
Pontiac, Michigan

ACME FLAVORS

(NON-ALCOHOLIC)

They are Different

"THE FLAVORS YOU WILL EVENTUALLY USE"

ACME
Custard Flavor *for* Ice Cream

It Costs 1½c to flavor 1 gallon Ice Cream.

To make
FRUIT CUSTARD

Use 2 oz. Custard Flavor and add a *small* quantity of desired fruit to a 40 qt. batch.

Eckert's Original
LEMON & ORANGE Concentrates
Not made from domestic fruits.

They will impart to "FROZEN SUCKERS," or any frozen product, the real flavor of the natural fruits. They are superior to any similar preparation on the market for the reason they are manufactured from selected Sicilian products and not from cheap and inferior domestic oils.

SAMPLES CHEERFULLY SENT UPON REQUEST

ACME EXTRACT & CHEMICAL WORKS
HANOVER, PA.

CLEANING UP

When the day's work is done and the process of "cleaning up" begins it will surprise you how effective the use of

Wyandotte
Cleans Clean
Sanitary Cleaner and Cleanser

is in cleaning and deodorizing.

Sprinkle it on benches, floors and all places that are scrubbed or hosed off. Dip the brush in the cleaner when material is hard to remove, sprinkle it freely where sour or stale odors exist and it will make them sweet, wholesome and sanitary.

Wyandotte Sanitary Cleaner and Cleanser has an economical use in every department of the ice cream plant.

Ask your Supply Man.

Indian in Circle



In Every Package

The J. B. Ford Company *Sole Mnfrs.* Wyandotte, Mich.

A SATISFACTORY MIX FOR THE SUCKER

THE question of a satifstory mix has been put before a number of ice cream manufacturers now making frozen suckers. As in everything else there is divergence of opinion, just as their divergence in taste, one section of the country having a highly developed taste for orange flavors, while in another vicinity the orange does not look so good, grape or lemon lime being preferred.

But the question of a mix can be brought down to a point applicable to a manufacturer in most any part of the country, and in the July issue of the Business Builder, a house organ giving considerable interesting information on the sucker, we find the following mix has been found to be quite satisfactory to a large number of ice cream manufacturers:

10 gallons water.
15 pounds granulated sugar.
6 ounces **Kist** flavor (Orange Kist, Lemon Kist, Lime Kist, Grape Kist and Cherry Kist are favorites).
10 ounces standard acid solution.
5 ounces gelatine.

This batch will make about thirty-eight dozen Kist flavored frozen suckers.

It is explained that the sugar should be dissolved at the outset in nine and one-half gallons of water, and then, to quote from the aforementioned publication—

"The gelatine is soaked in a small amount of cold water, it will swell up and soften, gradually absorbing from five to ten times its own weight of water. Then add enough hot water to dissolve, making one-half gallon of solution. The gelatine solution is now added to the sugar water. This solution will be slightly warm, allow it to cool and add the ice cream compound and, last of all, the acid.

"It is important to remember that the compound should not be added to a warm solution, also that the acid is the last item added.

"The frozen sucker should be thoroughly agitated in a mixing tank. (Do not run it through your freezer). It should be noted that the frozen sucker mix is a cold mix throughout the entire operation. After thoroughly being agitated and mixed it is ready to pour into the molds."

ATTENTION

Machinery and Equipment Concerns

I have a good position now, one which I am not anxious to give up quickly, but one which has no future.

I would like the opportunity to take charge of a branch in the eastern territory for some good ice cream machinery or equipment concern, or, I am interested in establishing my own business and handle Sales, Service and Installation on several different kinds of equipment.

I have had much experience along these lines, and have proven my ability as manager of a prominent concern selling to ice cream manufacturers. I have had considerable refrigerating and mechanical engineering education and operating experience.

I can handle an organization, or, I can get together an organization, if necessary, in a very short time, of men with a number of years of experience along these lines.

Address: R 415, The Ice Cream Review.

Filling the mold calls for pouring the flavored mix into the top pan. It instantly flows into the 72 tubes.

The size of the plant and the equipment available are to be considered regarding the method of filling. A regular milk can to pour the syrup in the mould is used by some manufacturers. With others it is preferred to use a hose connected with a tank or can suspended at a higher level. Some manufacturers use a pipe and valve connected with large 500 and 1,000-gallon tanks containing the mix.

When the tubes are full, and care should be taken to fill them slowly, the mold is grasped firmly by the sides and slowly tilted toward the operator, and then, according to the Business Builder—

"The runner on the bottom of the mold engages with the stops at the ends of the two metal strips projecting from the spill-drain.

"The operator continues to tilt the mold until it automatically comes to a rest at a fixed invariable position which allows just enough excess liquid to run out of each tube to insure the uniform length of five and one-half inches for each frozen sucker. The excess liquid runs over the ingenious, dripless, pouring edge of the top pan into the spill-drain and runs therefrom to a milk can or similar receptacle for later use without contamination or waste.

"The mold is then tilted back to its original position on the table or bench."

THERE IS SOMETHING IN THE NAME.

Various other names for frozen suckers have been suggested to clients by Barker, Duff & Morris, according to Wyn B. Morris, one of the officers of the company. He states that clients of theirs are now using such names as "Rieckies" for the Rieck-McJunkin Dairy Company of Pittsburgh, "Hoffies" for the Hoffman Ice Cream Company of Tyrone, "Hy-Bos" for the Hydrox Company of Chicago, "O'Carry's" for the Carry Ice Cream Company of Washington, D. C., and "Imps" for the Imperial Ice Cream Company of Clarksburg and their many branches.

Mr. Morris is not particularly fond of the name Frozen Suckers, although his company has recommended their clients that they begin manufacturing them at once. They believe the name has a sort of vulgar sound, but regard this prejudice as personal opinion which may not mean anything so far as sales are concerned. The frozen suckers sold under the various names seem to sell just as vigorously as they do under the name of suckers.

This company believes that the frozen sucker is a perfectly logical and natural sort of thing, a first class, well frozen ice without any ingredient that would be harmful to children and as no great amount of special machinery is required, if the demand falls off the ice cream manufacturer is not holding the bag with a supply of special equipment on hand to eat up the profits which may have been made.

Clients of this company have found the frozen suckers very easy to advertise. They have found it only necessary to put out a supply of window streamers and let Nature and the inclination of the small boy do the rest.

TIMES HAVE CHANGED.

Leave it to those St. Louis fellows to yell about St. Louis. J. Will Carpenter of the Haines-Carpenter Company and the rest of the city surrounded by the United States are claiming—but let J. Will tell about it himself:

"A Thought for the Frozen Sucker Section: P. T. Barnum once said 'There is a sucker born every minute.' Just showing how times have changed since Barnum's day, will say there are several thousand suckers made in St. Louis alone, today."

We not only satisfy our customers but we aim to furnish products of such high quality that they satisfy our customers' customers

GUARANTEED UNIFORM QUALITY SERVICE VALUE

CHARLES R. PHILLIPS, PRES. F. J. MINGES, FIRST VICE-PRES. J. G. BROWN, SECOND VICE-PRES. L. W CHAPIN, SECY. & TREAS.

VANILLA LABORATORIES INC.

ROCHESTER, N.Y.

FORMERLY G. R. RYAN MANUFACTURING COMPANY INC.

A B-K Flush Every Day Before The Run!

From Here



to

Here!



You cannot hope to have sanitary conditions without using the B-K Flush!

Easy to Get Same Results

Every ice cream plant can greatly cut down the bacteria count with the simple, inexpensive B-K flush. A few cents a day means purified equipment from storage tank to freezer cans. Sterilizes completely in places like the freezing machines that cannot stand steam.

A New Day in Ice Cream Making

Health officials are beginning to give the attention to ice cream factories that they did to milk plants a few years back. Adopt a sure plan of sanitation now. Purified equipment is assured with the B-K flush.

Write for Bulletin of Information.

General Laboratories, Dept. 11R MADISON WISCONSIN

B-K Bacili-Kil

R. J. Flick, leader in the Ice Cream Industry, says, "We start through and rinse everything throughout with a solution of B-K—piping, freezers, everything."

Dr. G. S. Bote, U. S. Public Health Service, says, "Then a solution of B-K was run through before starting to freeze. The results were a finished product with the bacterial count per cc. reduced 98½%."

At Dairy Supply Houses

Putting It Over at Peoria

Starting Off With Sales of 7,500 Dozen Suckers on First Day, Roszell Ice Cream Co. By Wide-spread Newspaper Advertising Has Held Up Sales to Around 750 Dozen Suckers a Day

IT COULDN'T be done; that was a cinch. But it just had to be done—no other way out of it. So it was done. That's what happened when the Roszell Ice Cream Co., Peoria, introduced the frozen sucker. Everything was set for the grand opening—on May 30. But along about the middle of May company officials began to turn over reasons why May 23 was the real time to get under way. But May 23 was close by. It was impossible—but had to be done. What to do?

That was the situation just a few days before May 23. Telegrams were sent out hot off the typewriter.

"Roszell suckers must sell on May 23, with introductory newspaper advertising placed in advance."

Probably that was not the exact wording of any of the telegrams, but the sense of the situation is expressed in those words.

One hundred and fifty newspapers were selected to carry introductory announcements that frozen suckers would go on sale at Peoria and other cities in Illinois. When this announcement was made to the Chicago company co-operating in getting the newspaper cuts together, that company thought there was some mistake.

"You'll never be able to use more than 15 or 20 of these plates," the Roszell people were told. "One hundred are entirely too many."

"Not one hundred plates," replied the Roszells, "but one hundred and fifty. That's our program. We're going to take it through all the way. Little speed, please."

THE speed and the plates were forthcoming. Advertising Manager Martin of the Roszell company immediately took hold of the instruction sheet from the "front office," and began inserting advertisements, and newspaper stories about suckers in all the small dailies and weeklies circulating in the company's territory.

In 150 different towns besides Peoria the frozen suckers were introduced by the Roszell company at one time—on May 23. To make the first day's sales go over strong the company made an introductory price of two suckers for a nickel. This resulted in the sale of 7,500 dozen suckers the first day.

The extraordinary feature of the undertaking was the fact that the Roszell dealers did not know what was being sent them until the hour the frozen sucker shipments actually arrived, with explanatory sales literature, window advertisements, etc. This well illustrates the confidence that the company has established for itself among its dealers.

One dealer was given eight dozen suckers. The next

Make Your FROZEN SUCKERS Hard to Compete with!!

cXc

LEMON-ORANGE LIMES

The Original Terpeneless Citrus Concentrates

These citrus flavors are unlike any others because they are made by an exclusive process which isolates, UNCHANGED, the natural, delicate fresh fruit flavors. Double the strength of ordinary flavors results in economy that matches their unique excellence.

FLAVOR—the smallest item in the making of "frozen suckers"—is the one outstanding thing from the sales point of view. Carefully read the descriptions, then try any of the flavors listed here and you will see why we say they will make your "frozen suckers" mighty hard to compete with. They are extremely economical too!

Write for prices and ask about our guarantee of satisfaction.

cXc

CHERRYTONE

Long a favorite for ices and "Specials" because it combines in a most distinctive flavor the characteristics of wild and tame cherries.

cXc

SPECIAL No. 5

A splendid flavor for "grape suckers." Like all other cXc flavors, guaranteed both for quality and economy.

FOOTE & JENKS

INCORPORATED

Expert Flavor Specialists

JACKSON, MICHIGAN

A Special Gelatine
for
Frozen Sucker Mixes

Only
40c lb.

BOSTON CRYSTAL EDIBLE FROZEN SUCKER GELATINE

Only requires
5 OZ.
to 100 lbs. of syrup mixture

A Special Product for a Special Purpose
Stocks available in 25 cities—Write at Once

CRYSTAL GELATINE COMPANY
121 Beverly Street, Boston, Mass.

New York
14 Ferry St.

Philadelphia
418 Arch St.

Chicago
3630 Iron St.

St. Louis
408 Elm St.

San Francisco
Fairfax Ave. and Rankin St.

Use Coupon *for* Free Samples

Crystal Gelatine Co., 121 Beverly St., Boston, Mass.
Gentlemen: Please send me samples of your
Special Gelatine for Frozen Suckers
Name .....
Street .....
City .....

delivery was 24 dozen suckers, and the third amounted to 30 dozen.

THE advertising assured the success of the undertaking. Something like five or six hundred dollars was spent in this advertising. Form letters also played an important part. Here's the way the company apprised its dealers of the coming of the suckers, surrounding the event with the greatest mystery:

The Hottest Little Frozen Specialty that ever hit your town is coming Saturday, May 23.

It's all a mystery to you, but take our word for it—IT'S GOOD! You are going to be so busy handing out these frozen novelties and raking in nickels next Saturday that you will need another set of hands and arms.

All local newspapers are going to run big ads telling the world that next Saturday between 10:00 and 12:00 o'clock

Frozen Suckers



Here it is—the Frozen Sucker—the greatest treat you ever tasted—a luscious frozen ice on a stick. Each one individually wrapped to protect it's purity—a thousand delights on a stick—pure, sweet, wholesome—refreshing. Manufactured under most sanitary conditions. Treat yourself—treat the boys and girls—five cents—that's all—everywhere.

FREE
Frozen Suckers

It's our treat Saturday. To show you how wonderfully good this new, delicious frozen dainty really is we are going to give hundreds away on Saturday. One FREE FROZEN SUCKER for every one you buy. Send all the children and come yourself. One coupon is good for the whole family. Remember—one free with every sucker purchased Saturday morning—5 cents each after Saturday noon.

Free Coupon

Bring this coupon and only FIVE CENTS to us, between 10 and 12 o'clock next Saturday morning and get TWO mouth-watering FROZEN SUCKERS for the price of one—ONLY FIVE CENTS.

E. G. HODGES

This is a portion of one of the ads placed in 150 newspapers by the Roszell Ice Cream Co.

only that two of these mysterious delights may be obtained for five cents by presenting the coupon cut from this ad—after that they're a nickel straight. Not a one is to be sold before 10:00 a. m., and believe us, you're going to have a bunch of kids (and some grown-ups) in front of your store waiting for the 10:00 o'clock bell. The coupon cut from the paper entitles the purchaser to "2 for 5 cents" during these hours only.

To avoid disappointed patrons you will, of course, sell at this price all day, beginning at 10:00 o'clock, but don't let this information out in advance.

Next Saturday, May 23, these world beating frozen specialties will be supplied to you at 20 cents per dozen so you can sell them at two for 5 cents. After Saturday they will be 40 cents per dozen net, a straight 5-cent seller.

Estimate the number of kids in your neighborhood and order at least two for every kid and then throw in some extras. If one of our salesmen cannot get to you, simply phone your order in.

You'll wish you had ordered more. The mystery will be solved when you get your order, as each can will have window pasters enclosed giving the name of this new wonder, which has far outsold any 5-cent specialty that has ever been put on the market. On the window paster which you will receive or on your window just above the paster write, "2 for 5 cents, 10:00 to 12:00 Saturday only."

Don't pass this opportunity for more free advertising and sales building publicity than you ever had on an article before.

Shoot the card right back now so ad can be released.

The small newspapers in the company's territory immediately warmed up to the subject when copies of the following letters were received:

May 18, 1925.

Gentlemen:

A display advertisement, four columns by 12½ inches, is all ready to send to you for insertion next week as soon as the J. D. Roszell Company hears from the ice cream dealer listed below.

This 50-inch display advertisement is an announcement of a brand new, record-breaking frozen confection that sells for five cents each.

TEAMWORK DOES IT.

Behind the story of the success of the Roszell Ice Cream Co. in introducing frozen suckers is a feature of the greatest importance to selling anything—suckers, ice cream or what not. It is the story of a close lockstep between manufacturer and dealer—merchandising co-operation.

It was because of the faith that Roszell dealers have in the Roszell Ice Cream Co. that this organization was enabled to take time by the forelock and introduce suckers in its territory—a week earlier than had been planned. Everything was in readiness for the new product to go to market at a certain time. Then—bingo! the time was moved up a week. It made day and night work, two shifts, a flock of telegrams, and many telephone calls—but it went over.

Roszell dealers have confidence in the Roszell company; they have that faith and good-will which come only from constructive co-operation. They put up window advertisements, road signs advertising Roszell ice cream, counter displays, etc., simply because the Roszell company wants them up.

While many manufacturers of the country are forever complaining that "our dealers are hard-headed, pay no attention to us," Roszell officials have no such complaint.

That is one of the reasons why the sucker business has gone over so well for the Roszell Ice Cream Co.

They know their dealers.

Their dealers know them.

That sort of teamwork will sell suckers or anything else merchandisable.

To introduce this with lightning-like speed, the J. D. Roszell Company wants its dealer in your city to sell these next Saturday morning, from 10 to 12, at 2 for 5 cents in place of 5 cents each. The Roszell company assumes the loss on the cut in price and pays, through us, for the 50-inch display advertisement announcing this special offer.

As soon as the Roszell company gets an order for this new specialty, from the dealer below, we will send the 50-inch advertisement to you.

The firm below is the regular Roszell company dealer and knows all about this special plan. But if they forget to send in the order you lose this 50-inch advertisement. Go see this dealer right away. As soon as the order goes into the J. D. Roszell Company we will send our order and cut to you. Please take care of this at once as the time is mighty short.

Yours very truly,
MACE ADVERTISING AGENCY.

The J. D. Roszell Company dealer is
Pepper Restaurant and Mr. Bower.

Then, after the whole thing was launched, the kiddies were taken in the company's confidence. They

DELFT

The World's Best Food Gelatine

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

"Price is a relative term—Quality always a concrete fact."

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.

H. A. JOHNSON CO.
221 State St., Boston, Mass.

C. E. RIDDLE
Emerson Tower, Baltimore, Md.

FRANK Z. WOODS
Mgr. Chicago Branch
180 N. Market St., Chicago, Ill.

J. W. ALLEN & CO.
116 No. Peoria St., Chicago, Ill.

MEYER-BLANKE COMPANY
214 Washington St., St. Louis, Mo.
316 N. Preston St., Dallas, Texas
1608 First Ave., North, Birmingham, Ala.

O'BRIEN & BUSHNELL
Mgrs. St. Paul Branch
304 Pioneer Bldg., St. Paul, Minn.

LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.

THE JELL-WELL DESSERT CO.
949 E. Second St., Los Angeles, Cal.

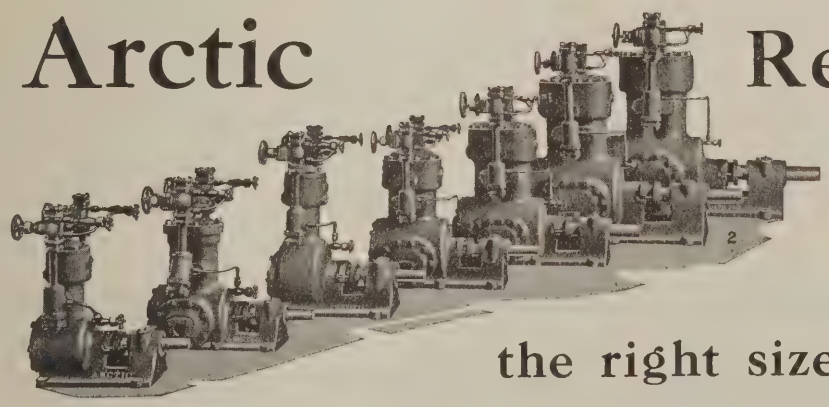
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

A Section of the Laboratory at DELFT—



Organized to the Highest Point of Scientific Efficiency.

Arctic Refrigerating Machines



the right size for every plant

No matter for how small or how large a plant you require refrigeration, there will be an Arctic of proper size for the work.

Simpler

Furthermore, the many simplicity features — exclusive in Arctic Refrigerating Machines assures a most dependable service with surprisingly little attention.

Better

Write for the Arctic Bulletins.

The Arctic Ice Machine Co., Canton, Ohio

were told all about the deliciousness of this new product in the following circular letter:

Carload of Orange Juice used in two days at Roszell's making Delicious New Frozen Novelty.

Big time, kids! Not since our young days when we first got pink lemonade at the circus have we had quite such a thrill! It was all brought about when we casually dropped into the big Roszell plant, where there is almost always something new of newsy interest sure to be going on, and discovered a large force mighty busily engaged in making the latest thing out—a "frozen sucker."

Words can hardly describe it, but it tasted to us something like this—a luscious frozen orange ice on a stick, each one individually wrapped to protect its purity, a stick of a thousand delights, pure, sweet, wholesome and refreshing, a boon on hot days. And it was all made under scrupulously sanitary conditions, shining utensils, big white enamel tables at which a bevy of pretty girls attired in spotless white were putting parchment wrappers on the frozen suckers with nimble fingers.

Over 100,000 of these new delights are in the hands of Roszell dealers in Peoria and a hundred central Illinois communities for the big opening day, Saturday, May 23, when the Roszells are going to celebrate the occasion by making it possible for thousands of youngsters to get **two** of these big treats for only one lone nickel. After Saturday they'll be one for five cents straight, and more than worth the price.

OHIO ASSOCIATION IN NEW QUARTERS.

The headquarters of the Ohio Dairy Products Association, of which the Ohio Association of Ice Cream Manufacturers is a division, have been moved to Room 906, No. 5 East Long St., Columbus, O., it has been announced by General Secretary W. A. Wentworth.

Don't limit your exercise to jumping to conclusions.

Packing the Suckers

An excellent method of packing the frozen suckers has been described by the Horn Ice Cream Co., Baltimore. By this company the suckers are packed one dozen to the box. This carton, similar to a cake box, is made of Manilla lined, 28 pound chip board and folds. They are placed in small wooden crates, eight to the crate, being easy to handle.

This method has enabled the Horn company to do away with tying up many ice cream cans, and officials add that this also saves in the time and labor that would be required to wash the cans.

There is perfect control of the output through the carton method of packing. There also is a saving in time of delivery. Packing is made easier. It keeps the dealer's brick cabinets full and the dealer also has it made easy for him to feature sales to parties in dozen lots.

It is advisable, of course, to have the size of the carton fit the brick cans in the dealers' cabinets. The Horn company uses a carton 8½ x 3¾ x 4¼ inches. The average cost is around $8.50 a thousand.

OUR DEBT TO DOLLY MADISON.

The American ice cream business owes a big debt to Dolly Madison. She made ice cream popular and fashionable in the United States. It was introduced into the United States by a Philadelphia caterer named Bosia in 1800, but never became really popular until Mrs. Madison was mistress of the White House.

"TRUE,—
Wisdom is in knowing what is best to know
and Doing what is best to do."

THOMAS W. DUNN CO.

546 Greenwich Street
New York, N. Y.

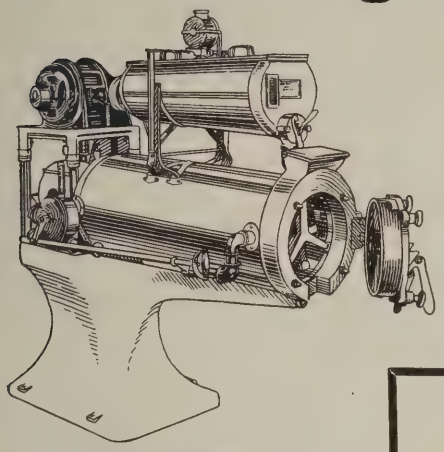
Do you know that Thomas W. Dunn Co. were the first to introduce ICE CREAM GELATINE to the ice cream manufacturer and have been selling the finest product ever since?

THEREFORE,—do what is best to do and display true wisdom by using—

Dunn's Gelatine

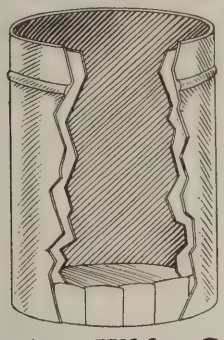
Barber Goodhue

Everything for the Dairy Industry



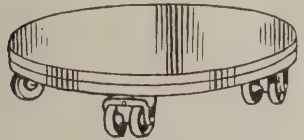
U. S. Heavy Duty Brine Freezers

Seven sizes, ranging in capacity from 40 to 160 quarts. May be equipped at a slight extra cost with automatic batch weigher; patented removable bronze bearing for front end of dasher; substantially nickeled hopper with heavy bronze heads; convenient hinged cylinder cover; rotary brine control valve; rapid vertical discharge for quick emptying.



Perfect White Can Liners

A necessity for the sanitary handling of ice cream. Made from firm thin white waterproof board. They protect your new cans and lengthen the lives of your old ones. Made in all standard sizes.

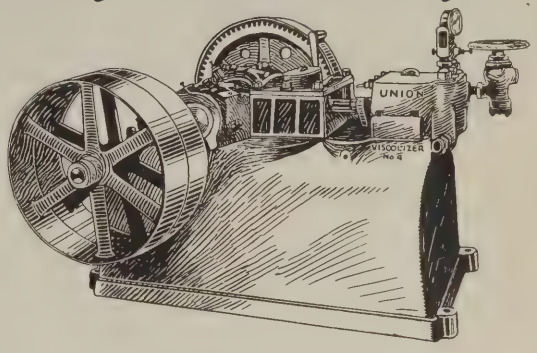


Whirl-I-Gig Ice Cream Trucks

A handy truck for many purposes. Made of the best poplar and fitted with double wheel ball bearing casters. Diameter, 18 inches. Price each, $2.75.

The Viscolizer

gives you a smoother, richer-feeling cream. Butterfat is finely divided and united firmly with balance of mix. A fine quality of cream may be developed from sweet butter and skim-milk or skim-milk powder. Either motor or belt drive; five sizes, 100 to 800 gallons per hour.

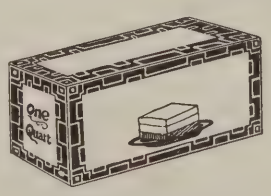


Ice Cream Factory Equipment and Supplies

EVERY item of equipment or supplies that you can possibly need in the manufacture of ice cream can be provided from Barber-Goodhue stock. It is the most complete line of its kind to be found anywhere, every item selected with utmost care from the products of leading manufacturers and brought together in one complete stock for your convenience and profit.

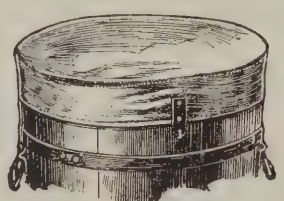
There is no need to "shop around" when you are buying ice cream factory equipment and supplies. There is convenience and economy in buying from a single source, with the assurance of prompt service, right prices and fair treatment.

If you do not find in our complete general catalog the items you want, write us. We can supply you.



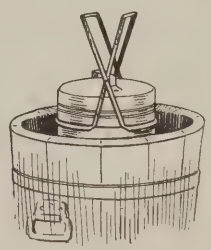
Stock Printed Cartons

Tuck end glued style, printed in two colors with space on side and top panels for imprinting your name or special brand. Made of high quality water-proof stock, paraffined two sides. Write for prices and samples.



"Stay-On" Tub Covers

Water-proof and mildew-proof—guaranteed. Thoroughly shrunk before cutting to insure perfect fit. Made in three grades, in all standard sizes.



"Never Slip" Improved Ice Cream Can Tongs

For lifting ice cream can out of "packer"; no more cold hands, no more broken finger nails. Made in three sizes for 3 gallon, 5 gallon and 10 gallon cans; neatly finished in black enamel. Price each $1.50



Can-Pro-Co Iceless Shipper

No ice, no salt, no packing. Weighs less than 8 lbs. Saves half the delivery charges. Increases delivery truck capacity 500%. Preserves ice cream 8 to 14 hours. Made for regular 12 and 20 quart cans. Immediate shipments. Price $6.50 each.



A.H.Barber-Goodhue Company

TWIN CITY OFFICE
2490 University Ave.
ST. PAUL

Home Office
300 W. Austin Ave.
CHICAGO

216 South
Pennsylvania St.
INDIANAPOLIS



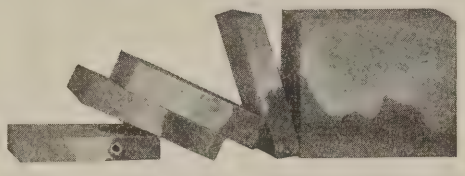
IF YOU KEEP UP WITH OUR ADVERTISERS, YOU KEEP UP WITH PROGRESS.

IMITATION ICE CREAM

Most Inexpensive and Efficient

WINDOW and COUNTER

D I S P L A Y S



Half Brick and 3 Slices, mounted on board.
Quart Bricks.—Separate Slices, any thickness.
Quart, Pint and Half Pint Inserts for Cartons.
Pie or Cantaloupe A La Mode—Banana Splits.
Sandwiches (two wafers and slice)—Cones—Dips or Balls—Sundaes—Sodas in Glasses—Frozen Suckers — Popsicles — Eskimo Pies — Jumbo Bricks, 6x7x12 inches, with or without other pieces attached to top.

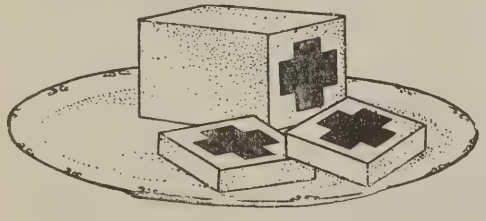
Any Ice Cream Product Duplicated in Lifelike and Lasting Form
(With your name or trademark, if desired)

We are the sole manufacturers of this Patented Process.
Any infringements will be rigorously prosecuted.

REPRODUCTIONS COMPANY
81 Tenth Street, L. I. City, New York

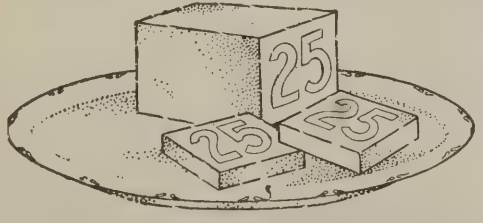
4th of JULY SPECIAL

USE THE RED CROSS
CASSELL CENTER MOLD



Price $1.35 each or $16.00 a dozen

For Birthdays and Weddings
Use the Numerals
From 1 to 0



Price for single numeral $1.70 each

Order Through Your Jobber or

W. W. CASSELL Vincennes, Ind.

NATIONAL ADVERTISING PROGRAM SCORES BIG TRIUMPH AT WALDENWOODS.

(Continued from page 28)

of the country, with some of the leading associations pledging their support and with others holding back.

But there is no holding back at this time, according to Executive Secretary Fred E. Rasmussen, who, after taking over this post last spring, immediately threw his strength into the balance in favor of nation-wide publicity for ice cream and the industry as a whole.

This meeting, according to Mr. Rasmussen, "has assured beyond any doubt the success of the great co-operative movement."

DELEGATES to the conference, who represent the association in every part of the country, pledged themselves personally and individually to work to secure pledges of financial support from those manufacturers who have not yet joined the movement.

COMPETITION MEANS WORK TOGETHER.

Competition is good. The old adage has it: "Competition is the life of trade," and I think the proverb is sound; but did you ever think of what competition means? It is an interesting word. My high school Latin is a little rusty, but the English dictionary tells me that it comes, through the French, from two words, "com" meaning with, and "peters" (if that is the way you pronounce it) meaning to seek—the root from which we get the word "petition." Competition, therefore, in its primary sense means "to seek with each other," to work together. I compete with the men who are working with me toward the same end. There is rivalry among us, to be sure, as to which will serve the public with the best newspapers, the best ice cream or the best automobiles or what not, but we are all seeking the same big thing. How foolish, then, how inhuman, how uneconomic it is to strive to pull down the other fellow.—From remarks by U. S. Senator Arthur Capper before national association directors at Waldenwoods meeting.

The last outline of the advertising program, prior to the Waldenwoods conference, was as follows:

One-half the required gallonage has been pledged to the advertising committee of the national association.

That through the office of the secretary of the association, Fred Rasmussen, the Telegraph Bldg., Harrisburg, Pa., an aggressive campaign is being inaugurated to obtain the balance.

That the total amount being sought, one-half of which has already been obtained, as above, is the amount of one-half-cent a gallon on 40 per cent of the 1923 gallonage of the National Association of Ice Cream Manufacturers.

That it has been agreed by the executive committee of the national association that individual contributions of ice cream supply men shall be accepted, although the campaign shall not be dependent upon any definite amount of such contributions.

That no definite plan has been decided upon in connection with the advertising—whether to use The Saturday Evening Post or not—to use billboards or not—to use this or that or any other medium or not.

THERE could be no mistaking the overwhelming sentiment in favor of national advertising evinced at Waldenwoods. Men who had honestly opposed the plan were given the views of the matter in a new light by splendid speeches in which it was shown that the continued advancement of the ice cream industry hinges upon the matter of getting the story of the industry and its product to prospective consumers.

"For the good of the industry," many men put

down individual preferences and prejudices and stood shoulder-to-shoulder for united, harmonious work.

"The greatest meeting I ever attended," one director said when his baggage had been loaded up for the departure from Waldenwoods. "I have attended conventions at which good and honest men have worked hard to get concerted action on matters for the good of the industry, but for getting right down into the hearts of men and appealing to that which is big and fine and splendid, this Waldenwoods meeting has created within all of us new sensibilities of what we can do to build up our industry to the plane to which it is entitled. I am leaving here with a new idea of the meaning of co-operation, of brotherly good-will, and I am sure others feel the same way."

Expressions of others did bear out this conviction. "Truly inspirational," was the term most frequently used by officials and directors in commenting upon results of the conference.

WINNING PUBLIC CONFIDENCE.

It is no exaggeration to say to you that we do not today enjoy public confidence. Turn where you will, in any city with which I am familiar, to people in most any walk of life, and you will find the opinion that ice cream contains corn starch, and that the commercial manufacturer makes his product in the cheapest way possible. You will hear about the ice cream that was bought at night, and the unused portion had not melted down the next morning. Such a condition is a challenge to the leaders of this industry—I would like to know what you are going to do about it.

I believe, and you believe, that 100 per cent of the ice cream made by our members is wholesome and nourishing, and that we would be very glad to have our children eat it 365 days in the year. We believe in our product, while the public distrusts it, and yet, in spite of this lack of confidence, we can sell 270,000,000 gallons a year.

If we can sell 270,000,000 gallons a year when our product gets ten words of criticism to one word of praise, what, in your honest judgment, can we sell if we can sell to the public the idea that ice cream is just as wholesome as milk, that it is much more nourishing, and that it is the best possible investment in health for our children. We have all this to say regarding our product, and I have confidence that our executive committee, with the aid of the advertising committee, would be conservative in choosing avenues for educational publicity that would give us value for our money, and that would effectively change the present public opinion regarding ice cream.

From remarks by President Vernon F. Hovey, before national association directors at Waldenwoods meeting.

PUTTING aside the veneer of business crust that the average business man foolishly thinks is a regular part of his life, the gentlemen at Waldenwoods opened up their hearts and talked straight from the shoulder. Men who have stood by the varying fortunes of the ice cream industry for many years' understand better than anybody else the true meaning of the simple statement in Executive Secretary Rasmussen's announcement that "there was not a dry eye in the room" when the conference was adjourned.

"Friendly association for whole-hearted service" was the motto at Waldenwoods, where the ice cream men were the guests of J. Robert Crouse, whose hospitality was the subject of many enthusiastic testimonials. Beautiful Waldenwoods was a fitting setting for this most constructive conference, which was presided over



This truck holds 96-3 gal. cans and covers.

The Quick Way!

DURING the summer rush empty ice cream cans are handled quickly and systematically in many leading plants. The moment the motor trucks or wagons come in the empties are unloaded directly onto a

Nutting

Ice Cream Can Truck

Next they are rolled to the washer. Then the cleaned cans are again loaded right onto the Nutting Truck, ready for storing or use. And they won't fall off the truck. **Note the big capacity:** 102 2-gal.; 96 3-gal. or 78 5-gal. cans, including covers. Price, 30-in. size with rail, $52, F.O.B. Faribault or Chicago. Write for Bulletin C-6, or ask your jobber.

Nutting Truck Co.

1218 Division St., FARIBAULT, MINN.

Floor Truck Specialists Since 1891

by Vernon F. Hovey, president of the National Association of Ice Cream Manufacturers.

AFTER opening the meeting President Hovey made it plain that the conference was not to continue with any regular program. A striking feature was the presence of Senator Arthur W. Capper; Honorable James H. McLafferty, assistant to Secretary of Commerce Hoover, and Dr. C. W. Larson, chief of the bureau of dairying. This was the first time in history that the legislative and administrative branches of the government ever recognized the importance of the ice cream industry.

THE possibility that as many as 2,000 people will attend each of the future meetings of the association was pointed out by President Hovey. For this reason, he felt and thought the gentlemen present would agree, important lines of action cannot be placed before such a body with a reasonable expectation that a majority vote can be expected to be depended upon to represent the carefully considered judgment of the substantial interests whose support we must have if proposed activities are to be carried through successfully. President Hovey recommended making it an annual occasion for officers and directors to "get together." He said:

"I believe that supervision of protective activities such as the work in connection with standards, express rates and unfair legislation, can very properly be left to your officers," said the executive officer. "But it is my careful considered opinion that major activities, having to do with constructive work for the industry, and depending for their success upon the active support of individuals, should be presented to our board of directors before being placed before the entire membership. It is reasonable to assume that the board of directors will be made up of our largest manufacturers and leaders in the industry, and, if constructive activities such as uniform accounting and national advertising are first decided upon by that body, it is a reasonable conclusion that their support will pretty definitely insure the success of any work they endorse, and also that there will be no chance in wasting money or energy on any work which lacks their approval.

"You cannot expect the national association will ever be in a position to send a representative direct to your plants to explain or solicit your support of any activity that may need your support. Neither national advertising, nor any other activity can be put across if it becomes necessary to visit your plants, to gain your support. It is so easy to let the other fellow do the job—so easy to shift responsibility—that we allow procrastination to keep us from doing many of the real things that we ought to do.

"Gentlemen, you are the officers of this association. No activities should be attempted without your approval, but, when we have your approval, you should be the ones to sell the proposition to others. You should not procrastinate, but should assume the responsibility to the industry that is yours, and give this industry the advantage of initiative and leadership we have a right to expect from you. You have a concrete case before you, in the question of national advertising, and, gentlemen, I want you to consider this statement as a suggestion to you, that we should have definite methods of procedure in deciding upon our activities. It is accordingly my definite recommendation that our directors get together once a year to pass upon all matters of importance, and that such matters should not be placed before the general body of our convention except with the approval of the board of directors."

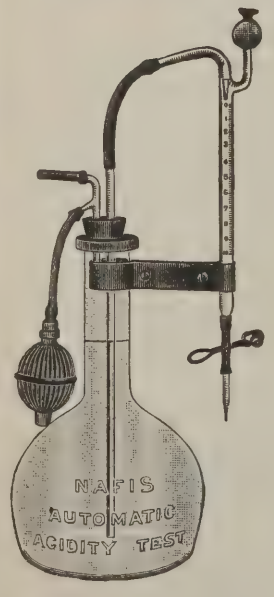
I think one of the greatest developments and one of the greatest goods that has come to this country in recent years has been the improvement in the milk supplies of our cities and the knowledge that those products are good and pure and the fact that they are good and pure, doctors and everyone know it. Recently a Scotchman, who is a large dairyman in his country, visited me and he said, "The most remarkable thing I have seen here is, I have been in New York and Philadelphia, and the fact that I can go to any hotel and restaurant and get good, clean milk." He says, "I can't do that in my own country, and it is remarkable." The remarkable thing is we all have faith in it and why shouldn't we have the same faith in our ice cream, a product made from pure milk products, in sanitary factories, and served in a sanitary condition to our people. There is nothing to hide but there is a lot to tell and they haven't told it. I think the greatest opportunity before this convention today is the education of our people of the food value of ice cream and the actual truth and facts as to the constituents of that product.—From remarks by Dairy Chief C. W. Larson, at Waldenwoods ice cream conference.

This, he pointed out, was another way of saying he believes the board of directors and the national association, "with such other men prominent in the industry as we might care to invite to our meetings," can insure the success of any work or movement that they may endorse. He very much doubted if the association should, in the future, attempt to function in any other way. Explaining this, he said:

"Gentlemen, this is an important question that is going to have its effect upon the future of our association, and our industry, and deserves your careful consideration. You have been good enough to come here this time at your own expense. This is an evidence of your desire to serve your industry and yourselves, and you deserve credit. If, in the future, we are to have yearly directors' meetings, it is a question if we should not ask the state associations to pay the expenses of their own directors, and that the national association should pay the expenses of the directors-at-large.

"In the remarks that I have made, you have part of the answer to our invitation to you to be at Waldenwoods. I

LET THE
Nafis *Automatic* Acidity Test



aid you in controlling uniformity of your ice cream by using it in grading milk and cream for acidity and in determining ripeness of ice cream mix during aging.

Accurate
Rapid
Economical

Buy through your jobbers. If they do not stock NAFIS GLASSWARE write for our catalog and the names of our distributors in your territory.

Louis F. Nafis, Inc.
Manufacturers of Scientific Glass Apparatus for Testing Milk and Its Products.
17-23 North Desplaines St., CHICAGO

Ask the Men Who Use It

am very anxious to make this association an efficient association, and I am satisfied that we are not going to function efficiently, unless our activities are approved and enthusiastically supported by the members of our board of directors. I hope, very sincerely, that the precedent established by this meeting will prove to be a milestone in the history of this industry. At New Orleans, Mr. Hendler made the remark that the directors were not called upon to render any service, and you now have evidence that I feel there was some good basis for his criticism. I have confidence and faith in the ability of the men gathered here to solve the problems of the industry, and solve them right."

The value of advertising was brought out by John Knobbe, well known Chicago manufacturer, who stated that Chicago manufacturers are not waiting for the national program to take care of them, but had put on an advertising book at a cost of $30,000 backed by the board of health.

"It is put up advertising ice cream—and it isn't advertising Cunningham or Hydrox," said Mr. Knobbe. Chicago manufacturers will back the national program, the delegates were assured.

Senator Arthur Capper spoke on "The Human and Economic Value of Commercial Co-operation."

EDUCATIONAL publicity is the greatest problem before the industry, declared President Hovey in one of his addresses. When the matter was put to vote, 70 members of the gathering went on record in favor of an educational publicity campaign to be conducted through the National Association of Ice Cream Manufacturers. Fifty-six of the 70 pledged for their companies, representing approximately 116 plants. Fourteen members were unable to commit their companies, but stated they were in favor of the movement and would aid it.

Many tributes were paid to the ice cream manufacturers' gracious host, J. Robert Crouse. The sentiment of the visitors regarding Mr. Crouse is best described in the words of Executive Secretary Rasmussen, who in making a statement concerning the meeting said:

"This meeting was held at Waldenwoods, the summer home of J. Robert Crouse, by his special invitation. He met his guests at the Book-Cadillac Hotel in Detroit and transported them to Waldenwoods, which is 55 miles out of Detroit, entertained them Saturday, Sunday and Monday and returned them to Detroit. For their entertainment Mr. Crouse provided a musical program consisting of a band, the string orchestra from the Book-Cadillac Hotel at Detroit, and an unusually excelent girl violinist.

"When the Monday session was over and the guests were ready to depart they gathered around J. Robert Crouse and sang, 'For He's a Jolly Good Fellow.' The feeling of those members of our industry who were present on this great occasion were beautifully voiced by a farewell address delivered to Mr. Crouse by William Palmer of the Hoefler Ice Cream Company, Buffalo, N. Y. His final words of 'Farewell Waldenwoods' found an echo in the hearts of all those present and there was hardly a dry eye in the house."

Mr. Crouse had provided a program of sports. Many matched skill in horseshoe pitching and keen rivalry resulted. The prize in this sport was won by "Bob" Larmore of the Larmore Ice Cream Co., St. Louis, Mo. A beautiful loving cup was presented to Mr. Larmore; this loving cup was assembled in the Detroit Iron Foundry and consisted of a rusty, battered two-quart ice cream can with the standard and handles made out of a decrepit, discarded soda fountain bracket2—2all artistically and tastefully assembled with plumbers' solder. Mr. Larmore stated that he would prefer this prize to the most chaste and elegantly finished metal cup because what he did receive was more indicative of a gathering of ice cream manufacturers than any other one thing that could be presented to him. He further stated that

THE priceless ingredient of any product is the honor and integrity of its maker. If you can depend on the reliability of the House from which you buy, you can be assured of satisfaction.

Into the composition of DERYCOTE Tub and Can Enamel, The National Paint & Varnish Co., has put that dependability and reputation achieved from twenty-one years of satisfactory service, and distribution of "paints for specific purposes."

Derycote
PAINT YOUR PERSONALITY ON YOUR PACKAGES

has given satisfaction because of our desire to live up to our reputation and give you the BEST that years of experience and research can possibly give.

You can soon learn why DERYCOTE does please. Try it yourself.

THE NATIONAL PAINT & VARNISH COMPANY

8709 Kinsman Rd. **Cleveland, O., U. S. A.**

Sanitary Ice Cream Truck



The Sanitary Ice Cream Truck facilitates handling cream from freezers to hardening room.

Will handle any size can in common usage. Avoids accidents in handling, as the operator does not touch the cans until he reaches the hardening rooms.

One man with truck will handle the cream from the freezers as fast as it will flow, no helper being necessary.

Substantially built to stand usage, nothing to get out of order. Can container revolves on a thrust roller bearing and is easily turned.

Style	Diameter	Capacity	Freezer Opening	F.O.B. Price
A	28½ in.	6 cans	30 in.	$50.00
B	23 in.	4 cans	24 in.	45.00
C	34 in.	8 cans	36 in.	62.50
D	40 in.	10 cans	42 in.	75.00

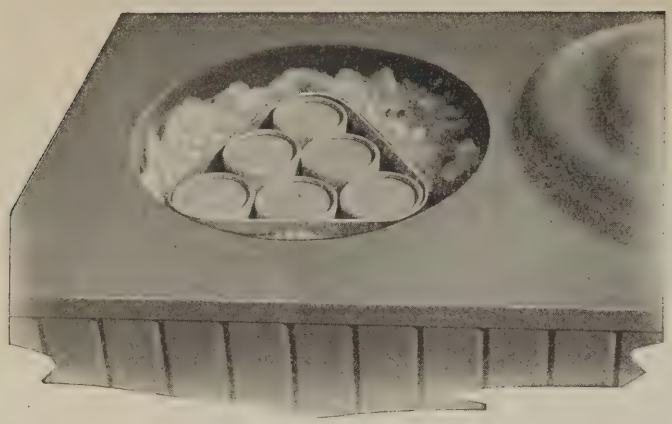
Two or three can containers, placed so that two or three freezers can discharge at one time, can be mounted on one truck, increasing capacity, making less trips to the hardening room necessary. Prices for these special trucks made on application, specifications required.

One regular size truck will be shipped, acceptance on approval.

UTILITY MFG. CO. FARIBAULT, MINNESOTA

A. H. Barber-Goodhue Co., Chicago, Ill., St. Paul, Minn.
Howe Scale Co., St. Louis, Missouri
Wright-Ziegler Co., Boston, Mass.

EVERY AD IN THE REVIEW HAS AN INTERESTING MESSAGE FOR YOU.



There's no waste space in an O. & B. Triangular Packer and every container is next to the ice.

More Sales
with the
O. & B.
Triangular
Packer



The O. & B. Triangular Packer is made of heavy galvanized iron, 22" high and 11" diameter

Cylindrical containers found immediate favor with ice cream buyers who appreciate the quicker service possible, and the convenient package. They have resulted in *more home consumption*, and up-to-the-minute manufacturers are using them to boost sales.

But are you packing these containers in the quickest, and most practical way?

O. & B. Triangular Packers mean *less handling* in your plant. They make selection of sizes and flavors easy for the dealer. They keep your cream hard longer at *a saving in ice.*

You need O. & B. Triangular Packers for better packing and increased sales—Write for prices.

Oakes & Burger Co. Inc.

Dept. E Cattaraugus, New York Erie, Pena.



he is going to have the prize plated and placed on exhibition at future conventions.

The honors in archery went to Morden Neilson of the Wm. Neilson, Ltd., Toronto, Canada.

* * *

Registration at Walderwoods Meeting.

Hosts.

J. Robert Crouse, The Crouse, Tremaine Kulas Co., Cleveland, O.
H. A. Tremaine.

Speakers.

Hon. Arthur Capper, U. S. senator, Topeka, Kans.
Hon. James H. MacLafferty, assistant to Secretary Hoover, department of commerce, Washington, D. C.
Dr. Carl W. Larson, chief of bureau of dairying, Washington, D. C.
Rev. Arthur W. Stalker, First Methodist Church, Ann Arbor, Mich.

Executive Committee.

V. F. Hovey, president, National Association of Ice Cream Manufacturers, International Ice Cream Co., Schenectady, N. Y.
W. W. Campbell, vice-president, National Association of Ice Cream Manufacturers, Campbell Ice Cream Co., 1321 Texas Ave., Shreveport, La.
N. J. Dessert, Detroit Creamery Co., Detroit, Mich.
C. G. Morris, New Haven Dairy Co., New Haven, Conn.
J. H. Randolph, Imperial Ice Cream Co., Parkersburg, W. Va.
William F. Luick, Luick Ice Cream Co., Milwaukee, Wis.
E. C. Sutton, Wheat's Ice Cream Co., Buffalo, N. Y.
Maddison H. Lewis, treasurer, National Association of Ice Cream Manufacturers, Horton Ice Cream Co., New York, N. Y.
Fred Rasmussen, executive secretary, National Association of Ice Cream Manufacturers, Telegraph Building, Harrisburg, Pa.

Directors, Presidents and Secretaries of State Associations and Others.

L. E. Hurtz, president, Nebraska Association of Ice Cream Manufacturers, Fairmont Creamery Co., Omaha, Nebr.
Everett Antrim, president, Ohio Association of Ice Cream Manufacturers (director), Furnas Ice Cream Co., Columbus, O.
Morden Neilson (director), president, Canadian Association of Ice Cream Manufacturers, Wm. Neilson, Ltd., Toronto, Canada.
W. J. Barrett, president, Florida Association of Ice Cream Manufacturers, Tampa Dairy Co., Tampa, Fla.
John Semon, president, Connecticut Association of Ice Cream Manufacturers, New Haven, Conn.
D. S. Cox, president, Mississippi Association of Ice Cream Manufacturers, Columbus Ice Cream Co., Columbus, Miss.
Z. G. Gassman, president, Illinois State Association of Ice Cream Manufacturers, The Gassman Ice Cream Co., Olney, Ill.
W. W. Dunn, president, Minnesota Association of Ice Cream Manufacturers, Vander Bie Ice Cream Co., St. Paul, Minn.
C. E. Kilburn, president, New York Association of Ice Cream Manufacturers, Kirk-Maher Co., Malone, N. Y.
A. H. Graeszel (director), secretary, Wisconsin Association of Ice Cream Manufacturers, Mansfield Ice Cream Co., Milwaukee, Wis.
J. W. Clopton, secretary, Southern Association of Ice Cream Manufacturers, Decatur, Ala.
Jay H. Kugler, secretary, California & Southwestern States Association of Ice Cream Manufacturers, 57 Post St., San Francisco, Calif.
J. H. Kloecker, secretary, Kentucky Association of Ice Cream Manufacturers, Dixie Ice Cream Co., Lexington, Ky.
W. L. Buddle, Dixie Ice Cream Co., Lexington, Ky.
W. M. Hawks, secretary, Oklahoma Association of Ice Cream Manufacturers, Tulsa, Okla.
S. N. Sutton (director), president, Southern Ass'n, Sutton's Ice Cream Factory, Vicksburg, Miss.
C. S. Hutchinson (director), Purity Ice Cream Co., Des Moines, Ia.
Hargis Hughes (director), Hughes & Co., Lexington, Ky.
William R. Cammack (director), Crescent Creamery Co., St. Paul, Minn.
J. B. Porter (director), Tulsa, Okla.
J. W. Neuman, secretary, Pennsylvania-New Jersey Ass'n of Ice Cream Mfrs., Neuman Ice Cream Co., York, Pa.

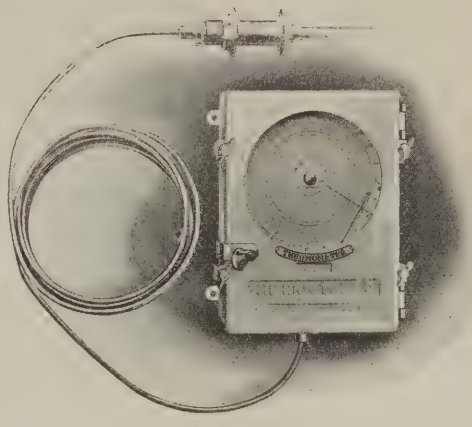
(Continued on page 167)



GUARD YOUR CREAM

The most essential ingredient of your product needs an efficient watchman to guard it against any mishap on its journey through your plant.

A slip-up on the temperature as your cream goes through its paces may cause your finished product to be "off flavor" and flavor is about 90% reason why people buy YOUR product. Can you afford to jeopardize your reputation for flavor through lack of a sufficient guard over your cream?



BRISTOL'S
The most extensive line of recording instruments in the world, including — Pressure, Liquid Level, Temperature, Electricity, Motion, Speed, Humidity, etc. Ask for our catalogs.

BRISTOL RECORDING THERMOMETERS

at critical temperature points thruout your plant will make an indelible chart of the temperature variations of the cream. They will tell you any instant, a day or a month from now just what happened. They help you profit by mistakes.

The Bristol Tube guarantees accurate long range recording because outside temperatures do not affect its mechanical precision.

Let us tell you how you can use "Bristols" to greatest advantage.

The Bristol Company *Waterbury, Connecticut*

FOR 36 YEARS — Ask Any Technical Engineer — MAKERS OF

BRISTOL'S RECORDING INSTRUMENTS

Let us tell you how you can use "Bristols" to greatest advantage.

-:- HIGH GRADE -:- ICE CREAM FRUITS

Crown Fruit & Extract Company, Inc.

418-420 West Broadway - - New York, N. Y.

NATIONAL EXPOSITION AT DETROIT

October 19th to 24th

BE SURE TO VISIT OUR BOOTHS Nos. 236-262

STOUT

Schroeder—Perfection Cabinets

—have proven their merit thru years of satisfactory service. Have you ordered your 1925 supply?



★ ★ ★

"Insulation is the thing"

JOHN SCHROEDER LUMBER CO.

"A Dozen Cabinets or a Dozen Carloads"

WALNUT ST. -•- MILWAUKEE, WIS.

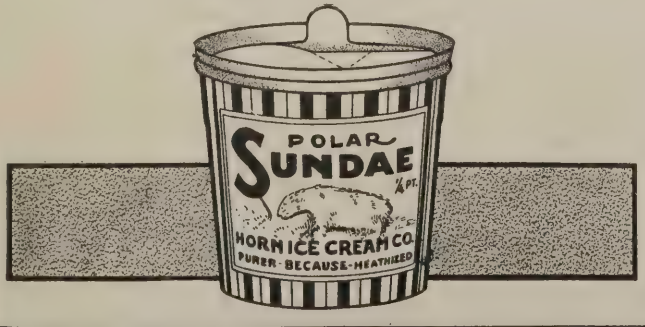
The Perfect Package for Packaged Sundaes—

This attractive paper package will increase your sales volume—bring added profits. Used extensively by Ice Cream Manufacturers everywhere. Made of pure white paper—unwaxed. Nest when empty. Furnished printed in one or more colors with your own label.

PERFECT PACKAGE TRADE MARK

Send for samples and quotations. Ask for the "Perfect Sundae Package." Your request in no way obligates you.

PERFECT PACKAGE CO.
NEWARK, NEW JERSEY.



CO-OPERATION MEANS ICE CREAM INDUSTRY'S SALVATION.

(Continued from page 64)

association, recognizing as they must do that their program depends upon the progress of the industry.

The state experiment stations and a few other research institutions are conducting experimental and research work on the manufacture of ice cream. Except in a very few instances the research and experimental work, as it relates to ice cream, is not very well developed. On the whole the available experimental and research data relating to the manufacture and distribution of ice cream is as yet very limited, and very much less than the available data, for instance, on the manufacture and distribution of butter and cheese. Many of these institutions have neither the men, the equipment nor the funds to enlarge upon the teaching and research work. It is probably safe to say that a great deal of the experimental work in the ice cream industry is only preliminary and its greatest value is perhaps the fact that it will lay the foundation for more fundamental work in the future.

THE national association should keep in close touch with every public institution giving instruction and doing research work relating to the ice cream industry. It should encourage and assist wherever possible. The most pressing problems of the industry should be tabulated and made known to the research workers in our public institutions and an effort made to have each problem worked out in the place where the men and facilities are available for handling that particular subject most efficiently. Many of the problems can best be worked out in some commercial plant. In such case, there is an opportunity for co-operative work with some public institution. The industry is entitled to a proportional part of the public funds appropriated for dairy development, and those in the industry should help to make the best use of such funds, which can only be done through co-operation with the manufacturers. In addition to money already appropriated by federal and state governments for experimental work, Congress at the last session passed a bill which appropriated $20,000 a year with an increase of $10,000 annually until the amount reaches $60,000 annually to each state agricultural experiment station for experimental and research work in agriculture and home economics.

The research and experimental work in the ice cream industry may, for general purposes of consideration by this association, be divided into two groups:

1. Research and experimentation, dealing with the manufacture and distribution of ice cream, including all products entering into its manufacture and problems dealing with ice cream as a food.

2. Tests of equipment and supplies used in the manufacture and distribution of ice cream, such as is carried on at the present time by the ice and salt committee of the national association, and such work as has been done by the committee of mechanically refrigerated cabinets and soda fountains of the Minnesota State Association of Ice Cream Manufacturers.

IN THE interest of the future development of the ice cream industry this association should, wherever possible, encourage and create interest in research and experimentation. Several industries, notably the canning industry and the packing industry, have established research laboratories as one of the major activities of their national association. Whether or not the ice cream industry at a later date may establish a laboratory is a question for future consideration. At the present time, however, it appears best for this association to confine

its activities to encouraging and creating research and experimentation in institutions established and maintained by federal and state aid, such as the bureau of dairying, department of agriculture, the various state agricultural experiment stations, and other institutions or organizations undertaking research work.

Through the office of the national association the following work should be conducted:

1. Survey of all literature published on experimental and research work dealing with the ice cream industry; the information gathered to be classified under appropriate divisions.
2. Obtain, as far as possible, information on all research and experimental work now under way in public and private institutions, some to be classified and listed under appropriate headings.
3. Questionnaires should be sent to ice cream manufacturers to obtain information on all problems for which they have no adequate solution.
4. The information obtained under "1," "2" and "3" should be properly tabulated to be submitted to a research committee of the association. This committee should formulate a list of important problems upon which research and experimental work is needed, and if possible make a general outline of experiments to be conducted.
5. When a list of problems, with outlines, have been prepared an effort should be made to have such problems worked out at the different experiment stations and other research institutions which would be in position to handle particular problems. Many such institutions are not in close

WHAT ABOUT IT?

National Association of Ice Cream Manufacturers
Office of Executive Secretary
Telegraph Building, Harrisburg, Pa.

Bulletion No. 9. June 8, 1925

New York Times Tells 1,208,000 People that "Eats Ice Cream, Dies"

"Child's Death and Illness of Others Brings Poison Inquiry."

"Trenton, N. J., May 28—Seven-year-old Elizabeth Meisner is dead and several other children are recovering while the city health authorities are investigating to determine whether 'hokey-pokey' ice cream being sold from push carts here is poisonous.

"The Meisner girl died within forty-eight hours after she had eaten shaved ice flavored with an extract of wintergreen, and the other boys and girls who were made ill had also eaten the product."

Three sad things about this—

1. A sweet, little child is dead.
2. 1,208,000 people get ANOTHER wrong impression.
3. We can not do anything about it.

You will note that this is not ice cream at all, but shaved ice purchased by some ignorant vendor no one knows where.

Because people do not know what our product really is; anything that is cold, whether it has food value or not, is called ice cream.

Bring this home to your own community to the people who know who have little children in whom their whole lives are wrapped up.

Can you not imagine that they will be actually afaid to give their children ice cream.

Can we, as an industry, afford to let statements such as this go unprotested?

If we do, are we realizing the obligation we owe ourselves, our industry and the country at large in allowing the public to remain ignorant of the story we have to tell?

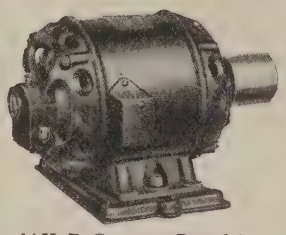
The Public Confidence Building Program on which we are at work will make statements of this kind impossible.

Do you not think we should be at it today?

If you have not signed your pledge, do so at once and send it in.

Co-operatively yours,
NATIONAL ASS'N OF ICE CREAM MANUFACTURERS, Fred Rasmussen, Executive Sec'y.

"They Keep a-Running"



½ H. P. Century Repulsion-StartInduction Single-Phase Motors.

Why?

Why are Century Repulsion-start Induction Single-phase Motors being supplied for the operation of the majority of all refrigerating machines being manufactured today and operated by fractional horse power motors?

BECAUSE:—Among Other Things

(1) Their reliability has been proven by more than 10 years' service operating household and commercial refrigerating machines.
(2) Uniform quietness in operation.
(3) Lubrication is assured for at least one year even if the oil wells are not filled when the installation is made. The bearings are large enough for a lifetime of service.
(4) The brushes are in service only during the period of starting.
(5) They are insulated to successfully withstand dampness of basements or humid tropical climates.

These and other outstanding Century Type RS features are fully covered in the complete series of folders on Century Repulsion-start Induction Single-phase Motors. Send for your copies now.

CENTURY ELECTRIC COMPANY
1806 Pine St. St. Louis, Mo.
Twenty-Nine Stock Points in the United States and More Than Fifty Outside Thereof.

⅛ to 40 H.P. Century MOTORS ⅛ to 40 H.P.

73 to 75% Calcium Chloride Free from Magnesium

It's Better

That's why so many use it and save money.

Carbondale Calcium Co.
Carbondale, Pa.

Ask for Bulletins No. 5 A and 36

TRADE MARK

New York Chicago Pittsburgh
New Orleans Philadelphia Baltimore

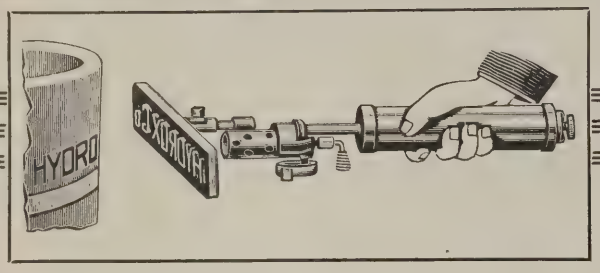
enough touch with the ice cream industry to know the problems whch are pressing for solution, and, under this plan, the industry itself would bring its important problems to the attention of the research workers.

6. Industrial Research Fellowship. As an expression of the interest of the national association in the training of young men in scientific work and a full appreciation of the fact that scientific work is the foundation upon which we must build the ice cream industry, this association should, at an early date, give some consideration to the establishing of one or more industrial research fellowships.

As lacking as we are in fundamental industrial research as regards our manufacturing problems, we are still further behind in the development of commercial research, as it applies to distribution. In view of the fact that the cost of distribution is far in excess of the cost of the manufacture of our products, there appear to be great opportunities for savings to the industry and to the public by a study of the details and fundamental principles underlying our distribution problems.

THE federal government, as well as every state in the Union, have some laws and regulations dealing with milk and ice cream or ingredients used in its manufacture. In addition, there are many municipal regulations for the protection of public health governing the sale of food products within the respective communities.

Last week your president and secretary appeared before the Association of Weights and Measures at their annual conference in Washington to present the viewpoint of the ice cream manufacturer on the sale of ice cream by weight. One-half day was given over to a discussion of this subject. The committee on definitions and standards of the U. S. Department of Agriculture is at present working upon the establishing of a federal standard for ice cream, and it is expected that such a standard will be promulgated before long. The Association of Dairy, Food and Drug Officials, at their annual meeting, to be held in Denver in July, will discuss regulation of the ice cream industry and the establishing of ice cream standards. Your association has been invited to present the view of the ice cream manufacturer. The International Association of Dairy and Milk Inspectors, at its last meeting, appointed a committee to draw up and recommend sanitary regulations for the ice cream industry. Such regulations, in addition to the general sanitary requirements, will undoubtedly deal with such subjects as compulsory pasteurization, temperature of pasteurization and bacterial content. The American Dairy Science Association, representing teachers and investigators of the dairy industry, also has a committee at work considering recommendations for standards for ice cream. Practically all the members of the organizations enumerated, except of the American Dairy Science Association, are public officials charged with the enforcing of laws for public protection. The public looks to



Don't Replace Your Tubs *Until* They Are Worn Out

Prevent the loss of your property by branding your tubs, cartons, packing boxes, tools, etc., with the Everhot Branding Tool. All doubt as to ownership is settled. Your name is put on to stay. The temptation to pick up and carry away your property is removed, for the Everhot Brand cannot be changed or erased.

And further, wherever your property is seen—on station platforms, in your dealers' stores, or on delivery trucks—your name will be a perpetual advertisement of your business.

The Everhot can also be used as a soldering iron or blow torch.

Write today for complete information!

The Everhot Tool can be used anywhere — any time. The fuel is ordinary gasoline. The flame will keep the brand hot for hours of continuous use. Cost of operation is very low.

Write for complete information today!

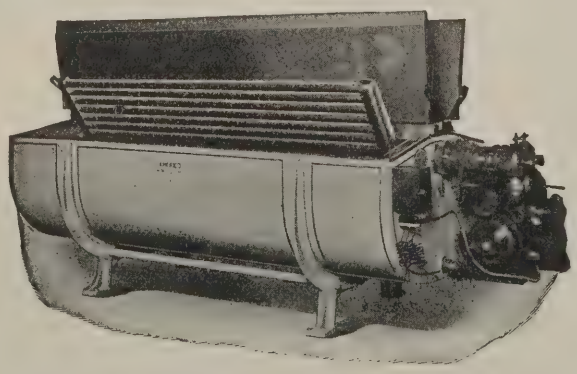
EVERHOT
America's Brand Makers
MANUFACTURING CO.
MAYWOOD, ILLINOIS

"AMERICO" Pasteurizer--Ripener Mixing Vat--Holder

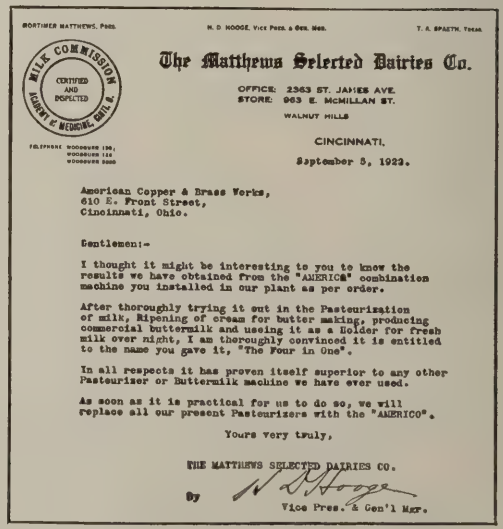
MOST SANITARY VAT ON THE MARKET

No Stuffing Boxes—No Churning or Foaming

—UNIFORM TEMPERATURE—



Side view of "AMERICO" showing Coils raised out of Vat giving access to interior for quick and thorough cleaning.



The Matthews Selected Dairies Co.

OFFICE 2363 ST. JAMES AVE.
STORE 963 E. McMILLAN ST.
WALNUT HILLS
CINCINNATI,

September 5, 1922.

American Copper & Brass Works,
610 E. Front Street,
Cincinnati, Ohio.

Gentlemen:-

I thought it might be interesting to you to know the results we have obtained from the "AMERICO" combination machine you installed in our plant as per order.

After thoroughly trying it out in the Pasteurization of milk, Ripening of cream for butter making, producing commercial buttermilk and useing it as a holder for fresh milk over night, I am thoroughly convinced it is entitled to the name you gave it, "The Four In One".

In all respects it has proven itself superior to any other Pasteurizer or Buttermilk machine we have ever used.

As soon as it is practical for us to do so, we will replace all our present Pasteurizers with the "AMERICO".

Yours very truly,

THE MATTHEWS SELECTED DAIRIES CO.

By W. D. Hoodge
Vice Pres. & Gen'l Mgr.

American Copper & Brass Works
610-616 E. Front St. Cincinnati, Ohio
Mfrs. of Dairy Equipment

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

Signs that Last

Made of Metal

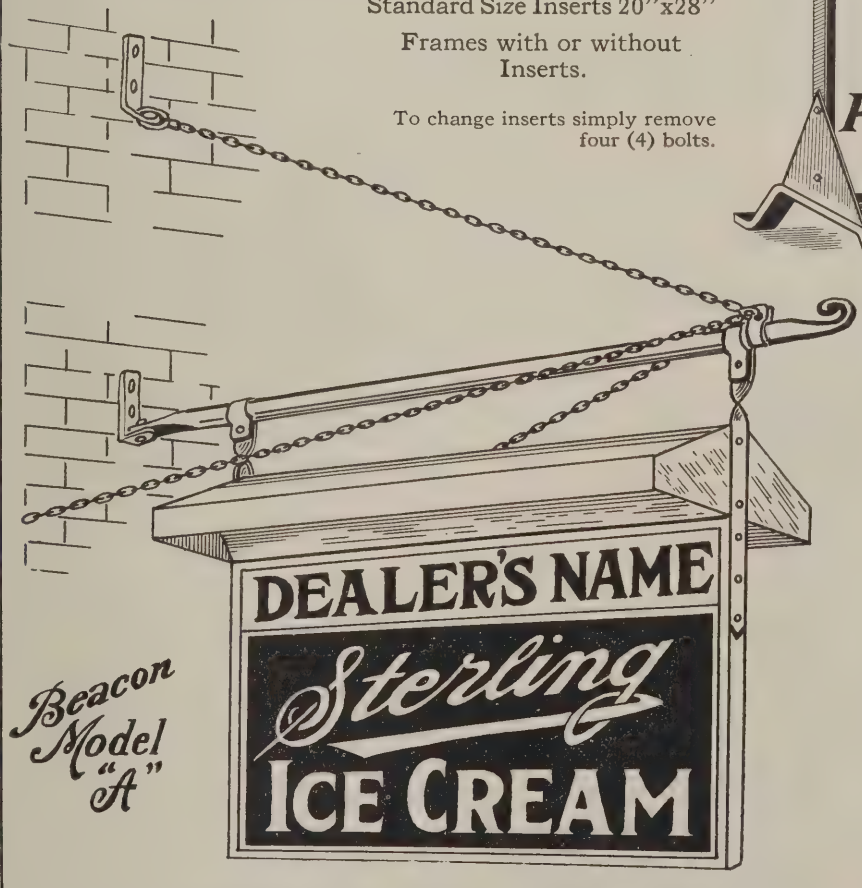
Angle Iron Frame
Wrought Iron Legs
Welded Joints

Baked Enamel Finished

Standard Size Inserts 20"x28"
Frames with or without Inserts.

To change inserts simply remove four (4) bolts.





Weight 25 Pounds

"HOLDS THE SIDEWALK"

DIMENSIONS OF ELECTRIC SIGN:

Total Height - - -	38 inches
Total Length - - -	48 inches
Size of Panel - -	30x48 inches

THIS BEAUTIFUL "BUNGALOW TYPE" ELECTRIC SIGN
Complete with all necessary Hanging Irons, Chains, etc. Wired for 6 Lamps (no bulbs).

$42.50
F. O. B.
FREEPORT, N. Y.

Write for Booklet and Quantity Prices

Beacon Mfg. & Sales Co., Inc.

EAST MERRICK ROAD - - FREEPORT, N. Y.

MEMBER

Small Sized Vacuum Pans

and Milk Condensing Equipment for the Laboratory, Colleges and Ice Cream Mix Manufacturers



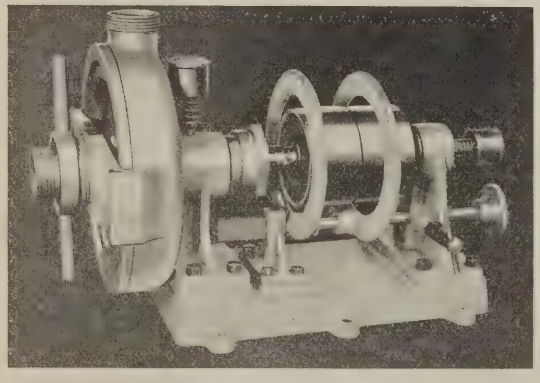
Vacuum Pan.

We can furnish these small size equipments in vaccuum pan size ranging from 8″ diameter to 36″ diameter, with suitable fore-warmers and pump. These small compact outfits require but little space, are provided with suitable heating and condensing capacity and prove a valuable addition for experimental and study purposes as well as for the condensing of small batches.

Write for Prices

Arthur Harris & Co.

210-218 N. Curtis St. Chicago, Ill., U.S.A.



Nofome

The Specialty Brass Centrifugal Pump

All that the name implies.
No Churning—No Foam.
Entirely different in construction. A wonder for work.

Belt or Motor Drive.

Full details in circular.
Write for price—or ask your jobber

SPECIALTY BRASS CO.

MANUFACTURERS

Kenosha, Wis. Albion, N. Y.

them for protection against fraud and for protection against the sale of food products of an unwholesome character. Theoretically, industries ought to be self-regulating but practically this is almost impossible. Fair and reasonable regulations and standards are a help to industry, rather than a hindrance. They have two advantages: (1) of establishing public confidence in the product and (2) preventing unfair competition. Any industry in which are found uneconomic and unfair practices sooner or later will meet public condemnation. Nearly all regulatory officials desire to do what is fair and right as they see it. The great difficulty is that they seldom know the problems of industries and frequently well-meaning officials appear arbitrary and unreasonable. It is far better for the ice cream industry to be in close contact with and co-operate with these organizations and furnish them with accurate facts of the industry rather than to let public officials come to their own conclusions about the industry based upon fragmentary information or misinformation obtained elsewhere.

The association can render a valuable service to the industry by working in close co-operation with regulatory officials, and furnishing facts and data for their guidance. To do this work successfully, the association must become a center at which information of the industry is constantly collected and tabulated. Federal and state legislators, as well as other public officials, are more and more coming to recognize and place confidence in the information obtained through trade associations. Speaking for a group, its influence is far greater than individuals can have.

The statistics and facts obtained through the national association should give a picture of your industry and it should not be difficult to anticipate conditions which may become subject for legislation and to make plans in advance to meet such legislation.

GREAT changes have taken place in the attitude of industries since the famous statement, "The public be damned." It is becoming increasingly evident and essential that the facts in regard to industry be understood. This is particularly true with products which are universally used, and especially food products. We believe ice cream is a health-giving valuable food which can, and should, be used freely by old and young. This we want the public to know and appreciate, so that complete confidence can be had in our products. There are three principal factors which will influence confidence in ice cream: (1) A complete understanding as to how ice cream is made, the conditions under which it is made, what it contains and its value as a food; (2) Confidence in the honesty and integrity of the people in the industry; (3) Suitable laws and regulations for the protection of the public against unscrupulous and dishonest practices.

Since beginning work with this association, the one thing above all others which has been brought constantly to my attention is the misconception people have in regard to the composition of commercial ice cream, and the suspicion with which many people look upon our product. When my connection with this association was announced a large metropolitan newspaper, in commenting upon my work, stated that I was to take "the gelatine and corn-starch out of commercial ice cream." I doubt whether a day has passed that through some article sent to our office or through conversation with some person evidence has not been brought to our attention of a lack of understanding and lack of confidence in ice cream as a food.

The following are abstracts from clippings from magazines and newspapers:

MILK CONDENSING *and* MILK DRYING (*Spray Process*) MACHINERY

A SIZE TO FILL YOUR REQUIREMENTS

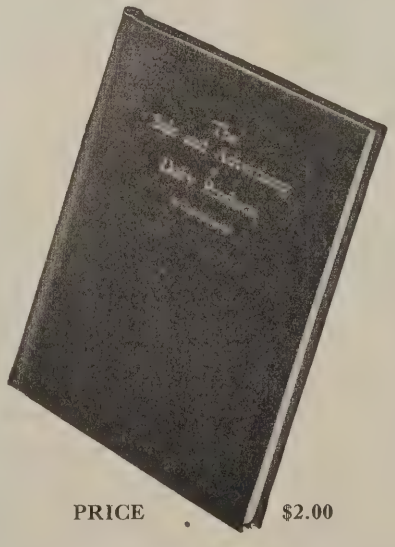
C. E. ROGERS 8731 WITT STREET DETROIT, MICHIGAN

Increase Your Business in 1925

By Judicious Advertising

Resolve now to go after business aggressively during 1925. You can use the magical power of advertising to build your business just as successfully as Wrigley of chewing gum fame, Gillette of the safety razor or Ingersoll of the dollar watch. Let the public know early and often that you can serve them well and that you want their business and your reward is certain.

Send today for a copy of "The Sale and Advertising of Dairy Products." It will tell you how to plan an advertising campaign that is within your means and it will show you how to conduct it every step of the way.



PRICE $2.00

This book contains hundreds of sales creating ideas that are carefully explained—any of which are worth several times the cost of the book. In addition it has scores of charts and illustrations which explain the subject matter with crystal clearness.

"The Sale and Advertising of Dairy Products" consists of over 100 pages, is abundantly illustrated with reproductions of actual ads and is well bound in blue cloth, lettered in gold.

It contains chapters on Milk, Ice Cream, Butter, Cheese and Dairy Farm advertising. It has become by far the best seller among dairy books. Send for your copy today.

THE OLSEN PUBLISHING CO.

Fifth & Cherry Sts., Milwaukee, Wis.

CALCIUM CHLORIDE
Granulated and Solid
Drums or Bags

Ice Cream Makers Supplies

RED TOP ENAMELS
Tub Enamel
Ice Cream White Enamel
Concrete Floor Enamel
Heat-Resisting Enamel
Truck Enamel
Red Lead and Oils

RED TOP PRODUCTS
45% INDUSTRIAL ALKALI
(*Cleaner and Cleanser*)
Sanitary Wiping Rags
Scrub Brushes --- Brooms
Dynamo and Auto Oils and Greases

TOPP OIL & SUPPLY CO.
Milwaukee



For The Summer Trade
Out in the open—at parks, picnics, pavilions,
The Jennings Cup
with its tasty sundae is a big seller at a dime.
The Jennings cup is a highly sanitary package, neat and attractive in appearance and easy to fill.
MADE IN 10c SIZES ONLY.
SHIPPED NESTED.
You will find interest in some samples and prices.
The Jennings Sanitary Milk Bottle Co.
5110 Detroit Ave. CLEVELAND, OHIO

"Urges Ice Cream Selling Reform"—Capt. S. T. Griffith. Clipping from Baltimore News:

"A five-gallon can of ice cream contains a gallon of air, Captain Griffith says, and sale by the pound rather than by the quart would be more equitable, he declared."

"The Ice Cream Craze"—By Axel Emil Gibson, B. C.:

"From the standpoint of food, ice cream has no excuse in human dietary. Its nutritional value is negative, partly by its frigidity, and partly by the excess of sugar in it. Its presence in the stomach with other foods delays digestion, thus favoring decomposition; while taken alone, for the purpose of reducing fever or the distress of summer heat, its usefulness is perverted by the gelatine admixtures, starch and sugar, and cannot in any way be compared with the value of cool water, or fruit-ices."

"Certainly in Need of Improvement"—Clipping from the Brodhead Independent newspaper, Brodhead, Wis., April 29, 1925:

"There is something the matter with much of the commercial ice cream. The manufacturers of most ice cream are not anxious that knowledge of the content of ice cream be made public. It is known, however, that very little fresh milk or cream enters into the product, but that evaporated milk forms the bulk of the milk content. It is charged that gelatine is also used. * * Why not give the people of the state the same protection in ice cream that is demanded of foods and drugs? Every container of ice cream should bear a label or printed formula stating just what is used in its manufacture."

"Iced Pudding"—From "Health Talks," by William Brady, M. D. Taken from The Atlanta Constitution, Nov. 22, 1924:

"Is ice cream good for children in cold weather? Isn't there some danger of chilling the body? (Anxious Mother.)

Answer—There is no such danger. It is no worse for children in cold weather than in warm weather. The stuff so-called nowadays is not cream unless you have a very flexible imagination. It is mainly glucose, corn starch, gelatine, and maybe a dash of some powdered milk preparation. So-called ice cream is no longer a health food, in my opinion, though it is just as nutritious as substances used in making it."

A FEW days ago, in conversation with the secretary of internal affairs of the state of Pennsylvania, the following question was asked, "What do they make ice cream of nowadays? The other night we had a party and a brick was left in the kitchen on a plate during the night and it did not melt." The evidence of lack of confidence and lack of understanding of our product comes from all parts of the country and should be met by co-operative publicity telling the public the facts about the product. Individuals cannot carry on a national publicity campaign. This can only be done successfully by co-operation.

There is a need for sound publicity for the ice cream industry. I cannot see you have anything to wait for; I cannot see you can afford to let a day go before you interest yourselves in placing your product before the American people in the right light. I do not think you need any standard for your product more than you have today. It is not a question of establishing a certain standard, whether you are thinking of a standard by the federal government, or whether you are thinking about a quality standard. Educational publicity has been carried on with milk, telling the public of the food value of milk, and ice cream today is as standard a product as is milk. Who are you advertising to when you advertise nationally? To you, as a manufacturer, it is local advertising of a kind that you have been doing for many years.

From information gathered, ice cream manufacturers are spending from two to five cents a gallon in local advertising; probably some spend more. If we take only two cents per gallon as the cost of local advertising for the whole industry, it will amount to over $5,000,000 annually.

The cost of national publicity and advertising should

Corrizo Special Ice Cream Vanilla

A New Vanilla blended in an entirely different manner than heretofore.

High lasting flavor at a moderate cost.

We will ship a gallon or more for trial on an absolute guarantee of satisfaction.

PRICE:—BARRELS $5.25 GALLON, LESS QUANTITY $5.50 PER GALLON.

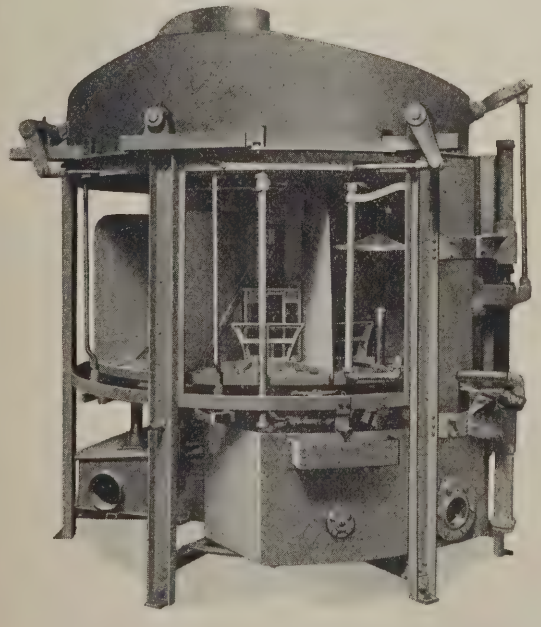
MEMBER

CORRIZO EXTRACT COMPANY 211-215 West 20th Street NEW YORK, N. Y.

JENSEN

The Mark of Merit

High Temperatures —Rising Nozzles —High Pressure Do It



A Can Washer for both MILK and ICE CREAM CANS that really washes both cans and covers. Washes dirt, putrified casein, fat from open seams, cracks, and crevices.

JR. BORDEN
Greatest Advance in Can Washer Ever Made

Rising Spray Head shoots one hundred ninety degree water at one hundred sixty pounds pressure on and against every square inch of the surface of the can.

Cover and outside of can washed by same high pressure, high temperature water.

STERILIZED by live steam at boiler pressure—then by DRY STEAM from a RISING NOZZLE.

Two hundred fifty-five degree air from two rising ports assures positive DRYING.

A can and cover thoroughly washed, not merely rinsed on the surface, but every crack, seam and crevice dug out clean, then dried bone dry, is the only fit container for dairy products.

THE JR. BORDEN ACCOMPLISHES THESE RESULTS.

Write for detailed information and a personal interview.

Jensen Creamery Machinery Company

Builders of "Equipment of Practical Efficiency"

BLOOMFIELD, N. J. **OAKLAND, CALIF.**

THE ICE CREAM REVIEW COVERS AMERICA LIKE THE DEW.

not be an additional expense to your business, as undoubtedly you know you can, without injury to your business, take half a cent per gallon from your advertising fund to be put into a common fund for national publicity. Remember that this fund, although spent in what we term national publicity, becomes local advertising to you, and by tying up your local advertising with the national advertising you will find your local advertising far more effective. This has been the experience in the history of all industries which advertised co-operatively.

A NATIONAL publicity campaign undoubtedly would be the best investment that this industry ever made. It is an investment for the future, not for tomorrow or next week. By national publicity you are laying the real foundation for your business, and by so doing you can bring to the American people the value of ice cream as a food and give them confidence in the people in this industry. Let it be known that you invite the public to know everything in regard to your product, to become acquainted with the composition of your product and the character of ingredients used. As an industry you ought to be proud of telling the American people about ice cream as a food.

When co-operative publicity becomes a reality there will be gathered together all the facts of interest and value about our product, and it will be a constant source of information.

The policy of this association in the past has been to send bulletins and information of our problems to the members of the association only. Most of our printed material should have a wider circulation. Our annual report contains a great deal of interest to the teachers and students in agricultural colleges, and copies should be sent to the libraries of agricultural colleges. Whenever we have information of a general character of value to ice cream manufacturers, it should be given the widest publicity to all manufacturers, whether members or not. The surest and quickest way to increase the membership of this association is to render service to the entire industry. Every effort possible should be made to improve the quality of ice cream and, if possible, reduce the cost of manufacture and distribution. There are no secrets worth while in the manufacture of ice cream that should prevent one manufacturer to openly discuss his methods or problems with another. The better quality ice cream made by everybody, the greater the consumption and the better for the industry.

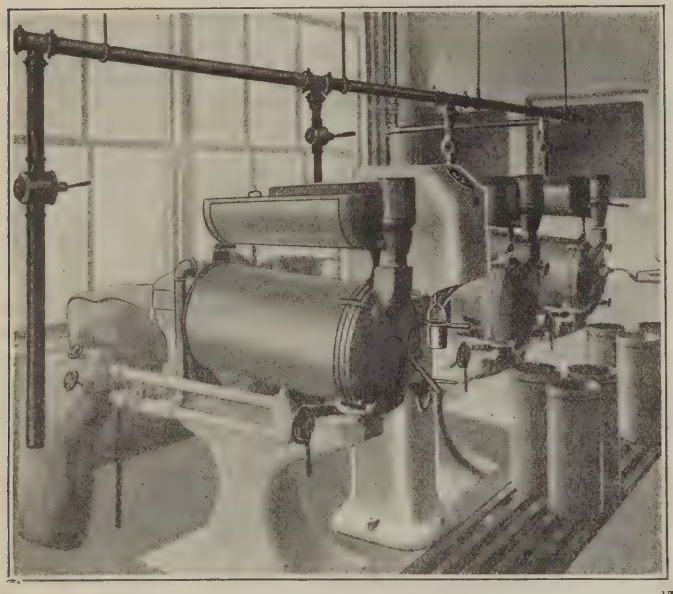
The national association does not publish a trade journal and depends upon independent trade journals for a discussion and presentation of the problems of the ice cream industry. (The trade publications are the open book of the industry.) These journals are an important medium for an open and free discussion of the problems of the industry. This association is fortunate in having the most hearty co-operation of the trade journals and the free use of their columns for the promotion of its activities.

IN THE foregoing discussion, dealing primarily with our relations with other groups, there are, of course, touched upon problems which deal directly with the manufacture of ice cream. There are, however, numerous problems within the industry which are directly manufacturing, distributing or administrative problems. This association, at present, has committees at work for the establishing of a uniform cost accounting system for the study of the efficiency of ice and salt cabinets, for dealing with express and freight rates, and for the establishing of standards for ice cream. There are innumerable subjects which could be dealt with successfully through this association but a discussion of same will be left to a later date, as the association already has under way all the activities of this character which can be handled and financed at present.

One of the important problems of the ice cream manufacturer is the distribution of his products. A subject to which little attention has been given. No manufacturer can afford not to follow the manner in which his product is distributed after it leaves his factory and the satisfaction it gives to the public.

An industry like ours cannot progress if the public, year after year, receive less for their money. The surest way to progress in an industry is for the public each year to get more for their money either in increased quantity or quality of the product, or in better service, all of which tend to increase consumption and establish a permanent relation with customers. To accomplish this, the ice cream manufacturers must establish a better understanding and closer relation with the retailers.

(Continued on page 160)



Sommers Ice Cream Over-Run Tester

SIMPLE—QUICK—ACCURATE

Increases your production.
Improves the quality.
Holds your standard.

THIS CAN EASILY BE OBTAINED WITH THE SOMMERS OVER-RUN TESTER.

LET US PROVE THESE CLAIMS.

Simple plain cup—no loose weights.

Some users write:

"Its accuracy and speed surpasses any other machine we have ever used".

"The graduated dial is as visible as an automobile speedometer".

"It harmonizes perfectly with our porcelain base freezers".

Write for descriptive literature and price.

Damrow Brothers Co.

Fond du Lac, Wis.

Cerelose A Success in Ice Cream

CERELOSE is a pure white dextrose sugar made from corn. It is particularly adaptable for use in the manufacture of ice cream, blends naturally with cream and milk products, and improves the quality and healthfulness of the finished ice cream.

Cerelose is used in conjunction with granulated sugar, usually in the proportion of about 33⅓% of the total sugar content. It is added to the ice cream mix in the same manner as granulated sugar.

The points of advantage in using Cerelose are as follows:

1—Cerelose emphasizes the richness of the butter fat and the natural flavor of the cream.

2—It improves the texture and produces exceptional smoothness.

3—Cerelose is a dextrose sugar, a health product, which is directly assimilated by the blood. The use of Cerelose in ice cream adds to the healthfulness and digestive qualities of the cream and stimulates the consumption of larger quantities.

4—Cerelose is guaranteed to conform to all Federal and State Pure Food Laws and is recommended by prominent physicians especially as an article of diet for infants and invalids.

For further information write

Corn Products Refining Company, 17 Battery Place, New York City

One Careless Worker One Dirty Can

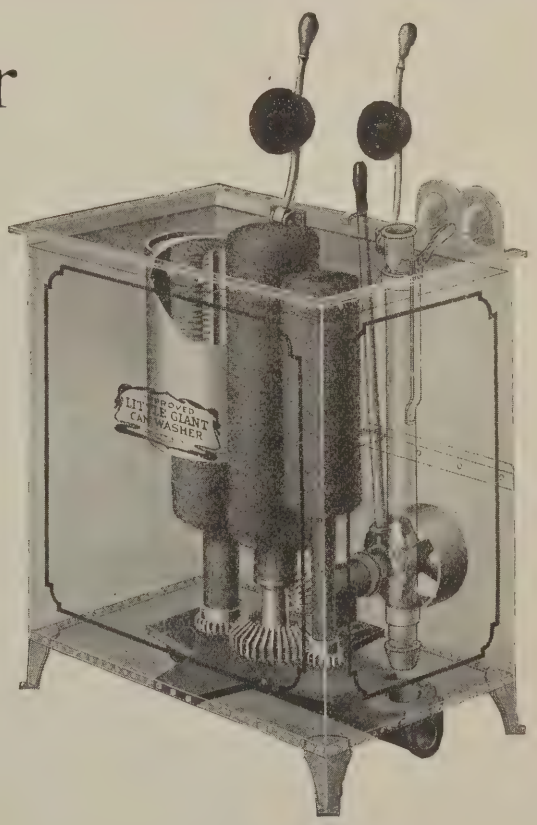
MIGHT RUIN A REPUTATION FOR SANITARY CONDITIONS.

ONE LITTLE GIANT CAN WASHER

will insure 1,600 to 2,000 cans a day scrubbed relentlessly to brilliant cleanliness. It takes any size from 4 to 40 quarts, thoroughly scouring inside and out including the bottoms.

As for durability and mechanical precision "IT'S DOERING MADE"

Write for interesting catalog.



C. DOERING & SON, Inc.

1371 W. Lake St. **Chicago, Illinois**

Quickly Pays for Itself.

IF THE work of the national association is to be successful and the association is to fill the place in the industry it should, it will require the financial support and co-operation of the members of the industry. Judging from the slowness with which dues are paid, it looks as if all the members have not come to realize the necessity of this association and its functions. Sometimes it appears as if the dues are paid in the same spirit as contributions are often made to charity—a sort of necessary evil. The national association is not a charitable association, it is a business organization. Every ice cream manufacturer who joins the association should look upon it as a department of his business organization. He should be interested and helpful in the work of the association the same as he is in the work of any of the individual departments of the business. He should recognize that the national association renders a service to him and to the industry which he, as an individual, cannot perform. It is an important business institution.

Herbert Hoover says, the trade association as a facility for the promotion and self-regulation of industry and commerce by reason of its scope and activities is an important American business institution.

To be successful, this association must be adequately financed; but it will take more than your money to make the association successful, it will require your personal interest and co-operation.

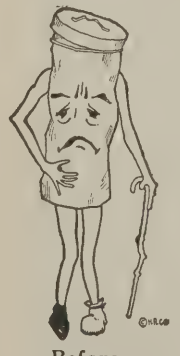
The value of this association will be in direct proportion to the degree to which you use it. From time to time you will receive questionnaires, dealing with special subjects. The more manufacturers who answer these questionnaires, the more accurately will the summary of these questionnaires express the true status of the industry. The questionnaire is not the only way in which you can furnish information to your association. Frequently problems of interest in public relation or specific problems in manufacture or distribution come to light upon which you may desire information. In such cases, write to your association office. We may not always have the answer to your question. If we cannot answer you immediately, do not think your question has been in vain, for we will search for the answer and it is only by learning what your problems are that we can make the office of your association a clearing house for the industry.

YOUR officers alone can do very little for you, but with your co-operation they can make the association a real fact center, and through them you can voice your sentiment and speak for the industry and you will progress and take your place with other industries in the proportion to which you work together. Individually, manufacturers cannot speak for the industry; this can only be done through collective actions through your association.

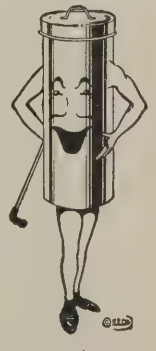
This is a co-operative meeting. Mr. Crouse has contributed in a material and spiritual way to this meeting in a manner which I have never seen or even dreamt of. He has given so much, and what he has given is something money cannot buy. You can't buy entrance into this place; but the whole-hearted spirit which permeates Mr. Crouse invites you here to share in everything. I think it is a wonderful tribute to Mr. Crouse and the principles in which he believes. Other people have contributed very much to this meeting. We have had Mr. MacLafferty from the department of commerce speak to us. We are going to hear from a United States Senator of great national reputation. Men you could not buy to come here, but men who will come here for nothing, because they believe in people getting together and working together; believe absolutely in the cause of co-operation. You men have added tremendously to this meeting. You have sacrificed of your time; you have stayed away from your business at a time when you know that every wheel in your plant is turning, and you have come here because you believe in the industry in which you are engaged. This is a perfect example of co-operation. Everyone who is participating has contributed a great deal. Yes, and this is the only way to real co-operation.

IN THE rural section in France was a priest who had served his community for twenty-five years. He was loved by all the parishioners, and the good people of the community decided that they would give him a surprise party to show their appreciation of his services and his help. It was essential that there should be some refreshments, and since this took place in one of the wine-growing sections, where everybody made their own wine (same as we do not in this country), and since it was a co-operative affair, each man was asked to bring a bottle of wine. It was arranged that a cask was to be placed under the big willow tree in the garden and then as each man came to the party in the evening he was asked to empty his bottle of wine in the cask. When the people had gathered, and they had had the presentation of their appreciation to the priest, and the time had come for opening the cask, the priest, in whose honor the party was given, was asked to draw the first glass of wine, and, to his great astonishment, it ran clear water. This is what happened: Each individual, thinking by himself, working by himself, said to himself: "One bottle of water in a great big cask of wine no one will ever discover."

HOPWOOD
RETINNING CO., INC.



High Quality And Quick Service At The Right Price



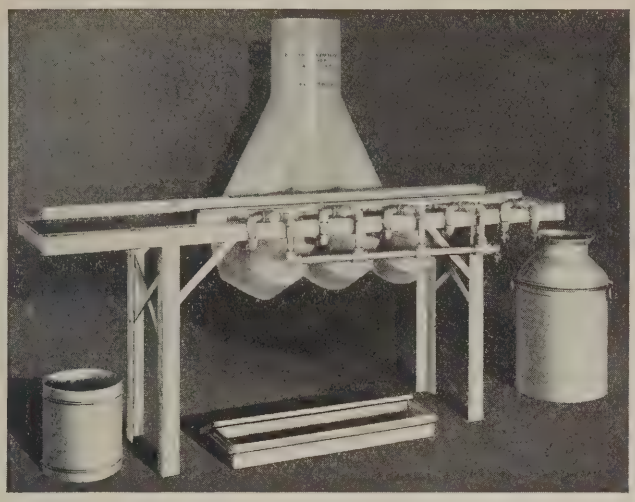
Before

After

Ship Your Cans To Us For Retinning

Main Office
56 Commercial Street
Brooklyn N. Y.

Factories
52 to 64 Commercial Street
15 to 64 Clay Street



The "Economy" Sterilizer AND Drier

The steam that clouds up so many plants during the can washing operation is wholly eliminated by the "Economy" Sterilizer and Drier.

DRY CANS
Eliminate the Medium that Develops Bacteria

Requires no Electric Motor, Water Pump or Fan.

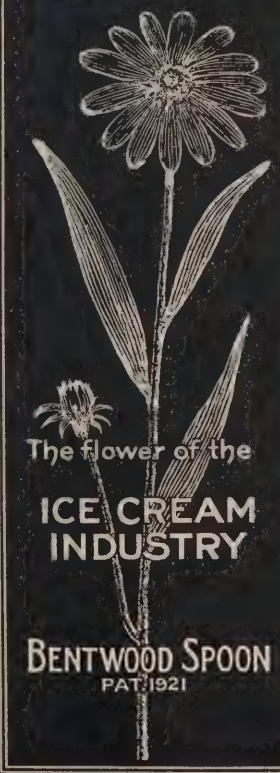
It is this same condensation that, if it lingers, in the cans and covers, provides a fertile medium for developing bacteria.

Use the Economy Sterilizer and Vacuum Drier and prevent bacteria growth and the rapid deterioration of plant and equipment.

The Economy Products Company, Auburn, N. Y.

JOHN H. MULHOLLAND CO.

1033 CHESTNUT STREET
PHILADELPHIA, PA.



ICE CREAM PLATES
Glassine Lined and Printed
Plain, Square and Round

ICE CREAM SPOONS
Bentwood and Flatwood

SIGNS
Sidewalk Signs, Ready for Service.

All Metal Flavor Signs, Reversible—Flavors Can't Be Lost.

Electric Window Displays, for Standard Car Cards.

SINGLE SERVICE CAN and TUB
Soldered Tin Can Paraffined Fibre Tub.



When the Crowds Come Thick and Fast

SANISCO TRADE MARK *Service Never Fails*

Now is the time you should have plenty of Sanisco Machines doing 100% sales service for you instead of having customers leave your stands for lack of service.

No Sanisco has ever failed to show a big profit on the investment. If you want to put your dollars to do some REAL WORK get a few Sanisco Machines Now where the crowds are thickest.

Prompt deliveries.

SPECIAL DISCOUNT TO ICE CREAM MANUFACTURERS

Write—Wire

We recommend "UNEEDA BAKERS" Ideal Wafers. National Biscuit Branches thruout the U. S. can supply Ideal Wafers for Sanisco Machines at $1.70 per container of 725 wafers, or you can order direct from us.

The Sanisco Company
1019 3rd Street Milwaukee, Wis.

HOO'S HOO AND HOW.

(Continued from page 30)

inheritance. His father was a skilled mechanic. But, of course, it is not as easily explained as that.

"I have always had a way of being able to draw something on paper and then seeing it stand right up, a completed building," Mr. Lewis said. "That is all I really am able to do. Because there is always the stone wall of lack of knowledge. I cannot get beyond it." He added:

"But I am not an admirer of a Jack-of-all-trades. A man has to be able to do one thing well, and then as many other things as he can manage easily. After the war, a great many men came to me and thought that they could do a good deal more than they were really capable of. I told them to go home and look into the looking glass, and then, if they wanted, to come back. Not so many came back.

"I think that the success of the Horton company is largely dependent on the kind of men it has always employed. We want men who can advance in the business into positions of responsibility. We always give first choice to our men, and very rarely do we find it necessary to take an outsider when a high position becomes vacant. Our drivers are graduated helpers; and usually our office staff is composed of men and women who have been advanced from factory positions. We require that our men who are to supervise others should take a three months' course in the factory. That is the only way to learn what they are about. They could never be successful otherwise."

And that led to the subject of success. Mr. Lewis does not treat success lightly, and he has not the same definition for it that hundreds of other people have.

"I suppose if a man achieves a prominent position in a walk of life he can claim that he is successful," he said slowly. "But that is only success in a narrow way. A man must obtain the love and respect of his fellow men. If a man is honest with himself, he cannot be untrue to anyone.

"And there is no judge nor jury necessary to tell what is just and right. If you treat other people fair and square, with very few exceptions they will treat you the same way." He went on:

"For the last fifteen years, the manufacturers of this city have worked in better harmony than in any other city that I know of. I believe that this is so because they are making use of the theory that the Horton company has been trying to work on for many years: 'Live, and Let Live.' One company cannot do all the business in any city, even though it is a small one. They should only expect to do their rightful amount.

"While we have used this policy we have often had to eat crow. Sometimes we have had to eat so much of it that I have become fond of the old bird," Mr. Lewis smiled. "But things have been going very well recently.

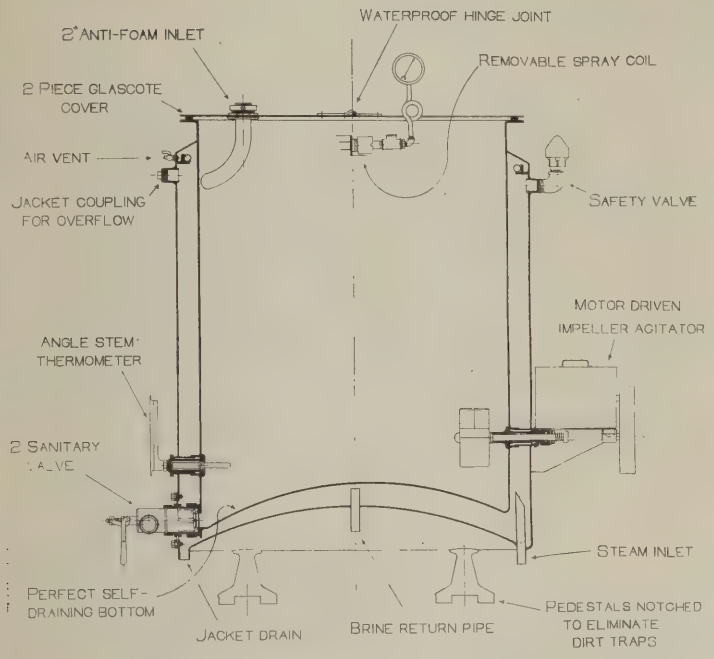
"We always try to meet competition fairly. Our salesmen have orders that if they go into a store and find the retailer satisfied with the ice cream he is carrying, that they should turn square around and walk right out. But we are pretty hard workers when it comes to getting a new order. We do not like to see anyone getting ahead of us on those.

"I was very much pleased a short time ago. One of my competitors who gave me a good deal of trouble a few years back told a friend that there were 'no dirty trails behind the Horton company.' I think that the most important thing for a business man is to be able to look every other fellow square in the eye."

While he spoke, Mr. Lewis paced slowly up and down his office. He drove each one of his points home by pointing his finger directly at me. Mr. Lewis is more keenly interested in his work, and in the things that make for success, than any man to whom I have spoken for some time. This matter of success is no light affair to him. He won it by hard work: but by enjoyable work. Several times he was interrupted by telephone calls. One of them was a woman calling up to ask for a donation of ice cream for a church fair. Mr. Lewis told her crisply that the company would donate a quarter of what she bought.

(Continued on page 164)

GLASCOTE



The many features of the GLASCOTE TYPE "J" PASTEURIZER are here designated together with a general idea of construction details.

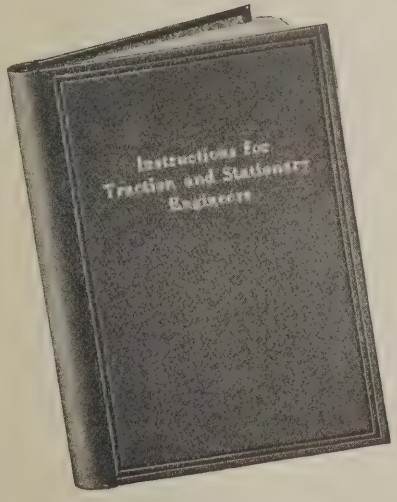
This unit is complete in every respect, representing the most modern, efficient and economical Glass Lined Pasteurizer offered to the dairyman.

It is equally efficient for Ice Cream mixing, aging and storage.

A list of those using this equipment, together with further details and prices, will be sent you upon request.

Write today.

The Glascote Company
EUCLID, OHIO



PRICE
$1.50
Sent Anywhere Postpaid on Receipt of Remittance.

Every Plant Operator should have this General Information

Contents

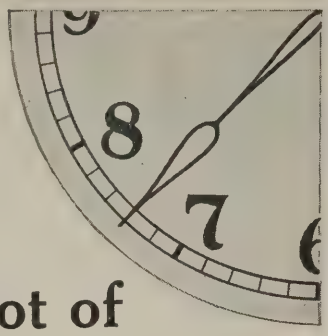
Definitions
Steam Boilers
Boiler Fittings
Care of Boilers
Firing
Boiler Inspection
Engineer's License
Pumps
Injectors
Steam Engines
Reverse Gears
Governors
Handling a Traction Engine
Lubrication
Size of Engines
Steam Engine Indicator
Speed of Pulleys
Belt Lacing
Babbitting
Soldering
Questions and Answers
Rules and Information
Tables

Not a technical book, but a lot of readable information every plant owner and operator should possess. With this book on hand you will not be at sea should the regular man fail to show up. You will know what to do and how. You can't make a better investment.

This book is now in its 10th edition. That should prove its worth to you —

SEND TODAY

The Olsen Publishing Co. **Fifth and Cherry Sts.** **Milwaukee, Wis.**



For Every Second of 1924 a board foot of

Novoid Corkboard

went into use somewhere

If you did not use Novoid Corkboard you could have done better

Write for new literature and sample

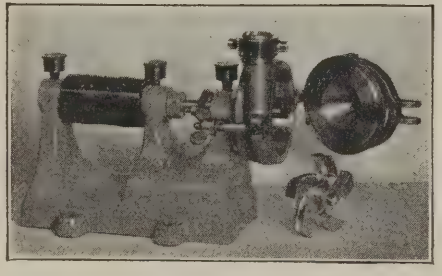
CORK IMPORT CORPORATION

345-349 West 40th Street New York, N. Y.

BRANCH OFFICES

BOSTON ATLANTA
BUFFALO PHILADELPHIA
CHICAGO ST. LOUIS

Distributors:
All Principal Cities



You Should See It Work

Notice the single working part of the W-Z Milk Pump. When in action this single impeller does a volume of work that is surprising, and without injury to the cream or causing it to foam.

GET FULL DETAILS IN OUR ILLUSTRATED CIRCULAR.

WRIGHT-ZIEGLER CO.

BOSTON, MASS.

ONE of the newest policies of the Horton company is to wage an aggressive advertising campaign. The first advertisements of the company were printed three years ago, and the business had already been built up to an $8,000,000 a year proposition. Billboards, direct mail, theatre programs, and street cars are used to tell people about the quality of the Horton ice cream.

"We are going to spend $350,000 on advertising this year," Mr. Lewis said. "Every year, so far, our advertising budget has been increased. We find that we get wonderful results."

When plants have to be erected, Mr. Lewis is at the head of the work. And when advertisements have to be written, Mr. Lewis is at the head of that, too. He has planned every one of his advertising campaigns himself. Recently he prepared an exceptionally attractive direct mail series. This is one of them:

DO YOU REMEMBER THE FABLE OF THE TWO FRIENDS AND THE BEAR?

How they were traveling together through a wood when a bear rushed out upon them? One of the friends, who saw the bear first, quickly pulled himself up into a tree. The other, having no time to follow suit, threw himself on the ground and held his breath. The bear, after sniffing him over, shambled off, for bears do not touch dead meat. The man in the tree came down and laughing, asked, "What did Master Bruin whisper to you?" "He told me," said the other, "'NEVER TRUST A FRIEND WHO DESERTS YOU IN A PINCH'."

Confidence in HORTON'S IS NEVER MISPLACED. In times of stress and in every day need its policy never varies.

And then follows a description of the reliability of the service, the reputation, and the other benefits that the dealer gets. There are several folders in this series, and each one of them treats of a different problem. Mr. Lewis never had any other experience in writing advertising copy, but he had been able to take care of the needs of the Horton company.

"We are very proud of everything we have achieved," he admits.

He has good right to be. The company was founded in 1851, but it was not incorporated until 1873. Mr. Lewis remembers well the times when Mr. Horton used to go to the small park opposite the plant at 22nd St. and get a few men to turn the hand wheels. Now the company boasts a perfect system in its seven plants. It has 400 horses, and 150 automobile trucks. The Horton company supplies millions of people in New York and its suburbs and also many of the ships that sail to Europe and to the East Indies.

⚜

IVES COMPANY EXPANDING — FORTY-FIFTH ANNIVERSARY OBSERVED.

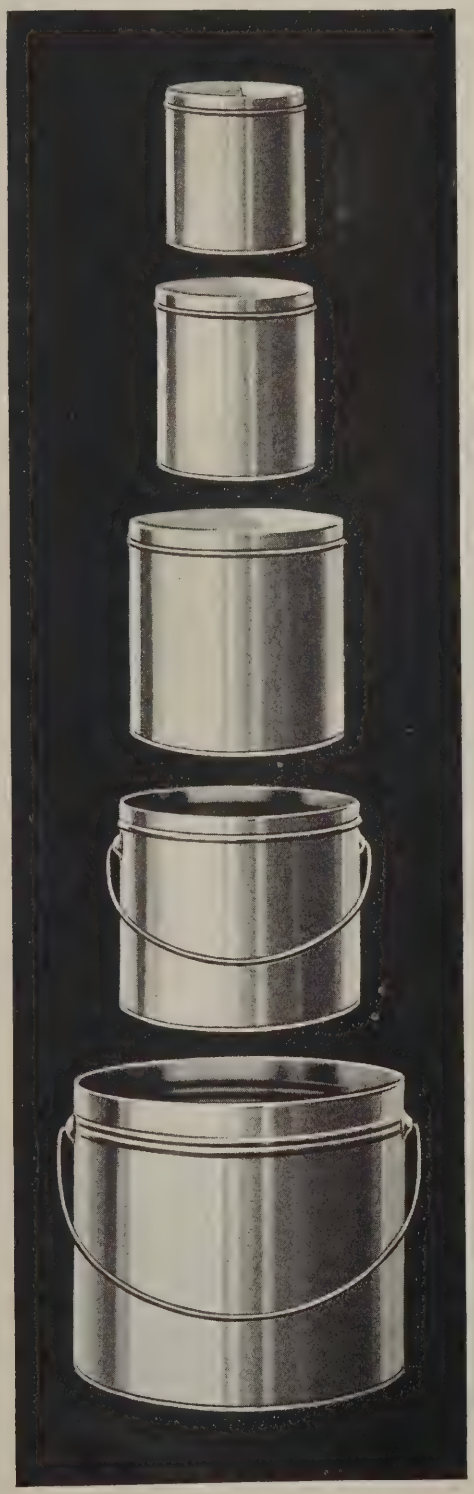
The Ives Ice Cream Co., Minneapolis, has purchased two lots and two buildings on Fourth St. N., St. Cloud, Minn. The buildings are of re-inforced concrete construction and will be remodeled and used for a branch distributing plant, according to Clifford A. Ives, vice-president and general manager of the company.

Frank H. Armstrong, city sales manager at Minneapolis, will be manager of the St. Cloud branch, Mr. Ives announced. A sales force will be organized and truck distributing service will be established for the city and surrounding territory.

The Ives Ice Cream Co., which is one of the oldest business concerns in Minneapolis, celebrated its 45th birthday by opening a handsome new plant at Second Ave. and University, S. E., Minneapolis. A. H. Ives, the owner, started in business with two men and a boy, in a small frame building. Now the plant occupies a city block. The payroll during the summer months includes 150 people.

ICE CREAM CANS

QUICK SHIPMENT



Federal Can Co.

NASHVILLE, :: TENNESSEE

Cheap enough to throw away yet so well made they can be used many times.

1 gallon Ice Cream Can, 6½"x7¼"
with cover .....$11.00 per 100
Will also hold 2—1-qt. Bricks

½ gallon Ice Cream Can, 4¾"x6⅝"
with cover ..... 8.00 per 100
Will also hold 1—1-qt. Brick

1 quart Ice Cream Can, 4-3/16"x4½"
with cover ..... 5.50 per 100

1 gallon Ice Pail with Bail, 10⅛"x9",
no cover ..... 18.00 per 100

½ gallon Ice Pail with Bail, 7½"x8",
no cover ..... 12.00 per 100

Packed in strong crates holding 100

F. O. B. NASHVILLE

When more than one size is ordered they will be shipped nested and a lower freight rate applies.

Ideal for the Outing and Picnic Trade.

ECONOMICAL DURABLE CONVENIENT

Samples Sent on Request.

Manufacturers, Individually, Can Help Advertise Ice Cream Nationally

President of Michigan Association Shows How to Attract Wide-Spread Public Attention to National Slogan by Displaying Slogan Design on Rear of Automobile

IN CONNECTION with advertising possibilities on a national scale, a thought now uppermost in the minds of ice cream manufacturers, it is interesting to take note of the many opportunities to exploit the industry's trade slogan and design. Ice cream manufacturers of different parts of the country have followed unique plans in putting the ice cream slogan before the public. Southern association officials use it on their letterheads, and manufacturers in various vicinities use it individually on their business letterheads.

A well-known supplyman last year put the slogan on a large piece of canvas that fitted within the rim of the spare tire on his automobile, driving from Pennsylvania to the dairy exposition at Milwaukee with the words "Serve it—and you please all" staring all onlookers squarely in the face as they gazed at the car en route.

L. S. Wilson, president of the Michigan Association of Ice Cream Manufacturers and head of the Wilson Ice Cream Co., Port Huron, Mich., draws much attention to ice cream by using a similar design on the spare tire at the back of his auto.



L. S. Wilson, president of Michigan Association, and his "traveling ad" for the national ice cream slogan.

"JUST think how many people could have their attention drawn to ice cream if even a reasonably good number of ice cream men were to adopt this or similar methods to remind them of the product," suggested Mr. Wilson at the Waldenwoods conference, where his industry-advertising car was noted with much interest by other directors and officials of the national association.

Ice cream has been advertised in the air and on the ground, but for steady, consistent advertising of a nature sure to attract attention, this plan seems to hold much merit. Everywhere the car goes the ice cream ad goes.

PEOPLE familiar with the power of suggestion will understand the wholesome impression this spare-tire ad gives. The average person buys that which is suggested to him, which he sees in actual form or which is represented to him by design.

A man sometimes never realizes what an appetite he has until some certain occasion when he may be passing a humble home set back from the road in a cluster of trees, from which issue the odors of frying bacon, steaming coffee or—Plebeian thought!—boiling cabbage.

Much ice cream is sold from virtually the same appeal. Men and women in a store to make other purchases see people eating ice cream, and then receive the suggestion to do likewise.

Complete details of the national advertising program have not been worked out, but the advertising of the slogan on the car is sure to serve in a way different from the ground to be covered by the national program.

IT MEANS a traveling ad—an advertisement on wheels—to have the national slogan on the back of the car where it will be seen wherever the car travels. Even when the manufacturer is at home, his ad will be seen when his car is parked in front of his plant, when he is passing the post office, the police station, the group on the porch at the leading local hotel; it will be seen by Judith O'Grady and the Colonel's lady—people in all walks of life.

If this plan should be adopted by manufacturers stretching over the continent, the ice cream industry's slogan, from this type of advertising alone, soon would be as well known as any of the famous trade slogans of the day, including "Say it with flowers," "Save the surface and you save all," etc.

One great merit is, it is inexpensive advertising, but best of all it is effective—it serves to get attention, to create interest. Those things lead to more sales of ice cream.

This helps spread their slogan and to awaken more interest in ice cream; it gives the men in the ranks the opportunity to help work for the success of national advertising of ice cream.



Here is the way another manufacturer, the proprietor of the Diamond Springs Ice Cream Co., Fergus Falls, Minn., advertises the national ice cream slogan—by displaying the design on the side of his plant.

PLEASE MENTION THE ICE CREAM REVIEW WHEN WRITING TO ADVERTISERS.

REGISTRATION AT WALDENWOODS MEETING.

(Continued from page 148)

Geo. M. Brink (director), Crane Ice Cream Co., Philadelphia, Pa.
Leonard Freeman, Freeman Dairy Co., Flint, Mich.
L. S. Wilson, president, Michigan Association of Ice Cream Manufacturers, Wilson Ice Cream Co., Port Huron, Mich.
W. A. McDonald, Arctic Creamery Co., Detroit, Mich.
A. P. Schneider, Peters & Jacoby Co., Allentown, Pa.
Joe Burdan, Burdan Bros., Pottstown, Pa.
W. E. Hoffman (director), W. E. Hoffman Co., Tyrone, Pa.
F. C. Walter, Quality Ice Cream Co., Spartanburg, S. C.
H. D. Dutlinger, Lily Ice Cream Co., Memphis, Tenn.
Geo. Boedeker (director), Boedeker Mfg. Co., Dallas, Tex.
Hugh Pangburn (director), Pangburn Co., Fort Worth, Tex.
A. J. White, secretary, Texas Association of Ice Cream Mfrs. Mistletoe Creamery Co., San Antonio, Tex.
H. B. Slingerland (director), Coon Ice Cream Co., Burlington, Vt.
Walter H. Bendfelt, Bendfelt Ice Cream Co., Milwaukee, Wis.
B. A. Milliken, Youngstown Sanitary Milk Co., Youngstown, Ohio.
Harvey P. Hood, 2nd (director), Hood Ice Cream Co., Cambridge, Mass.
Carlton Ball, general secretary, The Dairy Products Ass'n of Kentucky, 206 Republic Bldg., Louisville, Ky.
W. P. B. Lockwood, secretary, New England Association of Ice Cream Mfrs., 51 Cornhill, Boston, Mass.
W. A. Schwindeler (director), Carpenter Ice Cream Co., St. Louis, Mo.
C. W. Kenison, Jersey Ice Cream Co., Lawrence, Mass.
W. A. Wentworth, secretary, Ohio Ass'n of Ice Cream Mfrs., 509 Outlook Bldg., Columbus, O.
Harry Cuscaden, president, Kentucky Ice Cream Mfrs. Association, Cuscaden Ice Cream Works, Louisville, Ky.
W. J. Weller (director), Reid Ice Cream Co., Brooklyn, N. Y.
A. G. Hoefler (director), Hoefler Ice Cream Co., Buffalo, N. Y.
S. T. Nivling (director), Rochester Ice Cream Co., Rochester, N. Y.
J. C. Tait (director), Tait Bros., Springfield, Mass.
J. M. Harding (director), Harding Creamery Co., Omaha, Nebr.
Earl E. Rieck (director), Rieck-McJunkin Dairy Co., Pittsburgh, Pa.
Carl E. Rieck, Rieck-McJunkin Dairy Co., Pittsburgh, Pa.
W. E. Telling (director), Telling-Belle-Vernon Co., Cleveland, O.
G. W. Weatherly (director), Crystal Ice Cream Co., Portland, Ore.
F. A. Wills (director), Supplee-Wills-Jones Co., Philadelphia, Pa.
J. B. Robbins (director), Keeley Ice Cream Co., Salt Lake City, Utah.
J. T. Cunningham (director), 2235 West Van Buren St., Chicago, Ill.
J. W. Knobbe (director), McBride Bros. & Knobbe, Chicago, Ill.
K. L. Carver (director), Crescent Ice Cream Co., Los Angeles, Calif.
Robert Larmore, Larmore Ice Cream Co., St. Louis, Mo.
Charles Newman, Arctic Ice Cream Co., St. Louis, Mo.
Claude Ozier, Home Ice Cream Co., East St. Louis, Mo.
L. J. Noaker, Noaker Ice Cream Co., Canton, O.
William Palmer, Hoefler Ice Cream Co., Buffalo, N. Y.
Howard Graham, Graham Ice Cream Co., Omaha, Nebr.
D. H. Schlegel, Cleveland Ice Cream Co., Ceveland, O.
J. J. Schmidt, French Bros.-Bauer Co., Cincinnati, O.
Jos. Mather, The Ohio-Toledo Ice Cream Co., Toledo, O.
Geo. W. Strong, Imperial Ice Cream Co., Parkersburg, W. Va.
M. D. Munn, president, National Dairy Council, Chicago, Ill.
F. W. Gentleman, No. 1 Pershing Square, New York, N. Y.
Ben C. Brown, New Orleans Ice Cream Co., New Orleans, La.
C. B. Platt, New Haven Dairy Co., New Haven, Conn.
Thomas Hall, Russ Bros. Ice Cream Co., Harrisburg, Pa.
Alfred R. Neilsen, Palm Beach Ice Cream Co., West Palm Beach, Fla.
M. J. Costa, M. J. Costa Co., Athens, Ga.
P. S. Harmon, Simmons & Hammond Mfg. Co., Portland, Me.
Weston B. Haskell, Turner Center System, Auburn, Me.
W. P. Sutton, Mansion House Ice Cream Co., Cambridge, Mass.
M. J. Cochran, Altus Ice Cream Co., Altus, Okla.
Eli Hershey, Hershey Creamery Co., Harrisburg, Pa.
Albert MacDougal, Allman Gas Engine Co., New York, N. Y.
R. E. Mac Farland, Essex Gelatine Co., Boston, Mass.
J. R. Haney, Menasha Printing & Carton Co., Menasha, Wis.

(Continued on next page)

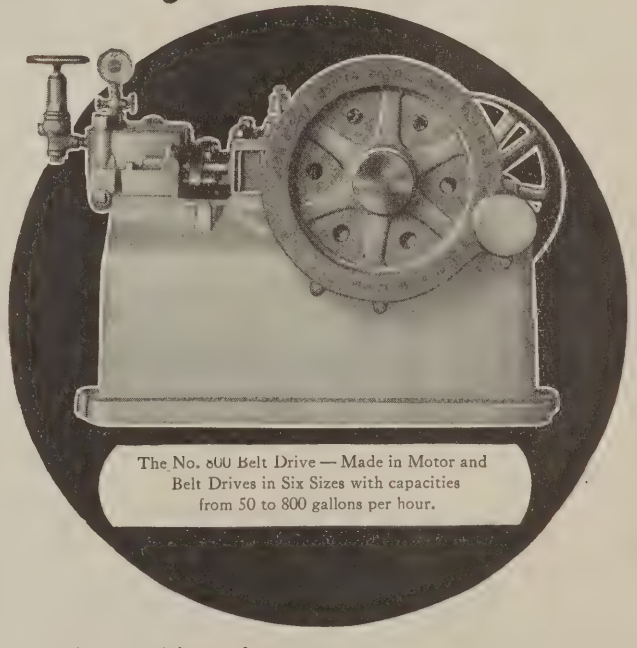


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The Association of Ice Cream Supply Men.

Oliver S. Jordan, president, The Association of Ice Cream Supply Men, Brown & Shaw Co., 29 Broadway, New York, N. Y.
Roberts Everett, secretary, The Association of Ice Cream Supply Men, 1328 Broadway, New York, N. Y.
G. A. Gould, Gould Cream Co., Minneapolis, Minn.
C. E. Beardsley, Merrell-Soule Sales Corp., Syracuse, N. Y.
Dr. Wilbur Wright, Sealright Co., Fulton, N. Y.
W. L. Cherry, J. G. Cherry Co., Cedar Rapids, Ia.
L. B. Esmond, Essex Gelatine Co., Boston, Mass.
H. A. Keiner, Keiner-Williams Stamping Co., New York, N. Y.
Joe Lowe, Joe Lowe, Inc., New York, N. Y.
Gabe S. Wegener, Hudson Co., Chicago, Ill.
Norman M. Thomas, president, Salesmen's Club, The Association of Ice Cream Supply Men, 1328 Broadway, New York, N. Y.
Louis Chamberlain, vice-president, Salesmen's Club, The Association of Ice Cream Supply Men, 1328 Broadway, New York, N. Y.
John W. Ladd, John W. Ladd Co., Detroit, Mich.
J. R. Wells, The Cone Co. of Americ a, Long Island City, N. Y.
John Mulholland, John H. Mulholland Co., 1033 Chestnut St., Philadelphia, Pa.
W. A. Schulte, Russ Mfg. Co., Cleveland, O.
J. L. Nelson, C. Nelson Mfg. Co., St. Louis, Mo.
V. Powell, Bischoff, Inc., New York, N. Y.

Trade Papers.

Lester Olsen, vice-president, The Olsen Publishing Co., Milwaukee, Wis.
Thos. D. Cutler, publisher,, Ice Cream Trade Journal, 171 Madison Ave., New York, N. Y.
Alan Fernald, Frederick C. Mathews Co., Detroit, Mich.
Jay H. Kugler, Western Confectioner, San Francisco, Calif.
W. B. Savell, editor, Ice Cream Field, Atlanta, Ga.

ICE CREAM FOR ALL.

As has been said before, milk is a perfect food. This may be taken to mean that it contains materials children need for growth; second, materials that young and old alike need for the repair of their body machinery, and third, materials that all need for fuel to provide them with the heat and energy necessary for work.

The three kinds of vitamines now recognized are found in milk and cream, which is one of the many reasons that ice cream is a good food.

A most eminent physician, and one who specializes in foods, says: "One of the best elements in the diet of both young and old is liberal amounts of properly made ice cream, especially in the summertime."

Ice cream should be recognized as a staple part of the diet. As wholesome a part as the whole wheat bread we insist on the small members of the family eating, and much easier to get them to eat.

Freezing our own ice cream is a bit of a job, but with the corner drug store and candy shop, it certainly is not difficult to purchase all one wants of very good quality at what is really a saving, when you count the cost of ice, ingredients and time taken to make it.—Prudence Penny, in New York American.

NEIGHBORS.

I think of this (ice cream) industry or association, it doesn't make any difference which term I use, as living in a neighborhood where there are neighbors, other associations, other goods. I think in that neighborhood we have some relatives, some close relatives and some distant relatives; some near neighbors and some far neighbors, and I cannot see any difference between the impression of the individual association in a neighborhood of that kind than I can see between the particular feelings of any individual man who lives in a community.—From remarks by Secretary Fred Rasmussen before national association at Waldenwoods meeting.

MIDDLE WEST — EASTERN SEABOARD

News and Notes *from the* Four Corners *of* FREEZERLAND

From Our Special Correspondents and Contributors

PACIFIC WEST — CENTRAL SOUTH

EAST.

DAIRY INDUSTRY IN SOUTH IS GROWING.

Wilmington, N. C.—An interesting insight into the development of Southern dairying was given in a recent issue of the Wilmington Star, as follows:

"The possibilities for dairying in this section are virtually illimitable. And the development work now in progress by E. L. White of the Wilmington Ice Cream Company, by the state and federal agricultural departments and the leading dairymen will continue to register notable and increased results each year."

That was the statement of R. C. Marine, rpresentative of Bessire & Company of Atlanta, who arrived yesterday and was in conference with Mr. White this morning. He is an authority upon the dairy, creamery and ice cream industry in the South and particularly in the Southeast. He agrees with Craddock Goins, associate editor of the big Olsen publications and easily the leading champion of Southern dairying, that this industry will more than triple in this section within the next ten years.

"The Wilmington Ice Cream Company this week is beginning the operation of its pasteurizing plant and will handle vast quantities of milk, affording a constant and stable market for the produce," continued Mr. Marine. "These improved methods assuring quality, together with consistent progress in the education of the public to the value of milk and ice cream as foods can mean nothing else than increased volume of business and prosperity. It is encouraging, too, that every section I have visited this spring has reported from a 30 to 50 per cent better business than at this time last year."

* * *

SOUTH.

Pioneer Firm Endured Many Hardships.

Tulsa, Okla.—The Purity Ice Cream Co. was established in Tulsa in 1908. It is one of the few ice cream plants to survive the hardships of pioneer days. Its early experiences were common to all the early settlers who struggled to establish a business here—irregular source of supplies; greatly fluctuating market; arbitrary prices; inexperienced help; careless dealers; but on top of all this—a continually growing business. The firm weathered its adversities and today maintains at least as high a ratio of development as the city itself.

In 1909 the Purity occupied 700 square feet of floor space on West Fourth street, on the alley back of the Majestic theater. The city's population was only 10,000 and the firm employed only five people. With one old-style freezer, a team of ponies and wagon to deliver the product with its farthest wholesale delivery 10 blocks, the quality of the ice cream was kept at the highest standard, with the final result, these 16 years later, of success.

In 1922 the company's product was awarded the blue ribbon for the state, and for the past three years has received the highest score over the state for quality and purity, from the A. & M. college's annual short course school.

J. B. Porter, president of the firm, is a pioneer of Tulsa and piloted his factory safely through storm and stress of early difficulties. Mr. Porter stands high in civic and fraternal circles, and is largely responsible in the establishment of the State Association of Ice Cream Manufacturers, now serving as its president and state representative to the national convention of ice cream manufacturers.

F. J. Bouvy is manager of the firm, and is also high in civic and fraternal circles. He has had many years of experience in salesmanship of cream products on the road and active management of some of the largest supply houses of the southwest.

The policy of the company has been constructive always, seeking to build up and protect rather than take advantage of conditions which might prove only a temporary profit.

Their product, the "Purebest" is sold extensively in Tulsa and for miles surrounding the city.

* * *

TRADE ACTIVE IN CENTRAL SOUTH.

Memphis, Tenn.—June has shown up in the central section and Southwest with hot weather, not quite so sweltering as reported in the East, but more seasonable and more conducive to trade in ice cream, sherbet and other dairy products lines. There has been much development in these lines since last season. The ice cream factories have enlarged their local and shipping facilities, one or two new ones have started. Several specialties not on the market last season have appeared and all the old favorites of former seasons. A number of new retail ice cream parlors and fountain stores, an additional park and roof garden trade has developed. The steamboat trade is also more brisk, with nightly excursions. The summer round of entertainment, weddings, conventions and banquets is inspiring the best with caterers and ice cream folk.

Two of Memphis' largest ice cream and dairy products consuming industries, the Colver Farms Dairy Co. and the Lilly Ice Cream Co., have become affiliated with the National Dairy Products Corporation, it is announced by Lem Banks and W. G. Dutlinger, presidents of the local companies. No changes in the personnel and plants operated at the same places. Both are very large plants here in Memphis. The Colver Farm people began to manufacture ice cream about a year ago and then greatly enlarged their plant with new structures and equipment. The Lilly place is on Madison Ave. and the Colver Farms is on Union Ave. and Walnut.

The Belle Meade Ice Cream Co. is a new factory in Memphis this season, well located in the south central business section, 325 East Calhoun St., a few blocks from the Union depot. The new buildings are of brick and concrete, mechanical equipment modern. M. A. Kaney, from Centralia, Ill., is at the head of the enterprise. The Belle Meade Creamery is located next door to the ice cream palace and is also new. An elaborate line of motorized trucks cover the city trade.

Mr. Surles of the office staff of the Lilly Ice Cream Co., Memphis, is taking a short vacation in the Rocky Mountains of Colorado. Mr. Surles for a number of years has been active with ice cream manufacturing industrials of Memphis and before that was a hotel man at the celebrated Lookout Mountain Inn, near Chattanooga.

The North Pole Ice Cream Co., 444 Beale Ave., Memphis, reports active trade in cones and bulk ice cream.

L. Collette & Co., on Poplar Ave. near Leath St., is a wholesale firm in the Memphis trade and features Supreme ice cream. The Sunbeam Ice Cream Co., Porter St., operates one of the smaller factories in Memphis.

The Crystal Ice Cream Co., South Wellington near Beale Ave., also is centrally located in Memphis and devotes its exclusive attention to the wholesaling of ice cream.

The Alco Cone Co., North Front St., near Adams Ave., is manufacturing cones and work a number of people, selling the product wholesale both in and out of Memphis.

The Magnolia Ice Cream Co., on Vance Ave., near Rayburn, Memphis, managed by Mr. Ingram, has enlarged its shipping trade.

The Lewisburg Ice Cream Co., Lewisburg, Tenn., is manufacturing and shipping ice cream in that section of middle Tennessee.

Smith Ice Cream Factory, Jackson, Tenn., is active in the wholesale trade and has two large retail places. They cover that section of west Tennessee widely.

The Union Ice Cream Co., Broadway, Nashville, Tenn., helped their fountain patrons with a good spring display of advertising this season. They have the most modern equipment in their new building. The harmonizer for mixing is also featured. The laboratory tests all milk products. The motto "Made its way by the way it's made" has won many friends.

* * *

The Velvet Ice Cream Co. was recently launched at Tuscaloosa, Ala.

The Dixie Ice Cream Co. is a new wholesale ice cream industrial at Anniston, Ala.

YOUR CO-OPERATION WITH OUR ADVERTISERS BRINGS DESIRED RESULTS.

MIDDLE WEST.

IOWA PASSES ICE CREAM PASTEURIZATION LAW.

Des Moines, Ia.—The Iowa legislature has passed the following ice cream pasteurization law:

Section 1. That Section Three Thousand Seventy-six (3076) of the Code, 1924, be and the same is hereby repealed and the following enacted in lieu thereof:

"3076. Pasteurization of skimmed milk, ice cream or buttermilk. Every owner, manager, or operator of a creamery or ice cream factory shall, before delivering to any person any skimmed milk, ice cream or buttermilk, cause the cream or milk from which the same is derived to be pasteurized.

"3076-a1. Pasteurization defined. Pasteurization for the purpose of the preceding section shall be defined as follows:

"1. Milk, skimmed milk, ice cream and cream shall be deemed to have been efficiently pasteurized by the 'holding process' when it has been subjected to a temperature of one hundred forty-five (145) degrees Fahrenheit and held at that temperature for not less than twenty-five (25) minutes.

"2. Milk, skimmed milk, ice cream and cream shall be deemed to have been efficiently pasteurized by the 'flash heat process' when it has been subjected to a temperature of one hundred eighty-five (185) degrees Fahrenheit.

"30-76-a2. Record of pasteurization. Every owner, manager or operator of a creamery or ice cream factory shall equip each vat or pasteurizer with an accurate recording thermometer, and each temperature chart from such thermometer shall be dated and kept on file for inspection by the department, and it shall be unlawful to destroy any such chart without permission from the secretary of agriculture.

"3076-a2. Injunction. Any owner, manager, or operator of a creamery, or ice cream factory, violating any of the provisions of the three (3) preceding sections may be restrained by injunction from operating any such business. No injunction shall issue until after the defendant has had at least five (5) days' notice of the application therefor and the time fixed for hearing thereon."

Section 2. The provisions of this act shall not be effective until April 1, 1926.

WASHINGTON — MAINE

Notes From Far and Near

CALIFORNIA — FLORIDA

Brinkley, Ark.—An ice cream factory has been opened by Simpson and Perry.

Harrison, Ark.—New and modern equipment has been installed by W. S. Bennett in his plant on Spring St. for the manufacture of ice cream.

Lodi, Cal.—The ice cream plant at 500 East Oak St., operated by Angelo Palmero and Joe Mangusto, is being remodeled at a cost of about $2,000.

Los Angeles, Cal.—The Alfred Ice Cream Co., 817 East 18th St., is erecting a two story and basement, 45 by 100 feet, brick ice cream plant.

Ft. Lauderdale, Fla.—The Seminole Ice Cream Co., W. A. Perry, president, is erecting a plant here, to be completed early in August. The Seminole company recently completed a new modern plant at Miami, Fla.

Chicago, Ill.—The Healy Ice Company changed its name to the Wieland Ice Cream Co.

Indianapolis, Ind.—The new plant of the Braham and Camp Ice Cream Co. was opened recently at 1948 Park Ave.

Kennett, Mo.—The Kennett Ice Cream Co. recently began operations here.

Stanley, N. D.—Operations have been begun by the Stanley Ice Cream Co. The company plans to transport its product to surrounding towns.

Topeka, Kans.—The property at 214 East 8th Avenue was purchased by the Ziegler & Son Ice Cream Co. The company will be incorporated and will enlarge the plant and install new equipment.

Covington, Ky.—C. A. Smith has established a modern ice cream plant on his dairy farm, according to recent announcement. The machinery and equipment is thoroughly modern and the plant has a capacity of 400 gallons a day.

Hornell, N. Y.—The plant of the defunct Purity Ice Cream Co. will be used by the Hornell Ice Cream & Candy Co., of which Everett L. Copeland is president and Adelbert McDowell is secretary.

Ithaca, N. Y.—The Arctic Ice Cream and Milk Co. has made application for a charter. The company is capitalized at $50,000 and the incorporators are W. A. Luce, A. A. Schlotzhauer and N. Boulton.

Memphis, Tenn.—The Kaney Ice Cream Co. has changed its name to Belle Meade Ice Cream Co.

Breckenridge, Tex.—The Dillingham and Alexander Co. has been incorporated with $250,000 capital to manufacture ice cream. Incorporators are O. Dillingham, O. L. Alexander and A. R. Flowers.

Gainesville, Tex.—The Crystal Ice Cream Co. opened its plant recently. Wm. C. McKemie is manager.

Slaton, Tex.—H. C. Maxey, owner of the Maxey Dairy, has completed installation of equipment for a modern ice cream plant.

Taylor, Tex.—The Thompson Ice Cream Co. has purchased a plant at Cameron, Tex., which it will use as a storage plant for its product.

Waco, Tex.—The Lone Star Ice Cream Co. began operations at 211 N. 12th St. recently. L. Djernis and Frank Mathews are proprietors.

Fillmore, Utah—The Pahvant Valley Creamery Co. recently installed a $500 ice cream manufacturing plant.

El Paso, Tex.—The Arctic Ice Cream Co. has opened a new plant at 122 N. Piedras St. for the manufacture of ice cream, sherbets, and ices. W. B. Scott is president, G. N. Bailey, general manager, and G. W. Lhamon, secretary-treasurer.

Bristol, Va.—The Dixie Ice Cream Co. has let contract to R. F. Wagner for the erection of a new plant at Bristol and an addition to the company's plant at Abingdon. The new plant will be erected on Euclid and Commanwealth Aves. and will be two stories high, of brick and concrete construction. Compressors, freezers, milk condensers, pasteurizers and other equipment will be installed by the Creamery Package Mfg. Co.

South Boston, Va.—The South Boston Ice Co. will erect an addition to its plant for the manufacture of ice cream, with a daily output of 100 gallons. Paul C. Edmonds is secretary.

Evansville, Wis.—The Vanderbilt & Fleming Ice Cream Co.'s plant has been completed.

COW SENSE.

By Harry Halbisch, Chicago, Ill.

We sometimes feed our dairy cow and sometimes we do not, we let her forage what she can about the pasture lot. We howl when she begins to fail to give milk rich in fat and when the quantity grows less we threat to use the gat. And if she finds a morsel choice that tempts her appetite and garlic in our milk we taste we kick with all our might. Although we think we use our heads to figure whys and hows, we fail to heed that bossie needs more food than she can browse. So when she yields her golden flow and has no further debt, for what we are accountable we try to hold her yet. We blame her when the milk turns sour, we do not heed the rule that soon as she delivers it, ours is the job to cool and into sterile vessels put where dirt has had no show and under such conditions that bacteria cannot grow. And while we seek an alibi our fault to disavow, we stand condemned for cowardice to blame our faithful cow. For milk supplies can't be improved the board of health allows by merely spanking dairy maids or scolding dairy cows.

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BETTER ICE CREAM
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In 100 lb. containers only
TRADE MARK REGISTERED
CHITTENDEN, TURNER & CO. Inc., Long Wharf, Boston, Mass.

Will Study Sale of Ice Cream by Weight

National Weights and Measures Conference Discusses Subject at Bureau of Standards, Washington, D. C.

By GEORGE K. BURGESS*

COMPULSORY sale of ice cream by weight was one of the principal subjects for discussion at the recent meeting of the national conference on weights and measures, which was held at the bureau of standards, Washington, D. C., on May 25-28, and which was attended by weights and measures officials from all parts of the country. Arguments in favor of the weight method were advanced in a paper prepared by Joseph G. Rogers of the state weights and measures department of New Jersey, who contended that selling ice cream by weight offers the only solution for the difficulties now being experienced in dispensing this product. He pointed out that by the weight method it is possible to sell definite and accurate quantities at all times, something which cannot be done when selling by measure and using the paper bucket to determine the quantity dispensed. He also stated that a large part of the unfair and destructive competition which now exists in the retail trade would be eliminated by the weight method, and that dealers would be enabled for the first time to keep accurate cost records on ice cream sales.

E. A. G. Intemann, representing the New Jersey Retail Ice Cream and Candy Manufacturers' Association, agreed as to the very great abuses now existing, mentioning particularly in this connection the practice on the part of some dealers of buying ice cream of excessive overrun and then delivering very much overmeasure in their retail sales, thereby giving to the purchaser a false impression of the value he was receiving. Mr. Intemann emphasized the necessity of some action to relieve this situation but asked for sufficient delay before adopting any sales-by-weight recommendation to enable manufacturers and retailers to get together and solve the problem by mutual co-operation.

STRENUOUS opposition to any change of present methods was voiced by two members of the National Association of Ice Cream Manufacturers who were on the program of the conference. V. F. Hovey, president, and Fred Rasmussen, executive secretary of the association, both insisted that it was entirely impracticable for the wholesaler of ice cream to sell to the trade on a basis of weight on account of the extra time and labor which would be required to weigh and keep a record of all full and empty cans. They also emphasized their belief that the consuming public were not asking for any change and that if sales of ice cream by weight were to be required by law the public would be greatly dissatisfied because, on account of the variations in the volumes per unit of weight of different ice creams, they could no longer determine the amount of bulk of cream necessary to serve a given number of people.

The conference also listened to a paper prepared by Harry Klueter, assistant dairy and food commissioner of Wisconsin, in which he described the present regulation of sales of ice cream in that state, and concluded with a recommendation against any action by the conference looking toward mandatory sale by weight of ice cream. Dr. W. W. Skinner, chairman of the joint committee on definitions and standards, also addressed the meeting and spoke in favor of a standard weight per gallon for ice cream as already recommended by his committee with all sales to be based on volume rather than on weight.

AS A result of the presentation of this subject the national conference on weights and measures adopted the following resolution at its concluding session:

RESOLVED, That owing to the fact that there was but little discussion of the papers on "Shall Ice Cream Be Sold By Weight," this subject be made a special order of business at the nineteenth national conference to be held in 1926, and be it further

RESOLVED, That a committee be appointed to gather data for the purpose of presenting same to the next conference as a possible solution of the subject now confronting the weights and measures officials, manufacturers, and retailers, and be it further

RESOLVED, That this be one of the subjects recommended to be placed on the programs of state conferences during the coming year and to be discussed with industry and with their respective communities in accordance with the suggestion made by our president in his opening address to this conference.

The committee appointed under the terms of this resolution is composed of A. W. Schwartz, assistant state superintendent of weights and measures of New Jersey; George Warner, chief state inspector of weights and measures in Wisconsin, and Wm. Foster, city sealer of weights and measures of Springfield, Mass.

IT IS to be anticipated that this subject will be widely discussed by weights and measures officials during the coming year. It has already been considered seriously in New Jersey where a bill designed to make mandatory the selling of ice cream by weight was caused to be introduced into the last legislature by the state association of weights and measures officials. This bill failed of passage, but may be reintroduced at the next legislative session. The interest of the weights and measures officer in this question arises primarily through his obligation to see that full measure and full weight are given when any commodity is sold.

When investigating complaints of short measure sales of ice cream he frequently receives the excuse that the retailer cannot check between his purchases and his sales, the nominal amount sold always being less than the quantities purchased. Sales by weight would undoubtedly eliminate some of this trouble, but the question to be determined is whether the advantages of this method would more than offset the unavoidable disadvantages and complications which would inevitably ensue.

In general the weights and measures officials appear to be open-minded on the question at the present time as evidenced by their action in postponing any decision pending further study and investigation. Any questions or suggestions on the subject may be addressed to A. W. Schwartz, chairman of the special investigating committee, at Trenton, N. J., or to the Bureau of Standards, Washington, D. C., for transmittal to the committee.

* Director, Bureau of Standards, U. S. Department of Commerce.

Ice Cream Industry's National Relationship Discussed by Famous Statesman

Human and Economic Value of Co-operation

By U. S. SENATOR ARTHUR CAPPER*

WE DESTROYED $35,000,000,000 worth of wealth of this nation in the Great World War and you can't get a great country, powerful as it may be in untold riches, it can't give in to a great war like that and destroy billions and billions of wealth of the nation without, of course, feeling it and feeling it in a hard way. Now, we have all had our part in paying the bill and very few of us that could have gotten out of paying our share of it, but I really believe the farmer got it a little the worse hit—a little harder hit than any other because of his inability to organize himself, to take care of himself and to adjust himself to a new situation and he is still, to some extent, suffering from that situation, though he is making some progress and is better off today than he was a year ago. But most of us in business have been able to pass on our increased costs, for instance.

The farmer has found it very difficult to do that because he is the one man in business in this country who has absolutely nothing to say about the price that he is to receive for the product of his labors; who is compelled to accept what is offered him for his product and who at the same time is compelled to pay what every one else asks him for what he may want to buy of them. Now, there is no other business or industry in my mind that could survive for as much as a year on that sort of a basis and so that is what he has been up against in this re-adjustment period following the war, and co-operation, organizing himself in a way where this problem of marketing that he has can be solved to the extent that he will be able to get a fair return on his production—on the products of his labor. So I say out in our country we have been interested in co-operation from the farmer's standpoint and, of course, we are interested in it from your standpoint and it applies in just about as strong a way to the business man. I was pleased with Mr. Rasmussen when he included in his statement the importance of co-operating with the dairy industry and this is a big thing and you are absolutely right.

THE dairyman or the farmer wants no advantage of anyone else. All he wants is a fair price and I think that is the basis on which you are working and when we get together—when we understand these things and get around the table and come to have a better understanding of the other fellow's problems. We find that after all we are aiming pretty much in the same direction; we are all pretty much the same kind of people; all came from the same Adam and Eve and are all the same kind and all we want—we all want to do the right thing. I don't know—there are a million or more people actively engaged in business in this country and in my opinion 99 out of every 100, at least, are honest business men and want to do the right thing; not trying to put something over on their associates in the same business or on the public with which they are dealing, and I am glad to see this organization of yours take that high and lofty stand you are making now, and there hasn't been one word said here, nor in my mixing with you as individuals, one word as to your business or your industry that could not be published to the world; nothing that you have to conceal. As near as I can see the members of this industry, and I will say 99 out of 100 of all other business men in this country, I believe are four square men who want to play the game on the square; who are ready to lay their cards on the table and who appreciate the fact that that is the only way after all to do business and to me it is the gratifying thing that we have made, undoubtedly as business men, the very wonderful progress in that direction in the last 10 or 15 years. It is really remarkable the way that business—the higher standards that have been adopted are being carried into effect.

TO ME nothing is more gratifying than this increasing idealism in business; that there is something more in business now than simply the percentage of profits or what we can get by with in our business; what we are going to be able to put over on the public. It is to me, I say, the most gratifying and re-assuring as a business man, now that we have made tremendous progress in that direction and nothing has had so much to do with it as the getting together in organizations as you have here; bringing together and talking these things over and in a practical and constructive way working out ideas that are not only for the benefit of the industry but are for the benefit of the public. Now, the program committee has suggested to me a subject for discussion here having some bearing on our problems.

I started from Kansas at two o'clock day before yesterday on one of the hottest days I think we have had out there. The thermometer stood pretty close around 100 degrees; a blazing sun and we got into the car and I sat down in the drawing room and got busy trying to figure out what I should say on the subject that these folks had given me. The subject was, "The Human and Economic Value of Commercial Co-operation," and here I was working away there and I will say to you that even thinking of ice cream when the thermometer was around 100 and speeding over the dry prairies of Kansas—haven't had a rain there in several weeks, but here is what occurred to me under those conditions: Human society has come a long way from the tooth and claw stage when every man's hand was against his fellow; when every man was a strict individualist. This progress, this evolution, began at the moment when two men discovered that by working together they could accomplish that which was impossible for either of them to do alone and single handed. I think it is not too much to say that civilization had its birth upon the instant that men learned to co-operate. Co-operation, then, is the very basis of our civilization, of our social order, of all just government, of our religious life. Man would still be a mere brute had he not learned to work with his fellows. He would still be a savage had he not learned to exchange the fruits of his labor for the products of another's labor. Human progress has been made possible only by co-operation of one sort or another.

BUSINESS, commerce, industry, is no exception. Business has grown and developed in just the degree that men have been willing and able to work together. It has taken us a long time to recognize that fact. With

* Portion of remarks before national association directors at Waldenwoods.

the advent of the idea of human liberty there sprang up an individualism—a self-centered selfishness—a spirit of false independence which took no account of what society as a whole did for the individual nor of his obligations to it. This crass individualism—and we have by no means outgrown it—threatened for a time to wreck our whole social structure. We had developed a disregard of our fellows that would put to shame a South Sea Islander or an American aborigine who was a faithful, loyal, self-sacrificing member of his clan.

But we are learning. We are beginning to see that no man can live by himself alone. I—this individual—though I had the strength of Hercules and the wisdom of Solomon—which I haven't—am nevertheless almost wholly dependent upon society. Take the individuals in this gathering and set us down alone, without clothing, food or shelter, in the midst of a vast wilderness, and 99 per cent, yes, 99.99 per cent of us would perish in a few weeks. We owe our very existence to society. Well, now, I may be the most selfish human being ever born, I may be an ingrate, I may be by nature a blood-sucking parasite, who seeks to get and to get and to get and to give nothing, but nevertheless if I have three grains of common sense I must know that my own personal benefit from society depends upon the individual contributions of every member of society.

So duty, which is not a pleasant word to the most of us, is after all a matter of selfish interest. I must give if I expect to get. Society rests upon a give-and-take policy; upon human co-operation. And this recognition of our inter-dependence, it seems to me, is the big idea that has come into business in recent years.

Most men—even those who are critical of business—will agree that business standards are higher today and business practices more clearly ethical than they were a generation ago. Yet I doubt if human nature has changed very much in that time. I doubt if the men of today are more honest, or more honorable, or inherently any better than their fathers were, but I believe we know a little more. We are beginning to see that certain practices which were common enough in the 19th century are not good business practices in the 20th century. They don't pay. So we have raised our standards and revised our practices. Nor has this enlightenment come to us through any phenomenal increase in human intelligence. We probably are no wiser than our fathers; we simply have learned a few things by experience.

BUSINESS is a very different process than it was a generation ago. Conditions have changed. Life has become more complex and business more intricate and complicated. We not only do business on a larger scale but immeasurably more factors enter into it. Contrast your own establishments, your own equipment, your own business practices and their wide-spread ramifications, with the methods and ideas of the ice cream maker—he could hardly be called a manufacturer—of 1890. When I was a boy it was commonly said that any journeyman printer with a shirt-tail full of type could start a newspaper. Now the would-be publisher must be able to command the aid and co-operation of scores of manufacturers to supply him with the tools and machinery and equipment of his business. And it is so in every line. While the small business is by no means a thing of the past, the small business is dependent upon big business for materials, transportation, and the utilities which make business possible. Even the purchase of a penny box of matches from a street vendor must have been preceded by the employment directly or indirectly of millions of capital and thousands of workmen.

And our idea of the purpose and function of business has changed, too. Business men of the better type no longer regard maximum profits regardless of the means by which they are attained, as the chief purpose of business. Business has a wider responsibility than that. There are four parties concerned in all business; the investors or owners; the management; the workers; and the customers; and the business must be so conducted that all four are benefited.

Hard-headed, practical, shrewd business men who are intent upon making profits and paying dividends have at last come to see that the customer must be benefited. Satisfied customers are the greatest assets of any business. We all know we cannot charge our customers more than the traffic will bear, although it took us a good many years to discover that fact. It has taken several generations to eradicate the "public-be-damned" idea from business, but we are doing it. At least theoretically. The trouble is that while we all recognize the principle, we are nevertheless inclined at times to feel that maybe we can ignore it this one time and get away with it, forgetting that by so doing we are helping to kill the goose that lays the golden egg. The prosperity of your business depends upon the well-being of the whole people, and we ought to have the good sense to see that it is wise to recognize the solidarity of human society. That's good business and sound ethics.

Shrewd business men are beginning to see, too, that satisfied workers make for increased efficiency and greater profits. They recognize as never before that labor has a very real interest in business, and that a business cannot thrive if it is torn by dissensions and hampered by constant friction between the workers and the management.

ON THE other hand, thinking labor leaders are getting away from the false idea that labor is the only factor which enters into the production of wealth. They are willing to recognize today that invested capital is absolutely essential to the conduct of business and are willing to admit that capital so invested must be rewarded. They recognize, too, that management is a factor of equal importance with capital and labor and that management must be adequately compensated. We have not yet reached the point where investors and manufacturers and laborers are agreed upon the exact division of profits, but we have taken a long step forward when the capitalist, the business engineers, and the labor leaders all agree that business is a co-operative enterprise. A noted steel man was once asked which was the most important factor in his business, capital, management or labor. His answer was: "Which is the most important leg on a three-legged stool?" When we accept the fact of this interdependence, this fundamental necessity of co-operation, not only in theory, but in practice, we will have gone a long way towards solving our industrial problems; and a long way, I think, too, toward checking the spread of unsound and dangerous economic and political theories.

I am not one of those who lie awake at night fearing that this country will turn Red. I do not fear a reign of bolshevism in America. Our people have too much common sense for that. But I do recognize that unrest will grow and may become a menace to our institutions unless the producer on the farm, the machine-tender in the factories, the laborer on the streets, the builders and the workers of every class, are made to feel that they are co-operating with capital and management in the production of wealth. It must become possible for us all to feel that we are co-operating toward the same end.

SO MUCH for the broad theory of co-operation in society and in industry. I have attempted to establish that a nation, and indeed, human society itself, is merely

a co-operative association. I believe that that society is most perfect which most nearly approaches the ideal of practical co-ordination and perfect co-operation among its individual members. If this is true of society and of a nation, why is it not true of an industry? It assuredly is. The day of cut-throat competition, of "every man for himself and the devil take the hindmost," has passed, and I believe it is gone forever. Business men realize today as never before that they cannot play a lone hand. It is not only that they owe something, from the viewpoint of fairness, and decency, and honor to the public, to their employees, and to their fellow business men, but we are beginning to see that we are all in the same boat, that we need each other's help, that anything which hurts a single member of the industry in which we are engaged, eventually and inevitably hurts every member of that industry.



THE NEXT INTERNATIONAL DAIRY CONGRESS IN 1926.

On May 9, 1925, the Bureau of the Permanent International Dairy Federation held a meeting in Brussels, Belgium, where, among other things, the question of the next world's dairy congress was discussed, and it was decided that future world dairy congresses be held in accordance with the following schedule: 1926—Paris, France. 1928—London, England. 1930—Brussels, Belgium.

While last year it was announced that a world's dairy congress would be held in Paris this year (1925), that plan had to be abandoned on account of delay in the approval of financial appropriations for the congress in 1925 by the French government.

The Success of your Ice Cream Depends Much on the Way in Which it is Served

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New Markets for Ice Cream

By A. L. McDONALD in The Arctic Circle

THE normal growth of a child from eight to ten years of age is eight ounces per month. It has been found that when children are not up to normal weight they are likely to be below normal in everything else. Most cities are making an effort to bring under-weight children up to normal by feeding them milk and other easily assimilated foods, generally giving this food at ten o'clock in the morning.

Only recently has any thought been given to the possibilities of feeding ice cream to children who are underweight, although some exhaustive tests have been made as to its possibilities as an infant food. During the year of 1924 a number of nutriment tests were carried on and I will refer briefly to one of them conducted in New London, Conn. Six hundred and sixty-three children were selected, all of whom were at least five pounds under-weight. Each child was fed one-fifth of a quart of ice cream five days a week for a period of six weeks. Only 36 showed no gain, 106 were brought up to what the health authorities designated as normal weight. One making a gain of 12 pounds, the gains ranging from 12 pounds down to one-quarter pound. In addition, the following taken from a letter written by Viola M. Whiteside, supervising nurse, shows that the ice cream diet might have other advantages. "My co-workers feel as I do, that the practical demonstration you made possible has been successful in many ways. Usually we have to use a great deal of persuasion to make the children do anything to improve their health. In this case no persuasion was necessary."

All of this goes to show that there are some new markets for ice cream still to be developed. The American public last year consumed about 300,000,000 gallons of ice cream, which makes about two and one-half gallons per capita. That is not enough! Ice cream is an economical food and people can and should eat more of it. After a nutriment test conducted in New Orleans it was figured that the added weight cost 60 cents a pound. What is a child worth? I have two you could not buy for 60 cents a pound, except on very rare occasions.

* * *

Interesting figures are revealed in "The Round-Up," the official bi-monthly paper of Western High School, Detroit. We reprint the article by permission:

"Students of Western, do you know that your ravenous appetites make you consume 1600 pretzels, 375 pies, 225 pounds of frankfurts, together with 200 dozen rolls, which make up the ever popular 'hot dog,' and 4,080 pieces of ice cream in a single week? Well, you do, and that is not all. Ten bushels of potatoes are peeled weekly, 1,000 sandwiches are made, 375 pies are baked in the lunch room ovens, and 64 pounds of soup bone are used to make 100 gallons of appetizing soup. And you eat every bit of it, too! On Friday not a crumb of the 30 cakes, not a particle of the 200 pounds of meat is left.

"Western also has a sweet-tooth. The candy counter takes in from $75 to $90 each week from the sale of chocolate bars and other sweets.

"Quick figuring will give the average per term of 81,600 pieces of ice cream, 32,000 pretzels, $1,600 worth of candy, 2,400 rolls and 1,800 'hot dogs.' O, what appetites!"

DIXIE PLANT IN OPERATION.

The Dixie Ice Cream Co., Bristol, Va., a newly organized firm, with capital of $50,000, is now manufacturing ice cream at Bristol, and has a branch plant at Abingdon, Va.

The officers of the new company are W. L. Gemmell, president; E. C. Hamilton, vice-president and secretary, and S. S. Smith, general manager. These men have all had wide experience in the ice cream manufacturing business, as well as in the manufacture of butter, ice and all milk products.

The company's plant at Abingdon is reported as being new, modernly equipped and running at capacity production. Temporary quarters are now in operation at Bristol, but a new factory is under construction on Euclid Ave. The building will be of attractive design, built of brick and concrete and will be thoroughly modern and sanitary in every respect, officials advise.

NEW STATION FOR SMITH & CLARK CO.

The Smith & Clark Co., with headquarters in Scranton, Pa., recently erected a modern station on North St., Monticello, N. Y. The structure is of the latest type, 30x50 feet, and is constructed of concrete, tile and steel. C. J. Long of the Smith & Clark Co. advises that this plant will take care of the company's business in that section of Sullivan county.

This firm also has plants at Port Jervis, Middletown and Newburg, in New York, and Scranton, Wilkes-Barre, Hazleton, Hawley and Stroudsburg, Pa. The company's product is distributed under the trade name, "The Cream of Perfection."

SEYMOUR OPENS PLANT AT NASHVILLE.

Jack Seymour, formerly vice-president of the Brown Ice Cream Co., Baton Rouge, La., has opened the Delicia Ice Cream Co. at Nashville, Tenn. Mr. Seymour for some years was secretary of the Louisiana Association of Ice Cream Manufacturers.

"——AS A WHOLE."

It is reasonable to expect that your business and my business is pretty well going to follow the trend of the industry, either in growth or lack of growth. Consequently, in considering national activities, I beg of you to reach your conclusions only after you have thought of the industry as a whole.

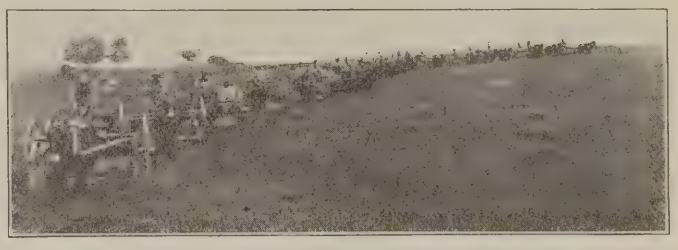
From remarks by President Vernon F. Hovey before national directors at Waldenwoods meeting.

LEXINGTON IS CENTER OF BLUE GRASS REGION.

By Carlton Ball.*

The truth of the old proverb, "As the soil, so the people," is revealed distinctly in the Blue Grass region of Kentucky. This accounts for the fact that Lexington, the scene of the 1925 convention of the Southern Association of Ice Cream Manufacturers, has become famous for agricultural and natural advantages. While fairly represented with industrial enterprises, the city is more often associated with large farms, colonial homes, unexcelled live stock, all-year pastures and unsurpassed tobacco lands.

Lexington is the center of the Blue Grass region proper, which covers an area of about 1,000 square miles.



Working in the blue grass near Lexington.

The region rests on the apex of a dome geologically known as the Cincinnati—Geanticline. This singular structure is due to a contraction of the earth's crust which forced through the overlying strata a deep sea deposit, shells that cannot be detected with the unaided eye. These give to the surface soil its rich, chocolate color and a phosphorous content equal to the amount of that element contained in some complete fertilizers.

The Blue Grass pastures, which are more profitable than corn fields, have merited the reputation of being America's greatest section for spring lambs and export beef cattle finished on grass. Tobacco raising has brought Lexington renown as the world's largest loose-leaf tobacco market. Required for this market are eighteen mammoth loose-leaf warehouses, whose floor spaces can be more easily described by the acre than by the square foot.

Excepting phosphate mines, nowhere else in America can be found a soil to excel that of the Blue Grass. Whatever fame Lexington and the Blue Grass region have enjoyed must ultimately be attributed to its peculiar soil formation which is responsible for all superior benefits of beauty, fertility and wealth.

* General secretary, The Dairy Products Association of Kentucky.

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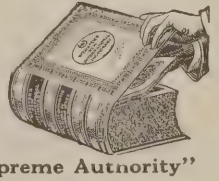
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Be it the pronunciation of **vitamin** or **marquisette** or **soviet,** the spelling of a puzzling word the meaning of overhead, **novocaine,** etc., this **"Supreme Authority"**

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contains an accurate, final answer. 407,000 words. 2,700 pages. 6,000 illustrations. Constantly improved and kept up to date. Copyright 1924. Regular and India Paper Editions. Write for specimen pages, prices, etc. **Cross Word Puzzle** workers should be equipped with the new International, for it is used as the authority by puzzle editors. FREE Pocket Maps if you name The Ice Cream Review.

G. & C. MERRIAM COMPANY, Springfield, Mass., U.S.A.

NOTES OF THE TRADE

News of Interest Concerning What Our Readers and Advertisers are Doing to Develop the Industry. We Invite Correspondence Relative to New Products and New Equipment.

NEW ICE CREAM CHOCOLATE.

Horine & Bowey Co., 401 W. Superior St., Chicago, has developed a special ice cream chocolate which is prepared especially for the manufacture of chocolate ice cream. They state that never before have they attained such a high degree of perfection in combining a rich, delicious chocolate flavor with sufficient color to produce ice cream that not only has the true natural chocolate flavor, but also looks like chocolate ice cream. Richness of color and taste can, of course, be easily governed by the amount of ice cream chocolate used to each batch of mix.

They will be glad to give further information and prices to any of our readers who are interested.

Incidentally, this ice cream chocolate is also very excellent for making chocolated milks. Horine & Bowey Co. can supply formulas for this purpose.

* * *

FRUIT HEADQUARTERS "STEPS OUT."

The "Reyam News" made its official bow to the ice cream industry last month. This is a house organ published by The Cincinnati Extract Works of Cincinnati. In his leading editorial the editor of Reyam News says, in part: "With no advertisement other than a little trade paper space and their own unmatchable quality, Reyam cold packed fruits have achieved an insistent demand throughout the world. They are used from New York to New Zealand and from Portland to Panama, and they make good everywhere. They could command a good price premium on the basis of their flavor and keeping qualities, but we prefer to 'beat the band' on price, too."

BRANCH PLANT FOR McLAREN.

Announcement has been made that the McLaren Products Co., with headquarters at Dayton, Ohio, will establish a branch plant at Springfield, Mass. Machinery and equipment has been received at the plant, to be located in the concrete building at the foot of Margaret St. Production is scheduled to begin soon. About 50 workers will be employed, it is announced, with present plans calling for day and night forces in the near future.

Trade Literature

SPIRIT OF AMERICAN INDUSTRIES.

The spirit of American industry, our diversities of industries and limitless resources are portrayed in the handsome calendar for 1925-26, recently issued by the General American Tank Car Corp., parent organization of the General American Car Co., with offices in New York, Detroit, Washington, St. Louis and other cities.

"Purity from Pasture to Table" is the company's slogan. Officials have set forth that General refrigerated, glass-lined tank cars make important savings while in operation. Through these tank cars, we are told, there is in effect a saving in money, a saving in equipment on can depreciation, milk can washers, freight charges and labor cost; a time-saving in loading and unloading, handling in traveling on route, space, saving in space required for can storage put in country plants; increased radius by buying in an extended supply area and receiving the benefit and all advantages; increased sales through the liberal supply of safe milk, the advertising value of safe milk—"safe in glass all the way."

The general offices of the company are in the Illinois Merchants' Bank Building, Chicago.

* * *

NEW VIKING CATALOG.

A new catalog has just been issued by the Viking Pump Company of Cedar Falls, Ia. This catalog illustrates and describes Viking's self-contained units, motor driven units, sanitary pumps, high pressure pumps and other types manufactured by this company. Copies of the catalog may be obtained by writing the Viking Pump Co.

KLEENKUP

the small size package that will make your ice cream better known—

samples of the five and ten cent sizes sent for the asking

Mono Service Co.
NEWARK NEW JERSEY







We Specialize in Printing for the Dairy Products Industries

In our modern building we have housed an array of equipment of the first order to turn out in volume, with precision and dispatch, an endless variety of advertising material.

Specializing in printing to the dairy products industries, we are in a position to lend advertisers the benefit of a long experience and association with this trade, its requirements and peculiarities.

Our volume production should also make our prices worth your investigation. Submit your next printing job to us for suggestion and quotation.



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Envelopes
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Remittance must accompany order

IT PAYS TO ADVERTISE

Orders for this Department must reach our Office not later than the 25th of the month. Orders received after that date will be carried over to the following month's issue.

NOTE: Names and addresses of advertisers using blind addresses cannot be furnished direct from this office. The advertiser can be reached only by using the key number and addressing your reply care of "The Ice Cream Review."

NOTICE.

The Ice Cream Review disclaims any responsibility for the reliability of parties advertising in the Want and For Sale Department, nor for the truthfulness of statements made in such advertisements. In answering such ads, ask for references if parties are unknown personally, before sending money. Our subscribers are requested to assist us in keeping unreliable parties from advertising by reporting any suspicious dealings.

We reserve the right to refuse to accept advertisements which we believe are detrimental to the ice cream industry.

POSITION WANTED

POSITION WANTED — By young man who has recently graduated from the dairy course, University of Wisconsin. Understand standardizing, pasteurizing, freezing and over-run control. Have also had practical experience in buttermaking. Can come at once. Address: R-253, The Ice Cream Review. 7-25

POSITION WANTED — By experienced ice cream maker. Have 2½ years practical experience, of which time was ice cream maker for one year for large Milwaukee concern. Also 3 years agricultural training. Can guarantee results and produce A No. 1 fancy creams. Best of references furnished. Single. Can come at once. Address: R-403, The Ice Cream Review. 7-25

NOTICE — A thoroughly experienced, practical ice cream man with university training desires position as superintendent or foreman of good sized ice cream plant. Good references. Address: R-394, The Ice Cream Review. 7-25

POSITION WANTED — As production manager. Knows the ice cream business from A to Z. 20 years experience. Can handle any size plant. Best of references furnished. Address: R-370, The Ice Cream Review. 7-25

POSITION WANTED—As first class ice cream maker. Understands all branches of the business. Best of references furnished. Address: R-369, The Ice Cream Review. 7-25

FOR SALE BARGAINS

BUSINESS

BUSINESS FOR SALE—Ice cream and confectionery business in a hustling Pennsylvania college town. Well equipped plant. Wholesale and retail. A desirable proposition. Address: R-413, The Ice Cream Review. 7-25

FOR SALE—Milk and ice cream plant. Largest and best equipped in city of 28,000. Address: R-406, The Ice Cream Review. 7-25

FOR SALE—Established milk, ice cream and ice plant. Doing $70,000 business annually. Address: R-417, The Ice Cream Review. 6-25

MACHINERY AND SUPPLIES AND BOILERS, NEW AND SECOND HAND

Electric Motors, Engines, Pumps, Pipes and fittings, Valves, Belting, Shafting, Bearings and Pulleys. Money Saving Prices. Harris Machinery Co., Minneapolis, Minn. 7-25tf

FOR SALE — Refrigeration Machine — Used. We have several used and new machines of nationally known make, which we can sell at a big saving to you. Will erect and guarantee the plants fully. Erecting Engineers Company, 4421 Carroll Ave., Chicago, Ill. 7-25tf

FOR SALE—Two shop-worn—otherwise new—Progress brine ice cream freezers—40 quart—motor drive—motor included—$400 f. o. b. Chicago. Erecting Engineers Co., 4421 Carroll Ave., Chicago. 7-25tf

FOR SALE—Five used Cherry 80-qt. freezers. Motor drive. These machines have been used less than one year. Will be equipped with any phase motor. Thomas batch measures or regular batch cans will be furnished at the option of the purchaser. We also have several 40-qt. machines of different makes which have been completely rebuilt. Prices very reasonable for quick sale. Address Universal Shops, Binghampton, N. Y. 7-25tf

FOR SALE—5,000 pounds 100 per cent pure milk or butter fat equal to finest creamery butter for use in ice cream manufacture, packed in 50 pound tins. Apply R-64, The Ice Cream Review. 7-25tf

FOR SALE—Progress vertical ice cream freezer parts. We have all parts for immediate shipment, such as gears, pulleys, cylinders, etc., at greatly reduced prices. Address Dairymen's Mfg. & Supply Co., 403 N. Main St., St. Louis, Mo. 8-25

FOR SALE—100-gal. viscolizer, motor attached machine. Practically new. Price reasonable for quick sale. Address Oriental Dairy, 1801 6th Ave. No., Minneapolis, Minn. 7-25

FOR SALE — One 40-qt. horizontal Creamery Package freezer and one 40-qt. Emery Thompson freezer. Also large direct expansion milk cooler in fine condition. Reasonable prices for immediate shipment. W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 9-25

FOR SALE—300 used 5-gal. ice cream tubs in good condition. Price right on all or any part of the lot if taken at once. Dairymen's League Co-operative Association, Inc., 120 West 42nd St., New York city, attention R. C. F. 7-25

FOR SALE—A lot of brand new enamel lined kettles, closed and open, with and without jackets or agitators, size 50-100-125-300-400-800 gallons capacity, at one-half of original cost. Acme Oil Corporation, 189 North Clark St., Chicago, Ill. 7-25

FOR SALE—Two 16-ton vertical enclosed double cylinder Remington compressors, direct connected to vertical engines with complete high pressure sides. Four 25 h.p. steam engines, horizontal. Two vertical ice cream freezers. The machines are in perfect condition, can be seen operating. Reason for selling machines, electrifying the plant. Cheap price for immediate shipment. W. C. Hardy, 1215 Filbert St., Philadelphia, Pa. 9-25

FOR SALE—One 10-gal. Model 2 Champion ice cream freezer and ice crusher, motor driven. Bartholomay Co., Inc., Box 990, Rochester, N. Y. 7-25

FOR SALE.

1—250-gal. capacity Manton-Gaulin homogenizer, belt drive.
1—300-gal. capacity viscolizer—belt drive.
4—Creamery Package coil vats, capacity ranging from 100 gal. to 300 gal.
1—300-gal. Jensen coil vat.
1—Three compartment Farrington step pasteurizer.
1—Fuller Johnson 2½ h.p. steam engine.
1—C. & B. horizontal, belt drive ice cream freezer.
1—Riley Hawk emulsifier.
1—De Laval clarifier, size 100.
1—No. 1 Victor ice breaker.

Any of the above equipment will be sold very reasonable for quick sale. Address Tri-State Ice Cream Corporation, La Crosse, Wis., for prices. 7-25

WANTED TO BUY

WANTED—Small second hand viscolizer in good condition. Address Underwood Candy Co., Oskaloosa, Ia. 7-25

WANTED TO BUY—A going ice cream business or combination of ice cream and retail milk in city of 25,000 or more. Prefer location in Central West. Address: R-404, The Ice Cream Review. 7-25

ICE CREAM FACTORY FOR SALE

Modern Complete Factory: Two Freezers, 5-Ton Ice Machine, Viscolizer, 2—100-gallon Mixing Tanks, Hot Water Heater, Manning Can Washer, Truck, 600-gallon Hardening Room. In fact, a complete Factory. Liberal terms. Reason for selling—am 64 years old, want to retire. City of 30M in Iowa. Address R-405, Ice Cream Review. 7-25

The Sale and Advertising of Dairy Products

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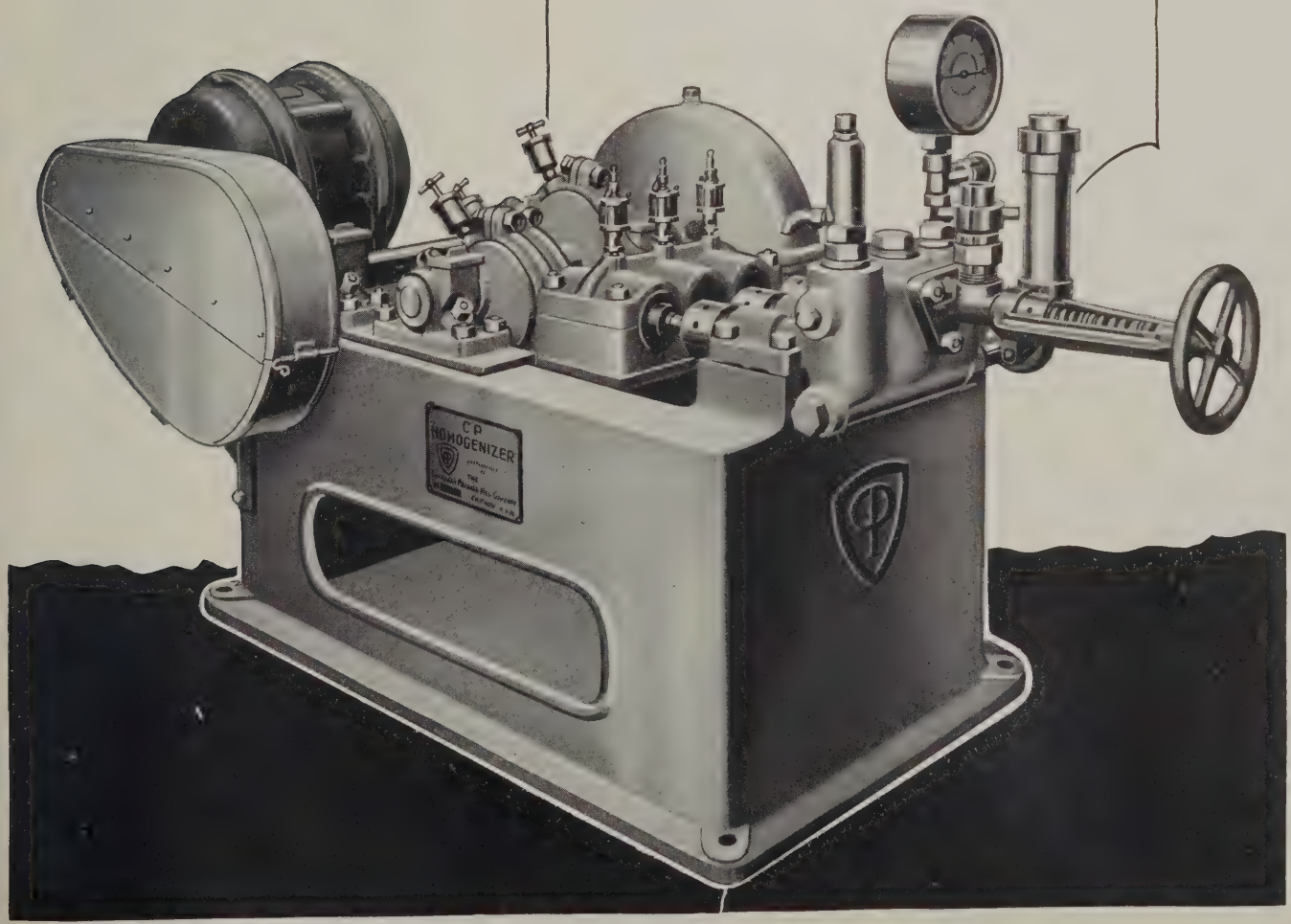
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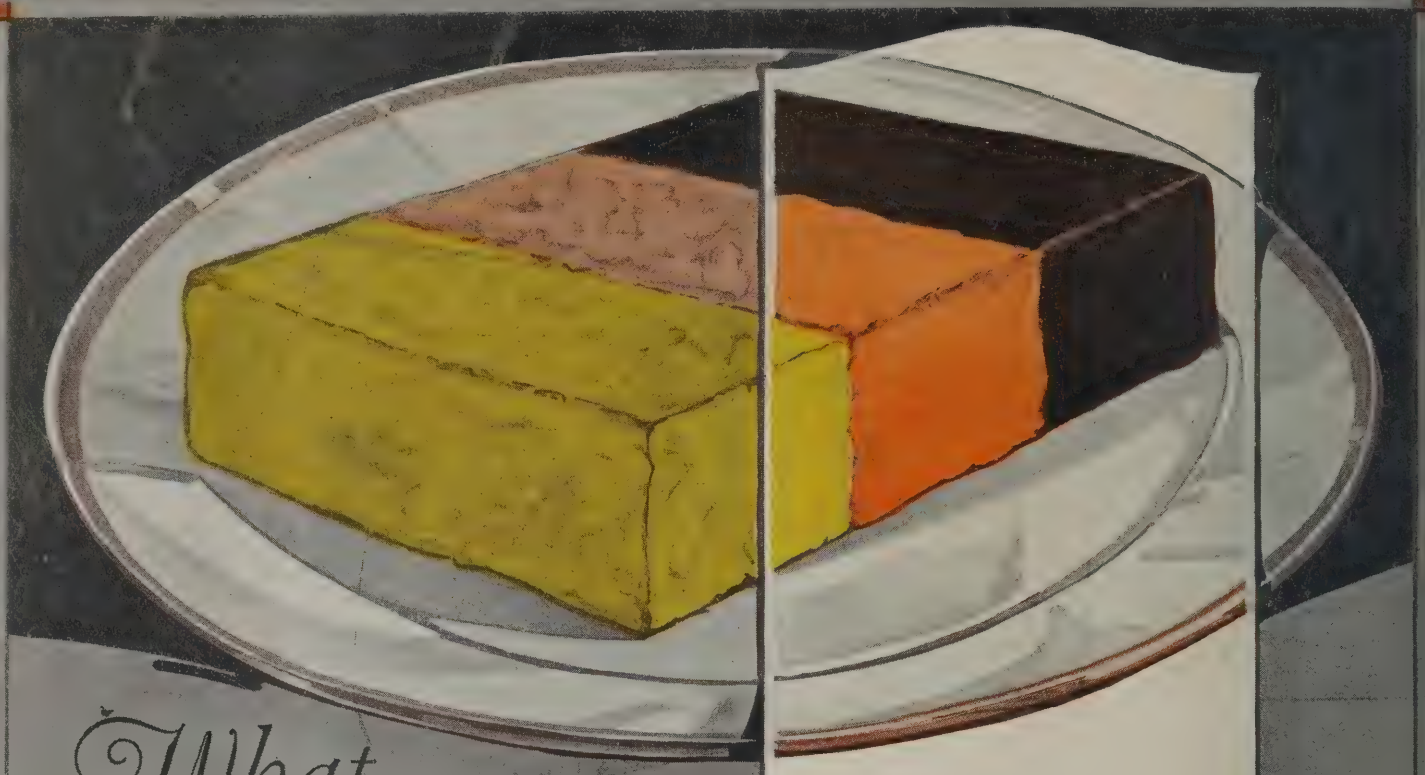
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